

Course Title	E-commerce course with Shopify & Affiliate Marketing
Course Length	4 days
Target Audience	People who <ul style="list-style-type: none"> ● want to start a business ● want a second source of income ● want to start a business in a high-income geography
Prerequisites (if any)	None

Course Description
<p>This course teaches how to set up and run your own ecommerce store in Pakistan & UAE. The participants will learn about effective business strategies for ecommerce and will be taken step-by-step through starting their very own ecommerce business. They will learn how to set up a Shopify store, a Facebook shop, add payment gateways, run Facebook ads, handle logistics and choose winning products.</p> <p>The participants will also learn how to increase online orders on Shopify store by optimizing the website and running powerful ads, and learn how to optimize the store and improve customer experience.</p> <p>Whether you are an absolute beginner to ecommerce or are looking for a blueprint for a successful business model, this is the perfect course for you!</p> <p><i>Please note, participants will be required to bring their laptops for the course.</i></p>

Course Learning Outcomes	
	By the end of this course, the students should be able to:

LO1:	Identify products that can be easily sourced and are likely to sell more online
LO2:	Source products from within Pakistan and China
LO3:	Set up an optimized e-commerce website with Shopify (No coding required)
LO4:	Create an online brand on all online channels
LO5:	Marketing: Run paid ads on Facebook, Instagram, and Messenger
LO6:	Marketing: Create content and run influencer marketing campaigns
LO7	Register this business in the UAE
LO8	Set up payment gateways
LO9	Figure out logistics for their online e-commerce brand

Lecture	Module Name	Key Concepts/Topics Covered
1	Product Hunting	How to find products that are suitable for e-commerce in Pakistan and UAE
2	Product Sourcing	How to find suppliers for chosen products within Pakistan and China
3	Setting up e-commerce website	Build a basic e-commerce website with Shopify
4	Setting up e-commerce website	Optimize the e-commerce website for high conversion with Shopify apps
5	Marketing	Fundamentals of digital marketing and performance marketing
6	Marketing	Introduction to Meta/Facebook ads platform in detail, creating content for online ads

7	Marketing	Setting up our first paid ads campaign, Ads strategies for optimized performance
8	Marketing	Branding, influencer marketing, affiliate marketing
9	Registering business in the UAE	How to register your business in LLC,
10	Payment gateways / Logistics	<ul style="list-style-type: none"> - Setting up local payment gateways in Pakistan - Setting up Stripe for the UAE marketing
11	Logistics	<ul style="list-style-type: none"> - Delivering your products to customers in Pakistan - Delivering your products to customers in the UAE
12	Guest speaker	E-commerce founder/s share their experience of building an ecommerce brand