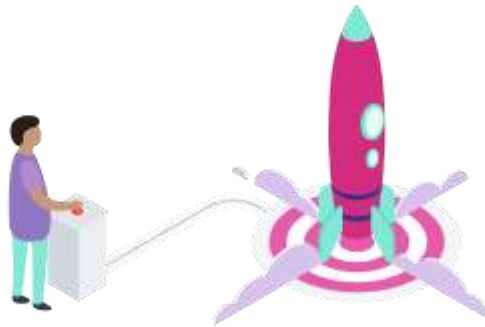




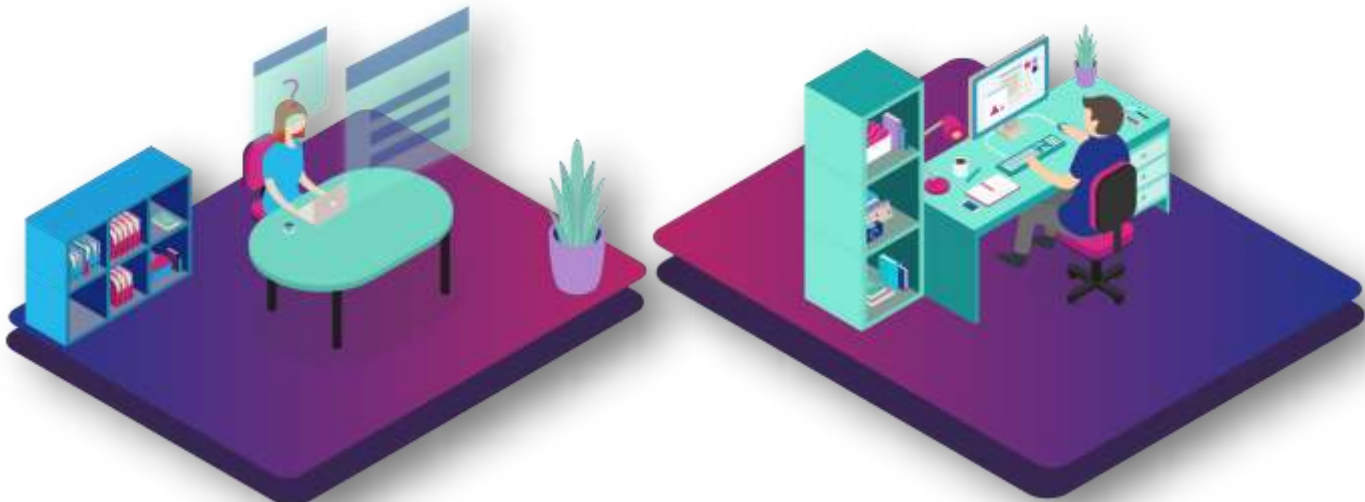
Module 13 : E-Commerce Management

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Reference Notes

Session 7: Uploading Products to Website



Uploading Products to Website



Course Description

This Session of Ensuring Positive Customer Experience has been designed with the intent of introducing participants to the various elements of

- E-commerce Marketing Overview to increase online sales
- Key steps involved in an inbound marketing campaign.
- Process for deploying your E-commerce Marketing Strategy
- How to Publish your E-commerce Website
- Advantages and Disadvantages of Internet Advertising
- Learn Basics Concepts of Digital Marketing such as google ads, social media marketing, affiliate marketing & Email Marketing

Uploading Products to Website



Course Objectives

As a E-Commerce Business owner you will learn

- Examples of good and poorly designed E-commerce web sites in regard to design, functionality, and user interface;
- Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
- Handle Amazon Seller Central Account
- Learn the control panel of Shopify

Uploading Products to Website



Topic: 13.7.1 - What You Need to Build an eCommerce Website & Choosing Your eCommerce Platform

In most cases, an ecommerce website builder is the easiest and fastest way to sell products online. They feature drag-and-drop page editors so you can create an entire website without touching a single line of code and they include everything you need to manage orders, shipping, and more.

- Pick your ecommerce platform- Shopify, Big Commerce, Wix
- Website builders with ecommerce features
- Plugins for WordPress
- Product Photos ,Description and Data
- Pages, Payment, Email etc

Uploading Products to Website



Topic: 13.7.2 - How do I upload my product catalogue?/Content Upload Procedure

What is product uploading?

Product uploading services are combination of product data entry and uploading a product with all the details like size, shape, material, weight, product number, type of product, stock availability, etc. on the eCommerce websites.

Outsource product upload solutions for Amazon, eBay, Flipkart, Magento, etc.

- Understanding e-commerce catalog management
- Best Catalog Practices
- Ecommerce catalog management challenges and solutions
- Standardizing product catalog management

Uploading Products to Website



Topic: 13.7.3 - Intro to Shopify , Customizing Shopify Store Settings, Shopify Themes, Setting Up Your SHOPIFY Store

- What does Shopify do exactly?
- Shopify is a **complete commerce platform that lets you start, grow, and manage a business**. The subscription-based software allows anyone to set up an online store and sell their products. Shopify store owners can also sell in physical locations using Shopify POS, our point-of-sale app and accompanying hardware.
- What Is Shopify (And What Is It Not?)
- How to Set up Your Own Online Shop with the Help of Shopify
- Understanding Shopify Themes, Tax Setup, Payment Gateway, Shipping etc

Uploading Products to Website



Topic: 13.7.4 - Amazon Ecosystem

- What is Amazon central account?
- Amazon Seller Central is the interface that is used by merchants to market and sell their products directly to customers within the Amazon marketplace. An Amazon Seller Central account is considered a marketplace or third-party Amazon seller (3P). ... Amazon offers both individual and professional seller accounts
- What can you do in Amazon Seller Central?
- How to add products in Amazon Seller Central?
- How to access advertising in Seller Central
- How to create and manage FBA shipments in Seller Central



THANK YOU

MR.CHIRAG DEMBLA

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DIGITAL MARKETING STRATEGY



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