



E-Dukaan Specialist Course





About YouExcel

VISION



YouExcel is a FinTech Training consultancy which envision to bridge the gap between potential employees and employers by creating a job-ready human resources in a practical learning environment that is consonance with the technological requirements of the employer organization.

MISSION



YouExcel's mission is to enhance retainability and skill upgradation of the existing employees of an organization by addressing and responding to the changing skills landscape in real time among fresh graduates and mid-level professionals thereby contributing towards the welfare of the economy, employer and employee

OUR VALUABLE CORPORATE CLIENTS



RECOGNIZED BY:



Program Overview

YouExcel is bringing an innovative training that aims to equip participants with the necessary skills and knowledge to establish and manage an online store effectively. The program focuses on practical, hands-on training that covers all aspects of e-commerce, from setting up the store to running campaigns online through Digital Marketing, Search Engine Marketing and Optimization.



Training Outline

Module 1
E-Commerce
Setting up your
E-Dukaan

Module 2
Social Media
Marketing -
Marketing your
E-dukaan

Module 3
E-Commerce
Search Engine
Optimization

Module 1 : E-Commerce

Setting up your E-Dukaan

- ◆ Introduction to E-Commerce
- ◆ Designing e-commerce store logos via Canva
- ◆ Detailed explanation of Drop shipping
- ◆ Advantages and Disadvantages of E-Commerce.
- ◆ Explanation of the 4p's of Marketing
- ◆ Types of E-Commerce Business Models
- ◆ Step By Step Guide on Setting Up E-Commerce Stores Online
- ◆ Choosing the right E-Commerce platform for your business
- ◆ Explanation of Content Management System (CMS)
- ◆ Using Wix and Wordpress as a CMS to create websites
- ◆ Introduction to Daraz
- ◆ Creating a seller account on Daraz
- ◆ Daraz drop shipping process
- ◆ Using Shopify as an E-Commerce Content Management System
- ◆ Shopify product listing process
- ◆ Shopify theme customization steps
- ◆ Introduction to Amazon Affiliates
- ◆ Setting up an online store on Amazon
- ◆ Importance of shipping and courier management gateways
- ◆ Uploading products on online stores
- ◆ Application of Website Domain and Hosting
- ◆ Linking domains with online stores

- ◆ Search Engine Marketing Introduction
- ◆ Google Ads Campaign Setup for E-Commerce
- ◆ Payment methods for Shopify
- ◆ Product listing strategies
- ◆ Product hunting strategies
- ◆ Explanation of MLM and Affiliate Marketing business models in E-Commerce
- ◆ SWOT Analysis for an E-Commerce Business
- ◆ Payment Gateways for E-Commerce Stores
- ◆ Operations and Logistics Management in E-Commerce
- ◆ Choosing winning products and launching an E-Commerce Store
- ◆ Identifying Key Performance Indicators (KPI's) for E-Commerce



Module 3 : E Commerce Search Engine Optimization

- ◆ Search Engine Optimization (SEO)
for E-Commerce Detailed Explanation
- ◆ On Page SEO Factors
- ◆ Off Page SEO Factors
- ◆ Technical SEO Factors
- ◆ SEO Audit Report



Learning Outcome

- ◆ Set up online stores on Shopify, Daraz, or custom your own platform by applying strategies of E-Commerce
- ◆ Create and manage campaigns on Facebook, Instagram, TikTok, and Pinterest by applying strategies of Digital Marketing
- ◆ Implement strategies for audience engagement and brand building
- ◆ Develop strategies for Search Engine Marketing (SEM) and paid advertising
- ◆ Perform Search Engine Optimization (SEO) techniques of On-Page, Off-Page, and technical SEO techniques
- ◆ Create and optimize Google Ads and Facebook Ads campaigns
- ◆ Monitor and evaluate online store performance to increase income growth opportunities

Duration: 48 Hours in 3 Months

Platforms and Applications



Web Hosting



Shopify



Amazon



Daraz



Canva



Instagram



Facebook



TikTok



Pinterest



Google Ads

Google Ads



Meta Ads



Wix



WORDPRESS

Wordpress



**Whatsapp
Business**

Recommended For

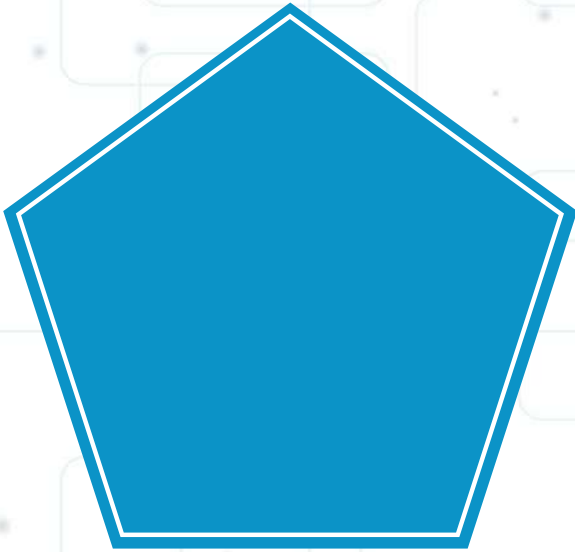
Students, Business enthusiasts, Aspiring Freelancers, Housewives and anyone who wants to earn online.

Pre-Requisite

- ◆ Basic IT literacy is mandatory
- ◆ Minimum Intermediate preferable



Trainer Profile



Syed Asif Ashraf is a learning and development and Digital Marketing Professional with an overall experience of 20 years. His education consists of an MBA in Marketing and an M.A. in Mass Communication. Asif is also a Google certified digital marketing professional. He has previously worked in renowned companies such as BOL Network, Polaris Consultants, Federal Urdu University, The Access to Future Foundation (TAF), Click 5 institute amongst others and has also been lead effective training in NAVTTC, Govt. Of Pakistan training projects.

Certifications

- ◆ Digital Marketing and E-Commerce Certification from Google
- ◆ Certification in E-Commerce from Digiskills Pakistan
- ◆ Cloud Computing Certification from PIAIC

Customized Training Solutions

YouExcel offers high impact and innovative customized in-house training solutions, to suit your team and business, **contact our training consultants.**



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Contact Details:

Suite 503-506, 5th Floor, Al Samad Tower, Block 13-B,
Main University Road, Gulshan-e-Iqbal, Karachi, Pakistan.

+92-21-34982348 +92-331-301669 9

info@youexceltraining.com

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