

Amazon Marketing Course

[Shop]

Amazon Seller Account Setup

- Account registration & verification
- Individual vs Professional plan
- Bank & tax setup (GSTIN)
- Brand Registry basics

Box

Sourcing & Inventory Management

- Alibaba supplier con tact karna
- Sample order & quality check
- FBA VS FBM strategy Inventory
- forecasting

Camera

Product Photography & Visuals

- Main image requirem ents
- Lifestyle & infographic images
- Video content best practices
- DIY photography tips

[Star]

Reviews & Rating Strategy

- Request a Reviewfea ture
- Follow-up email sequences
- Negative review handle karna
- Vine Program enrollment

01

[Search]

Product Research & Niche Selection

- Jungle Scout & Helium 10 tools
- Demand vs competition
- analysis Seasonal &
- evergreen products Profitable
- niche formulas

02

03

Edit

Listing Optimization (SEO)

- Title, bullets & descr iption
- writing
- Backend keywords strategy
- A+ Content & Brand Story
- Competitor listing analysis

04

05

[Ads]

Amazon PPC Advertising

- Sponsored Products
- campaign Auto vs Manual
- targeting Keyword bidding
- strategy ACoS & ROAS
- optimize karna

06

07

[Chart]

Scaling & Brand Building

- Account registration & verification
- Individual vs Professional plan
- Private Label brand launch
- International marketplace expansion

08

Walmart Marketing Course



01

Walmart Seller Account Setup

- ▶ SellerC enter registration process
- ▶ Business verification & documents
- ▶ Fulfillment method choose karna Tax
- ▶ setup & compliance



03

Listing Creation & Optimization

- ▶ Title & attribute best practices
- ▶ Rich media content (WFS) Walmart
- ▶ SEO keyword strategy Listing
- ▶ Quality score improve karna



05

Walmart Connect Advertising (PPC)

- ▶ Sponsored Products campaigns
- ▶ Auto vs Manual targeting
- ▶ Bid strategy & budget management
- ▶ ROAS & performance analysis



07

Customer Reviews & Performance

- ▶ Review generation strategies
- ▶ Seller scorecard metrics
- ▶ Order defect rate manage karna
- ▶ Customer service best practices



02

Product Research & Category Strategy

- ▶ SellerC enter registration process
- ▶ Business verification & documents
- ▶ Fulfillment method choose karna Tax
- ▶ setup & compliance



04

Walmart Fulfillment Services (WFS)

- ▶ WFS vs Seller-fulfilled comparison
- ▶ Inbound shipment creation
- ▶ Inventory management & returns
- ▶ 2-day shipping badge earn karna



06

Pricing Strategy & Buy Box

- ▶ Competitive pricing rules
- ▶ Buy Box algorithm samajhna
- ▶ Repricing tools ka use Margin
- ▶ Calculation & profit



08

Scaling & Omnichannel Growth

- ▶ Walmart + Amazon dual strategy
- ▶ Walmart Brand Portal setup
- ▶ Seasonal promotions & events
- ▶ International expansion roadmap

eBay Marketing Course

[Cart]

01

eBay Seller Account Setup

- Account registration & verification
- Business vs Personal account
- PayPal / Managed Payments
- Setup Seller limits & trust building

[Search]

02

Product Research & Sourcing

- Terapeakresearch tool use karna
- Hot categories identify karna
- Thrift, wholesale & dropship sourcing
- Profit margin calculation

[Tag]

03

Auction vs Fixed Price Strategy

- Auction listing best practices
- Buy It Now pricing tactics
- Best Offer feature ka use
- Timing listings for max bids

[Edit]

04

Listing Optimization & eBay SEO

- Title keyword research
- Item specifics fill karna
- Description & bullet points
- Cassini algorithm samajhna

[Camera]

05

Product Photography & Visuals

- eBay image requirements
- White background setup tips
- Multi-angle photo strategy
- Video listing feature

[Ads]

06

eBay Promoted Listings (PPC)

- Promoted Listings Standard
- Promoted Listings Advanced
- Ad rate & budget strategy
- Campaign performance analysis

[Star]

07

Feedback & Seller Performance

- Top Rated Seller status kaise paayein
- Positive feedback badhana
- Dispute & return handling
- Defect rate manage karna

[Chart]

08

Scaling & eBay Store Growth

- eBay Store subscription benefits
- Markdown Manager & sales events
- International selling (Global Shipping)
- Automation tools for bulk listing

Etsy Marketing Course

[Shop]

Etsy Shop Setup & Branding

- Account & shop registration
- Shop name, banner & logo
- About section & policies
- Payment & shipping setup

01

[Search]

Product Research & Niche Finding

- Etsy bestseller analysis
- EverBee & Alura tools
- Trend spotting techniques
- Profitable niche selection

02

[Tag]

Listing Optimization & Etsy SEO

- Title & tag keyword research
- Description writing craft
- Attributes & categories
- Etsy search algorithm samajhna

03

[Camera]

Product Photography & Aesthetics

- Etsy-style lifestylephotography
- Mood board & brand aesthetic
- Flat lay & props setup
- Canva mockup creation

04

[Ads]

Etsy Ads & Offsite Ads

- EtsyAds budget &strategy
- Offsite Ads samajhna
- Winning listings promote karna
- Ad performance track karna

05

[Social]

Social Media & Pinterest Marketing

- Pinterest for Etsy traffic
- Instagram shop integration
- Content calendar planning
- Viral content strategy

06

[Star]

Reviews, Loyalty & Customer Care

- 5-star review badhaneketips
- Thank-you card & packaging
- Repeat buyer strategy
- Negative feedback handle karna

07

[Chart]

Scaling & Star Seller Status

- StarSellerbadge earnkarna
- Digital products & printables
- International buyers attract karna
- Shop Stats se decisions lena

08

Myntra Marketing Course



01

Myntra Partner Account Setup

- ▶ Myntra Partner Portal registration
- ▶ Brand onboarding documents
- ▶ Category & subcategory approval
- ▶ GST, bank & tax details setup



02

Product Research & Fashion Trends

- ▶ Myntra bestseller analysis
- ▶ Seasonal fashion trend research
- ▶ Price point & margin strategy
- ▶ Competitor brand analysis



03

Catalog Creation & SEO

- ▶ Title, description & attributes
- ▶ Size chart & fit guide upload
- ▶ Myntra search keyword strategy
- ▶ Catalog quality score improve karna



04

Walmart Fulfillment Services (WFS)

- ▶ Myntra image guidelines
- ▶ Model vs flat lay photography
- ▶ Look book & lifestyle shoots
- ▶ Video content for listings



05

Myntra Ads & Promotions

- ▶ Sponsored Products campaigns
- ▶ Auto vs Manual targeting
- ▶ Bid strategy & budget management
- ▶ ROAS & performance analysis



06

Inventory & Fulfillment Strategy

- ▶ Warehouse vs seller shipping
- ▶ Stock management & replenishment
- ▶ Returns & quality checks
- ▶ SLA & delivery metrics maintain karna



07

Ratings, Reviews & Brand Trust

- ▶ Positive rating badhane ke tips
- ▶ Customer return rate kam karna
- ▶ Brand Studio page design karna
- ▶ Influencer collaboration strategy



08

Scaling & Omnichannel Fashion Brand

- ▶ Myntra+ Flipkart dual strategy
- ▶ D2C website integration
- ▶ Celebrity & fashion week tie-ups
- ▶ Analytics se data-driven growth

Flipkart *Marketing* Course



Flipkart Seller Account Setup

- ▶ Seller Hub registration& verification
- ▶ GST, PAN & bank de tails setup
- ▶ Individual vs Brand seller account
- ▶ Category approval process

01



Product Research & Category Strategy

- ▶ Flipkart bestseller analysis
- ▶ High-demand low-competition
- ▶ Niche Price benchmarking tools
- ▶ Seasonal demand forecasting

02



Listing Creation & Flipkart SEO

- ▶ Title, description & specifications
- ▶ Flipkart search keyword strategy
- ▶ Rich Content (A+ equivalent) Listing
- ▶ quality score optimize karna

03



Product Photography & Visuals

- ▶ Flipkart image specifications
- ▶ 360 degree product view setup
- ▶ Infographic & feature images
- ▶ Video listing content

04



Flipkart Ads & Promotions

- ▶ Title, description & specifications
- ▶ Flipkart search keyword strategy
- ▶ Rich Content (A+ equivalent) Listing
- ▶ Quality score optimize karna

05



Big Billion Days & Sale Strategy

- ▶ BBD ke liye inventory preparation
- ▶ Flash deals & limited offers
- ▶ Pricing & discount strategy
- ▶ Sale events mein top rank karna

06



Fulfillment & Logistics Management

- ▶ 5-star review badhaneketips
- ▶ Thank-you card & packaging
- ▶ Repeat buyer strategy
- ▶ Negative feedback handle karna

07



Scaling & Brand Building

- ▶ Flipkart Brand Hub setup
- ▶ Flipkart + Myntra dual strategy
- ▶ Seller ratings & reviews badhana
- ▶ Data analytics se smart decisions

08

Meesho *Marketing* Course

COURSE STRUCTURE



Meesho Supplier Account Setup

- * Supplier portal registration
- * GST, bank & KYC details
- * Category selection & approval
- * Dashboard samajhna

01



Product Research & Winning Items

- * Etsy bestseller analysis
- * EverBee & Alura tools
- * Trend spotting techniques
- * Profitable niche selection

02



Listing Optimization & Etsy SEO

- * Title & tag keyword research
- * Description writing craft
- * Attributes & categories
- * Etsy search algorithm samajhna

03



Product Photography & Aesthetics

- * Etsy-style lifestyle photography
- * Mood board & brand aesthetic
- * Flat lay & props setup
- * Canva mockup creation

04



Etsy Ads & Offsite Ads

- * Etsy Ads budget & strategy
- * Offsite Ads samajhna
- * Winning listings promote karna
- * Ad performance track karna

05



Social Media & Pinterest Marketing

- * Pinterest for Etsy traffic
- * Instagram shop integration
- * Content calendar planning
- * Viral content strategy

06



Reviews, Loyalty & Customer Care

- * 5-star review badhane ke tips
- * Thank-you card & packaging
- * Repeat buyer strategy
- * Negative feedback handle karna

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Scaling & Star Seller Status

- * Star Seller badge earn karna
- * Digital products & printables
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