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ECommXCELLENCE

Exploring the Synergy of E-commerce and Social Media

PROGRAM OUTLINE

Program Outline:

Shopify Development and Digital Marketing

Duration:

2 Months

How to Start and Run an E-commerce Business in Pakistan and International

This Program covers everything required to know about starting an e-commerce store in Pakistan and International and run it smoothly. The participants will learn in depth about effective business strategies for e-commerce. The instructor will take the participants step-by-step through all the aspects of starting their own e-commerce business. First, the participants will learn how to choose winning products and how to import them or source them from local manufacturers. Afterwards, they will learn how to set up their online e-commerce store and optimise the customer buying experience. Participants will then setup their brands on social media and learn how to run targeted ads. At the end, the Program will cover logistics and payment gateways which are required to sell products in Pakistan and internationally. After learning about e-commerce, three e-commerce founders will join the class to share their learnings with the students. The students will have the opportunity to learn more about specific industries and ask questions from the experts.

Learning Outcomes

This Program is perfect for a beginner with no technical skills, or if they are already familiar with e-commerce and are looking for a reliable way to increase orders. The Program is tailored for both beginners or learners with some marketing or e-commerce but are looking for a blueprint for a successful e-commerce business model. At the end of this Program, students will have the necessary skills required to successfully launch and run their own e-commerce business in the Pakistani market. They will gain expertise required to generate income from e-commerce, to reduce reliance on other income streams and to move towards a financial independence.

Program Content

Module 1: Introduction to E-Commerce and Shopify Basics

- Understanding E-Commerce and its Importance
- Overview of Shopify Platform
- Setting Up a Shopify Account
- Navigating the Shopify Dashboard

Module 2: Product Hunting

- Product hunt on AliExpress: keyword analysis
- Product hunt on Amazon
- Facebook for product research
- Shopify competitor research

Module 3: Store Optimization for User Experience

- Creating Effective Navigation Menus
- Implementing User-Friendly Product Pages
- Integrating Product Reviews and Ratings
- Configuring a Secure Checkout Process

Module 4: Introduction to Digital Marketing

- Fundamentals of Digital Marketing
- Importance of Digital Marketing for E-Commerce
- Developing a Digital Marketing Strategy
- Introduction to Canva and Basic Concepts

Module 5: Social Media Marketing

- Utilizing Social Media Platforms for Business
- Creating Engaging Content for social media
- Running Effective Social Media Advertising Campaigns
- Measuring and Analysing Social Media Performance

Module 6: social media set up.

- Setting up Facebook, Instagram, and Twitter accounts
- Optimizing social media account settings
- Setting up auto-replies

Module 7: Scaling Your E-Commerce Business

- Strategies for Scaling Your Shopify Store
- Managing Inventory and Fulfilment

Module 8: Program Conclusion and Certificates

- Applying Knowledge to Real-World Scenarios
- Developing a Comprehensive Shopify Store and Digital Marketing Plan
- Certificates Distribution

Note: This Program outline is designed for a 1.5-month duration and may be adjusted based on the pace of learning and specific needs of the participants. Practical exercises, hands-on projects, and guest lectures from industry experts can be incorporated to enhance the learning experience.

Batch starting from 04 September 2023

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