

# informattech



LEADERSHIP AND MANAGEMENT | LM-038

# Digital Business Entrepreneurship

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# Course content

## Why Attend

Digital technologies have transformed the way businesses are created, operated, and scaled. Entrepreneurs and business leaders must understand how to leverage digital platforms, innovative business models, customer-centric strategies, and emerging technologies to remain competitive in today's fast-changing marketplace. This course equips participants with the practical knowledge and strategic tools required to design, launch, and grow successful digital businesses while maximizing customer value and sustainable growth.

## Course Methodology

The course combines instructor-led presentations, interactive workshops, case studies, business model development exercises, group discussions, practical digital marketing activities, and hands-on business planning sessions.

## Course Objectives

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

- Understand the principles of digital entrepreneurship and digital business transformation
- Identify market opportunities using customer insights and digital trends
- Develop effective digital marketing and customer acquisition strategies
- Design sustainable digital business models and e-commerce strategies
- Apply emerging technologies to support business innovation and growth
- Measure digital business performance using relevant KPIs and analytics
- Develop a comprehensive digital business plan ready for implementation

## Target Audience

- Entrepreneurs and startup founders
- Business owners

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## Target Audience

- Innovation managers
- Business development professionals
- Digital transformation leaders
- Marketing professionals
- Product managers
- Professionals seeking to launch or grow digital businesses

## Target Competencies

- Digital entrepreneurship
- Business model innovation
- Digital marketing
- E-commerce strategy
- Customer experience (CX)
- Business innovation
- Digital business planning
- Growth strategy

## Course outline

### Day 1: Foundations of Digital Business Entrepreneurship

- Understanding the evolution of business in the digital economy
- Exploring the impact of digital transformation on organizations and entrepreneurs
- Assessing digital business opportunities through strategic SWOT analysis
- Analyzing successful digital business models and entrepreneurial journeys

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## Course outline

- Identifying emerging market trends and evolving customer behaviors
- Evaluating opportunities for creating value through digital innovation

### Day 2: Digital Marketing and Customer Acquisition

- Understanding the role of digital marketing in business growth
- Developing search engine optimization (SEO) strategies to improve online visibility
- Planning and managing digital marketing campaigns using cloud-based marketing platforms
- Leveraging social media channels to build customer engagement and brand awareness
- Creating compelling content that attracts, converts, and retains customers
- Measuring marketing performance using digital analytics and campaign metrics

### Day 3: Building Successful E-Commerce Businesses

- Understanding e-commerce business models and digital sales channels
- Selecting appropriate online platforms based on business objectives and customer needs
- Enhancing User Experience (UX) and Customer Experience (CX) for digital services
- Managing digital products, inventory, order fulfillment, and logistics
- Implementing secure payment systems and building customer trust through digital security practices
- Practical workshop: Designing an end-to-end online business model

### Day 4: Innovation and Digital Business Models

- Applying innovation principles to develop competitive digital businesses
- Exploring creative problem-solving techniques to support business innovation
- Designing subscription-based and recurring revenue business models
- Understanding platform-based business models and network effects
- Evaluating collaborative economy and peer-to-peer business opportunities

# Course content

## Course outline

- Leveraging emerging technologies such as Artificial Intelligence (AI), Robotic Process Automation (RPA), and Business Intelligence (BI) to drive business growth

### Day 5: Digital Business Planning and Growth Strategies

- Developing a comprehensive digital business model and implementation roadmap
- Defining customer personas, value propositions, and customer experience strategies
- Selecting effective customer acquisition, retention, and engagement strategies
- Measuring business performance using digital KPIs and analytics
- Developing scalable growth strategies for sustainable digital business expansion
- Final workshop: Presenting a complete digital business plan with implementation roadmap, course review, and action planning

# Seminar dates

## Available seminar dates

Live dates and pricing for Digital Business Entrepreneurship generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	<b>Contact us</b>
<b>Live online option</b>		Online delivery is available at €1,850.-.	