

ECOMMERCE  
GENERAL



# ECOMMERCE FOR MSMEs WORKSHOP



CONNECT WITH ME

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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



## WHAT I DO?

I help companies and brands address these frustrations by working with them to streamline their digital business processes to drive sustainable growth.



## HOW I DO IT?

I create digital sales ecosystems that enable companies to sell their products to customers wherever they are.



# MY BUSINESS PROFILE



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 CHOOSE 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.



# MY AREAS OF EXPERTISE

**DIGITAL BUSINESS  
STRATEGY**

**DIGITAL SELLING  
SYSTEMS & PROCESS**

**WEB & E-COMMERCE  
SYSTEMS**

**PAYMENT  
GATEWAYS**

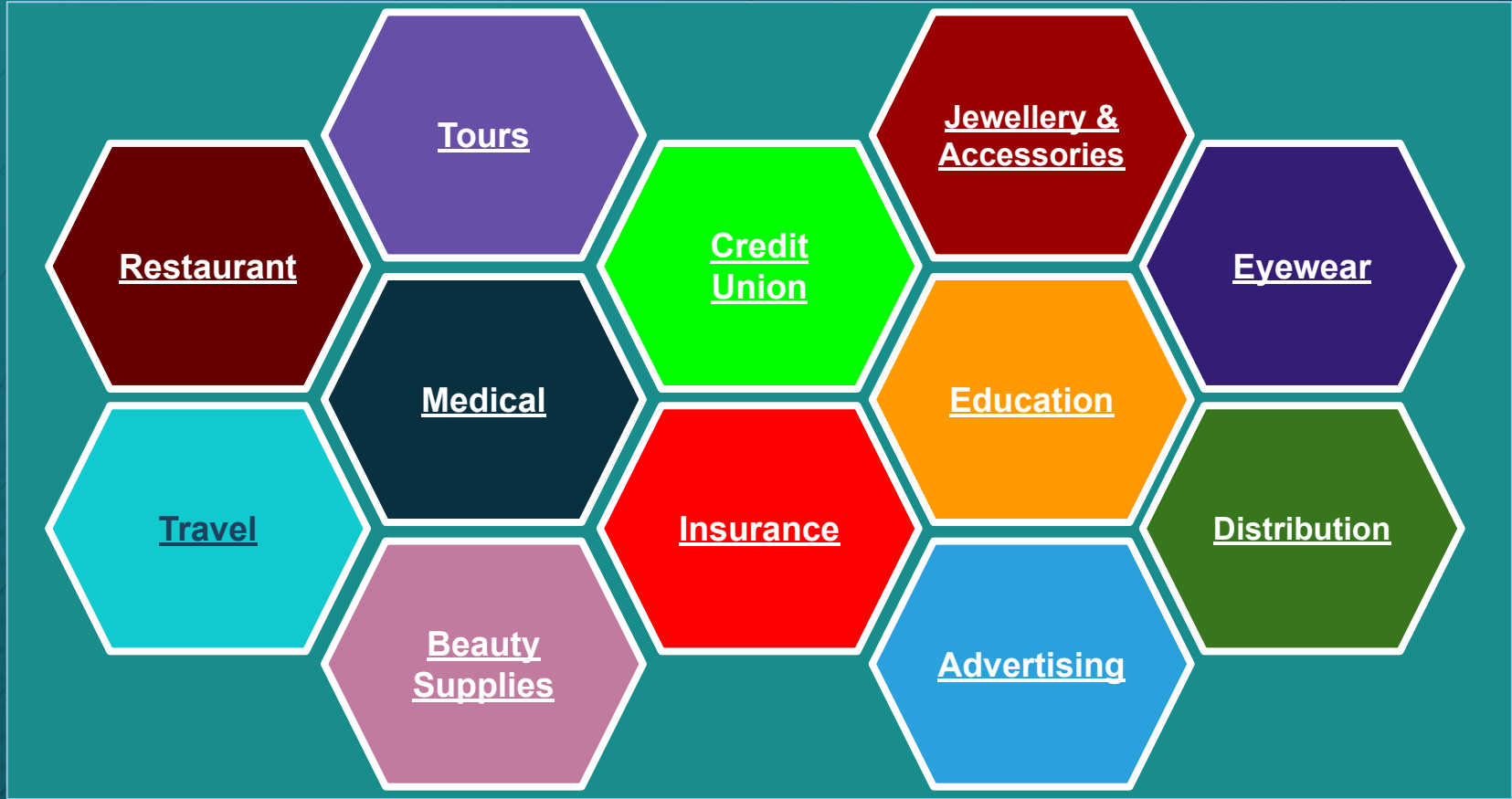
**PROMOTIONAL  
CAMPAIGNS**

**MARKETING  
AUTOMATION**

# MY WORK SPANS MANY INDUSTRIES



[Click To View](#) Some Recent Projects Below





# MARKETS SERVED



-  Training
-  Projects



# LEIGHTON CAMPBELL *in the Media*



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# TAILORED WORKSHOPS

## DIGITAL BUSINESS TRAINING FOR YOUR COMPANY

I will bring your team through a 7hr long workshop experience that will empower them to execute digitally stronger, together. Your workshop will consist of 3 modules:

- Digital Strategy
- Digitization Process
- Execution Journey

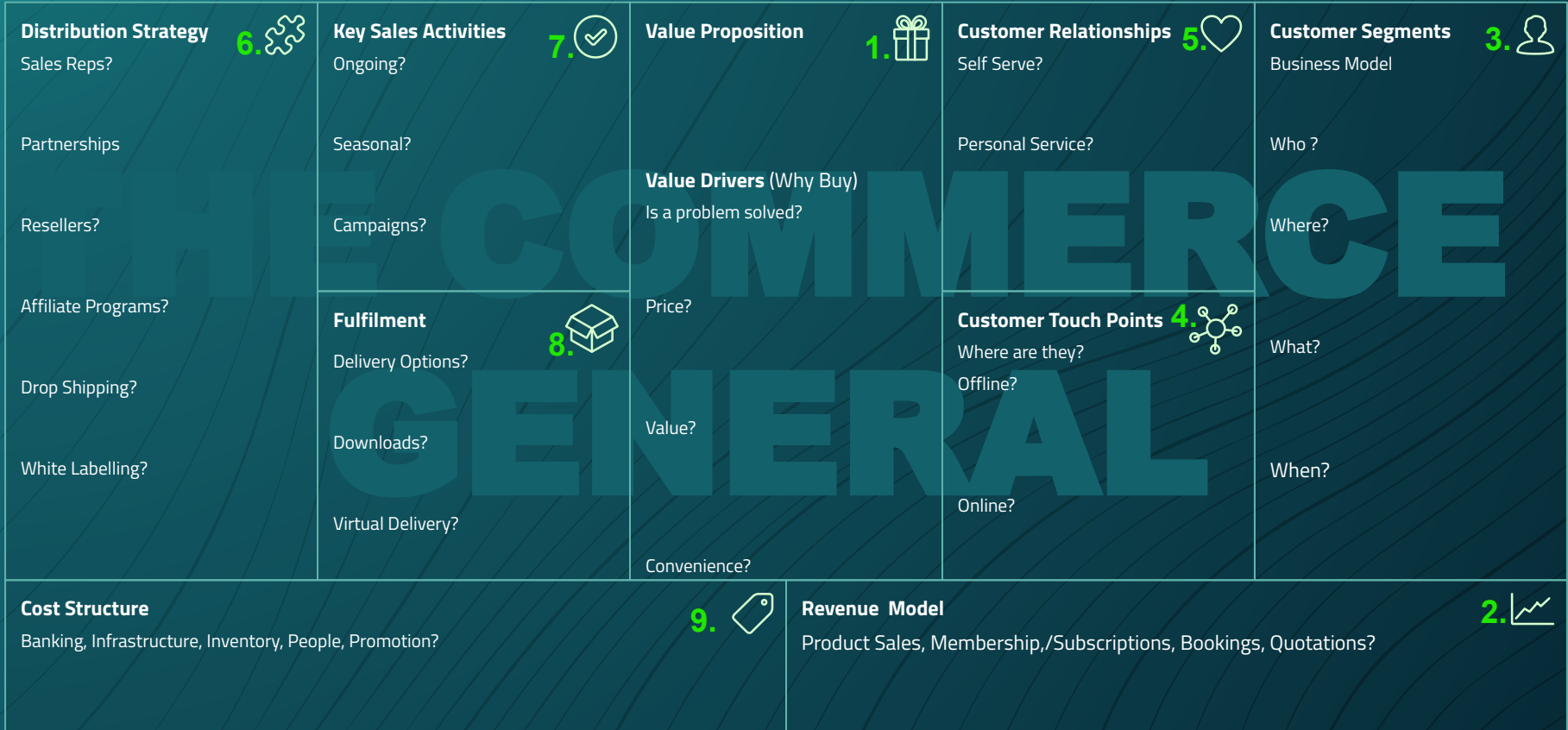
These are some organizations for which, I have delivered digital transformation trainings.



# DIGITAL BUSINESS STRATEGY

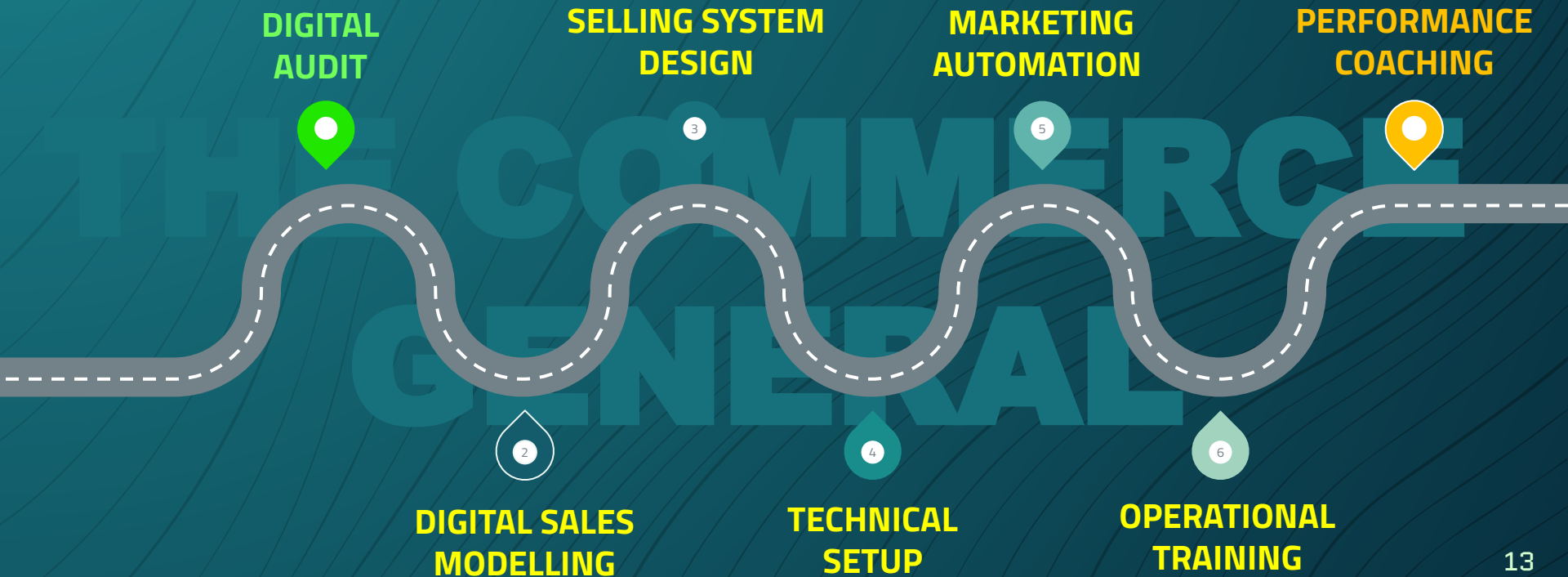


I develop ecommerce business models that maximize revenue streams. Below is the business model canvas used to map out the most important elements of any digital business.





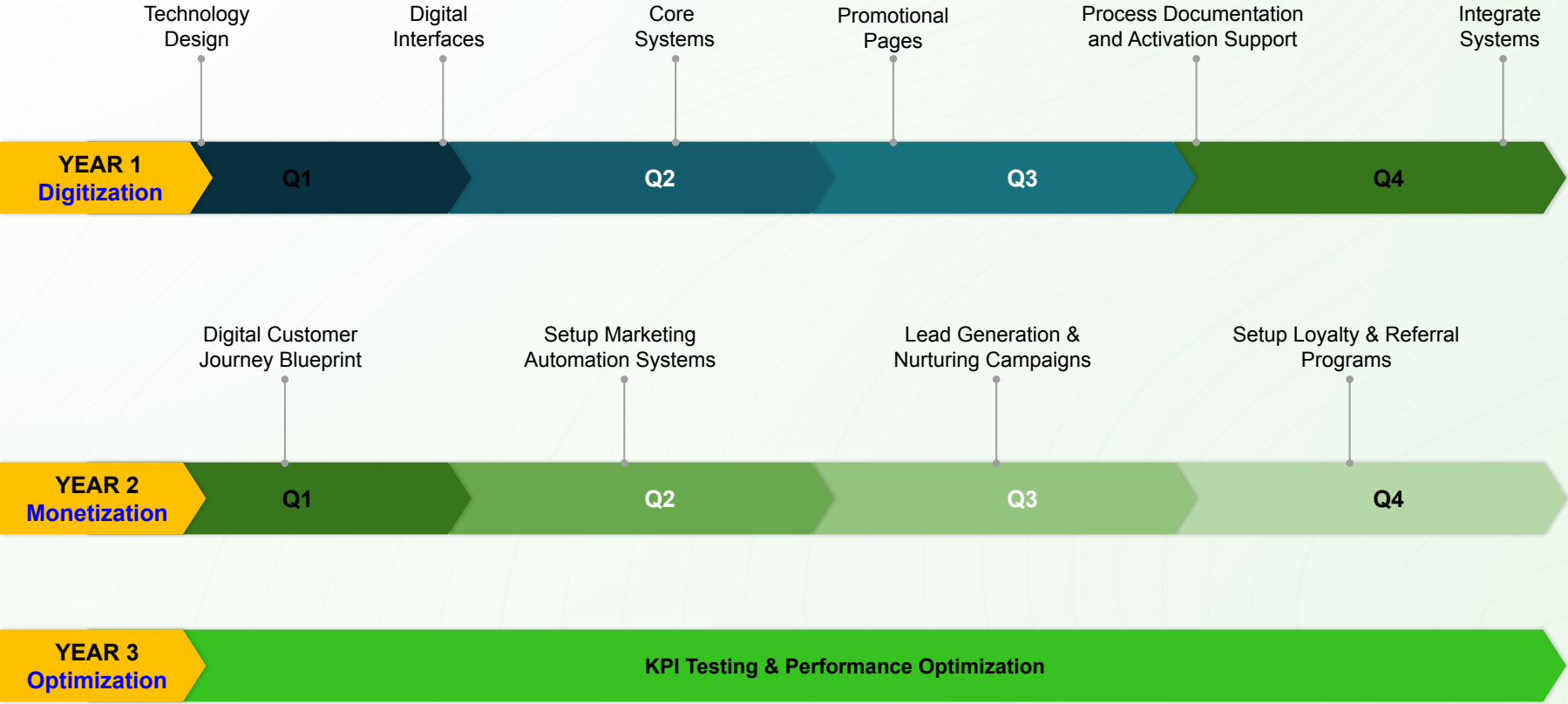
# THE DIGITIZATION PROCESS



# MY EXECUTION JOURNEY



digital transformation journey should be undertaken in measurable phases.



## YOUR INVESTMENT

Is in the transformation of how your team to digitally executes the company's growth strategy. This is achieved through an interactive workshop that trains the team and leaves them with a blueprint execution guide.

**US\$1,500**



## 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 Better Approach, Measurable Results & Peace Of Mind**

# PRICE BREAKDOWN



Service	Description	Price
Prepare Training Content & Docs	Prepare training presentation, document key references and create execution blueprints as per strategy	\$600
Deliver Training	Deliver 5 hour training to business team of up to 35 persons	\$1,500
Sub Total		US\$2,100
Discount		- US\$600
<b><u>TOTAL</u></b>		<b><u>US\$1,500</u></b>