



I.ONLINE SALES MANAGEMENT



Why is online shopping considered so important for people and for companies today?

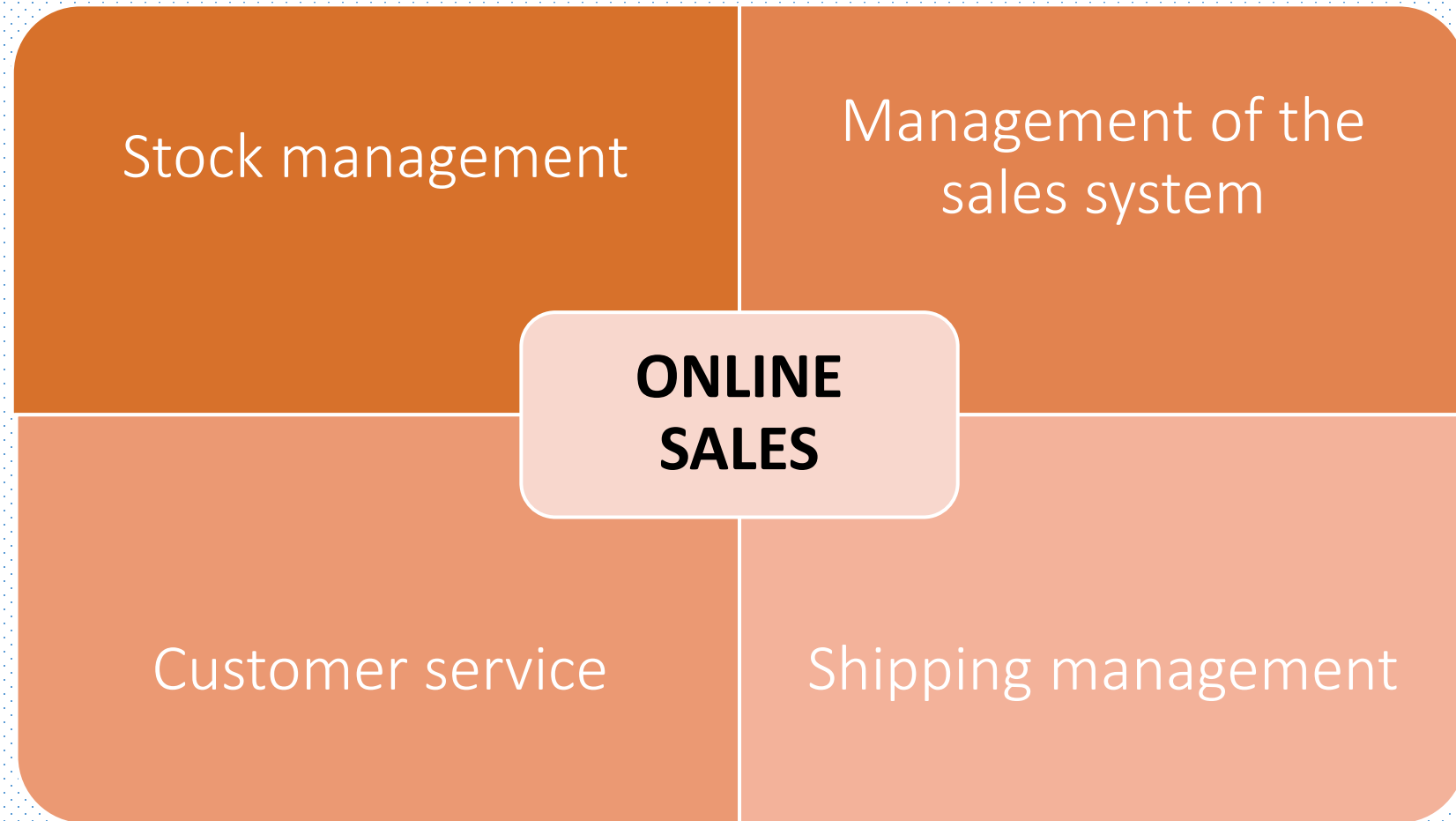
INDIVIDUAL
ACTIVITY



Write down your impressions about the online sales and the benefits that you think are relevant for people and for businesses and compare yourself with your colleagues.



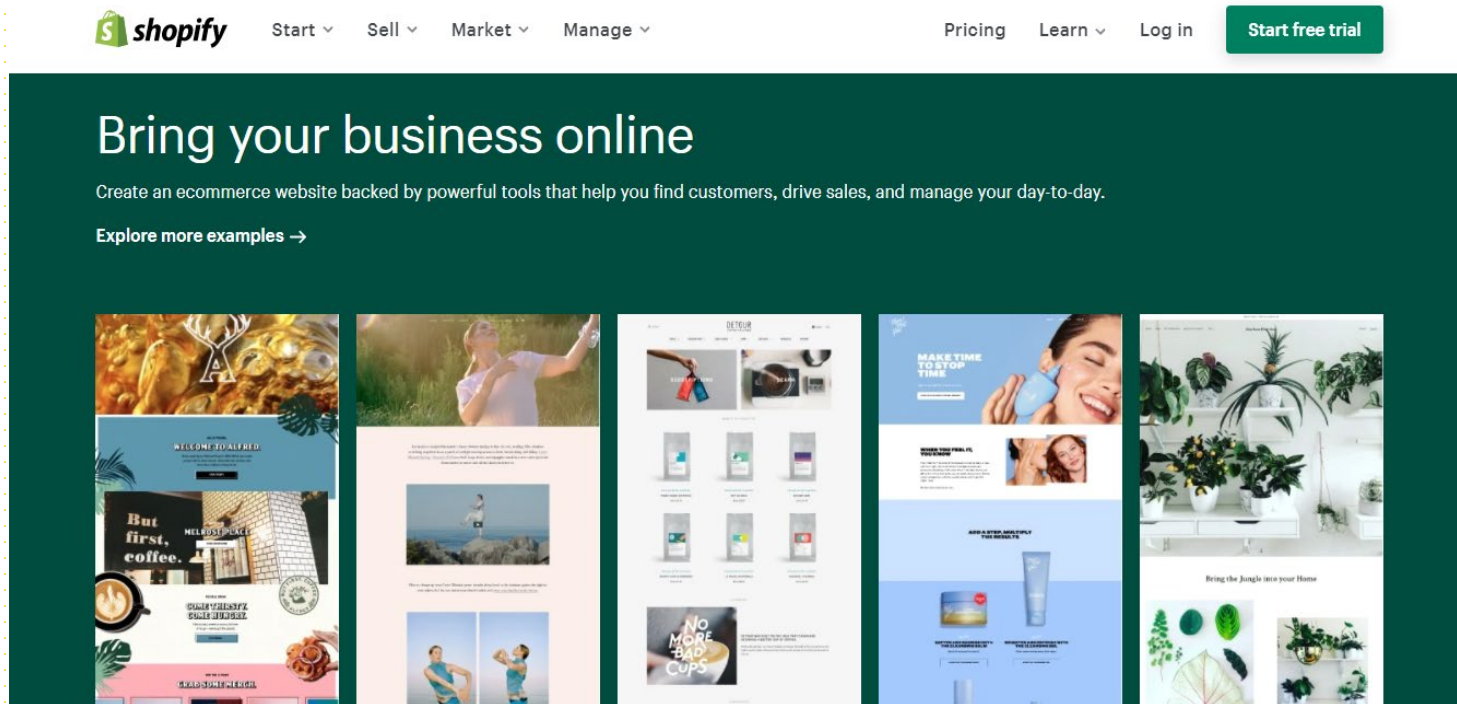
- Do you remember the basics of ONLINE SALES?
Let's review them together:



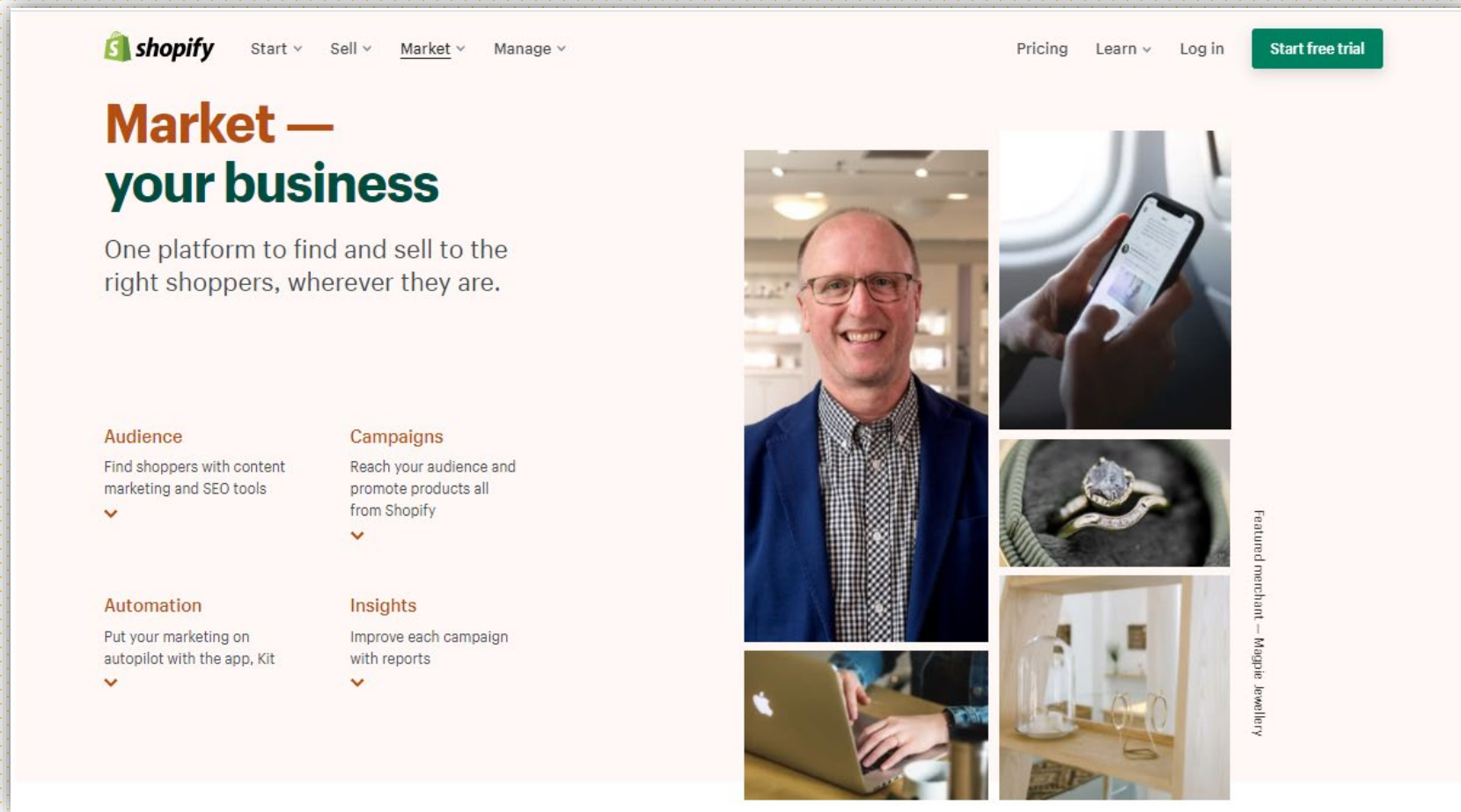
Problems with ecommerce? Today, there are online tools that can help you easily to manage your business. Let's see one:



SHOPIFY:



- SHOPIFY is a platform that allows you to create an ecommerce store, manage your business and interact with customers. In addition to this, you can promote your store using the tools and marketing campaigns created by the platform, analyzing the results and conversions!

The image is a screenshot of the Shopify Market homepage. At the top, the Shopify logo is on the left, followed by navigation links: 'Start', 'Sell', 'Market' (which is underlined), and 'Manage'. On the right side of the top bar are links for 'Pricing', 'Learn', 'Log in', and a green 'Start free trial' button. The main heading is 'Market — your business' in a large, bold font. Below this is the tagline 'One platform to find and sell to the right shoppers, wherever they are.' The page is divided into four sections: 'Audience' (Find shoppers with content marketing and SEO tools), 'Campaigns' (Reach your audience and promote products all from Shopify), 'Automation' (Put your marketing on autopilot with the app, Kit), and 'Insights' (Improve each campaign with reports). To the right of these sections is a vertical strip of four images: a man in a blue blazer, a hand holding a smartphone, a diamond ring, and a person's hands on a laptop. To the right of the images is the text 'Featured merchant — Maggie Jewellery'.

shopify Start Sell Market Manage Pricing Learn Log in Start free trial

Market — your business

One platform to find and sell to the right shoppers, wherever they are.

Audience
Find shoppers with content marketing and SEO tools

Campaigns
Reach your audience and promote products all from Shopify

Automation
Put your marketing on autopilot with the app, Kit

Insights
Improve each campaign with reports

Featured merchant — Maggie Jewellery



- ***Audience***
- ***Campaigns***
- ***Automation***
- ***Insight***

Select the audience, use SEO tools, use the site's virtual assistant and check the reports...Shopify allows you to have a 360-degree overview of your promotional activity.



II. SEO

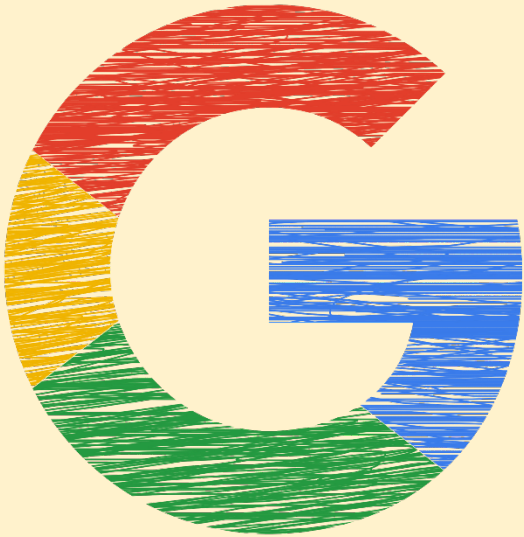


What do these abbreviations mean? And what do they refer to?



- **SEO**
- **SEA**
- **SEM**
- **ON PAGE SEO**
- **ON SITE SEO**
- **OFF PAGE SEO**





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In the second topic we talked about positioning in search engines, analyzing some tools, belonging to the Google family. Through these tools, it is possible to carry out a periodic analysis of the activities on the web, monitoring every aspect and perfecting online presence. In particular we talked about:

- ***Google Adwords***
- ***Google Search Console***
- ***Google Analytics***



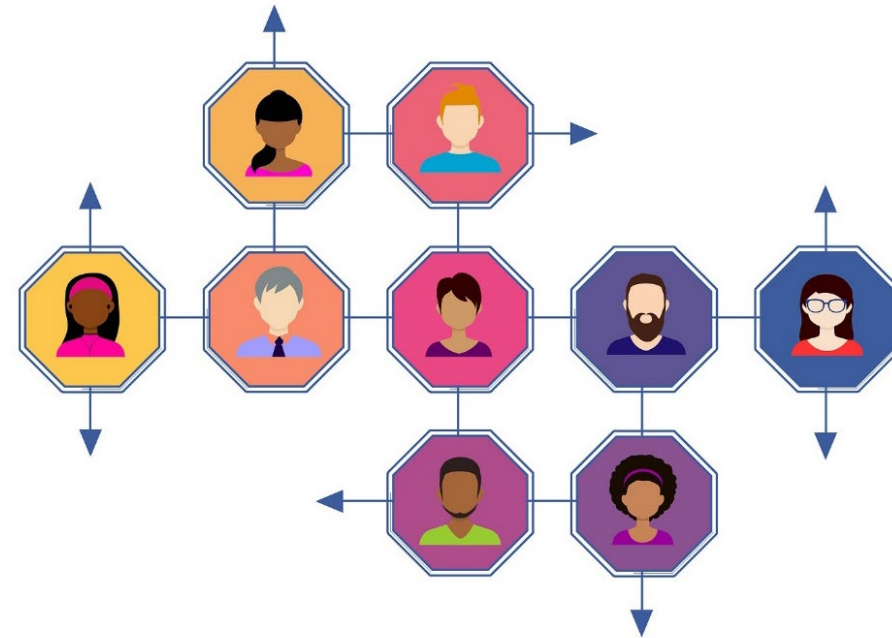
Can you remember their characteristics?
Try answering the following questions:

- What search results does Google Ads work on?
- What is one of the biggest benefits of using Google search console?
- How does the Google algorithm work within an online search?
- What data does Google Analytics analyze?

Another very useful tool for online advertising and SEO is **GOOGLE TRENDS**.



This tool allows you to analyze the search frequency of a particular word. If you type a word into Google Trends, you can measure its interest over time through a graph, as well as its geographical interest. You can also add another word and compare them in order to see which of the two is the most searched for on the web, in a certain area and in a certain segment of time. The relation that is created between the searches generates a volume that can also be considerable and that can certainly help in the creation of a campaign or in the management of your site.





III. COLLABORATIVE TOOLS (ZOHOO, TRELLO, CRM)





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We have seen how collaborative tools are rich in features, developed to allow you to reach any work goal quickly and easily.

What are, in your opinion, the main aspects of a job that require an organization through a collaborative tool?



COLLABORATIVE TOOLS

SHARED
CALENDAR

ONLINE
MEETING

DOCUMENT
COLLABORATION

Useful links to deepen the tools covered:

- <https://www.zoho.com/?zredirect=f&zsrc=langdropdown&lb=it>
- <https://trello.com/en>
- <https://www.salesforce.com/eu/>

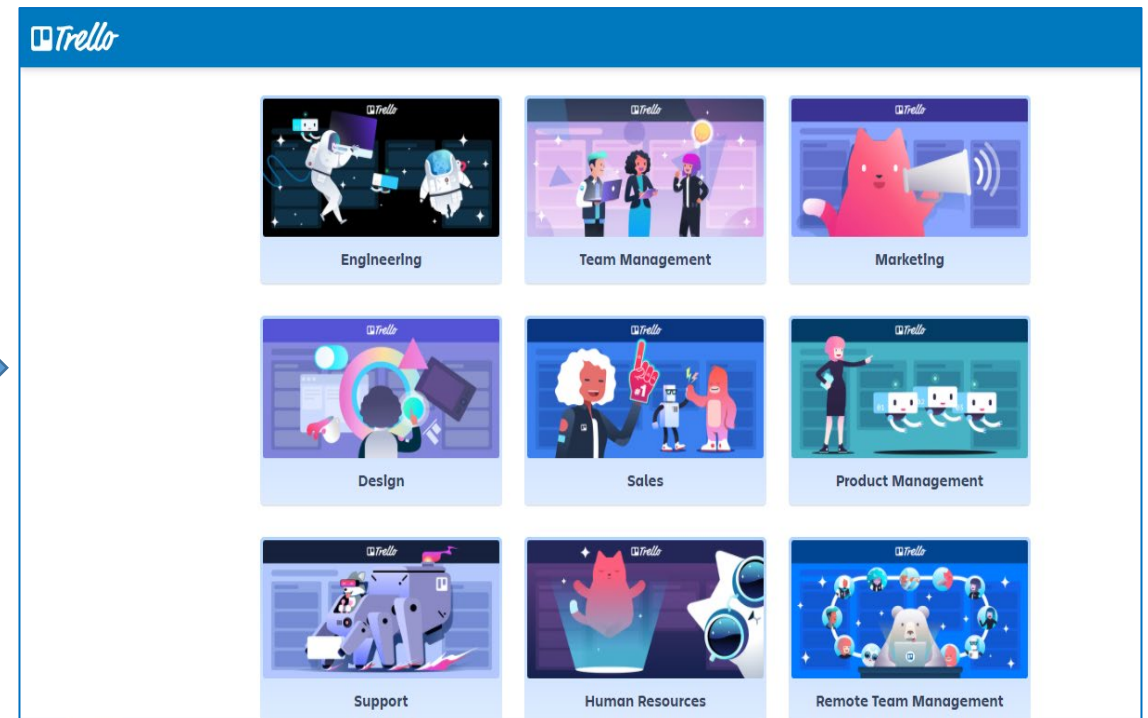
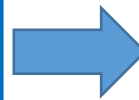


In teamwork, collaborative tools are essential. In Trello, you can find a section that shows some types of workgroups and how the tool helps them better organize their work.

For example, for the Marketing group, Trello gives the possibility to create an editorial calendar, an event planning and more.

Here's the link:

<https://trello.com/en/teams>





IV. ONLINE REPUTATION MANAGEMENT. BRAND IDENTITY AND SOCIAL COMMUNICATION



We have seen how online communication, in the creation of a brand identity, is a very important issue, to be managed through a good use of tools and the development of knowledge that help create a good online presence and brand growth.

INDIVIDUAL ACTIVITY

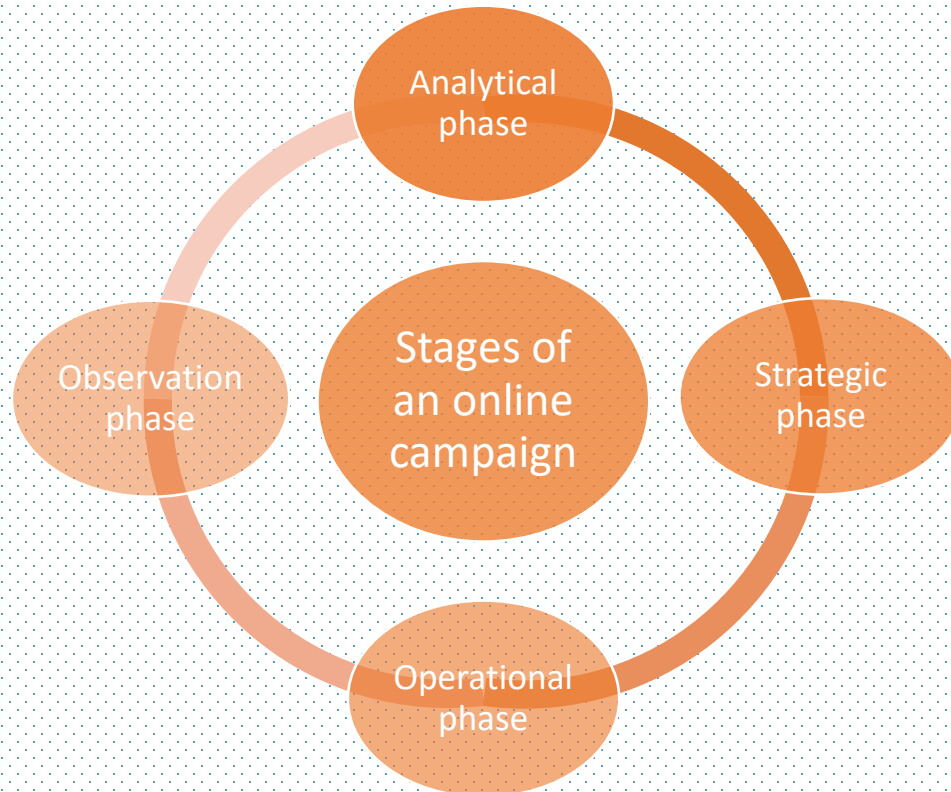
Define how a company can improve its online presence and what kind of strategy it should use.

SOCIAL MEDIA



INDIVIDUAL ACTIVITY

When it comes to communication on social media, it is important that steps are defined. It is necessary to understand what the objectives are to be achieved before setting up strategies. Is the goal to reach a certain audience? We know that in this case a specific communication campaign is required based on the target audience, choosing the appropriate style.



Create an advertising campaign for a company that deals with sportswear. You have to advertise the release of a new line of hiking shoes using Facebook and Instagram.

How would you present the campaign?

In your opinion, what would be the strengths of the two social channels to be exploited to create engaging advertising?



Questions:

- What is a call to action?
- What does a Brand Specialist do?
- Why does the communication have to be congruent with the social network you are using?
- What are the advantages of using web analysis tools?



Write down your impressions and compare them with your colleagues.



FACEBOOK BUSINESS MANAGER



This is one of the most popular tools for managing your online business. Thanks to it, you can manage all your advertisements and define personalized objectives, defining your audience more precisely for more targeted advertisements.




On Facebook Business Manager you can manage:

- Activities
- Mail
- Posts published
- Ads
- Statistics
- Billing
- Public
- Advertising reports

And other aspects, for having total control of your page.



Why choose Business Manager?




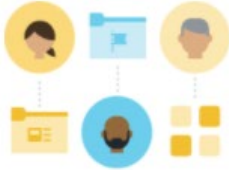
You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods and organise by objective for reporting.

You need to request access to Pages or ad accounts.

If you have clients, you can request access to their Pages and ad accounts to become an analyst or advertiser.





You need to assign permissions to a lot of people working together.

You can allow specific, role-based access to ad accounts, Pages and other assets that your business manages, as well as easily see who's working on what.



V. PAYMENT METHODS





Questions:

- What are the advantages of online payments?
- What are the types of online payment?
- How can I make mobile payments?

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We have seen that today there are many tools that allow, in addition to online payments, to create invoices using specific plugins, such as the WooCommerce plugin.

Explain how payment tools and online invoices work.

- Let's review some tips for managing an online store:



Apply the first-in, first-out	always take care of customers who were first to order
Filter your orders	instead of analyzing each order separately, you can use filters like payment status or order date
Keep an eye on inventory	make sure that you always have in stock product you are selling.
Ship efficiently	everyone wants their order delivered in a reliable, affordable and timely manner
Attach a tracking number	a shipping/tracking number is a reliable way for customers to follow up on the status

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