

MODULE 1 (WEEK 1)**LESSON 1 - Getting Started**

- ❖ Program Overview
- ❖ How It Works
- ❖ Building Your eCommerce Business
- ❖ Strategies You're Going to Learn
- ❖ The Right Mindset

LESSON 2 - Sale Channels

- ❖ Brief History of eCommerce
- ❖ What's Working In eCommerce
- ❖ Introducing Sales Channels
- ❖ Understanding Sales Channels
- ❖ Making Sales Channels Work For You

LESSON 3 - Marketing Channels

- ❖ Multi-Channel Marketing
- ❖ Introducing Marketing Channels
- ❖ Marketing Channels You Can Start With
- ❖ Sales Channels + Marketing Channels
- ❖ Movers & Shakers In The Industry

MODULE 2 (WEEK 2)**LESSON 1 - Conversion Rate Optimization**

- ❖ Increasing Conversions On Your eCommerce Store
- ❖ Product Pages Made to Convert Buyers
- ❖ Using Reviews
- ❖ Urgency and Scarcity
- ❖ Abandoned Carts And Follow Up
- ❖ Increase your AOV (Average Order Value)
- ❖ Exit intent

LESSON 2 - SEO & Content Production

- ❖ SEO for eCommerce
- ❖ Mobile-First Index
- ❖ Ranking your Product Pages (PDPs)
- ❖ Product Page Frameworks
- ❖ Google Organic Product Feed
- ❖ Ranking your Content Pages
- ❖ eCommerce Topical Clusters
- ❖ Content Examples

LESSON 3 - Content Promotion

- ❖ Content Promotion Workflow
- ❖ eCommerce Link Building
- ❖ Leveraging Social Media
- ❖ Social Proof
- ❖ Influencer Marketing
- ❖ Chat bots & Messenger lists

MODULE 3 (WEEK 3)**LESSON 1 - Amazon**

- ❖ Amazon Traffic & Conversion Overview
- ❖ Internal Promotion Systems
- ❖ The Perfect Product Page
- ❖ On-Page Keywords
- ❖ Backend Search Terms
- ❖ Customer Follow up & Rules
- ❖ External Promotions
- ❖ Paid Ads & Keywords
- ❖ Creating Amazon Campaigns & Bids
- ❖ Launching your First Campaign
- ❖ Amazon Game Plan
- ❖ Lightning Deals & Promotions
- ❖ How to Acquire Repeat Customers

MODULE 3 (WEEK 3)**LESSON 2 - Sales Channels**

- ❖ Rankings on High Volume Marketplaces
- ❖ Game Plan For Walmart, eBay, Etsy & More
- ❖ Leveraging Facebook Commerce
- ❖ Smaller Marketplaces Like Wish, WayFair, Etc.
- ❖ Getting Traction On Each Platform

LESSON 3 - B2B vs B2C

- ❖ eCommerce Marketing for (B2B) vs (B2C)
- ❖ Sales Process For B2B eCommerce vs B2C
- ❖ Where to Find B2B Leads
- ❖ Using LinkedIn for eCommerce Marketing

MODULE 4 (WEEK 4)**LESSON 1 - Shopping/Product Campaigns**

- ❖ Getting Started
- ❖ AdWords Overview
- ❖ Setting up Google Shopping Ads
- ❖ Bing Product Ads
- ❖ Creating your Product Catalog
- ❖ Facebook Dynamic Product Ads
- ❖ Remarketing (RSLA)
- ❖ Testing Products & A/B Testing

LESSON 2 - Additional Marketing Channels

- ❖ Secondary Paid Platforms Like Instagram, YouTube & Etsy
- ❖ Email Marketing Campaigns & Workflows
- ❖ Must-Have Campaigns for eCommerce
- ❖ Gathering Customer Reviews
- ❖ Ad Platform Resources

LESSON 3 - Summary + Case Study

- ❖ Working With Influencers
- ❖ Leveraging Push Notifications
- ❖ Understanding Your Metrics - COGS, ROAS, ROI
- ❖ eCommerce Case Studies
- ❖ Become A Great eCommerce Marketer
- ❖ Summary - How To Use This Course