

Two-Day Training Schedule: Comprehensive Training on New E-Commerce Website and Mobile App For AGTA PLC

Duration: 2 Days

Day 1: Introduction and E-Commerce Basics

Morning Session (9:00 AM - 12:00 PM)

9:00 AM - 9:15 AM: Welcome and Introduction

Welcome participants and introduce the trainers.
Outline the objectives for the two-day training.

9:15 AM - 9:45 AM: Understanding the E-Commerce Landscape

Discuss current e-commerce market trends and the significance of the new website and mobile app.
Highlight the competitive advantages of the new platform.

9:45 AM - 10:30 AM: Exploring the E-Commerce Store

Demonstrate the customer's perspective by exploring the e-commerce store.
Explain the user interface, product catalog, and browsing features.
Emphasize user-friendliness and ease of navigation.

10:30 AM - 10:45 AM: Coffee Break

10:45 AM - 11:30 AM: Admin Panel Walkthrough

Introduce the admin panel to staff responsible for managing the website.
Cover key functionalities, such as product management and order processing.
Provide guidance on updating content and managing users.

11:30 AM - 12:00 PM: Mobile App Overview

Discuss the importance of a mobile app in e-commerce.
Present key features of the mobile app.
Emphasize a seamless user experience across devices.

Lunch Break (12:00 PM - 1:00 PM)

Afternoon Session (1:00 PM - 4:30 PM)

1:00 PM - 2:30 PM: Interactive Hands-On Session

Provide hands-on access to the admin panel and the mobile app.
Walk through key tasks, such as adding products, managing orders, and processing returns.
Encourage staff to ask questions and engage in practical exercises.

2:30 PM - 2:45 PM: Afternoon Break

2:45 PM - 3:30 PM: Customer Support and Security

Discuss the importance of excellent customer support in e-commerce.
Provide guidelines on handling customer inquiries, complaints, and feedback.
Highlight the importance of data security and privacy.

3:30 PM - 4:00 PM: Q&A and Closing Remarks

Open the floor for questions and discussions.
Summarize key takeaways from Day 1.
Provide contact information for support and assistance.

End of Day 1 (4:30 PM)

Day 2: Landing Page Management and Blog Posting

Morning Session (9:00 AM - 12:00 PM)

9:00 AM - 9:15 AM: Review of Day 1

Recap the key points covered on Day 1.
Address any questions or concerns from the previous day.

9:15 AM - 10:30 AM: Landing Page Management

Introduce the concept of landing pages and their role in e-commerce.
Demonstrate how to create and update landing pages.
Explain best practices for optimizing landing page content.

10:30 AM - 10:45 AM: Coffee Break

10:45 AM - 11:30 AM: Blog Posting and Content Management

Discuss the importance of blogs in e-commerce marketing.
Walk through the process of creating and posting blogs.
Highlight strategies for creating engaging and SEO-friendly content.

11:30 AM - 12:00 PM: Hands-On Practice - Landing Pages and Blog Posting

Provide practical exercises for participants to create landing pages and publish blogs.
Offer guidance and support as they practice these tasks.

Lunch Break (12:00 PM - 1:00 PM)

Afternoon Session (1:00 PM - 4:30 PM)

1:00 PM - 2:00 PM: Review and Troubleshooting

Review the blogs created by participants.
Address any issues or questions they encountered during the practical exercises.

2:00 PM - 2:30 PM: Final Q&A and Closing Remarks

Open the floor for any remaining questions or concerns.
Summarize the entire two-day training program.
Provide contact information for ongoing support and assistance.

End of Training (2:30 PM)

This comprehensive two-day training equips the staff with a deep understanding of the new e-commerce website, mobile app, landing page management, and blog posting, enabling them to effectively manage and promote the online platform.