

E-COMMERCE CERTIFICATION

Start your career in E-Commerce Marketing
& boost your skills to drive sales

Drive Online Success: Upgrade
Yourself With **DigiAM**...

We Build Quality & Trust



Ministry of Corporate Affairs &
An ISO Certified Organization

For More Information:

 www.digiam.in



Welcome

DigiAM is India's trusted digital marketing & IT training company, and DigiAM works in 3 domains: training, development & placement. DigiAM offers certifications in various fields, including Digital Marketing, e-Commerce Marketing, Python, Video Editing, Data Analytics, Data Science, Graphic Designing, Web Designing, Web Development and etc. DigiAM delivers training to students, Job Seekers, business professionals, and entrepreneurs.

DigiAM has 5 offices in India, and we have trained more than 2978+ trainees. Our program course is specially developed by a group of more than 50+ experts coming from the area of Digital Marketing and the IT sector. And our mission provides quality training, and we build quality & trust.

DigiAM is powered by DigiAM India Pvt. Ltd., established in early 2016, and delivers certified digital marketing & IT training in India.

Who We Are?

DigiAM is a venture of DigiAM India Pvt. Ltd. We provide Digital Marketing & IT Training to Students, Corporats, Professionals, Entrepreneurs and Job Seekers...

Our Mission

Our mission is to provide quality education with 100% practical training at an affordable fee.

We work with IT industry experts to design and develop standards that define the IT skills and capabilities required of today's professionals. Our certifications deliver the best current practice, theory, practical work with projects and applied skills in IT, and are recognized and respected across all industry sectors.

Gaining a certification from DigiAM will ensure you have the essential skills and knowledge needed to excel as an IT professional. Through a series of comprehensive, structured, you will know how to integrate key IT tactics and practices into your development and measure the success of your IT growth.





India's Most Certified E-Commerce Marketing
Program Delivered by **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**



Module 1

Introduction to E-Commerce

- What is e-commerce?
- History and evolution of online shopping
- Types of e-commerce models:
 - B2C, B2B, C2C, C2B
- Dropshipping, wholesale, private label, print on demand
- Marketplace vs self-hosted store (Amazon vs Shopify/WooCommerce)
- Global trends and future of e-commerce

Module 2

Choosing Your Product and Niche

- Identifying profitable niches
- Product research techniques (Google Trends, Amazon, AliExpress, etc.)
- Validating product-market fit
- Sourcing products: suppliers, manufacturers, print-on-demand
- Inventory vs dropshipping vs digital products

Module 3

Setting Up Your Online Store

- Choosing the right platform (Shopify, WooCommerce, BigCommerce, Wix)
- Buying a domain and hosting
- Designing your store (themes, navigation, branding)
- Product listings: titles, descriptions, pricing, images
- Setting up shipping, taxes, and payment gateways

Module 4

Store Optimization & User Experience

- Homepage, category page, product page best practices
- Mobile responsiveness and speed optimization
- Building trust: reviews, FAQs, return policy, trust badges
- Conversion rate optimization (CRO) principles
- Live chat, support, and customer service tools



Module 5

E-Commerce SEO

- Keyword research for e-commerce
- On-page SEO: titles, meta descriptions, alt text, URLs
- Structured data and schema markup
- Blogging for traffic (content marketing)
- Backlink strategies for product/category pages

Module 6

Paid Ads & Traffic Generation

- Introduction to Facebook & Instagram Ads for e-commerce
- Google Shopping and Performance Max campaigns
- Retargeting and lookalike audiences
- Budgeting and scaling ad campaigns
- Influencer marketing and affiliate programs

Module 7

Email Marketing & Automation

- Building an email list from day one
- Abandoned cart recovery campaigns
- Welcome sequences and promotional newsletters
- Tools: Klaviyo, Mailchimp, Omnisend
- Personalization and segmentation strategies
- Module 8: Analytics and Performance Tracking
- Setting up Google Analytics 4 and Google Tag Manager
- Monitoring sales, traffic, bounce rate, conversion rate
- Heatmaps and user behavior tools (Hotjar, Crazy Egg)
- A/B testing pages and CTAs
- Key metrics for e-commerce success

Module 8

Order Fulfillment & Customer Service

- Managing orders and returns
- Working with fulfillment centers or dropshippers
- Shipping options and carriers
- Handling complaints and building customer loyalty
- CRM tools for follow-up and engagement



Module 9

Scaling Your Store

- Expanding product lines and bundles
- Selling on multiple channels (Amazon, Etsy, Walmart)
- International shipping and localization
- Subscription models and recurring revenue
- Building a team (VA, marketers, fulfillment assistants)

Module 10

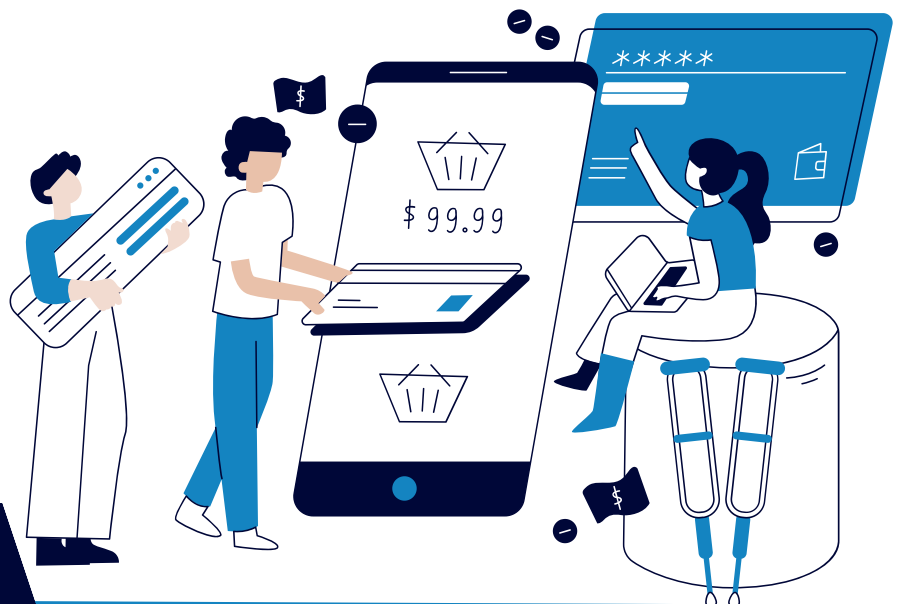
Launch Your Own Store

- Choose a niche and product
- Build a branded e-commerce site
- Launch an ad campaign or organic traffic strategy
- Generate first sales and review analytics
- Present a scaling plan and post-launch improvements

Module 11

E-commerce Tips

- Legal basics for e-commerce (privacy policy, terms of use)
- E-commerce for digital products and services
- Using AI for product descriptions and customer support
- Sustainability and ethical sourcing
- Case studies of successful D2C brands





Our Achievements:



DigiAM Placement:



ANKITA SHARMA
(ELDECO GROUP)



CHITRA PANDEY
(BAJAJ FINSERV)



ANKIT DADHEECH
(VCOMMISSION)



SARFARAZ ALAM
(ROOTER)



SHERYA PODDAR
(VEHICAL CARE)



SUYASH SHARMA
(FREELANCER)



UTKARSHA DEVYANI
(FERNS N PETALS)



SHIDHARTH CHABRA
(BANK OF AMERICA)



AMAN DAGUR
(CREATION BIOTECH)



SHIVANI DEVAL
(THRIVING TECHNOLOGIES)



ARPIT SHUKLA
(SRMS)



JASVINDER SINGH
(SPORTS KEEDA)



YOGESH SARASWAT
(JK CEMENT)



ANUBHAV SAXENA
(PAVITRA MENTHA)



TRIBHUVAN BOHRA
(STAGE)



DEEPTI SHUKLA
(GUARDIAN LIFE)



ANKITA BHARDWAJ
(OK ACQUIRED)



DEEPIKA SHARMA
(LEGAL SALAH)



SHHADHAT HUSSAIN
(ACCENTURE)



SHAQIB MALIK
(E GLOBAL SOFT)



FAQ'S

- **In case I missed my session.**
You'll be able to cover your topics in upcoming batches or the next session at zero cost.
- **If I could not understand the topics.**
You can take an extra session or learn in upcoming batches.
- **Do you provide training material?**
Yes! We do provide training materials in soft copy through the application.
- **Do you offer customization of training?**
Yes, we do; we consider every single requirement of our trainees and then customize their training according to their needs.
- **Do you provide Courses & Training?**
Yes! We provide both Courses & Training, so you can join both modes of the program according to your needs.
- **If you are a working professional.**
Our batch timings are flexible. So you need not be worried about that. You can join us at your convenience.
- **What about placements?**
We provide 100% placement support.
- **How much salary can I expect?**
It depends on your training program and field. What you choose. But at a fresher level, you can get around 2.4 Lakh to 3.6 Lakh per annum.
- **Eligibility criteria for joining**
If you have a successful pass-out graduate & postgraduate with a technical degree in any discipline from a recognized college/university.

Boost Your Career Growth & Master Skills to Become an Expert in...



Online Store Setup & Optimization



Product Listing & Catalog Management



Conversion-Driven Advertising Strategies



Analytics, Reporting & Growth Planning

SHOP GROCERIES ONLINE

HOME DAILY DEALS FRUITS VEGETABLES MEATS DAIRY PASTA & GRAINS BAKERY DRINKS



Fresh Fruits & Berries
Organic Lemon ~~\$1.49~~ \$0.96

Vegetables & Salads
Organic Carrots Bunch ~~\$1.99~~ \$1.29

+ BROWSE



Meat & Fish
Atlantic Salmon Filet ~~\$14.99~~ \$9.99

+ BROWSE



Fresh Bread & Bakery
Fresh Cheese Baguette ~~\$1.75~~ \$1.37



Water, Juices & Drinks
Natural Orange Juice ~~\$1.99~~ \$1.75

+ BROWSE



Chocola
Dark Chocola

+ BROWSE



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MAKE YOUR LIFE DIGITAL

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