Business

E-Commerce

🕐 1.5 Month   ▶️ 11+ Hours

📝 Assignments   👥 100+

COURSE OUTLINE

**Lecture 1: Business & E-Commerce Fundamentals**

- What is a business? Key business terms (Profit, Loss, ROI, Scaling, etc.)
- What is e-commerce, and why is it the future?
- Different e-commerce models (Local, International, Dropshipping, B2B, B2C)

Lecture 2: Niche Selection & Free Product Research Methods

- How to find a profitable niche for e-commerce
- Free product research methods using:
- TikTok Trends
- Facebook Ads Library
- AliExpress & Amazon Best Sellers
- Avoiding saturated products & finding high-margin items

Lecture 3: Shopify Store Setup – Part 1

- Registering on Shopify & setting up a store
- Adding Products & Collections
- Understanding of Navigations
- Add blogs and pages
- Select Themes
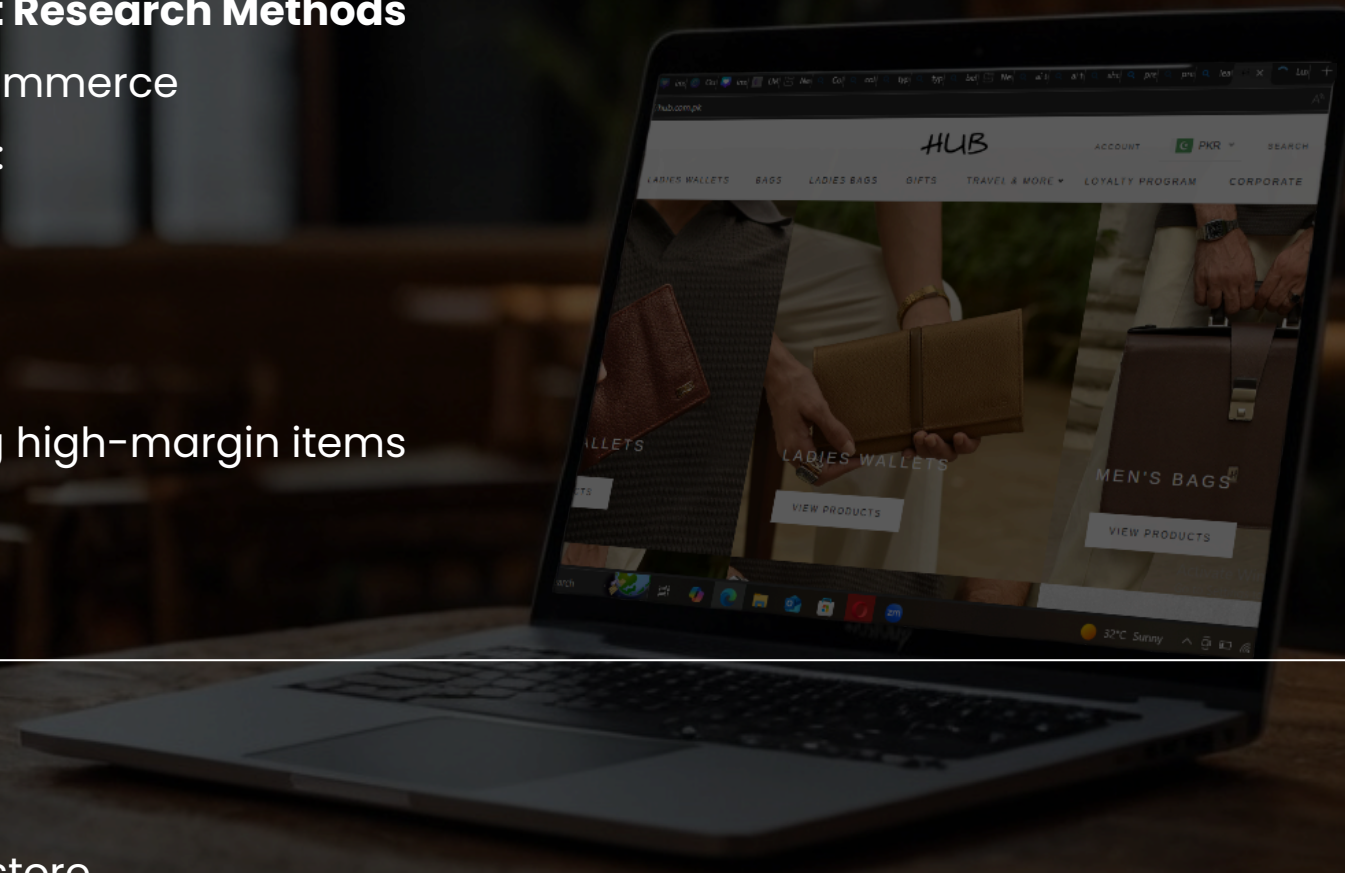
COURSE OUTLINE

Lecture 4: Shopify Store Setup – Part 2
- **Customize the Theme**
- **Intall important apps**

Lecture 5: Shopify Store Setup – Part 3
- **Create discount codes**
- **See all important settings**

Lecture 6: Facebook Ads
- Creating a Facebook Business Page
- Setting up Facebook Business Manager
- Overview of Ads Manager

Note: This outline is not 100% final, as the IT sector evolves continuously with frequent updates. Therefore, the outline may be revised and improved over time. However, no content will be reduced—only enhanced and updated as needed.

COURSE OUTLINE

Lecture 7: Facebook Ads Campaigns & Pixel Setup

- Understanding Facebook Ads structure
- Choosing the right campaign objectives
- Setting up Facebook Pixel & tracking

Lecture 8: Running & Optimizing Facebook Ads

- Understand the Funnel system
- A/B Testing & audience targeting
- Awareness Campaign

Lecture 9: Running & Optimizing Facebook Ads

- Run Sales Campaign
- Create ad creatives with the help of AI
- Use AI for audience targeting

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COURSE OUTLINE

Lecture 10: Lead Generation for E-Commerce

- Organic Lead Generation
- Facebook Groups & TikTok Organic Marketing
- Email & SMS Marketing with Free Tools
- AI for Lead Generation
- Using ChatGPT for Cold Outreach Messages
- AI-based Personalized Email Campaigns

Apart from the E-Commerce course, you will also get free access to the Canva Designing Advanced Course for Quick Skill development. This will help you gain an extra, essential skill that will be valuable for your future success.