SkillUp



SHOPEE

Marketing Executive Training

RM 1800/3PAX

Start Your Shopee Journey With Us Now

CLICK HERE TO REGISTER



26 & 27 JULY 2021, 1pm - 5pm

Objective:

After completing the training, students will be able to master a suite of marketing tools that are designed to increase their shop exposure, bring more traffic to their shop and subsequently increase their order volume.

ITS

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Course Content

[DAY 1]

Unit 1: Store Directive Setup

- Directive Store Components

Unit 2: Strategic Operations Planning

- Rules to beautify shop front
- Achieve good account health by meeting Shopee's performance targets
- Tools Application:
  - > Selling Coach
  - > Listing Quality Checker & Optimizer
  - > Shop Decoration Tool
  - > Account Health & Metrics

Unit 3: Business Insights

- Interpret trends and identify insights through historical data
- Identify your best-selling products
  - > Discover product and branding opportunities
  - > Identify the sales metrics and boost your sales
  - > Utilise real time data during campaign
- Deep dive into product level data and customize strategy
- Keep an eyes on competitor's pricing and provide special promotions





Course Content

[DAY 1 CON'T]

Unit 4: Ultimate Guide to Sales Planning

- Maximizing Marketing Tools
- Factors to Purchase Frequency
  - > Follow Prize
  - > Vouchers
  - > Discount Promotion
  - > Shop Games
  - > Bundle Deals
  - > Add-on Deals
  - > Shocking Sales

Unit 5: Shopee Ads Setup

- Keyword Ads
- Discover Ads
- Shop Ads



[DAY 2]

Unit 6: Shopee Ads Traffic & Data Analysis

Unit 7: Goal Crushing Marketing Strategies

- Develop your Unique Brand Voice
  - > Chat Broadcast
  - > Shopee Feed
  - > Shopee Story

Unit 8: Shopee Cross Marketing Tools

- Unveil unidentified gaps to offer the best
  - > Broadcast - Bundle Deal - Voucher - Flash Deal