



Digital Business Entrepreneurship

An **informat**tech Training Course
all copyrights reserved



Business Continuity
Institute
Corporate Partnership

Transforming
Business *for* Good



Why Attend

Digital Business entrepreneurship rely on Information Technology (IT) and digital media tools to find potential customers. The value of the business has been magnified by the ever evolving digital era we live in. Many newly created jobs has secret digital success ingredients, like being familiar with the digital media and able to deliver, extend, integrate online and offline services. In this training course, the most important digital business skills will be tailored for easily delivery to the course delegates. Social media marketing and presence will be also highlighted in detail. The last skills that will be considered in this course is the digital innovation and being able to create new use cases for the back end services business already has. The course will be supported by various case studies as well as workshops where the delegate will be discussing how to best develop the above skills.

This training course will highlight the following:

- Architecture and strategies of digital services
- Social media presence and good profile
- Digital marketing and SEO
- Creativity and innovation in service driven world
- Scalability and Flexibility in the modern digital world

What are the Goals?

By the end of the course, participants will be able to:

- Acquire an adequate understanding of digital business entrepreneurship and its significance in the current market
- Learn the essentials of digital marketing and how to maximize its value during the top and bottom time of the business
- Explore various e-commerce strategies and platforms to establish a successful digital business
- Innovate business models and strategies for disruption and growth in the digital space
- Develop a comprehensive digital business plan and acquire the necessary skills to execute it successfully

Who is this Training Course for?

This training course is suitable to a wide range of professionals but will greatly benefit:

- Modern digital-era-minded Entrepreneurs
- People who have an innovative business idea
- Business Professionals
- Marketing Professionals
- Start-up Founders
- Sponsor and incubator organization



Course content

Course Outline

Day One: Introduction to Digital Business Entrepreneurship

The digital era and business evolution
The impact of digital transformation on business
SWOT analysis of the digital era
Case studies of successful digital entrepreneurs and their journeys
Identifying market trends and consumer behavior in the digital era

Day Two: Digital Marketing Strategies

Digital marketing and its role in business growth
Search Engine Optimization (SEO) techniques for improved visibility
Effective campaign management, cloud model- pay per use
Social media marketing strategies
Content marketing and creating compelling digital assets

Day Three: E-commerce and Online Business

Introduction to e-commerce and its benefits for entrepreneurs
Choosing the right channel for e-commerce
UX, CX for online services
Effective product management, inventory control, and fulfillment strategies
Payment gateways, security considerations, and building trust in online transactions

Day Four: Innovative Business Models in the Digital Space

Innovation and business
Concepts of TRIZ and analogy
Subscription-based models and leveraging the concept of recurring revenue
Platform-based business models and the power of network effects
Collaborative economy and peer-to-peer business models
Emerging technologies (e.g., RPA, AI, BI) for business innovation

Day Five: Developing and Executing a Digital Business Plan

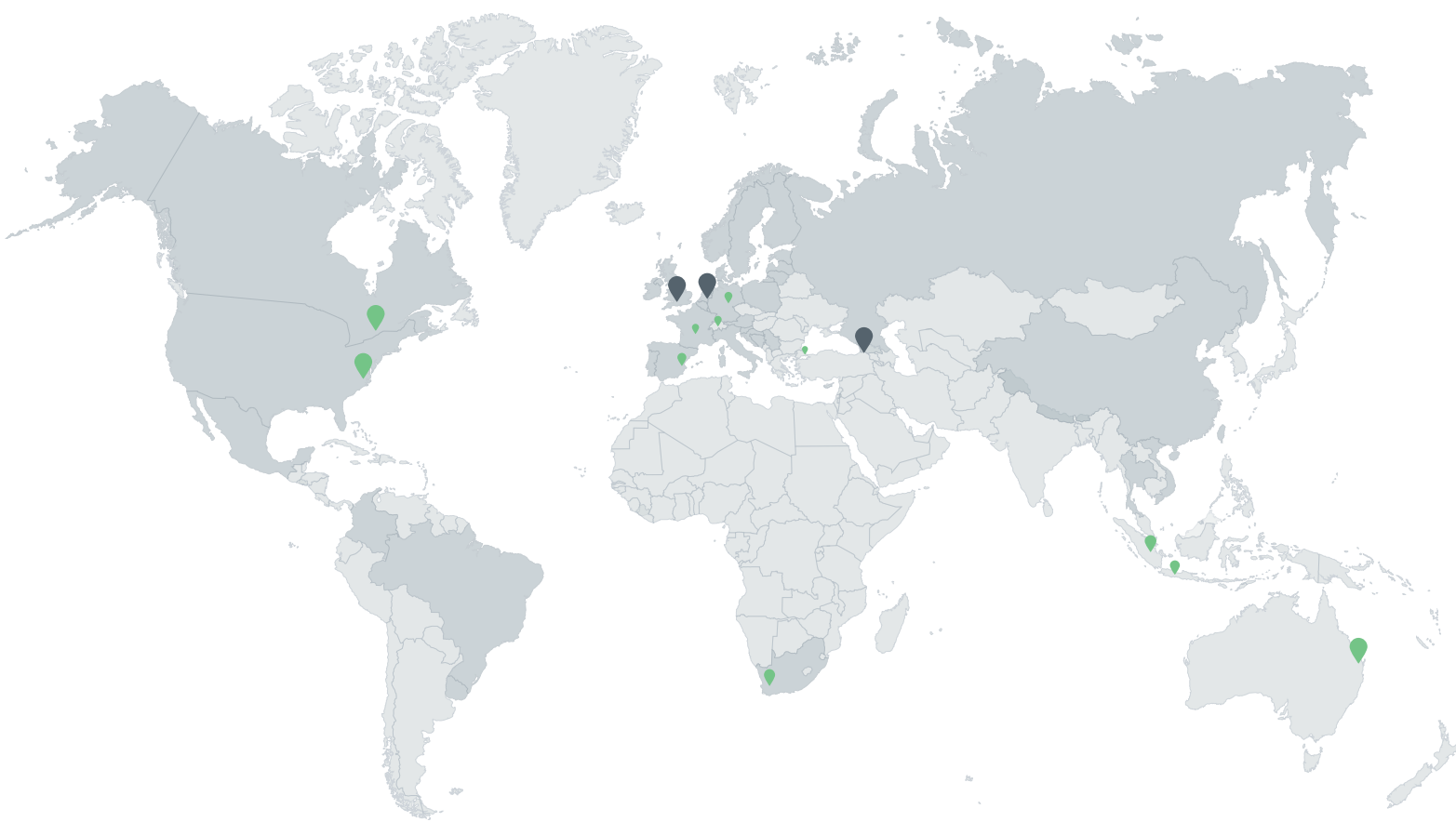
Business model to create a complete digital business plan
Customer experience (CX), customer personas, and value proposition
Choosing the suitable strategy to drive customer acquisition and retention
Analytics of key performance indicators (KPIs) for digital success
Scaling and growth strategies for digital businesses

informattech GLOBAL LEADERSHIP CONSULTANTS

informattech is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change.



For more information about **informattech** GLOBAL LEADERSHIP CONSULTANTS or to get in touch, visit us at: www.informattech.co.uk



Copyright © 2022 **informattech** All rights reserved.

Transforming
Business *for* Good

informattech GLOBAL
LEADERSHIP
CONSULTANTS
www.informattech.co.uk
+44 33 000 11190

Performance
Consulting

Leadership
Development

Team & Exec
Coaching