

Getting started with the course

- Video:** Introduction to Course 7
1 min
- Reading:** Course 7 overview
20 min
- Reading:** Helpful resources to get started
20 min

Customer loyalty and rewards

Develop client relationship management skills

Review: Introduction to satisfaction guaranteed: develop customer loyalty online

Course 7 overview

Welcome to the seventh and final course of the program, **Satisfaction Guaranteed: Develop Customer Loyalty Online**. By the end of this course, you will understand strategies and tools needed to build and maintain customer loyalty in e-commerce. You'll complete a series of activities that demonstrate your ability to deliver a successful e-commerce product. Finally, you'll wrap up the course by working on skills you can use to find a job and advance in your career.



Course progress

The entire program has seven courses. **Satisfaction Guaranteed: Develop Customer Loyalty Online** is the seventh course in the series.

1. **Foundations of Digital Marketing & E-commerce** —Learn about the fields of digital marketing and e-commerce and the skills needed for associate-level roles.
2. **Attract and Engage Customers with Digital Marketing** —Apply the marketing funnel concept to stages of the customer journey, including engagement, conversion, and loyalty. Learn methods for search engine optimization so potential customers find your products or services.
3. **From Likes to Leads: Interact with Customers Online** —Learn how to create marketing content and ads on social media platforms and evaluate their effectiveness using social media analytics data.
4. **Think Outside the Inbox: Email Marketing** —Learn how to execute email campaigns, use mailing lists, and automate customer communication and workflows.
5. **Assess for Success: Marketing Analytics and Measurement** —Learn how to collect, monitor, analyze, and present data from marketing campaigns using analytics and presentation tools.
6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** —Learn the process to create a new e-commerce store and drive traffic to the online business through advertising campaigns.
7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** —(current course) Learn strategies to build customer loyalty in e-commerce and use specific tools to help develop and maintain client relationships. This course also closes out the program with professional development topics to help you prepare for a job search.

Course 7 content

This course has weekly assignments. You can complete them at your own pace; however, the weekly assignments are designed to help you finish the program in six months or fewer. Refer to the information below about weekly progression for this course.

Week 1: Introduction to Satisfaction guaranteed: Develop customer loyalty online

You will learn about the importance of loyalty in e-commerce and explore how to build strong customer relationships. You'll also find out how to measure customer satisfaction. After that, you'll explore techniques for retaining customers like offering loyalty programs, practicing dynamic remarketing, and implementing post-purchase follow-ups.

Week 2: Analyze trends for an online store

You will examine how to gather and analyze data for an online store. You'll learn how to use the data you've gathered to improve conversions and increase sales. You'll also learn how to identify which products are performing well or underperforming. Finally, you'll discover ways to improve product performance based on data.

Week 3: Prepare for jobs in digital marketing and e-commerce

You will engage in a series of interactive activities based on concepts you've explored and skills you've gained throughout the program. You'll also explore job readiness skills, develop your resume, and practice interviewing for jobs.

Week 4: Certificate review

You will review what you've learned throughout the Google Digital Marketing & E-commerce Certificate. You'll explore additional career resources and reflect on everything you've learned. At the end of the program, you'll share your career goals with fellow learners.

What to expect

This course offers a series of lessons with many types of learning opportunities. These include:

- Videos** for instructors to teach new concepts and demonstrate the use of tools
- Readings** to introduce new ideas and build on the concepts from the videos
- Discussion forums** to share, explore, and reinforce lesson topics for better understanding
- Discussion prompts** to promote thinking and engagement in the discussion forums
- Self reviews** to practice tasks and check your results for accuracy or correctness
- In-video quizzes** to help your comprehension of content presented in videos
- Practice quizzes** to prepare you for graded quizzes
- Graded quizzes** to measure your progress, give you valuable feedback, and satisfy program completion to obtain a certificate—Following program guidelines, you can take a graded quiz multiple times to achieve a passing score of 80% or higher.

Tips for success

- It is strongly recommended to go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced in this course. They are designed to support your learning.
- When you encounter useful links in this course, remember to bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct** to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Mark as completed

