



# E-COMMERCE WITH SHOPIFY + DIGITAL MARKETING

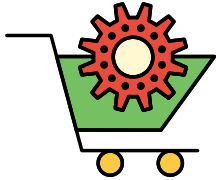
 6 Weeks | 30 Hours

 Weekdays or Weekends



# Overview

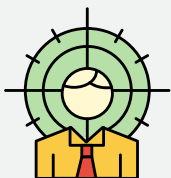
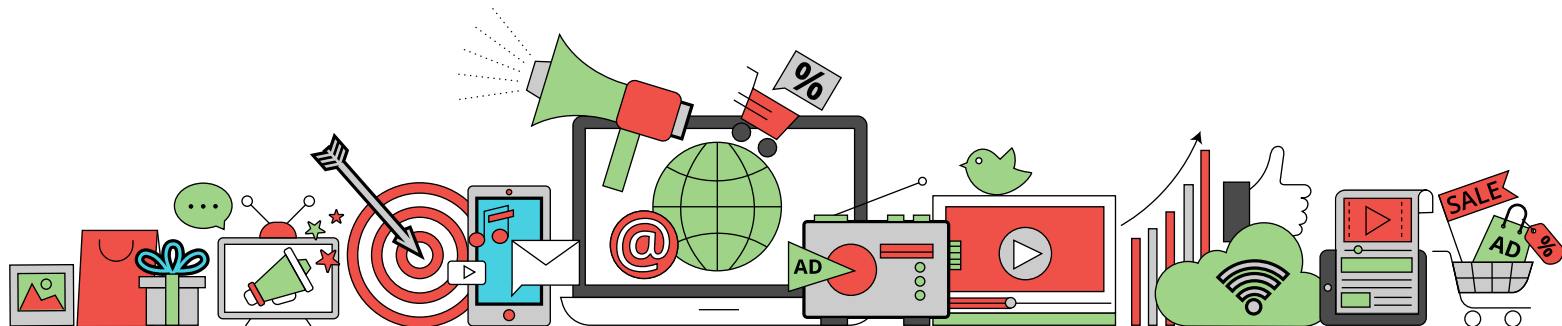
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The "Shopify with Digital Marketing Course" is an intensive program designed to equip participants with the knowledge and skills necessary to establish, manage, and grow successful e-commerce ventures. This provides a brief overview of key components highlighting the synergy between Shopify, a leading e-commerce platform, and digital marketing strategies.



This comprehensive course aims to provide participants with an in-depth understanding of both E-Commerce and Digital Marketing, with an emphasis on integrating these domains to achieve business goals effectively. The curriculum aligns with best practices and successful case studies, featuring a structured approach to strategy formulation, execution, and optimization.



This Course" offers a holistic approach to e-commerce success, combining the robust capabilities of the Shopify platform with the strategic implementation of digital marketing techniques. The course serves as a roadmap for aspiring entrepreneurs and business owners looking to thrive in the dynamic world of e-commerce.

# Learning Objectives

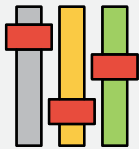
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Understand the fundamentals of E-Commerce platforms and business models



Gain proficiency in various Digital Marketing channels (SEO, PPC, Social Media, Email)



Develop skills in using analytics tools for tracking performance and ROI



Master techniques for customer acquisition, retention, and lifetime value maximization



Understand how to manage project scope and resources within Digital Marketing project

### Ease of Use:

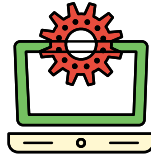
#### E-commerce

With shopify is known for its user-friendly interface, making it easy for individuals to set up and manage an online store.



### Quick Setup and Deployment:

This allows for a quick and hassle-free setup of an online store, enabling businesses to start rapidly.



### Professional Design:

This offers a variety of customizable templates and themes, allowing users to create an online store.



## Course Features



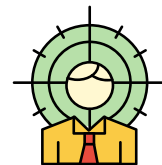
### Analytics and Data Insights:

Shopify provides analytics tools to track your store's performance. Digital marketing can help you interpret these analytics.



### Social Media Integration:

Shopify seamlessly integrates with various social media platforms, enabling businesses to sell products directly.



### Continuous Learning and Adaptation:

Shopify + Digital marketing is a dynamic field, and a course can help you stay updated on the latest trends.



View Upcoming Class Schedule



# Course Curriculum

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## 1. Kickstarting Your Journey: An Introduction to E-Commerce and Shopify

- ▶ The Evolution of E-Commerce
- ▶ Overview of Shopify Platform
- ▶ Benefits of Using Shopify



## 2. Navigating Legalities: Essential Commercial Registration & Legal Frameworks for Shopify Success

- ▶ Understanding Business Registration
- ▶ Legal Compliance for Online Stores
- ▶ Privacy Policies and Data Protection



## 3. Uncovering Market Opportunities: Mastering Market Analytics with Blue Ocean Strategy

- ▶ Introduction to Market Analytics
- ▶ The Concept of Blue Ocean Strategy
- ▶ Applying Blue Ocean Strategy in E-Commerce



## 4. The Shopify Blueprint: Technical & Commercial Setup for Your Online Store

- ▶ Setting Up Your Shopify Account
- ▶ Customizing Your Store's Design
- ▶ Managing Payment and Shipping Options



## 5. Mastering Product Management: Exploring Variants, Discounts, Subscriptions, and Digital Downloads

- ▶ Product Listings and Variants
- ▶ Setting Up Discounts and Sales
- ▶ Managing Subscriptions and Digital Products



## 6. Maximizing Sales Effectiveness: Crafting a Dynamic Sales Funnel for Your Shopify Store

- ▶ Designing a Sales Funnel
- ▶ Strategies for Upselling and Cross-Selling
- ▶ Building a Post-Purchase Customer Journey



## 7. Enhancing Store Functionality: Top Commercial Apps, Plugins, and Interfaces for Shopify

- ▶ Must-Have Shopify Apps
- ▶ Integrating Plugins for Enhanced Functionality
- ▶ Customizing Your Store Interface



## 8. Driving Organic Success: Advanced SEO Techniques, Sales Channels, and Organic Growth Strategies

- ▶ SEO Basics for Shopify
- ▶ Customizing Your Store's Design
- ▶ Tactics for Organic Growth



## 9. The Art of Paid Promotions: Crafting Effective Advertisement Strategies with Meta & Google

- ▶ Fundamentals of Online Advertising
- ▶ Creating Ads on Meta Platforms
- ▶ Google Ads and Analytics for Shopify



## 10. Streamlining Operations: Essentials of Drop Shipping Architecture and Administration

- ▶ Basics of Drop Shipping
- ▶ Managing Supplier Relationships
- ▶ Drop Shipping Order and Inventory Management



## 11. Revolutionizing Engagement: Chatbot Development for Enhanced Shopify Interactions

- ▶ Introduction to Chatbots
- ▶ Building a Chatbot for Shopify



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## 12. Leveraging Generative AI: Innovative Approaches for Marketing, Sales, and Customer Support

- ▶ Understanding Generative AI
- ▶ AI Applications in Marketing and Sales
- ▶ AI-Powered Customer Support Tools



## 13. Customer Support Simplified: Establishing a Comprehensive Help Centre and FAQ

- ▶ Designing an Effective Help Centre
- ▶ Creating Comprehensive FAQs
- ▶ Best Practices in Customer Support



## 14. Design Intelligence: Managing and Administering Store Design Using AI

- ▶ Fundamentals of AI in Design
- ▶ Tools for AI-Powered Design Management
- ▶ Enhancing User Experience with AI



## 15. Analytical Insights: Deep Diving into Store, SEO, and Social Media Marketing Analytics

- ▶ Understanding Store Analytics
- ▶ SEO Analytics for Improved Visibility
- ▶ Analyzing Social Media Marketing Efforts



Count me in for a  
Free Demo Class



Click to Pay &  
Enroll Now





# OUR PARTNERS



# OUR CLIENTS



1200+ Students Graduated so far



500+ Jobs Fast Tracked



25+ Years of IT experience



# About Us



## IT & Business Solutions

TEAM Solutions is a Leading Professional B2B service Provider in Qatar, we are Passionate about empowering business using cutting edge technology consulting and providing real time business solutions.



## Mentorship & Training

We are specialized B2B Offline / Online training provider on the technology, enterprise software's, analytics & Project management courses.



## PRINCIPAL COUNSELOR

### DINESH R M

MBA FINANCE, MCP, PMP



Experienced Portfolio Program & Project Manager



PMI Authorized Training Partner - Instructor



Mentor & Coach for Project Management, Risk Management, Data Science, Entrepreneurship & Business Management

## TRAINER CREDENTIALS >>>



# CONNECT WITH US

## TEAM ACADEMY



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