

## Shopify Course

### **Module 1: Introduction to Shopify.**

- Build your store
- Start Free Account/ Navigate Your Store
- Pick Your Theme/ Design Your Store
- Create Your Logo

### **Module 2: Store Creation**

- Import Products
- Add Collections
- Product Page
- Homepage Final Touches

### **Module 3: Product Hunting and Listing**

- Product Hunting
- Shopify Subscription/ Domain Name
- Title & Meta Description
- How To Obtain Professional Photos
- Pricing Formulas/ Fulfilling Orders

### **Module 4: Social Media Setup**

- Setup Business Pages
- Install Meta Pixel
- Ads Library
- Ads Manager

### **Module 5: Social Media Marketing**

- Purpose Behind Social Media Marketing
- Creating Facebook Campaigns
- All about Auction
- Ads Creative
- All about Marketing Funnel

## **Module 6: Facebook Ads Campaigns**

- Create Your First Ad
- Detailed Targeting
- All about Customer Behavior/Interests
- Hunting less Competitive Interests

## **Module 7: Campaign Analysis & Roadmap to Get Start The Business:**

- Ads Placements
- All about CTR,CPA,CPM
- Campaigns Analysis
- Proper roadmap to get started the shopify business in local as well as in international market
- Dealing With Returns and Refunds