



E-COMMERCE MARKETING

CATALOGUE . FEEDS . CONVERSIONS
MARKETPLACES . RETENTION
SHOPPING ADS . EMAIL . ANALYTICS

DURATION

45 Hours

LEVEL

Intermediate

MODULES

8

MODE

**Classroom ·
Online · Hybrid**

01 COURSE OVERVIEW

An e-commerce marketing course covering acquisition, conversion and retention for online stores. The course runs the store as a system: product data and feeds, category and product page conversion, paid shopping campaigns, marketplace listings, then retention through email, loyalty and reviews.

Learners plan and execute a launch campaign for a real or sample store, with a retention flow.

WHO IT IS FOR

E-commerce and marketplace managers

Store owners and D2C founders

Performance marketers on retail accounts

Category and merchandising staff

PREREQUISITES

Basic digital marketing knowledge.

02 LEARNING OUTCOMES

01 Structure catalogue data and product feeds correctly.

03 Run Shopping and Performance Max campaigns.

05 Build retention flows and loyalty mechanics.

07 Report on contribution margin, not just revenue.

02 Improve product and category page conversion.

04 List and optimise on Amazon and Flipkart.

06 Generate and manage reviews and UGC.

01 E-COMMERCE FOUNDATIONS

Store platforms

Pricing and offers

Logistics touchpoints

Category structure

Margin basics

TOOLS

SHOPIFY

WOOCOMMERCE

02 PRODUCT DATA AND FEEDS

Titles and attributes

Merchant Center feeds

Errors and disapprovals

Images and video

Feed rules

PRACTICAL

FEED AUDIT

03 CONVERSION OPTIMISATION

Product page anatomy

Cart and checkout friction

Mobile flow

Trust signals

Payment options

A/B tests

PRACTICAL

CHECKOUT AUDIT

04 PAID ACQUISITION

Shopping campaigns

Meta catalogue ads

Budget by category

Performance Max

Retargeting

Creative for retail

05 MARKETPLACES

Amazon listings and A+ content

Sponsored products

Fees and profitability

Flipkart

Buy box factors

06 RETENTION

Email and SMS flows

Subscription models

WhatsApp broadcast

Loyalty programmes

Win-back

TOOLS

KLAVIYO

BREVO

07 REVIEWS AND SOCIAL PROOF

Review generation

UGC campaigns

Rich snippets

Handling negatives

Influencer seeding

08 ANALYTICS

GA4 e-commerce tracking

Contribution margin

Dashboards

Cohort and repeat purchase

Inventory-aware reporting

PROJECT

STORE LAUNCH AND RETENTION PLAN

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

E-COMMERCE MARKETING MANAGER

MARKETPLACE EXECUTIVE

D2C GROWTH MARKETER

CATEGORY MANAGER

RETAIL MEDIA SPECIALIST

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