



TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional Esty E commerce Course Outline

Module 1: Introduction to Esty & E-Commerce

- What is Esty? Overview of the Platform
 - How Esty Differs from Other Marketplaces (Amazon, eBay, Shopify)
 - Understanding Esty's Seller Policies & Fees
 - Niche Selection & Market Research for Esty Stores
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Module 2: Setting Up an Esty Shop

- Creating an Esty Seller Account
 - Choosing a Winning Shop Name & Branding
 - Understanding Esty Shop Settings & Policies
 - Essential Legal & Tax Considerations for Esty Sellers
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Module 3: Product Research & Listing Optimization

- Identifying Trending Products on Esty
 - Product Photography & Editing for High-Quality Listings
 - Crafting Compelling Product Titles & Descriptions
 - SEO Strategies for Esty (Keywords, Tags, Categories)
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Module 4: Pricing, Shipping & Order Management

- Pricing Strategies for Profitability
- Understanding Esty's Free Shipping Strategy

- Managing Orders & Customer Expectations
 - Handling Returns, Refunds & Customer Service Best Practices
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Module 5: Etsy Marketing & Promotion

- Etsy Ads: How to Run & Optimize Paid Promotions
 - Using Social Media (Instagram, Pinterest, TikTok) to Drive Etsy Sales
 - Email Marketing & Customer Retention Strategies
 - Leveraging Influencers & Partnerships for Etsy Growth
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Module 6: Scaling & Automating an Etsy Business

- Creating & Selling Digital Products on Etsy
 - Using Print-on-Demand & Dropshipping for Passive Income
 - Automating Order Fulfillment & Inventory Management
 - Hiring & Outsourcing to Grow Your Etsy Store
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Module 7: Analytics, Reviews & Etsy Growth Hacks

- Understanding Etsy Analytics & Sales Reports
 - Importance of Customer Reviews & How to Get More 5-Star Ratings
 - A/B Testing & Continuous Improvement for Etsy Listings
 - Scaling Beyond Etsy: Expanding to Shopify, Amazon & Other Platforms
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Final Module: Etsy Case Studies & Certification

- Real-Life Etsy Seller Success Stories
- Hands-On Etsy Shop Optimization Project
- Certification of Completion & Next Steps for Long-Term Success