



E-COMMERCE MARKETING MASTERY IN A NUTSHELL

COURSE OVERVIEW:

This course will help you understand how to optimize any ecommerce store (in any industry) to generate more sales and profit. Upon completion, you'll have a better grasp on how to market for your ecommerce stores. You'll also learn how to leverage email automation and copywriting to boost your email list and drive those leads to your online store.

WHO'S IT FOR?:

1. Solopreneurs/Entrepreneurs of Ecommerce Companies
2. Marketing Managers
3. Advertising Agencies

WHAT YOU'LL LEARN:

1. Build foundational knowledge of an ecommerce ecosystem and learn how to use email service providers, live chat, and videos in your ecommerce store
2. Learn the proven winning characteristics of a modern ecommerce store, including header, footer, category, and product detail pages, to make social selling seamless
3. Develop email automation sequences, such as pre-purchase, cart abandonment, and post-purchase emails, to help your ecommerce store sell passively
4. Create content for the amplification of your ecommerce store so you can build and nurture your email list
5. Learn to optimise your ecommerce store content to grow your customer base and drive even more traffic to your store

MODULE BREAKDOWN:

Module 1 - Discover the current amount of growth and opportunity in eCommerce marketing. You'll also learn the technology stack you'll need to succeed as an eCommerce marketer.

Module 2 - You'll learn the key pages and content assets you'll need to compete in eCommerce today.

Module 3 - Discover the winning characteristics of the header, footer, category and product detail pages on a modern eCommerce store.

Module 4 - Email is a powerful marketing channel for eCommerce marketers. In this section, you'll access proven pre-purchase, cart abandonment and post-purchase email marketing sequences.

Module 5 - The modern-day eCommerce marketer leverages content to sell physical products. In this section, we'll cover the content syndication and optimization techniques you'll need to grow your email list and make sales.

TIME TO COMPLETE:

223 Minutes