Local E-commerce Mastery Program
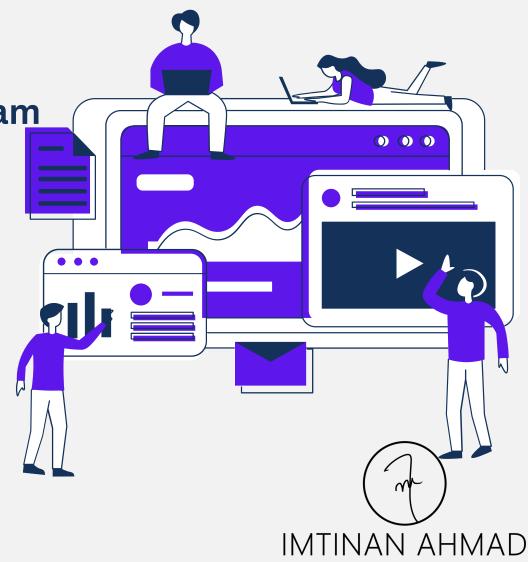
Program Outline

In this Local E-commerce Mastery Program, our **Instructors** will cover the following modules:

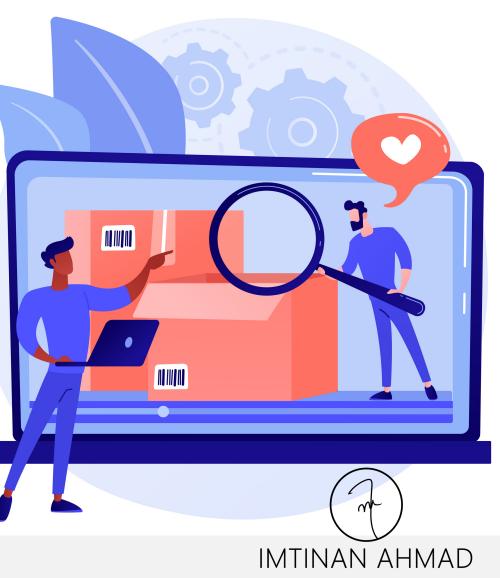IMTINAN AHMAD

Local E-commerce Introductory Lecture

Foundation on Growth Mindset
Unseen margins in local e-commerce landscape
Business Launch Roadmap

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Module 1

Product Hunting, Product Sourcing & Product Delivery Partnerships

Tools, Tricks & Techniques of Product Hunting
Selection of best Margins & ROI Scalable Products
Expert Tools for Niche & Product Selection
Strategies for Identifying Profitable Products
Trend Analysis
Customer Feedback

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Module 2

Shopify Store Creation

Introduction to Shopify Web Development
Creating an Account and Choosing a Plan,
Designing the Store, Themes and Customization
Logo and Branding,
Product Addition, Product Descriptions, Pricing &
Inventory Management
Setting Up Payment Gateways and Security
Most Needed E-commerce Add-on Plugins & Apps

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Graphic Designing

Importance of Visual Identity
Creating a Brand Style Guide
Designing Marketing Materials
Website Graphics
Social Media Posts
Product Images
Tools and Resources for Graphic Design

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Module 4

Social Media Campaign

Developing a Social Media Strategy
Choosing Platforms of Choice
Content Creation for Campaign
Images and Videos Assets
Copywriting
Engagement and Interaction
Analytics and Monitoring

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Launch Practice
Pre-launch Checklist
Testing Website Functionality
Ensuring Inventory
Marketing Collateral Ready
Launch Day Activities
Social Media Announcements
Email Marketing
Customer Support Plan
Post-launch Evaluation
Analyzing Sales Data
Gathering Customer Feedback
Continuous Improvement Strategies

And much much more!

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