

Case Study Deborah Collier – Learnbusiness.com (Learn E-Business Publishing) Pilot 2015-2016

The below are sample screenshots of the pilot online community/membership site which launched and trialed for 6-month period in December 2015.

(Please note the screen was made smaller to enable these screenshots, but the tabs did not hang over the logo in the live site).

Deborah developed the e-business strategy, technical and business requirements. She architected the site layout in collaboration with the membership platform provider, and oversaw production and implementation. Brand identity and digital branding guidelines were developed and provided by Deborah.

LEARNBUSINESS.COM Home Membership Jobs Industry News & Insights Training & Events Shop

NETWORK, CONTRIBUTE, SHARE YOUR OPINION

Site Search Latest News more Calendar more Sign In

© Copyright Statement • Terms & Conditions • Cancellations • Delivery & Returns • Privacy • Accessibility • Advertise • Credits • Contact us

LEARNBUSINESS.COM Home Membership Jobs Industry News & Insights Training & Events Shop

GET AN INDUSTRY RECOGNISED QUALIFICATION

Site Search Latest News more Calendar more My Profile

© Copyright Statement • Terms & Conditions • Cancellations • Delivery & Returns • Privacy • Accessibility • Advertise • Credits • Contact us

Over 100,000 Basic Level/Free Members

The screenshot displays the 'Online Community | Learnbusiness.com' dashboard. At the top, there is a navigation bar with 'Your Dashboard', 'Content & Settings', 'Directory & CRM', and 'Exp'. Below this, the 'Alerts & Actions' section is dated '03 April 2016' and lists two items: 'Members to Approve' with a green badge containing the number '4', and 'Open Contact Forms to Process' with a green badge containing the number '8'. A larger section titled 'Total Members' shows a count of '104,287' with a 'Records' link below it. At the bottom of this section, there are two summary items: 'Need Approval' with a dark grey badge containing the number '4', and 'Expired' with a red badge containing the number '2'.

Category	Count
Members to Approve	4
Open Contact Forms to Process	8
Total Members	104,287
Need Approval	4
Expired	2

Sample screenshots of the functionality

Your Tools & Features

Information & Settings



Edit Bio
Update your information and choose privacy settings for individual fields.



Preferences
View and manage preferences and notification settings for your account.

Invoicing, Payments & History



Invoices
View, print and pay your invoices.



Membership
View your membership status and view membership renewal options.

Content & Features



Favorites
Manage your favorites and share them with the community.



Social Networks
Add social/professional networks.



Blogs
Post to your existing blogs, manage settings and create new blogs.

Community



Messaging
Read and manage messages, create and organize message folders.



Referrals
View referrals, track referral history and send invitations.



Forum Settings
Manage your forum preferences and subscriptions to email notifications.



Blog Subscriptions
Manage your subscriptions to email notifications for blogs.



Twitter
Authorize your Twitter feed for display on your profile.

Networking & Careers



Resume/CV
Create your Resume/CV, manage security and privacy settings.



Career Postings
Add and edit your career postings, manage and respond to applicants.

Site Search

[Search Tips](#)

You searched for: courses

27 Records Found

PAGES

Educational Books

Relevance: 25%

Bronze SME | Membership

...profiles and web sites Access to all E-BusinessKnowHow online **courses** * Access to course support forum Discounts and special offers *Access Price: £120 (including VAT) per year Sample E-BusinessKnowHow **Courses** Selling Over the Internet Email Marketing (with downloadable e-book...

Relevance: 24%

Gold Plus Membership

...facilities:- Educational Features Access to the premium content depending on **courses** taken Gold E-Commerce + Digital Marketing Gold E-Business + Digital...

Relevance: 11%

About Silver E-Business Membership

Relevance: 8%

Register for Membership

...small business, our E-BusinessKnowHow™ suite of short e-learning **courses** will help you market and sell your products and services...

Relevance: 7%

NEWS

Edition 2 Self-Study Box Sets Released

Posted In Education and Careers

...our first edition self-study versions of our established classroom **courses**, we have invested in high-quality product box set and to £2,760 (inc VAT) consultative classroom course, enables our **courses** to be accessible to a wider audience. ...

Relevance: 37%

Online Platform Connects US Veterans

Posted In Internet Startups

Relevance: 8%

Visa Checkout to Launch Across Europe and India

Posted In Retail Industry

Relevance: 1%

Amazon to Create Thousands more European Jobs in 2016

Posted In Retail Industry

Relevance: 1%

EVENTS

COB Certified E-Commerce/E-Business/Digital Marketing - At Your Offices

Social Media Features and Social Networks Integration

Jo Bloggs, My Company
★ Enter search criteria...



Online Now!

Upload Your Photo

Last updated: 5 minutes ago

Jo Bloggs, E-Commerce & Marketing Manager, My Company

Basic Membership - FREE

f in t g+ vk e

Add Links to Your Social Media Profiles

Add Your Own Search Engine Optimised Profile URL

Profile Link: <http://community.learnebusiness.com/member/jo-bloggs-my-company>

[EDIT]

PROFESSIONAL INFORMATION

My Company

E-Commerce & Marketing Manager

Windsor

Berkshire

United Kingdom

Profession:

Marketing & Communications

What's your level of e-commerce/online selling knowledge and experience?:

Pretty Good - But teach me more

What's your level of e-business (strategy, planning & management) knowledge and experience?:

Thirsty for Knowledge - Feed me

What's your level of digital marketing knowledge and experience?:

Very Good - Striving to be the best I can

Whether you are an expert wanting to share you knowledge and keep-up-to date, or a new starter, you can decide whether or not to show this information on your profile.



Wall Bio

Last updated: 15/01/2016

Ms Deborah M. Collier, Editor-in-Chief Lea

Learnebusiness.com

Learnebusiness.com Leadership



Feeds Wall Bio

Feeds: All Activity | [Groups](#) | [Connections](#)

Write something...

t Post to Twitter Feed

Characters: 0 / 140

POST

Sign In

 Remember Me
 

[Forgot your password?](#)
[Haven't registered yet?](#)

Log in with Facebook - Mozilla Firefox
https://www.facebook.com/dialog/oauth?app_id=1645688995686080&client_id=16456889956

Log in with Facebook



Continue as Deborah

Learnebusiness.com will receive the following info: your public profile. 

[Review the info you provide](#)

 This does not let the app post to Facebook.



Twitter

Authorize your Twitter feed for display on your profile. Current status is:
Disabled.

ACCOUNT INFORMATION

Your Personalized URL

<http://community.learnebusiness.com/member/emily-brown-echo-ebusiness> (change)

Free Job Postings

Job Search | Subscribe to Job Alerts | Apply with FREE Basic+ Membership | Get FREE Recruiter membership

Featured Jobs

Head EU Paid Search Marketing, Amazon, London, UK
An exciting and rare opportunity to join the Marketing & Merchandising team responsible for growing the UK's largest subscription streaming video business; Amazon Instant Video. The Paid Search Manager is responsible for managing and continually improving paid search marketing campaigns to maximize the acquisition and engagement of Amazon Prime members. [View Job Details](#)

Site Merchandiser (CDI) Music, Amazon, Paris, France
Faisant partie des leaders du e-commerce, Amazon réinvente constamment ses métiers et recherche dans ce cadre les professionnels qui constitueront les talents de l'équipe de demain. Amazon recherche un business analyst orienté client et proactif qui allie une compréhension du business et une puissante capacité analytique, afin de contribuer au développement de la catégorie Musique. [View Job Details](#)

Director Partner Marketing APAC, NETFLIX, Singapore
Reporting to the Vice President of Marketing, the Director of Partner Marketing will be responsible for managing the relationships with key partners in the Consumer Electronics, Broadband Providers/MVDS, Telecom, Hospitality, Financial Industries among others. This role will work with Business Development to find opportunities to build awareness of Netflix... [View Job Details](#)

Online Retention & Loyalty Specialist, Al-Futtaim Dubai
The e-commerce team is entering an exciting period in its development, as it becomes a high profile "virtual business" with its own P&L account. This is a fantastic opportunity for a seasoned and dynamic B2C Retention marketing expert to join Al Futtaim at an exciting time in its ambitious eCommerce rollout plan. [View Job Details](#)

Get FREE Job Postings



Build an Experienced E-Business Team

Get FREE Job Postings



Recruit Qualified and Experienced Marketing Professionals

Get FREE Job Postings



Recruit Qualified and Experienced E-Commerce Professionals

PRINT PAGE | CONTACT US | YOUR CART | REPORT ABUSE | SIGN IN | REGISTER

LEARN&BUSINESS.COM

Career Centre - Search for Openings

Jobs = Job Search

Looking for a new challenge or position? Fill out the fields below to search current openings.

Keywords: (search for ALL of these words)

City:

Country:

Location:

Organization:

Category: (Select multiple categories (hold CTRL while clicking) will return records in any of the categories selected.)

Type of Position:

Education Requirement:

Experience Requirement:

SEARCH CLEAR

Latest News more

09/03/2016
Autistic Child's Internet Business Attracts Attention

09/03/2016
World's Largest Online Dating Site Blinks Niche: 100 million Downloads Milestone

Calendar more

16/05/2016 - 20/05/2016
COB Certified E-Commerce Manager Program London

16/05/2016 - 20/05/2016
COB Certified E-Business + E-Commerce Combs - London

Featured Leaders



Of Interest

E-Business Predictions 2016
Are you an E-Commerce Pioneer?
Find a Supplier
Member Discounts & Offers
Quiz: Test Your E-Commerce Knowledge

JOIN MEMBERS FROM: DELTA AIR LINES | Seagate | South African Post Office | Schneider Electric | zain

PRINT PAGE | CONTACT US | YOUR CART | REPORT ABUSE | SIGN IN | REGISTER

LEARN&BUSINESS.COM

Career Centre - Search for Openings: Search Results - 17 Openings Found

You searched for:

- Any Opening
- containing ALL of the words 'marketing'

Click here to refine your criteria and search again >

*Click the Primary Category or Organization to view additional results within that selection.

POSITION	PRIMARY CATEGORY	ORGANIZATION	DATE POSTED
Mattel UK - Associate Manager - Digital Marketing Maddenhead, Berkshire	Marketing & Advertising	Mattel	04/12/2015
Marketing Manager at Paypal London, Central	Marketing & Advertising	Paypal	09/12/2015
Director, Partner Marketing APAC at NETFLIX Singapore	Director and CEO Level	Netflix	06/01/2016
Workstudent Online Marketing - Amazon Berlin	Marketing & Advertising	Amazon	25/01/2016
Ecommerce Marketing Coordinator - SEO - Debenhams London	Marketing & Advertising	Debenhams	10/02/2016
Digital Marketing Executive - Echo E-Business Windsor, Berkshire	Marketing & Advertising	Echo E-Business Global Group	02/11/2015
Marketing Manager Audible - Amazon Berlin	Marketing & Advertising	Amazon	23/01/2016
Head of EU Paid Search Marketing London	Marketing & Advertising	Amazon	25/01/2016
Online Marketing Manager - Amazon Paris	Marketing & Advertising	Amazon	23/01/2016
Online Retention & Loyalty Specialist, Al-Futtaim Dubai Dubai, Dubai, UAE	Marketing & Advertising	Al-Futtaim Retail	10/12/2015
Acquisition Director - Made.com London	Marketing & Advertising	Made.com	05/01/2016
Site Merchandiser (CDI), Music - Amazon Paris	E-Commerce and Online Selling	Amazon	23/01/2016
Merchandiser - Amazon Video London	E-Commerce and Online Selling	Amazon	23/01/2016
E-Commerce Director at L'Oréal Hammersmith, London	Director and CEO Level	L'Oréal	04/12/2015

UK Partner Relationship Manager - Amazon Video

Events Calendar enabling visitors find on Google Maps and add to their Outlook or other calendar

Community Calendar

Training & Events » Events Calendar & Bookings

All Categories Upcoming Past Month View

Book a Course, Webinar or Event

Browse an book an event here. Some of our events are free, or included with membership. Others such as courses require purchase. Full registration, pricing and payment information is located on the individual events pages. For event or course contact information, please click on the event you are interested in.

Click on the event pages to view event details, or the register link to go direct to booking form.
We are updating our events calendar on a weekly basis with course dates, live webinars and events.

UPCOMING EVENTS

16 May 2016

COB Certified E-Commerce Manager Program London
16/05/2016 » 20/05/2016
Location: London *Time:* 09:00 - 17:30

Export to Your Calendar Register

COB Certified E-Business + E-Commerce Combo - London
16/05/2016 » 20/05/2016
Location: London *Time:* 09:00 - 17:30

Export to Your Calendar Register

COB Certified Digital Marketing Manager Program London
16/05/2016 » 20/05/2016
Location: London *Time:* 09:00 - 17:30

Export to Your Calendar

26 May 2016

How to Get Premium Position on Retailer Web Sites - Live Webinar
26/05/2016
Time: 2:30pm GMT/ 09:30 EST

Export to Your Calendar Register

09 June 2016

Financing an Internet Startup - Live Webinar
09/06/2016
Time: 2.30pm GMT/9.30am EST

Export to Your Calendar Register

Classroom Course Bookings on Behalf of Licensed Training Partners (Earning a Commission)

COB Certified E-Commerce Manager Program London
Enter search criteria...

[Register](#)
[Map this Event](#)
[Tell a Friend](#)

COB Certified E-Commerce Manager Program London

16/05/2016 to 20/05/2016
When: 16th - 20th May 2016
 09:00 - 17:30

Where: [Map this event](#)
 Marriott Marble Arch Hotel
 134 George Street
 London W1H 5DN
 United Kingdom

Presenter: Echo E-Business and the founder of Learnbusiness.com
Contact: Echo E-Business - Training & Enablement Hotline
 emily.brown@echoebusiness.com
 Phone: UK: 0845 838 4869 International + 44 845 838 4869

REGISTRATION INFORMATION

Online registration is available until: 02/05/2016

[Register »](#)

DETAILS

Attend the Ultimate E-Commerce Business Course!

This leading-edge e-commerce program is delivered by the course creator and her team at our parent company e-business and marketing consultancy Echo E-Business. It features exclusive masterclasses not included in the self-study program.

[Full Course Details](#)

Book by 2nd May 2016

- Standard Price: £2,760 (including VAT@20%)
- FREE Bonus 6-months Gold E-Commerce Membership

Gold Member Discount

A £500 discount will automatically be applied for delegates who have already attended the COB Certified Digital Marketing Manager or E-Business Manager classroom course with Echo E-Business

Credit and Debit Card Bookings at Learnbusiness.com

If you are an organisation wishing to book online, a delegate authorised to expense your training to your employer, or a self-financing delegate, you can book securely online here at Learnbusiness.com.

Note: Price shown on booking page excludes VAT, which is added and visible just before checkout.

PRINT PAGE | CONTACT US | YOUR CART | REPORT ABUSE | SIGN IN | REGISTER

09:46 Time left to complete the page.
I need more time

LEARN

[Home](#)
[Membership](#)
[Jobs](#)
[Industry News & Insights](#)
[Training & Events](#)
[Shop](#)

COB Certified E-Commerce Manager Program London | Registration
Enter search criteria...

Lets get you booked!

Value Added Tax (VAT) @20% will be added at checkout to the price displayed below, to total the fully inclusive price advertised.

Are you a Member?

If you are a member, please sign in or consider registering before proceeding.

REGISTRATION INFORMATION

*** Required Fields**

Event Name COB Certified E-Commerce Manager Program London

Your Name *

Job Title *

Organization *

Email Address (Business) *

Address *

Address cont.

City/Town * **State/Prov/Cc ***

Postal Code * **Country ***

Phone *

YOU CAN ADD MORE DELEGATES IF REQUIRED DURING THE NEXT STEP

[NEXT](#)

Online book/product store with the ability to read further product information or purchase (Quick buy)



MY MEMBERSHIP | MY E-COURSES | CONTACT US



Home

Community

Jobs

Industry News & Insights

Training & Events

Shop

Buy Books & E-Learning

Enter search criteria...



Share:

Welcome to our Online Book Shop

Discover our product range



COB Certified E-Business Manager Self-Study Course

Product Details

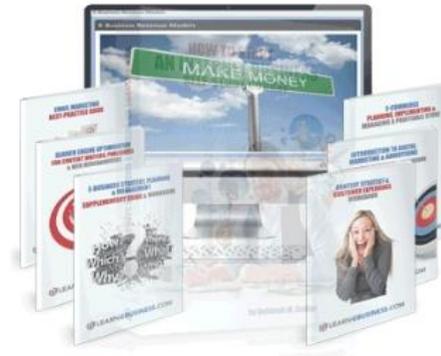
Quick Buy



COB Certified E-Commerce Manager Self-Study Course

Product Details

Quick Buy



How to Start an Internet Business Self-Study Course

Product Details

Quick Buy

Facebook Page with the Product Store Integrated into Page for Additional Exposure

© 2016 Deborah Collier, Case Study Showcase – Web Sites Echo E-Business

Visit www.DeborahCollier.com for more case studies

Facebook page for Learnbusiness.com. The page header includes the name 'Learnbusiness.com', a search bar, and navigation links for 'Page', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features several promotional images for courses, including 'Cross-Selling Theory', 'Personae', and 'How to Start an Internet Business Self-Study Course'. A search bar is located at the bottom of the page.

Facebook page for Learnbusiness.com, showing a detailed view of the 'How to Start an Internet Business Self-Study Course'. The page header includes the name 'Learnbusiness.com', a search bar, and navigation links for 'Page', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a large image of the course materials, including a boxset of six books and a laptop. The price is listed as £495.00. A 'Like' button is visible, and a comment box is present below the product image.