



E-COMMERCE ACCELERATOR PROGRAMME

(EAP)

EAP (E-COMMERCE ACCELERATOR PROGRAMMEE)

- Business of The Mind
- Limitations That hinders Success
- How to Positively set Yourself for success in the work place.

MODULE 1

- Picking the right niche
- Getting the right terms that will fetch you 100% ROI.
- Setting up your online store.
- Placing order for your goods.
- Step-by-step approach to starting with other people's money and other people's time.

MODULE 2

- Content writing.
- Storytelling to drive home speedy sales.
- Optimizing content rightly to get better SEO.
- Developing powerful copywriting skills; Writing powerfully.

MODULE 2 CONTINUATION

- **Headlines, stories, and calls to action that will persuade readers to buy.**
- **How Consumer Behavior affects sales.**
- **Consumer Analytic.**
- **Different types of Consumers and why they buy from you.**
- **How to scale up the business.**
- **Simple strategies to deploy and to grow an average income of 10,000 USD monthly.**

MODULE 3

- **Social Media Marketing.**
- **Complete Facebook Ad Masterclass.**
- **How to enhance and promote an online Campaign.**
- **How to run a profitable Facebook advert.**
- **Facebook Page Management.**
- **Custom-Based Targeting.**
- **Interest-Based Targeting.**
- **How to use remarketing to grow sales by 1,000%.**
- **How to prevent your Ad account from being blocked.**
- **Ad Algorithm and AD policy.**
- **How to go about Market Testing.**
- **How to run converting advert on Instagram**
- **Influencer Marketing on Instagram.**
- **Optimizing Instagram profile for best result.**
- **Using the power of the sales page to grow a steady income.**
- **Leveraging on OPM to become a major brand.**
- **Techniques to strike millions online.**

MODULE 4

- **SEO RANKING**
- **How to Rank on Google.**
- **Technique to write SEO customized Content.**

MODULE 5

- **Google my Business.**
- **How to maximize google my business to scale higher.**
- **How to list your products on google for free.**
- **Strategies to get 5 Star Reviews on Google.**
- **Maximizing Google my business to Promote sporadic Sales.**

MODULE 6

- Graphics Design.
- Understanding colors.
- How to use canvas.
- How to design banners to promote the sale.
- Creating Educational content and carousel banners.

MODULE 7

- LANDING PAGES.
- How to Create Landing Page for your business.
- Knowing how to attract your clients with a converting Sales Page.

MODULE 8

- Branding.
- Personal branding/Business branding.
- A case study of other brands and growth levels caused in the organization.
- Branding your Online Presence
Creating an Irresistible Brand.

MODULE 9

- Competitor Research.
- How To Identify Competitors in Your Niche/Industry.
- Competitor SEO Strategy.
- How to spy on Your Competitors.

MODULE 10

- Email Marketing.
- How to write Effective Email Marketing.
- How to craft a good subject Line
- Email Automation Software.
- Why Automation is Better

MODULE 11

- How to become a physical salesman/ woman.
- How to create videos for your goals.
- Turning your proposal into an irresistible video to make you get the contract.
- Writing proposals to companies and organizations and getting them to sign deals of supplying gift items.
- Sustaining your business and getting referrals.
- Coaching Session with your coach.