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# #BIGBONUS ECOMMERCE BOOTCAMP

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**LEIGHTON CAMPBELL**

**Digital Business Specialist**

**Consultant & Master Trainer**



# THE FRUSTRATION

The COVID-19 pandemic has accelerated the adoption of digital technology worldwide, and Caribbean businesses are increasingly in need of technical assistance for digitalization and market diversification to survive and thrive in this new environment.

According to IDB, Caribbean MSMEs encounter numerous barriers in adopting new digital strategies. These challenges include

- Limited ability to identify productive digital technology opportunities, assess risks, and allocate resources effectively;
- Insufficient human capital with advanced digital skills for designing and deploying technologies and basic digital skills for technology adoption;
- Information asymmetry, where firms lack knowledge about available technologies and service providers that can enhance productivity and competitiveness;
- Restricted access to finance and investment uncertainties for new digital technologies;
- An underdeveloped ICT sector with limited local services

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# #BIGBONUS

## ECOMMERCE BOOTCAMP

NEED TO MAKE  
EXTRA CASH THIS  
CHRISTMAS?

### WHAT YOU WILL LEARN

This bootcamp will equip you with a blueprint on how to:

- Establish a robust ecommerce presence.
- Cash in on the holiday season sales!



STARTING  
**OCTOBER 28TH, 2024**

WhatsApp **#BIGBONUS** For Sign Up Info



876 808 5959

## WHO IS THIS FOR?

Entrepreneurs and business teams who are trying to figure out how to increase sales with ecommerce.





## WHAT WILL PARTICIPANTS LEARN?

Participants will learn how to design a digital sales strategy that empower their business to sell products and services to customers anywhere-anytime.



# ECOMMERCE BOOTCAMP

This 4-day intensive bootcamp is designed to equip Caribbean entrepreneurs and business teams with the tools and strategies to quickly set up, launch, and scale their ecommerce business just in time for the Christmas sales rush. Delivered virtually via live Zoom (with recordings available), the course will provide a step-by-step blueprint for creating an online catalog, optimizing it for holiday traffic, and leveraging digital marketing techniques to maximize sales during the busiest shopping season of the year. Whether you're just starting or want to pivot your existing business online, this bootcamp will ensure you're ecommerce-ready.

These are some organizations for which, I have delivered digital transformation trainings.



# DAY 1: Monday 7pm-8:30pm

## Foundations of Ecommerce & Business Setup

- Introduction to Ecommerce in the Caribbean Context: Understanding local trends and opportunities.
- Choosing the Right Business Model: Dropshipping, product creation, or digital services.
- Business Setup: Registering your business, risks and considerations, and secure online payment options.
- Setting Up Your Business Online: Domains, hosting, and website platforms (Shopify, WooCommerce, etc.).

# DAY 2: Tuesday 7pm-8:30pm

## Building Your Online Store & Optimizing for Sales

- Website Design Essentials for Conversion: User experience, layout, and mobile optimization.
- Product Pages That Sell: How to craft product descriptions, use images, and set prices.
- Checkout & Payment Systems: How to integrate payment systems like Stripe, PayPal, and local Caribbean processors.
- Security & Trust: SSL certificates, privacy policies, and ensuring customer trust online.

# DAY 3: Wednesday 7pm-8:30pm

## Driving Traffic & Marketing for the Christmas Season

- Introduction to Digital Marketing: Overview, SEO, email marketing, and social media.
- Holiday Campaign Strategies: How to create holiday-specific campaigns and promotions.
- Using Social Media to Drive Traffic: Facebook Ads, Instagram, and TikTok for Caribbean businesses.
- Email Marketing: How to build an email list and craft holiday marketing sequences.
- How to leverage AI when creating campaigns.



# DAY 4: Thursday 7pm-8:30pm

## Scaling & Managing Your Online Business

- Scaling Your Operations: Managing inventory, outsourcing, and fulfillment solutions.
- Customer Service Best Practices: Handling returns, customer queries, and holiday rushes.
- Analyzing Data & Optimizing for Growth: Using Google Analytics, Facebook Insights, and sales data to improve performance.
- Preparing for Post-Christmas Opportunities: Retargeting customers and maintaining momentum after the holidays.

# BOOTCAMP REQUIREMENTS:

- Access to a computer or tablet with internet connectivity.
- Eagerness to generate online sales now.
- Basic understanding of digital tools and social media platforms.
- Commitment to completing your workbook exercises.

## WHAT'S INCLUDED

- 4 - Live Zoom work sessions with ecommerce consultant & master trainer.
- Lifetime access to recorded sessions.
- Workbook blueprints that participants will complete for their individual businesses.
- Access to a private online community for additional resources and answers to frequently asked questions; while networking with other entrepreneurs.
- **The opportunity to participate in our Christmas Rush Competition.**

## BOOTCAMP OUTCOME

This bootcamp will equip you with a blueprint on how to establish a robust ecommerce presence and earn extra this holiday season!

Eligibility To Join The:

**#BIGBONUS ECOMMERCE SALES DRIVE**

CHRISTMAS SEASON (Nov 4, 2024 - Jan 17, 2025)

## YOUR INVESTMENT

Is in the transformation of how you digitally execute your company's growth strategy. This is achieved through an interactive bootcamp that leaves you with a functional blueprint of how to sell your products online.

**TIME**



## YOUR RETURN

An improvement in how your business thinks and executes digitally. No longer are you guessing and spelling, but pursuing goals in a formulated and confident manner.

**A Formulated Approach, Measurable Results & Digital Confidence**



# BOOTCAMP DATES

<u>COHORT</u>	<u>DATES &amp; TIME</u>
Cohort 1	Oct 28th - 31st, 7pm - 8:30pm

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# PROFILE: MASTER TRAINER



Award winning executive with 15 years of experience driving digital transformation and growth for top-tier companies and government agencies across the Caribbean, North America, and Europe. Over the last 15 years, Leighton has conducted over **1,000** client consultations; managed over **300** implementations; impacted over **200** brands; and sold over **30 million** digital products. He is an expert in developing and executing go-to-market strategies, optimizing digital ecosystems, and leading cross-functional teams to deliver tailored solutions that enhance client acquisition and retention.

Leighton Campbell is the holder of a B.Sc in Computer Science from the University of the West Indies and has built a solid reputation as an ecommerce innovator, consultant & trainer. He has delivered digital transformation consultation and training to over 2000 professionals, impacting teams from prominent organizations including Grace Kennedy, Jamaica Business Development Corporation, Startup Canada, Caribbean Export Development Agency, Cayman Islands Centre for Business Development, Heart NSTA and Kingston Creative..

In 2018, the Jamaica Business Development Corporation awarded Leighton for being the most improved and best team player of his Cohort of their Accelerator Program. He was later awarded the prestigious title of J.B.D.C. Boss Man of the year 2019.

Today, Leighton is a thought leader on ecommerce and digital business in the Caribbean. He currently sits on the steering committee for the Digital Transitioning Programme, funded by the European Union, where his role is to influence how this programme digitally transforms the way how organizations conduct business.



## WHY LEARN FROM ME?

### 30+ MILLIONS PRODUCTS SOLD

I have developed strategies that are tried, tested and proven to deliver results!

### 150 + TEAMS IMPACTED

I've worked with many business teams to deliver innovative solutions within budget & ontime.

### 10 YEARS+ EXPERIENCE

I have spent the last 10 years providing digital transformation solutions to companies large and small.



# AREAS OF EXPERTISE

**DIGITAL  
BUSINESS  
STRATEGY**

**DIGITAL SELLING  
SYSTEMS &  
OPERATIONS**

**WEB &  
E-COMMERCE  
SYSTEMS**

**PAYMENT  
GATEWAYS**

**PROMOTIONAL  
CAMPAIGNS &  
AUTOMATIONS**

**DIGITALIZATION  
PROCESSES  
& POLICIES**



# MY WORK SPANS MANY INDUSTRIES



# MARKETS SERVED



-  Training
-  Projects



# LEIGHTON CAMPBELL *in the Media*



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