



Daraz & Local Ecommerce



About Uskills



Digital marketing is now the requirement for every business and marketing professional. If you ignore digital marketing today, your competitors are going to take full advantage of it and can easily take you out. Learning digital marketing means increase in your sales, profits, traffic and brand awareness.

USKILLS brings the most advanced digital marketing course where you can learn from easy and highly interactive instructor-led.

Local Ecommerce Course



Local Ecommerce in Pakistan is specially designed to provide extensive knowledge and complete guidelines to build your online store in Pakistani marketplaces and make it a brand.

Learn to create your own store, deal with legal aspects, manage sourcing, selling, logistics, marketing and generate sales within the Pakistani market and then scale it internationally.



COURSE MODULES

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01

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01

MODULE INTRODUCTION



INTRODUCTION

- What is Ecommerce?
- Difference between Local eCommerce and international eCommerce?
- Why you should get Start from Local Ecommerce?
- Top platforms for local ecommerce?
- Why you should get start from third party marketplace?



INTRODUCTION (DARAZ)

- What is DARAZ?
- Why you should start from Daraz?
- Daraz Business models?
- Daraz Algorithms?

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ACCOUNT OPENING

- Daraz Potential And Business Models (FBD, FBM)
- How To Create Daraz Account
- Get Your Daraz Seller Center Account Set Up And Ready To Go

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Daraz Product Hunting

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- **What Your Product Needs** To Have In Order To Beat The Competition
- **Which Categories** To Choose For Maximum Result And Those To Avoid
- **For Your Products** The Perfect Product Selection System
- Complete Overview Of The Entire Product Selection System
- A Product You Are Passionate About But **Does Not Quite Match All The Criteria**

PRODUCT LISTING

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- How To Craft The Perfect Product Listing To Crush Your Competitors
- Strategic Keyword Research For Top Rankings
- How To Create The Best Product Title
- How To Create A Compelling Product Description
- Product Images That Attract And Convert
- How To Choose The Right Product sale Price
- Creating Your Complete Listing



STORE BUILDER TOOL

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- How to Built the Strong Store On Daraz?
- What is Store Builder Tool?
- What is the purpose of Store Builder Tool?
- What are the Modules For Store Builder?
 - a. Store Header & Navigation
 - b. Category Navigation:
 - c. Banners:
 - d. Product Highlight:
- What are the practices of Store Layout & Branding?
- What is the criteria that defines Store Quality?



SOURCING & LOGISTICS

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- Criteria To Select Manufacturer Locally Or Internationally
- Strategies To Negotiate With Manufacturers
- Checklist To Ensure Quality And Request Samples
- Understanding The Difference Between Manufacturers And Importers
- Best Practices For Shipping Products
- How To Pay Your Taxes And Clear Your Shipment In Pakistan
- How To Get Access To Local Manufacturers
- Ways To Deal With Manufacturers In Different Industries



PRODUCT RANKING

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- Daraz Product Ranking Algorithm
- How to increase the visitor on the products?
- On-Store ranking Factors
- Off-Store Ranking factors



02

MODULE

How to Sell on OLX



Become Olx Seller?

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- Introduction
- Product Research & Sourcing
- Account Setup, Branding & OLX ADDS
- Product Listing & Optimization
- Customer Support : Dealing with Local Customers
- Delivery Partners
- Stock & Orders Management



03

MODULE

Facebook Marketplace & Ads



Facebook Marketplace?

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- What is Facebook Marketplace?
- Who should sell on Facebook Marketplace?
- Where to source products to sell on Facebook
- How to list your items
- How to communicate with buyers
- How to handle a local sale
- Advanced selling tips for Facebook Marketplace



Facebook Ads?

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- Introduction To Facebook Ads
- Practical Configuration Of Facebook Business
- Walkthrough Of Complete Facebook Business Manager
- Importance And Understanding Of Ads And Campaigns
- Understanding Facebook Campaign Marketing Objectives
- Basic SEO Optimization Of Your Store
- Introduction To Editing The Ad Set Level In Detail, From Targeting To Placements To Budget
- How To Decide Your Audience



Facebook Ads?

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- How To Connect With New Audiences And Lower Your Ad Costs Via Facebook Ads
- Understanding Sales Funnel—Lead Generation, Retargeting, Conversion, Dynamic Ads (For E-Commerce) And Practical Tracking Strategies
- How To Optimize And Set Your Personalized Marketing Goals
- Facebook Pixels And Optimize Pixels For Conversions
- Understanding To Create Mobile Ads And Optimize Campaign Efforts
- Strategies To Track Your Performance





Course Fee

15000PKR



The logo for USKILLS, featuring a red 'U' followed by 'SKILLS' in black. Three horizontal red bars of varying lengths in the top right corner.

Registration

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