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COURSE BROCHURE

Advanced Social Media for E-Commerce Training Course

28 June – 9 July 2027
Geneva

Advanced Social Media for E-Commerce Training Course

Ref: 464_16873 **Date:** 28 June – 9 July 2027 **Location:** Geneva **Fees:** 11000 GBP

Social Media for E-Commerce is a 2-week advanced training course for e-commerce marketers, social commerce managers and online retail owners who sell directly through social platforms, and it ends with a Social Commerce Growth Plan. Shoppers now discover, compare and buy inside social apps, so storefronts, creators and reviews decide sales as much as the website does. Jupiter Prime Training offers this course for online retail and brand teams.

Why Social Media for E-Commerce Matters Now

Three shifts drive social selling today. Platforms have built shops, catalogues and checkout inside their apps, so the path from discovery to purchase can happen without leaving the feed. Creators and customer reviews now carry more persuasive weight than brand advertising, which changes how budgets are split. Privacy changes have made tracking harder, so retailers must measure conversion with care. A retailer that runs social commerce well grows repeat sales at a sustainable acquisition cost; one that does not overspends on ads and loses shoppers at checkout. The course draws on established performance marketing, attribution and customer service practice rather than any single platform's rules.

Who Gains Most from Social Media for E-Commerce

- E-commerce marketers who plan and optimise paid social campaigns for online stores
- Social commerce managers who run in-app shops, catalogues and live selling events
- Online retail owners who decide budgets, product ranges and partner choices
- Influencer and affiliate managers who recruit creators and manage commission terms
- Customer service leads who answer pre-sale and order questions on messaging channels

An online retail team that sends its marketer, social commerce manager and service lead together gains most, because they leave with one plan linking storefront, ads and customer care.

Social Media for E-Commerce Capabilities

Participants move from boosting posts to running social channels as a measured sales engine with clear unit economics.

- Design a social storefront with a clean catalogue feed and trust signals — for shoppers and online retail owners
- Build paid social campaigns with prospecting and retargeting layers — for performance marketers in fashion and electronics retail
- Weigh creator tiers and commission structures to drive sales — for brand and partnership managers
- Apply review generation and response flows to strengthen social proof — for customers and service teams
- Calculate return on ad spend and customer lifetime value from social — for owners deciding budget
- Specify a messaging workflow that turns service questions into orders — for customer service and sales staff

Key Social Media for E-Commerce Terms

- Social commerce — buying and selling products directly within social media platforms through shops, catalogues and in-app checkout.
- Shoppable post — a social post with product tags that let viewers see prices and buy without searching elsewhere.
- Retargeting — showing ads to people who have already visited a store, viewed products or abandoned a basket.
- Return on ad spend — revenue generated by advertising divided by the cost of that advertising over the same period.
- Dynamic product ads — automated ads that pull items from a catalogue and show each shopper products they have viewed.
- Incrementality test — an experiment comparing exposed and holdout groups to measure the sales that ads truly caused.

Social Media for E-Commerce Day by Day

Day 1: Social Shopping Behaviour

- Social Shopper Journey Map — Discovery, Consideration, Checkout and Repeat
- Purchase Trigger Analysis — Scarcity, Social Proof and Creator Endorsement
- Platform Commerce Features Comparison — Shops, Catalogues and Live Selling
- Category Fit Assessment — Products That Sell Well Through Feeds
- Unit Economics for Social Sales — Margin After Ads, Returns and Fees

Day 2: Social Commerce Storefronts

- Product Catalogue Feed Set-Up — Titles, Images and Attributes
- In-App Shop Design — Collections, Navigation and Featured Ranges
- Checkout Path Choice — Native Checkout or Website Redirect
- Inventory and Pricing Sync — Avoiding Out-of-Stock Promotions
- Storefront Trust Signals — Returns Policy, Delivery Times and Badges

Day 3: Shoppable Content Creation

- Shoppable Post Formats — Product Tags, Carousels and Collections
- Product Demonstration Video — Showing Use, Fit and Scale
- User-Generated Content Sourcing — Rights, Curation and Reposting
- Live Shopping Event Run Sheet — Host, Offers and Moderation
- Seasonal Drop Calendar — Launches Timed to Shopping Peaks

Day 4: Paid Social Campaign Structure

- Campaign Objective Selection — Traffic, Conversion or Catalogue Sales
- Audience Architecture — Prospecting, Lookalike and Interest Layers
- Creative Testing Matrix — Hooks, Formats and Offers
- Bid Strategy and Budget Pacing — Cost per Acquisition Targets
- Dynamic Product Ads — Personalised Catalogue Creative at Scale

Day 5: Retargeting and Audience Building

- Pixel and Event Set-Up — Capturing View, Cart and Purchase Signals
- Retargeting Window Design — Recency Segments for Cart Abandoners
- Sequential Messaging — Reminder, Reassurance and Incentive Stages
- Customer List Audiences — Re-Engaging Past Buyers Responsibly
- Frequency Capping and Exclusions — Avoiding Ad Fatigue

Day 6: Influencer-Driven Sales

- Creator Tiering Model — Nano, Micro and Macro Partners
- Affiliate Code and Commission Structures — Paying for Results
- Product Seeding Logistics — Samples, Briefs and Follow-Up
- Whitelisted Creator Ads — Running Paid Media Through Creator Handles
- Disclosure and Brand Safety Checks — Transparent Sponsored Posts

Day 7: Customer Reviews and Social Proof

- Review Generation Flow — Post-Purchase Requests and Timing
- Ratings Display Strategy — Stars, Photos and Verified Buyers
- Negative Review Response Templates — Recovery Without Defensiveness
- Fake Review Detection — Protecting Credibility of Ratings
- Social Proof Placement — Reviews Inside Ads and Product Posts

Day 8: Social Customer Service

- Messaging Inbox Workflow — Pre-Sale Questions and Order Queries
- Chatbot and Quick Reply Design — Handling Common Requests
- Response Time Standards — Speed Expectations on Social Channels
- Public Complaint Handling — Moving Issues to Private Resolution
- Service-to-Sale Handover — Turning Questions Into Orders

Day 9: Conversion Tracking and Attribution

- Conversion Funnel Metrics — Click-Through, Add-to-Cart and Purchase Rates
- Attribution Model Comparison — Last Click, Data-Driven and View-Through
- Return on Ad Spend Calculation — Revenue Against Media Cost
- Customer Lifetime Value Tracking — Repeat Purchases From Social
- Incrementality Testing — Holdout Groups to Prove True Lift

Day 10: Practising the Social Commerce Growth Plan

- Storefront Audit Exercise — Applying Catalogue and Trust Checks
- Campaign Build Simulation — Prospecting and Retargeting Layers
- Creator Partnership Brief — Applying Tiering and Commission Choices
- Funnel Dashboard Review — Reading Conversion and Return Metrics
- Social Commerce Growth Plan — Final Plan for Owner Approval

Applying Social Media for E-Commerce After the Course

- Run a storefront audit of the brand's social shop and fix catalogue, pricing and trust signal gaps within the month.
- Launch a retargeting sequence for basket abandoners and report return on ad spend against the previous month.

Social Media for E-Commerce Questions FAQ

What is Social Media for E-Commerce and why does it matter now?

Social Media for E-Commerce is the practice of selling products directly through social platforms. It matters now because shoppers discover and buy inside apps, creators and reviews drive decisions, and tracking changes demand careful measurement.

Which roles gain most from Social Media for E-Commerce training?

E-commerce marketers, social commerce managers and online retail owners gain most. Influencer managers and customer service leads also benefit, especially when one retail team attends together to link storefront, ads and service.

How does Social Media for E-Commerce differ from general social media marketing training?

It concentrates on direct sales rather than awareness. You build storefronts, shoppable content, retargeting and creator sales, and you measure return on ad spend, where general marketing training focuses on reach, brand content and engagement.

What do you bring back from Social Media for E-Commerce training?

You bring back a Social Commerce Growth Plan for your store. It sets storefront fixes, campaign structure, creator partnerships, review flows, service workflow and conversion targets your team can launch immediately.

Social Media for E-Commerce: The Way Forward

The Social Commerce Growth Plan first informs how the next quarter's budget divides between paid social, creators and storefront improvements. Marketers, social commerce managers and service leads use it to coordinate launches and offers. After the first quarter, revisit return on ad spend and repeat purchase rates, because platform features and shopper habits change quickly and the mix must follow.