Search and Discoverability Training

Duration: **3 Day**

BILGINÇ IT Academy
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Overview

This half day workshop is designed to give marketing practitioners practical strategies to elevate product visibility across retailers, marketplaces, and their own D2C websites The session looks at execution, prioritisation, and collaboration to develop practical, scalable strategies.

Through live exercises, group discussions, real-world examples, and case studies, participants will refine their approach to search and discoverability, identify high-impact opportunities for scaling, and optimise their brand and product visibility across the customer journey.

Learners will identify priority areas for improvement and develop an actionable framework and come away with a plan to apply their learnings, boosting discoverability and performance for their brand or product.

Prerequisites

Participants should have:

- A basic understanding of eCommerce, digital marketing, and product merchandising.
- Familiarity with digital retail platforms (e.g., Amazon, Walmart, Shopify, or other marketplaces)

Target audience

This workshop is designed for:

- Marketing practitioners responsible for digital shelf optimisation and discoverability.
- E-commerce and brand managers looking to scale search visibility.
- Teams focused on improving retailer collaboration for enhanced brand visibility.

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Outline

Search and discoverability recap

Best-in-class case study demonstrating effective discoverability strategy

Optimising and scaling in action – digital shelf impact

Optimising and scaling in action – internal collaboration

Optimising and scaling in action – implementing to win

Identifying gaps, priorities, and opportunities for search and discoverability success

Exams and assessments

There are no formal exams in this workshop. Participants will complete interactive exercises and collaborative activities to reinforce key concepts and strategies.

Hands-on learning

This workshop includes:

- Live exercises and group discussions for practical application.
- Case study analysis to contextualise strategies.
- Action plan development for real-world implementation.