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## **1. Introduction**

- 1.1 What is E-commerce
- 1.2 Level of E-commerce

## **2. Search Engine Optimization (SEO)**

- 2.1 On page and Off page SEO knowledge
- 2.2 Technical SEO (website's schema markup, structured data, XML sitemap. Robots.txt, etc)
- 2.3 keyword tracking

## **3. Content Marketing and Copywriting**

- 3.1 Content Marketing
- 3.2 Copy Writing
  - 3.2.1 Writing copies for the homepage
  - 3.2.2 Product pages (product headline, description, features, etc.)
  - 3.2.3 Checkout section
  - 3.2.4 Lead magnets
  - 3.2.5 Call-to-action (CTA) buttons

## **4. Email Marketing**

- 4.1 How to segment the audience based on their characteristics
- 4.2 How to use personalization and drip marketing to retain customers and promote upselling and cross-selling offers
- 4.3 Prioritizing key metrics such as the deliverability rate, open rate, click-through rate (CTR), etc

## **5. Marketing Automation**

- 5.1 Set up automated workflows (funnel)
- 5.2 Designing landing pages
- 5.3 Sending helpful content
- 5.4 Addressing cart abandonment issues
- 5.5 Integrating with e-commerce apps

## **6. Affiliate Marketing**

- 7. Conversion Rate Optimization (CRO)
  - 7.1 A/B testing
  - 7.2 Improving the website copy
  - 7.3 Experimenting with design
  - 7.4 Incentivizing user behaviour
  - 7.5 Reducing cart abandonment
  - 7.6 Simplifying the user experience (UX)

## **8. Digital Advertising**

- 8.1 PPC
- 8.2 Social media
- 8.3 Remarketing ads
- 8.4 Display
- 8.5 Native

## **9. Social Media Marketing**

- 9.1 Content creation and ad management
- 9.2 Respond to customer queries and complaints
- 9.3 Organizing contests
- 9.4 Tracking competitor activities
- 9.5 Connecting with influencers
- 9.6 Running partner marketing/co-branding initiatives

## **10. Tracking and Analytics**

## **11. Miscellaneous Skills**

- 11.1 Fundamental knowledge of design and HTML/CSS
- 11.2 Basic knowledge of design principles