

Digital Market Entry and Retail Strategy in Manufacturing

COURSE OVERVIEW

This course explores how manufacturing firms can effectively leverage digital platforms to expand market reach, strengthen customer engagement and optimize retail performance. The course combines strategic frameworks with real case studies to equip participants with the knowledge and tools needed to navigate the digital transformation of manufacturing retail operations successfully. Participants will gain insights into the evolving digital marketplace, key entry strategies and the integration of e-commerce, data analytics and omnichannel retail models to drive growth and competitiveness.

WHO SHOULD ATTEND?

This course is designed for manufacturing executives, sales and marketing managers, business development professionals, digital transformation leaders and entrepreneurs seeking to expand into digital and retail markets. It is also suitable for professionals involved in supply chain, product management and innovation who wish to enhance their strategic understanding of digital market entry and retail positioning.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Develop effective digital market entry strategies tailored to manufacturing environments.
- Assess and select optimal digital and retail channels for different product categories.
- Leverage data analytics and customer insights to enhance retail performance.
- Align manufacturing operations with digital retail and distribution models.
- Design an integrated digital to retail strategy that supports sustainable growth and competitiveness.
- Apply digital tools to monitor market trends and optimize go-to-market decisions.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- How to plan digital market entry strategies for manufacturing products.
- The role of video and influencer marketing in brand building.
- Techniques to build and optimize online presence to attract buyers.
- Using content marketing, SEO, and social media to engage target audiences.
- Strategies to expand market reach and capture new customer segments effectively.
- Tools for managing customer relationships and nurturing leads digitally.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded