

Marketplace Manager

Duration: 5 Days

Language: en

Course Code: PM1-122

Objective

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

- Understand the key responsibilities and metrics of a Marketplace Manager.
- Manage product listings, pricing, and content optimisation across platforms.
- Analyse sales data and marketplace performance reports.
- Coordinate logistics, payments, and customer experience.
- Develop growth strategies tailored to marketplace algorithms and trends.

Audience

This course is ideal for:

- E-commerce professionals and digital marketing managers.
- Marketplace executives and sales managers.
- Entrepreneurs managing multi-channel online stores.
- Brand and account managers working with online retailers.
- Analysts and business developers in digital commerce.

Training Methodology

The course combines expert-led sessions, case studies, and guided practical exercises. Participants will explore live marketplace dashboards, analyse product data, and design action plans to enhance performance and profitability.

Summary

This professional training course provides a comprehensive overview of the Marketplace Manager role — a pivotal position in modern e-commerce operations. Participants will learn how to manage online marketplaces such as Amazon, eBay, Noon, Shopify, or regional platforms by mastering product listings, pricing strategies, marketing optimisation, and performance analytics.

The course focuses on building technical, analytical, and strategic skills to help participants manage multiple digital storefronts efficiently, optimise sales performance, and strengthen brand visibility across diverse online channels.

Course Content & Outline

Section 1: Understanding the Marketplace Ecosystem

- Overview of global and regional online marketplaces.
- Roles and responsibilities of a Marketplace Manager.

- Comparing first-party (1P) vs. third-party (3P) selling models.
- Key success metrics: conversion rate, buy box share, ROI.

Section 2: Product Listings, Content, and Optimisation

- Best practices for product listing creation and optimisation.
- Writing SEO-friendly titles, bullet points, and descriptions.
- Using high-converting visuals and multimedia.
- A/B testing product content for engagement and sales.

Section 3: Pricing, Promotions, and Advertising

- Dynamic pricing strategies and competitive analysis.
- Running promotions, discounts, and seasonal campaigns.
- Marketplace advertising tools: Amazon Ads, Sponsored Products, and Display.
- Budget allocation and ad performance optimisation.

Section 4: Operations, Logistics, and Customer Management

- Order fulfilment models: FBA, FBM, dropshipping, and hybrid options.
- Inventory planning and stock control.
- Handling returns, refunds, and performance metrics.
- Customer feedback and reputation management.

Section 5: Data-Driven Marketplace Strategy

- Analysing marketplace dashboards and KPIs.
- Forecasting sales trends using analytics and AI tools.
- Cross-channel growth strategies and brand positioning.
- Integrating marketplace insights into overall business planning.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are

certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Retail and Trade, Sales & Marketing

Tags

Marketplace Manager, Marketplace Strategy, online marketplaces

Related Articles



The Effects of Consumer Behavior on Marketing Strategies

Explore how consumer behaviour and marketing strategies influence each other—driving product design, pricing, communication, and customer loyalty.