

# **Skills for Employment Investment Project (SEIP)**

**Standards/ Curriculum Format  
for  
Affiliate & E-Commerce**

## Course Structure and Requirements

### Course Title: Affiliate & E-commerce

#### Course Objectives:

- a) This course is specially designed to provide technical knowledge and skills to cope with the requirement of Affiliate Marketer occupations of the Affiliate sector. The course will be implemented to ensure at least 80% of total contact hours on practical/hands on skills training or practice and 20% trade/ occupations related theory including OHS and soft modules;
- b) The course is designed to enable trainees to acquire a range of technical and vocational, practical, personal and organizational skills valued and utilized both within and beyond the workplace;
- c) The course is designed to meet the required competencies of the occupations needed in the labor market in and outside the country;

#### Course Outline

| Name of the Course                | Duration of Course                           | Entry Qualification                                       |
|-----------------------------------|--|---|
| <b>Affiliate &amp; E-commerce</b> | 1. Three days per week<br>2. 4 Hours per day | 1. Education = General Stream Graduates or any equivalent |

## Module 1: SEO Basics

| Sl No  | Unit Code   | Unit of Competency (UoC) Title   |
|--|-------------|--|
| <b>Generic- Compulsory</b>   |             |  |
| 1.   | AMEM M1 GC  | What is Search Engine & Why we use Search Engines  |
| 2.   | AMEM M1 GC  | What is Search Engine Optimization (SEO)   |
| 3.   | AMEM M1 GC  | Why does my website need SEO?  |
| 4.   | AMEM M1 GC  | Why can't the search engines figure out my site without SEO?                                 |
| 5.   | AMEM M1 GC  | The Importance of Networking   |
| 6.   | AMEM M1 GC  | The necessity of Branding & Exposure   |
| 7.   | AMEM M1 GC  | Can I do SEO for myself or my business & Order of SEO  |
| 8.   | AMEM M1 GC  | Introduction to Keyword Research   |
| 9.   | AMEM M1 GC  | Getting to know about On-Page Optimization   |
| 10.  | AMEM M1 GC  | Knowing about Link Building or Off-Page Optimization   |
| 11.  | AMEM M1 GC  | Idea on Content Optimization   |
| 12.  | AMEM M1 GC  | Learning about competition analysis  |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b>         |             |  |
| 13.  | AMEM M1 OSK | Making list of guest blogs using targeted searching codes in Google                          |
| 14.  | AMEM M1 OSK | Apply exact codes in Google to find out thematic Blogs for commenting                        |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |  |
| 15.  | AMEM M1 PR  | Doing Keyword Research using Google Keyword Planner Tool                                     |
| 16.  | AMEM M1 PR  | Writing or implementing the most important tags or elements for On-Page optimization purpose |
| 17.  | AMEM M1 PR  | Analyzing keyword competition or your competitor using tools and proper rules                |
| 18.  | AMEM M1 PR  | Building links for your site using Web 2.0   |
| 19.  | AMEM M1 PR  | Creating links for the money site through Link Wheel   |
| 20.  | AMEM M1 PR  | Practicing Social Bookmarking to allow more exposure of your links online                    |
| 21.  | AMEM M1 PR  | Commenting on niche/topic related blogs to maintain relevancy and get good quality links     |
| 22.  | AMEM M1 PR  | Practice answering questions in Q/A sites like Yahoo Answers/Quora                           |

## Module 2: SMM Basics

| SI No  | Unit Code  | Unit of Competency (UoC)Title  |
|--|------------|--|
| <b>Generic- Compulsory</b>                                     |            |  |
| 23.  | AMEM M2 GC | Introduction to Social Media<br>- Social Media denotation<br>- Variation between Social Media and Traditional Media.   |
| 24.  | AMEM M2 GC | Concept of Marketing on Social Media<br>- Social Media Marketing Goals<br>- Activities on Social Media Marketing   |
| 25.  | AMEM M2 GC | Applications of Facebook<br>- Profile<br>- Group<br>- Event<br>- Business Page etc.<br>Contents displaying policy of Facebook on News Feed Area by using Edge Rank.      |
| 26.  | AMEM M2 GC | Applications of Twitter<br>- Personal Account.<br>- Tweet (denotation of Tweet)<br>- Message   |
| 27.  | AMEM M2 GC | Major Research Topics on Twitter Platform to get information about any people, photos, news etc.   |
| 28.  | AMEM M2 GC | Creating daily Content Plan by using powerful message/links/image for Posting on your Facebook Business Page & Free automatic content sharing into facebook using Buffer |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b> |            |  |
| 29.  | AMEM M2 GC | Targeting and identifying audience based on Facebook Platform.   |
| 30.  | AMEM M2 GC | Analyzing the Business Competitor by using Facebook Advance Search to know their Present condition and strong parts.   |
| 31.  | AMEM M2 GC | Creating daily Content Plan by using powerful message/links/image for Posting on your Facebook Business Page.  |
| 32.  | AMEM M2 GC | Case Study of Wrong HashTag Marketing to know properly how people missed the whole marketing plan or how people use the plan on Wrong section.                           |
| 33.  | AMEM M2 GC | Case Study of Wrong Page Marketing to know properly how people missed the whole marketing plan or how People use the plan on wrong section.                              |
| 34.  | AMEM M2 GC | Case Study of Wrong Group Marketing to know properly how people missed the whole marketing plan or how people use the plan on wrong section.                             |
| 35.  | AMEM M2 GC | Running a Successful Facebook Marketing Campaign (overall concept)   |
| 36.  | AMEM M2 GC | Analyzing Business Competitor on Twitter to know about their present marketing strategy.   |
| 37.  | AMEM M2 GC | Case Study of HashTag Marketing on Twitter to know how brands are using Hashtag now a days.  |

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| 38.  | AMEM M2 GC | Case Study of Wrong Messaging Steps to know how people spamming through message marketing.  |
| 39.  | AMEM M2 GC | Specimen of Wrong Follow Marketing to know how people following rapidly without targeted audience.  |
| 40.  | AMEM M2 GC | Traditional Marketing Presence on Twitter Platform to get response on twitter through present local market customer & Running a Twitter Marketing Campaign properly (step by step concept)                              |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |            |   |
| 41.  | AMEM M2 PR | Creating a Facebook Personal Account by Using your personal information's & Fixing your Facebook Account by Adding Profile Picture, Cover Photo etc   |
| 42.  | AMEM M2 PR | Filling out Facebook Accounts about Section by passing work and education history & Setting up Privacy Setup Options of a Facebook Account to secure your personal account and getting full power of your account.      |
| 43.  | AMEM M2 PR | Adding Friends on Facebook Account by using location, age and gender search & Organizing Facebook Accounts friend list by adding them on specific group.  |
| 44.  | AMEM M2 PR | Creating a Facebook Group & Maintaining a Personal Facebook Group and Fixing setting area for that group.   |
| 45.  | AMEM M2 PR | Creating a Facebook Event for any real event or virtual event & Attending on a Facebook Event   |
| 46.  | AMEM M2 PR | Creating a Facebook Page on the base of Business Category & Setting up your Business Page by providing your whole business information (Address, Description, Phone, Email, Vanity URL, Profile Photo, Cover Photo etc) |
| 47.  | AMEM M2 PR | Maintaining Your Facebook Business Page<br>- Daily Posting.<br>- Likes<br>- Review<br>- Invitation<br>- Engagement (like, comment).<br>- Message.<br>- Insight Section.   |
| 48.  | AMEM M2 PR | Increasing post reach to expand sales by using Facebook HashTag Marketing & Facebook Page Marketing to target competitors customer and category Relevant customers to increase sales.                                   |
| 49.  | AMEM M2 PR | Facebook Group Marketing to increase brand popularity and sales Percentage.   |
| 50.  | AMEM M2 PR | Applying for a Facebook AD to find other people who are likely to be interested in your product or service  |
| 51.  | AMEM M2 PR | Maintaining your Facebook AD by checking daily ad report.   |
| 52.  | AMEM M2 PR | Modifying your Facebook AD –After checking report, if you think any modification is needed then we can modify our AD from Report section.   |

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| 53. | AMEM M2 PR | Creating a Twitter Account by providing Name And Email Address and making it appealing by passing a powerful keyword including bio, profile photo and cover photo.   |
| 54. | AMEM M2 PR | Getting response by Twitter HashTag Marketing.   |
| 55. | AMEM M2 PR | <p>Twitter paid marketing interface.</p> <ul style="list-style-type: none"> <li>● Followers</li> <li>● Website clicks &amp; Conversion</li> <li>● Tweet engagements</li> <li>● App installs or engagements</li> <li>● Leads on Twitter</li> <li>● Custom</li> </ul> <p>Using Twitter Analytics</p> <p>Setting up goals after investigating Twitter Analytics</p> |

### Module 3: Word Press Site Creation (from scratch)

| Sl No  | Unit Code   | Unit of Competency (UoC)Title  |
|--|-------------|--|
| <b>Generic- Compulsory</b>   |             |  |
| 56.  | AMEM M3 GC  | Basic idea about domain and hosting  |
| 57.  | AMEM M3 GC  | Brief idea about WordPress   |
| 58.  | AMEM M3 GC  | In-depth idea about WordPress themes and plugins                                 |
| 59.  | AMEM M3 GC  | Idea about Header, Footer, Menu, Category, Tag and widget management             |
| 60.  | AMEM M3 GC  | Proper way of user creation and management                                       |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b>         |             |  |
| 61.  | AMEM M3 OSK | Domain pointing to hosting server to make a relationship with domain and hosting |
| 62.  | AMEM M3 OSK | Adding domain on cPanel using "Addon Domain" to make a bridge with the domain    |
| 63.  | AMEM M3 OSK | Installing WordPress using cPanel with 1-click installation method               |
| 64.  | AMEM M3 OSK | Uploading and installing Themes  |
| 65.  | AMEM M3 OSK | Installing important WP plugins  |
| 66.  | AMEM M3 OSK | Publishing and optimizing articles in Wordpress CMS & managing the SEO plugin    |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |  |
| 67.  | AMEM M3 PR  | Using Akismet and Disqus to moderate comment section in WordPress                |
| 68.  | AMEM M3 PR  | Setting up automatic Wordpress backup with free Wordpress plugin                 |

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| 69. | AMEM M3 PR | Setting up Google Webmaster Tools and Google Analytics using WordPress CMS |
| 70. | AMEM M3 PR | Implementing WordPress Security using codes and plugins                    |

## Module 4: Affiliate Marketing

| Sl No  | Unit Code   | Unit of Competency (UoC) Title  |
|--|-------------|---|
| <b>Generic- Compulsory</b>   |             |   |
| 71.  | AMEM M4 GC  | What is Affiliate Marketing, the initial concept of Affiliate Marketing   |
| 72.  | AMEM M4 GC  | Why we will choose affiliate marketing  |
| 73.  | AMEM M4 GC  | Begin Making Money As An Affiliate Marketer. Getting started with step by step guideline.                                   |
| 74.  | AMEM M4 GC  | How You will Choose An Affiliate Marketing Hub? The most current issues you need to consider.                               |
| 75.  | AMEM M4 GC  | Common Affiliate Marketing Mistakes. A case study focusing the most Affiliate Marketing Mistakes.                           |
| 76.  | AMEM M4 GC  | How Much An Affiliate Marketer Earns?   |
| 77.  | AMEM M4 GC  | What The Startup Costs Are, An Estimated idea considering all the setting up costs to get started.                          |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b>         |             |   |
| 78.  | AMEM M4 OSK | Taking proper initiatives that Pays the Affiliates  |
| 79.  | AMEM M4 OSK | Classifying the types of Affiliates according to its category   |
| 80.  | AMEM M4 OSK | Focusing The Most Common Affiliate Sales Network Who Are Already Dominating in the Industry.                                |
| 81.  | AMEM M4 OSK | Analyzing the competition to understand the current market condition and taking the very best initiative in accordance with |
| 82.  | AMEM M4 OSK | Adding attractive, eye-catchy, traffic driven Compelling Content  |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |   |
| 83.  | AMEM M4 PR  | Finding comparatively less competitive Niche and setting up your campaign   |
| 84.  | AMEM M4 PR  | Determining the core features of your campaign along with market research   |
| 85.  | AMEM M4 PR  | Getting Started With Your Money Website ensuring all the key attributes.  |

## Module 5: Amazon Affiliate Marketing

| Sl No  | Unit Code   | Unit of Competency (UoC)Title  |
|--|-------------|--|
| <b>Generic- Compulsory</b>   |             |  |
| 86.  | AMEM M5 GC  | What is Amazon affiliate marketing?  |
| 87.  | AMEM M5 GC  | Why Amazon affiliate marketing?  |
| 88.  | AMEM M5 GC  | Things you need to start your business   |
| 89.  | AMEM M5 GC  | How Amazon affiliate business works  |
| 90.  | AMEM M5 GC  | How much you can earn from your first Amazon affiliate website   |
| 91.  | AMEM M5 GC  | What is the payment solution   |
| 92.  | AMEM M5 GC  | How Much Effort Will Be Required to Earn \$10/Day From My Website?   |
| 93.  | AMEM M5 GC  | Things to do before applying for Amazon Associates program   |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b>         |             |  |
| 94.  | AMEM M5 OSK | Finding the best niche/product that you plan to promote  |
| 95.  | AMEM M5 OSK | Researching your targeted keywords for higher conversion   |
| 96.  | AMEM M5 OSK | Doing your Keyword analysis for website content and write up   |
| 97.  | AMEM M5 OSK | Doing competition research for keywords to understand the market   |
| 98.  | AMEM M5 OSK | Building a website with Wordpress for Amazon affiliate   |
| 99.  | AMEM M5 OSK | Making a list of titles for your website post/articles   |
| 100.   | AMEM M5 OSK | Writing review before applying Amazon Associates program   |
| 101.   | AMEM M5 OSK | Applying to Amazon Associates program  |
| 102.   | AMEM M5 OSK | Learning how to write product review for Amazon  |
| 103.   | AMEM M5 OSK | Linking Amazon product links to website  |
| 104.   | AMEM M5 OSK | Application of On-Page techniques for the review page  |
| 105.   | AMEM M5 OSK | Marketing strategies you should follow - marketing on social media , web 2.0 optimization, email marketing, video marketing & press release. |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |  |
| 106.   | AMEM M5 PR  | Application of the steps to find the best and less competitive niche/product for your business   |
| 107.   | AMEM M5 PR  | Showing step by step process of competition analysis   |



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| 108. | AMEM M5 PR | Live Demonstration about creating and managing account on Amazon associate program                    |
| 109. | AMEM M5 PR | Building website with WordPress and giving in-depth idea about setting up website for Amazon products |
| 110. | AMEM M5 PR | Implementing the complete idea about On Page Optimization for positive product reviews                |

## Module 6: ClickBank & Digital Product Affiliation

| SI No  | Unit Code   | Unit of Competency (UoC) Title  |
|--|-------------|---|
| <b>Generic- Compulsory</b>                                     |             |   |
| 111.   | AMEM M6 GC  | What is Clickbank?  |
| 112.   | AMEM M6 GC  | How Does it works   |
| 113.   | AMEM M6 GC  | When do you get paid and How to get paid  |
| 114.   | AMEM M6 GC  | Understanding the Clickbank Marketplace   |
| 115.   | AMEM M6 GC  | Understanding Clickbank reporting   |
| 116.   | AMEM M6 GC  | <b>Digital Product Affiliation:</b>   |
| 117.   | AMEM M6 GC  | What is live streaming TV   |
| 118.   | AMEM M6 GC  | Why choose live streaming TV?   |
| 119.   | AMEM M6 GC  | Things you need to know to start your business  |
| 120.   | AMEM M6 GC  | Brief introduction and proper idea about search engine friendly landing page  |
| 121.   | AMEM M6 GC  | Brief idea about payment withdrawal procedures  |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b> |             |   |
| 122.   | AMEM M6 OSK | Identifying profitable Products for your business that Sells & Avoiding common Mistakes Made By Most Newbie's!  |
| 123.   | AMEM M6 OSK | Direct Linking Strategies for Clickbank <ul style="list-style-type: none"> <li>• Choosing the Perfect Product for Direct Linking</li> <li>• Matching Traffic to Products!</li> <li>• Getting your Free ClickBank Product... Legally!</li> </ul>   |
| 124.   | AMEM M6 OSK | Traffic Generation Secrets: <ul style="list-style-type: none"> <li>▪ Best Traffic Source for ClickBank Conversion</li> <li>▪ Worst Traffic Sources for ClickBank Conversion</li> <li>▪ Generate higher income with lower investment</li> <li>▪ Ads Creation Secrets</li> <li>▪ Proven Keywords Generation Techniques</li> </ul> |

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|  |             | <ul style="list-style-type: none"> <li>▪ Tweaking for More Sales And Profit!</li> </ul>   |
| 125.   | AMEM M6 OSK | <p>Free or low-cost Promotion Methods:</p> <ul style="list-style-type: none"> <li>• Social sharing viral method</li> <li>• Video marketing and youtube</li> <li>• SEO + 2 Keywords</li> <li>• Guest blogging</li> <li>• Free information sharing</li> <li>• Effective forum marketing</li> <li>• Craigslist</li> <li>• Answer websites</li> </ul>                 |
| 126.   | AMEM M6 OSK | <p>Securing Long Term Income With Leads Capturing:</p> <ul style="list-style-type: none"> <li>• Creating A Squeeze Page Without Any Domain And Hosting!</li> <li>• Create Money Making Squeeze Page That people Will Subscribe!</li> <li>• Professional Squeeze Page Under 5 Minute!</li> <li>• How To Nurture Your Leads And Turn Them Into Customers</li> </ul> |
| 127.   | AMEM M6 OSK | Top 10 Converting Countries (By Conversion Rate)  |
|  |             | <b>Digital Product Affiliation:</b>   |
| 128.   | AMEM M6 OSK | Creating your account into Marketplace to take things in the next & Collecting links from the Marketplace   |
| 129.   | AMEM M6 OSK | Selecting best selling products according to packages & Analyzing the market and environment for the best package products according to seasonal and regular packages   |
| 130.   | AMEM M6 OSK | Keyword researching on live streaming tv & Analyzing the competitions for your selected keywords  |
| 131.   | AMEM M6 OSK | Application of on-page optimization techniques for the landing page to see optimal output   |
| 132.   | AMEM M6 OSK | Making a killer landing page with HTML using Dreamweaver  |
| 133.   | AMEM M6 OSK | Generating free traffic using free tools (link-assistant)   |
| 134.   | AMEM M6 OSK | Generating paid traffic using Google AdWords  |
| 135.   | AMEM M6 OSK | Brief idea about payment withdrawal procedures  |
| 136.   | AMEM M6 OSK | Continuation of all the procedures to capture future market   |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |   |
| 137.   | AMEM M6 PR  | Creating squeeze page without domain and other details of long term income  |
| 138.   | AMEM M6 PR  | Application of the step by step techniques that converts your visitors into buyers  |
|  | AMEM M6 PR  | <b>Digital Product Affiliation:</b>   |
| 139.   | AMEM M6 PR  | Analyzing products and market trend according to package needs  |

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| 140. | AMEM M6 PR | Real time keyword and competition analysis  |
| 141. | AMEM M6 PR | Experimenting search engine friendly landing page, on-page optimization and creating html landing page with Dreamweaver for the optimal output. |
| 142. | AMEM M6 PR | Uploading your landing page using free domain and hosting   |
| 143. | AMEM M6 PR | Promoting landing page/website using web 2.0 submission, off-page and through personal blog   |
| 144. | AMEM M6 PR | Experimental class on traffic generation using tools like:<br>Free Version - (Link-Assistant)<br>Paid - Google AdWords                          |

## Module 7: CPA Affiliate Marketing

| SI No  | Unit Code   | Unit of Competency (UoC)Title  |
|--|-------------|--|
| <b>Generic- Compulsory</b>                                     |             |  |
| 145.   | AMEM M7 GC  | What is CPA and CPA marketing, The beginners' guide to get started.                    |
| 146.   | AMEM M7 GC  | Most Considerable Issues which will inspire you to choose CPA as a profession.         |
| 147.   | AMEM M7 GC  | Classifying the types of CPA according to its category.                                |
| 148.   | AMEM M7 GC  | Focusing the most common and well established CPA Networks who are already dominating. |
| 149.   | AMEM M7 GC  | Choosing the best CPA offers to promote, the easiest and quickest way to turn around.  |
| 150.   | AMEM M7 GC  | All about CPA networks and best options  |
| 151.   | AMEM M7 GC  | CPA Payment withdrawal methods   |
| 152.   | AMEM M7 GC  | Strategy for CPA marketing   |
| 153.   | AMEM M7 GC  | How Much Do CPA marketer Earn?   |
| 154.   | AMEM M7 GC  | Why so many CPA marketers failed   |
| 155.   | AMEM M7 GC  | No.1 fear in CPA marketing   |
| 156.   | AMEM M7 GC  | An introduction to PPC   |
| 157.   | AMEM M7 GC  | Importance of keywords for your campaign success                                       |
| 158.   | AMEM M7 GC  | Earning proof of effective CPA marketing   |
| 159.   | AMEM M7 GC  | The idea on Global Rate Per Click  |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b> |             |  |
| 160.   | AMEM M7 OSK | Choosing the best offers from your active CPA network to generate successful lead      |
| 161.   | AMEM M7 OSK | Setting up your domain and website based on different offers of your network           |

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| 162.   | AMEM M7 OSK | Preparing and setting up your CPA campaign back office  |
| 163.   | AMEM M7 OSK | <p><b>Getting traffic to your CPA offers:</b></p> <ul style="list-style-type: none"> <li>• Application of PPC marketing to generate targeted traffic to your offers.</li> <li>• Using the method of article marketing for generating targeted traffic to your offers.</li> <li>• Using slick method for getting traffic to your CPA offers</li> <li>• Application of the Banner Ad traffic generating method to get your targeted visitors</li> <li>• Lead generation process using social media marketing</li> </ul> |
| 164.   | AMEM M7 OSK | <p>Exclusive training on:</p> <ul style="list-style-type: none"> <li>• Finding the best scholarship/insurance offers</li> <li>• Scholarship flyer master class</li> <li>• Finding the best Dating offers</li> <li>• Finding the best sign up offers</li> <li>• Scholarship flyer master class</li> <li>• Outsource and auto pilot your CPA</li> </ul>   |
| 165.   | AMEM M7 OSK | Learn the application of building up a killer landing page  |
| 166.   | AMEM M7 OSK | Application of Email Marketing method to promote your CPA offers  |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |   |
| 167.   | AMEM M7 PR  | Setting up your domain & website to promote your offers in different formats.   |
| 168.   | AMEM M7 PR  | Application of Classified ad posting and checking how effective it is to get your targeted email list.  |
| 169.   | AMEM M7 PR  | Practical demonstration of how a CPA campaign is run and seeing the return results.   |

## Module 8: Email Marketing

| SI No  | Unit Code   | Unit of Competency (UoC) Title  |
|--|-------------|---|
| <b>Generic- Compulsory</b>   |             |   |
| 170.   | AMEM M8 GC  | Email Marketing defined   |
| 171.   | AMEM M8 GC  | The key components of an email marketing plan   |
| 172.   | AMEM M8 GC  | What you need to know to succeed  |
| 173.   | AMEM M8 GC  | Strengths of Email Marketing  |
| 174.   | AMEM M8 GC  | Weaknesses of Email Marketing   |
| 175.   | AMEM M8 GC  | Email Marketing Best Practices  |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b>         |             |   |
| 176.   | AMEM M8 OSK | Defining goals and objectives of an email campaign.   |
| 177.   | AMEM M8 OSK | Structuring Effective Email Messages: Part 1 and Part 2                                       |
| 178.   | AMEM M8 OSK | Planning and creating email campaigns   |
| 179.   | AMEM M8 OSK | Trigger emails, timing & frequency  |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |   |
| 180.   | AMEM M8 PR  | Creating your Mailchimp account   |
| 181.   | AMEM M8 PR  | Calculating your monthly costs  |
| 182.   | AMEM M8 PR  | Activating your account with initial setting up process and exploring the Mailchimp dashboard |
| 183.   | AMEM M8 PR  | Creating your Mailchimp mailing list  |
| 184.   | AMEM M8 PR  | Creating your first Test Campaign   |
| 185.   | AMEM M8 PR  | Creating Forms in Mailchimp   |
| 186.   | AMEM M8 PR  | Writing effective Call To Action  |

## Module 9: E-Commerce Marketing

| SI No  | Unit Code   | Unit of Competency (UoC) Title  |
|--|-------------|---|
| <b>Generic- Compulsory</b>   |             |   |
| 187.   | AMEM M9 GC  | What is ecommerce marketing?  |
| 188.   | AMEM M9 GC  | Why choose ecommerce marketing?   |
| 189.   | AMEM M9 GC  | Choosing the best ecommerce offers to promote?  |
| 190.   | AMEM M9 GC  | Brief idea about local ecommerce industry <ul style="list-style-type: none"> <li>• What is local ecommerce industry</li> <li>• Recent activity and local ecommerce scenerio</li> <li>• Procedure to start your local ecommerce business</li> </ul>  |
| 191.   | AMEM M9 GC  | In-depth discussion about Ecommerce Type: <ul style="list-style-type: none"> <li>• B2B</li> <li>• B2C</li> <li>• C2C</li> </ul>   |
| 192.   | AMEM M9 GC  | Understanding Money Transactions like E-Commerce Considerations, Alternative methods of online payments and Money transactions summary  |
| 193.   | AMEM M9 GC  | Knowing Customer services like Queries about delivery dates, Queries and complaints about billing OBPC, COD and Bkash, Returns and exchanges and General product complaints   |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b>         |             |   |
| 194.   | AMEM M9 OSK | Applying the techniques with your primary marketing tool (Search Engine) <p>Raking your websites by following the proper strategies and getting to know what people are searching for</p> <p>Managing search engine placement</p> <p>Applying the Key components to successful search engine marketing for a website</p> <p>Making Targeted E-Mail list to send promo offers from time to time</p> <p>Ordering by Phone Calls and Shopping cart and discussing Checkout and Payment methods</p> <p>Setting up Store locator for customer satisfaction and to increase more sales</p> <p>Increasing brand value using customer service</p> |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |             |   |
| 195.   | AMEM M9 PR  | Developing front-store and product presentation with product grouping and presentation, bundle products, comparing products, cross-selling and up-selling   |
| 196.   | AMEM M9 PR  | Marketing Ecommerce site with product data marketing, search engine optimization, search engine advertising and social media marketing  |

|      |            |   |
|------|------------|---|
| 197. | AMEM M9 PR | Managing an Ecommerce Store: <ul style="list-style-type: none"> <li>Defining the product range</li> <li>Optimizing pricing within the online store</li> <li>Managing employees and partners</li> <li>Advertising activities</li> <li>Monitoring sales processes</li> <li>Monitoring Financial Accounts</li> </ul> |
| 198. | AMEM M9 PR | Generating In-store Promotions, Discount codes and promoting It to get more sales   |

## Module 10: Using Google Analytics

| SI No  | Unit Code    | Unit of Competency (UoC)Title  |
|--|--------------|--|
| <b>Generic- Compulsory</b>   |              |  |
| 199.   | AMEM M10 GC  | Introduction to Google Analytics<br><br>Discussion on: <ul style="list-style-type: none"> <li>Dimensions</li> <li>Metrics</li> <li>Sessions</li> <li>Users</li> <li>Page views</li> <li>Pages/Session</li> <li>Avg. Session Duration</li> <li>Bounce Rate</li> <li>New Sessions</li> <li>Goals</li> <li>Conversions</li> <li>Campaigns</li> <li>Acquisition</li> <li>Behavior</li> </ul> |
| <b>Occupation Specific Knowledge(trade theory) –Compulsory</b>         |              |  |
| 200.   | AMEM M10 OSK | Adding Site to Google Analytics & Implementation of Tracking Code  |
| 201.   | AMEM M10 OSK | Using the Customization feature in Google Analytics  |
| 202.   | AMEM M10 OSK | Using the Google Analytics Admin   |
| 203.   | AMEM M10 OSK | Using Google Analytics Goals   |
| <b>Occupation Specific Skills(practical/demonstration)- Compulsory</b> |              |  |
| 204.   | AMEM M10 PR  | Working with the Real-Time section in the Google Web Analytics Tool  |
| 205.   | AMEM M10 PR  | Hands on practice on the Audience section of Google Analytics  |
| 206.   | AMEM M10 PR  | Working with the Google Analytics Acquisition Reports to Know Where People Are Coming From   |
| 207.   | AMEM M10 PR  | Using Google Analytics Behavior Reports to Optimize Your Content   |