



Improving Online Sales Performance

Audience:	Online sales and marketing professionals
Learning Objectives:	<p>Increase sales by building a powerful sales proposition enabling you to differentiate your products from competitors</p> <p>Build an effective business/sale case using the ABC certificate</p> <p>Learn how your site traffic is collated and measured</p> <p>Understand industry agreed metrics and the process ABC uses to audit these figures to industry standard</p>
Course Content:	<p>Online versus offline media</p> <p>Understanding counting technologies for informed decision making</p> <p>Pitfalls to be aware of</p> <p>Why measure and what is measured?</p> <p>Why audit?</p> <p>Audit metrics</p> <p>How can auditing generate additional revenue?</p> <p>Site centric measurement versus panel based research</p> <p>What are the common standards and why are they required?</p> <p>What do other industry bodies deliver?</p> <p>International standards</p>
Course Hours:	Half day (3 – 4 hours)
Price:	Price on application (contact training@abc.org.uk)
Location:	Confirmed on booking



Inclusions: Course material
Completion Certificate