

Tradealert

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ecomConnect



KENYA EXPORT
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AGENCY

Course 3: Creating Quality E-commerce Content

ITC SME Trade Academy



21 August 2023



learning.intracen.org

CREATING QUALITY E-COMMERCE CONTENT

Unlock the potential of your e-commerce business by registering for the highly beneficial and entirely free course: "Creating Quality E-commerce Content." Commencing on the 21st of August 2023, this course is designed to equip participants with invaluable skills and knowledge to enhance their online presence and drive success in the competitive world of e-commerce.

In today's digital landscape, compelling and high-quality content is paramount for attracting customers, increasing conversions, and building brand loyalty. This course focuses on empowering participants with the expertise to craft content that resonates with their target audience and ultimately boosts their e-commerce performance.

Throughout the course, participants will gain insights into the art of storytelling and learn how to effectively communicate their brand's unique selling points through various content formats. From attention-grabbing product descriptions to engaging blog posts and visually appealing social media content, learners will discover how to curate a captivating online presence that stands out amidst the sea of competitors.

Taking this course will help Kenyan businesses enhance their online presence and expand their customer base beyond geographical constraints. With the right content strategies, they can effectively compete with larger e-commerce players and carve out a niche for themselves in the digital realm.

Secure your spot by registering on the following link:

<https://learning.intracen.org/course/info.php?id=342>

UPCOMING EVENTS



FRUIT ATTRACTION 2023

fruit
attraction



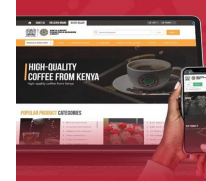
ALL FASHION SOURCING CAPE TOWN



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