

E-COMMERCE

B UN DL E PRO GRAM



Shopify + Dropshipping
+ Meta Ads Mastery

COURSE MODULES

Module 1:

Shopify Store Setup & Management

- Shopify account creation & dashboard walkthrough
- Theme selection, customization, and design fundamentals
- Product & collection setup
- Managing orders, taxes, and shipping
- Launching and maintaining a professional Shopify store

Module 2:

Dropshipping Mastery

- Understanding the dropshipping business model
- Finding winning products and top suppliers
- Using DSers, Zendrop, or Spocket for automation
- Pricing strategies & profit margin optimization
- Building, testing, and scaling your dropshipping store

Module 3:

Shopify Design & Branding

- Visual design principles for ecommerce success
- Using Canva/Figma to create professional graphics and banners
- Enhancing customer experience through UI/UX
- Customizing store sections and product pages
- Building a consistent and trustworthy brand identity

Module 4:

Meta Ads (Facebook & Instagram Marketing)

- Understanding the Meta Ads ecosystem
- Setting up Business Manager, Pixel, and ad accounts
- Campaign creation: awareness, traffic, conversion objectives
- Targeting, budgeting, and retargeting strategies
- Analyzing performance metrics and scaling profitable ads

Module 5:

Shopify Marketing & Sales Growth

- Integrating Meta & Google Ads into your store
- Email marketing using Klaviyo or Omnisend
- SEO optimization for product listings
- Upselling, cross-selling, and conversion rate optimization
- Tracking sales with analytics dashboards

Module 6:

Automation & App Integration

- Must-have Shopify apps for analytics, CRM, and customer support
- Automating order fulfillment, emails, and review collection
- Workflow automation using Shopify Flow or Zapier
- Implementing customer loyalty and referral program

WHO THIS COURSE IS FOR

- Entrepreneurs launching their first online store
- Freelancers or marketers who want to specialize in ecommerce
- Small business owners shifting to online sales
- Anyone looking to build a passive income stream through dropshipping



LEARNING FORMAT

- 100% Practical, Project-Based Learning
- Step-by-Step Video Tutorials
- Live Q&A Sessions with Industry Experts
- Access to Exclusive Ecommerce Community
- Certification upon completion



BY THE END OF THIS COURSE, YOU'LL HAVE:

- A fully launched Shopify store ready to generate revenue
- A clear ads strategy for consistent traffic and conversions
- Automated tools and systems that allow you to run your business efficiently
- The confidence and skill set to scale your ecommerce brand globally



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