

# **IES - International E-Commerce Summit**

**Martedì 06 Novembre 2018**

**09:30 BREAKFAST & REGISTRATION**

**10:00 HOW TO BUILD AN ONLINE BUSINESS**

**10:30 ECOMMERCE AFFILIATE MARKETING**

**11:00 REFRESHMENTS & EXPO HALL TIME**

**11:30 CONTENT MARKETING STRATEGIES FOR ECOMMERCE COMPANIES**

**12:00 ECOMMERCE PRICING STRATEGIES**

**12:30 VIDEO MARKETING FOR ECOMMERCE**

**13:00 LUNCH & EXPO HALL TIME**

**14:00 PRODUCT LAUNCH STRATEGIES + PPC ADS OPTIMIZATION**

**14:30 M-COMMERCE – MOBILE eCOMMERCE STRATEGIES**

**15:00 FACEBOOK ADS & MARKETING AUTOMATION FOR ECOMMERCE BUSINESS**

**15:30 REFRESHMENTS & EXPO HALL TIME**

**15:45 SUCCESSFUL STRATEGIES FOR IMPROVING ADWORDS ECOMMERCE PERFORMANCE**

**16:15 NATIVE ADVERTISING TO BOOST ECOMMERCE TRAFFIC & SALES**

**16:45 HOW TO OPTIMIZE ECOMMERCE LANDING PAGE**

**17:15 CLOSING SESSION - HYBRID RETAIL STRATEGIES AND THE FUTURE OF ECOMMERCE**