

Jane Lu, CEO and Founder of Showpo  
Self-taught E-Commerce Entrepreneur

WSQ LEVEL 4 (3-DAY CLASS)

# E-Commerce Campaign Marketing



WITH  
ChatGPT

Learn the popular strategies to secure online sales traffic, create interesting video content messaging and learn to apply multi-prong strategies to drive meaningful sales traffic to your ecommerce store or website!

**Stevenson Huréca**

Your Partner in Transformation



**UTAP**

Union Training Assistance Programme

**Huréca Consulting**

Your Partner For Personal Transformation



# JANE LU'S STORY

Jane Lu, CEO and Founder of Showpo started in 2010, manages a fast ecommerce retail fashion business based in Australia with a turnover in excess of \$30 million annually. Jane didn't have an easy start, when she quit her job at Corporate Finance at Ernst and Young.

She saw an opportunity in fast fashion retail, and taught herself HTML coding so she could build Showpo's website. It was during the post GFC period and market was slow, but she worked very hard, persevered and the rest was history. \* While Jane Lu's success story is nothing short of inspiration, today, one need not learn HTML coding nor struggle like what Jane went through in her early days.

There are many ready set-up ecommerce platforms to leverage on such as SHOPIFY and Big Commerce. There is also a wide choice of social media traffic platforms such Facebook, Instagram, YouTube, Twitter, search engines and email campaigns to attract visitors by funneling

\*(source: <https://femeconomy.com/female-leader-jane-lu-showpo>)

# Learn 6 Key Outcomes

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Understand E-Commerce strategies and campaign management tactics



Strategies to manage e-commerce campaign vis-à-vis on various social media platforms and mobile marketing such as ClickFunnels



Apply suitable approaches to manage execution of campaign to achieve desired result



Leverage best methods to refine campaign to enhance effectiveness of marketing campaigns



Apply relevant tools and methods needed for evaluation such as Google Analytics



Collaborate with relevant business partners to create sales opportunities and enhancement online



# E-Commerce Statistics #1

The global ecommerce market is expected to total \$4.8 trillion in 2025. That figure is estimated to grow over the next few years.

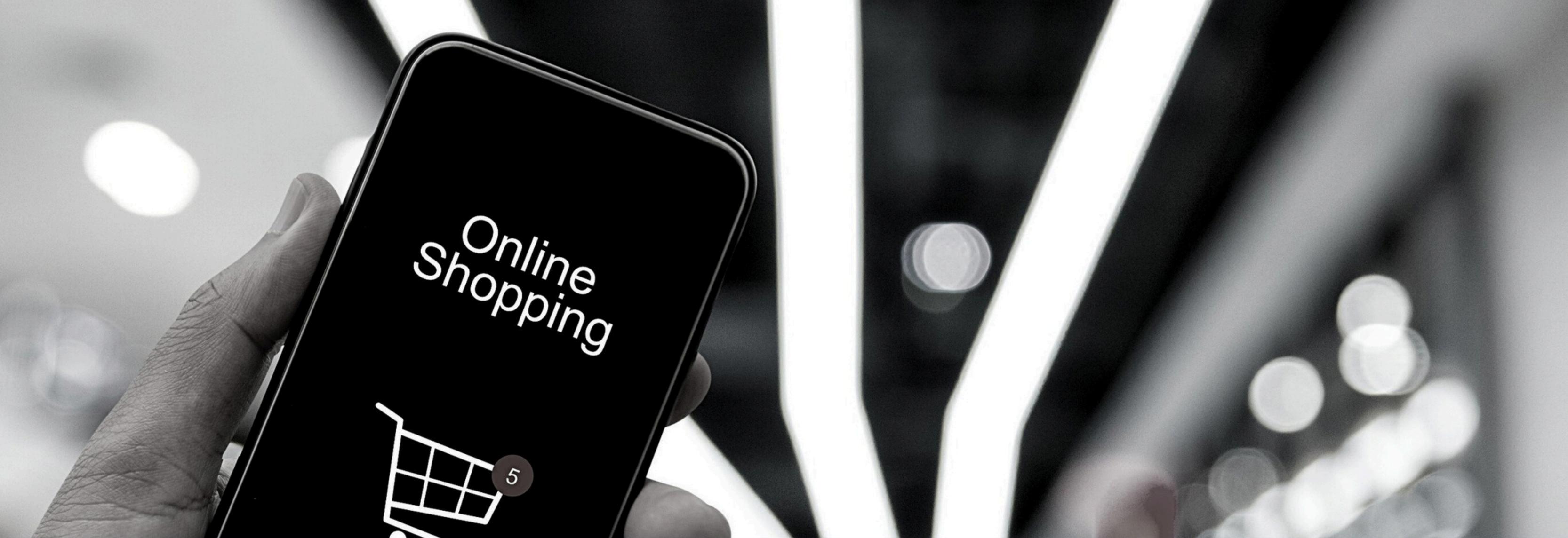
(source: [www.statista.com](http://www.statista.com))



# E-Commerce Statistics #2

By 2027, about 23% of total retail sales will happen online.

(source: [www.oberlo.com](http://www.oberlo.com))



# E-Commerce Statistics #3

Social commerce is already popular, but it's going to get even bigger by 2025. The chance to sell through social media is projected to grow three times faster than traditional ecommerce, reaching around \$1.2 trillion by 2025.

(source: Statistica)

# WHAT OUR PARTICIPANTS SAY



My trainer, Sandra Tan, was fantastic, very patient, and did an excellent job of keeping the course interesting for everyone! Initially, I had no idea about running an online business, whereas now after taking your training, I am more aware of the different platforms to utilize for additional income.

**EMILIE KOH**

Business Owner

A-Jem Yummy Treats

# WHAT OUR PARTICIPANTS SAY



I've completed all of Stevenson Huréca's Digital Marketing courses, and I found them to be very practical, hands-on, and most importantly, easy to follow. Stevenson's trainers were extremely dedicated and made sure I had all the necessary resources to complete my practical tasks successfully.

**LOUIS KOH**

Business Development Specialist

[yikowei.com](http://yikowei.com)

# WHAT OUR PARTICIPANTS SAY



I'm glad that I attended the E-Commerce Campaign Masterclass by Stevenson Huréca. Not only it met my expectations, in fact, it went beyond! I enjoyed the hands-on activities because I was able to apply them immediately to my business. My trainer Dennis was very experienced and he delivered the course with clarity and conciseness.

**DEWI MASRINA**

Business Owner

Cosmos Makeup & Beauty

# Our ACTA/ACLP-CERTIFIED Trainers

OUR INSPIRATIONAL TRAINERS GO THE EXTRA MILE TO HELP YOU STAND OUT & SUCCEED!

## SANDRA TAN

Digital Marketing and Communications Specialist, specialising in Hospitality and Retail industries. Held senior Marcom positions in Singapore's top firms.



## MARCUS HENG

Digital Marketing and Sales Solution leader with over 20 years of experiences., specializing in Emotional Intelligence, Innovation, Value Creation & Selling.



## DIANNA LANE

Fun and energetic Digital Coach with over 20 years' professional training experience. Specialist in team-building with a background in Psychology and Personality Profiling.



## DENNIS LAW

Pure breed marketing professional with over 20 years' experience. Winner, 2018 Public Service Transformation Best Practice for SEA Games 2017 Content Marketing.



## CHARLES CHOW

Digital Consultant and Marketing Leader with 25 years' experience in tech marketing in MNCs and various industries. Creative thinker who transforms complex subjects to easy-to-understand terms.



# COURSE FEES

<b>CATEGORY</b> [Course Code – TGS-2020513145] Pricing wef from 6 <sup>th</sup> Jan 2024	<b>DURATION</b> (Hour)	<b>FULL COURSE FEE</b>	<b>FULL COURSE FEE (w/ GST)</b>	<b>Full Nett Fee (w/ GST)</b> After SSG Subsidy
<b>ENHANCED FUNDING for SME<sup>2</sup> and MCES<sup>1</sup></b> ≥40 years old Singaporean Citizen @ 70% Funding	24	\$1200	\$468	\$468
<b>NORMAL FUNDING<sup>3</sup></b> (21-39 years old Singaporean/PR) and <b>NON-SME</b> (@ 50% funding)	24	\$1200	\$708	\$708
<b>Foreigners</b> (Full Fees)	24	\$1200	\$1308	\$1308

Terms & Conditions: <sup>1</sup> MCES: SkillsFuture Mid-Career Enhanced Subsidy, refer to [www.skillsfuture.gov.sg/credit](http://www.skillsfuture.gov.sg/credit) for more details. (Absentee Payroll Funding included) SME & Non-SME: \$4.50 per hour capped at \$100,000 per enterprise per calendar year The above SSG subsidies and descriptions are effective from 1st Jan 2022. GST to apply from 6th Jan 2025

# Contact Us

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