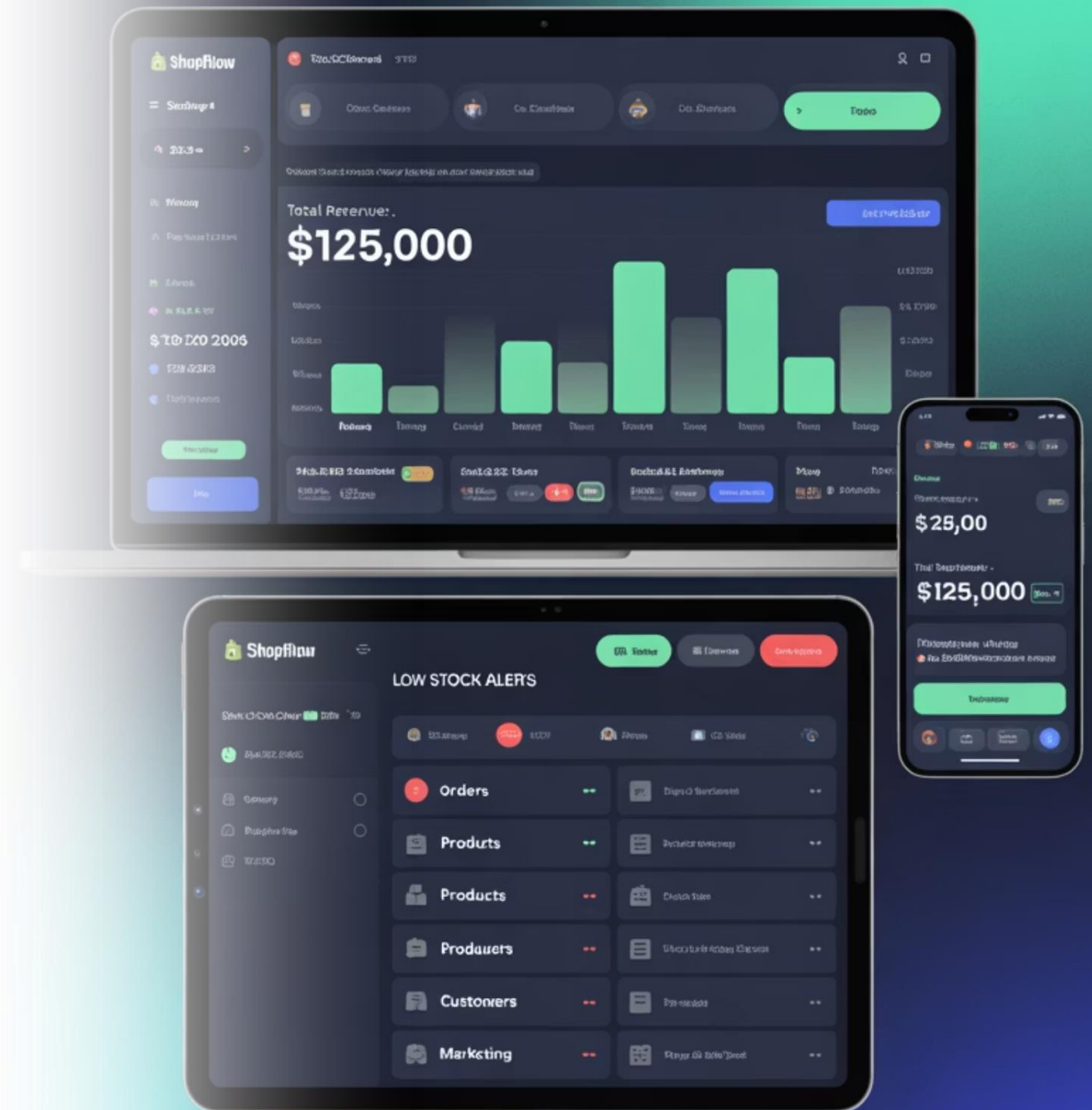


# Shopify Store Management for Marketers – Crash Course

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## Duration

- 4 Online Live Sessions (Google Classroom)
- Total | 8 Hours

## Target Audience

### **Shopify store owners**

who want to professionally manage and scale their store

### **Media buyers & SEO specialists**

who want to understand store backend and product mapping

### **Startup founders & solo entrepreneurs**

launching their first product or DTC brand

### **E-commerce managers**

working in startups or SMEs who need hands-on Shopify skills

### **Marketing executives & brand managers**

seeking to optimize e-commerce conversion rates

### **Freelancers & consultants**

offering services to Shopify clients and looking to deliver real results

# Learning Outcomes

By the end of the workshop, participants will:

- ☐ Understand the Shopify platform structure and back-end
- ☐ Set up a fully functioning Shopify store with key pages, collections, and products
- ☐ Integrate essential plugins and apps (shipping, reviews, upsells, email, etc.)
- ☐ Read and interpret Shopify analytics to optimize store performance
- ☐ Launch the store and start selling with a basic marketing and operations setup



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# Modules & Sessions

**Module 1: Sales Campaigns – Conversion Focus from Day One**

**Module 2: Remarketing & Full-Funnel Strategy**

**Module 3: Scaling Strategies & Budget Optimization**

**Module 4: Performance Tracking & Advanced Reporting**

# Module 1: Shopify Foundations & Setup Store from scratch

## Session 1 | 2 Hours

### Objectives:

- Understand Shopify's ecosystem and key components
- Complete basic setup: store structure, currency, checkout, domains

### Topics

- Shopify plans and pricing
- Store settings, currency setup, payment gateways
- Pages: Homepage, About, Contact, Privacy

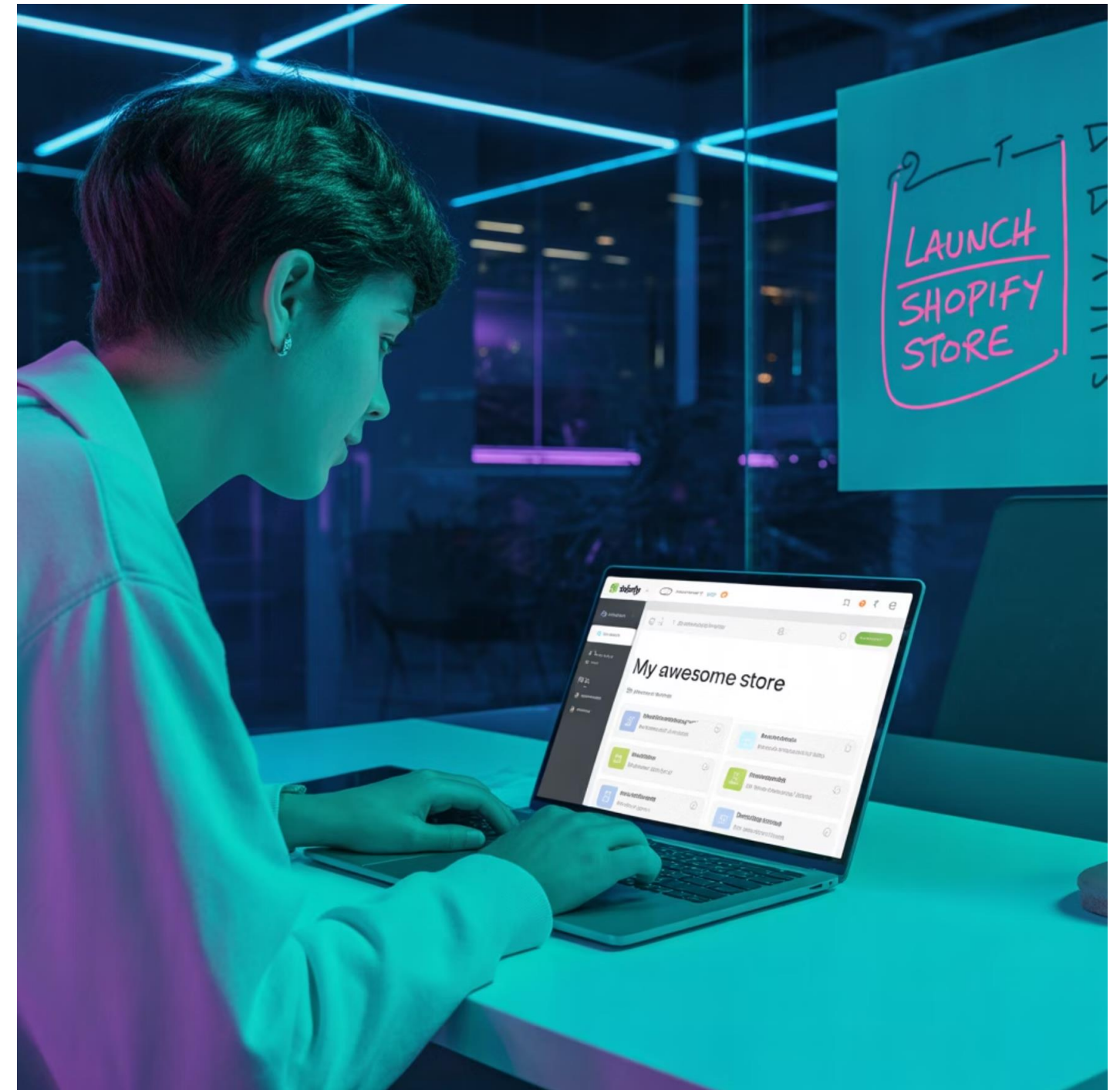
### Sharing Case Study

### Tools Demo

- Shopify Admin Dashboard, Shopify Theme Library

### Task

- Set up a new Shopify trial store and configure your store settings





# Module 2: Store Structure Products, Pages & Design

## Session 2 | 2 Hours

### Objectives:

- Learn how to organize product catalog and collections
- Customize homepage, navigation, and UX using themes

### Topics

- Adding products, SKUs, inventory, and images
- Creating collections (manual vs automatic)
- Shopify Theme Editor basics

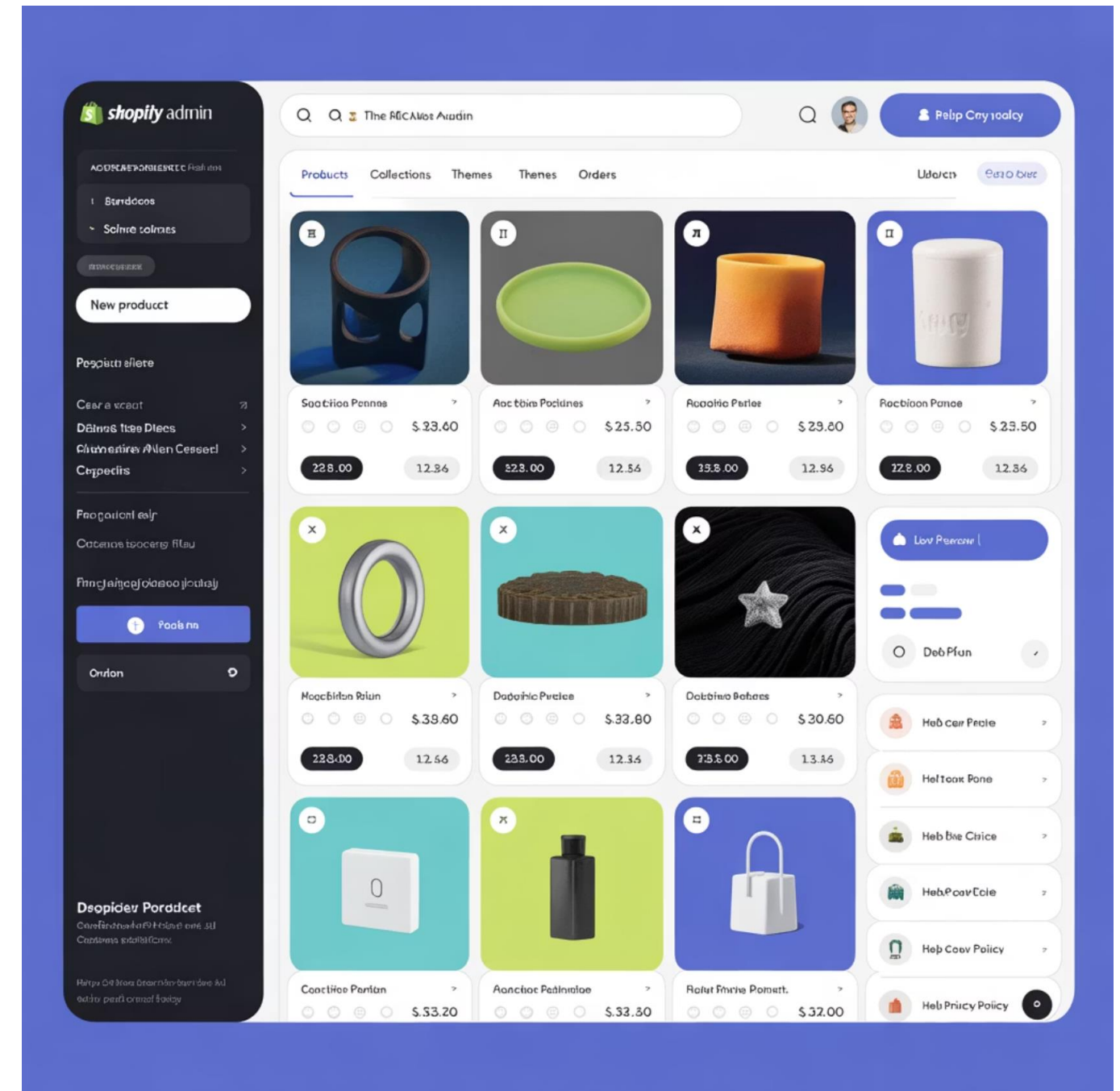
### Sharing Case Study

### Tools Demo

- Shopify Product Manager, Dawn Theme, Canva for visuals

### Task

- Upload 5 products, create 2 collections, and customize homepage banner



# Module 3: Plugins, Reviews, Shipping & Trust Building

## Session 3 | 2 Hours

### Objectives:

- Equip the store with must-have apps for selling, shipping, and trust

### Topics

- Reviews (Loox, Judge.me), Popups (Privy), Email (Klaviyo), Upsell (Vita Upsell)
- Local & international shipping (Aramex, ShipStation, manual setup)
- Mobile UX tweaks, speed optimization tips

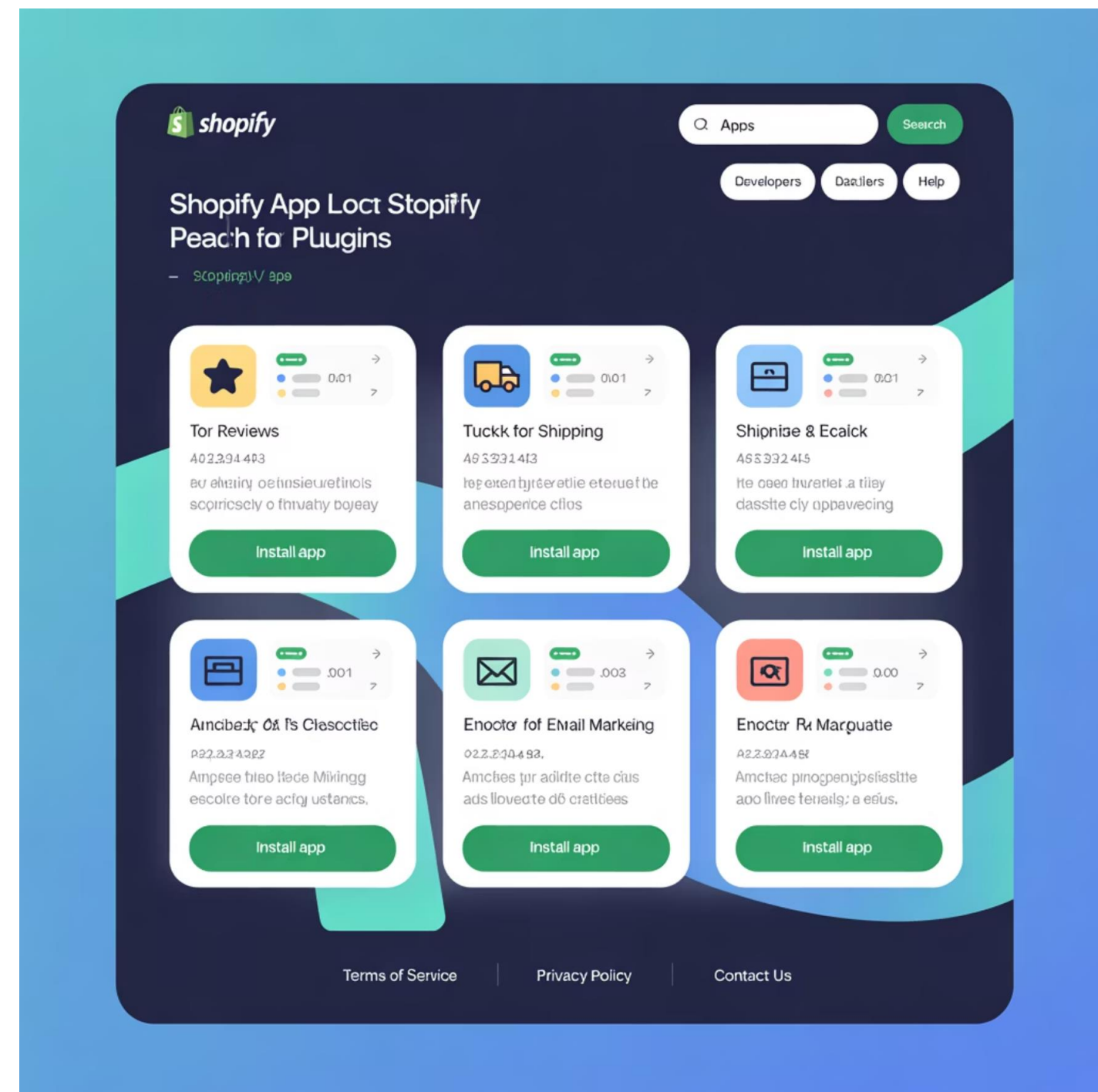
### Sharing Case Study

### Tools Demo

- Shopify App Store, Loox, Klaviyo, Shopify Email, Ali Reviews

### Task

Install 3 essential apps:  
reviews, email, shipping – and configure settings



# Module 4: Store Launch, Analytics & Marketing Readiness

## Session 4 | 2 Hours

### Objectives:

- Launch your store, track performance, and set first traffic campaigns

### Topics

- Shopify Dashboard: Sessions, conversion rate, top products
- UTM tagging basics for Meta & Google Ads
- Creating your launch checklist

### Sharing Case Study

### Tools Demo

- Shopify Analytics, Shopify Marketing Panel, Google UTM Builder

### Task

Build your store launch checklist + read and analyze 3 sample reports





# Final Project

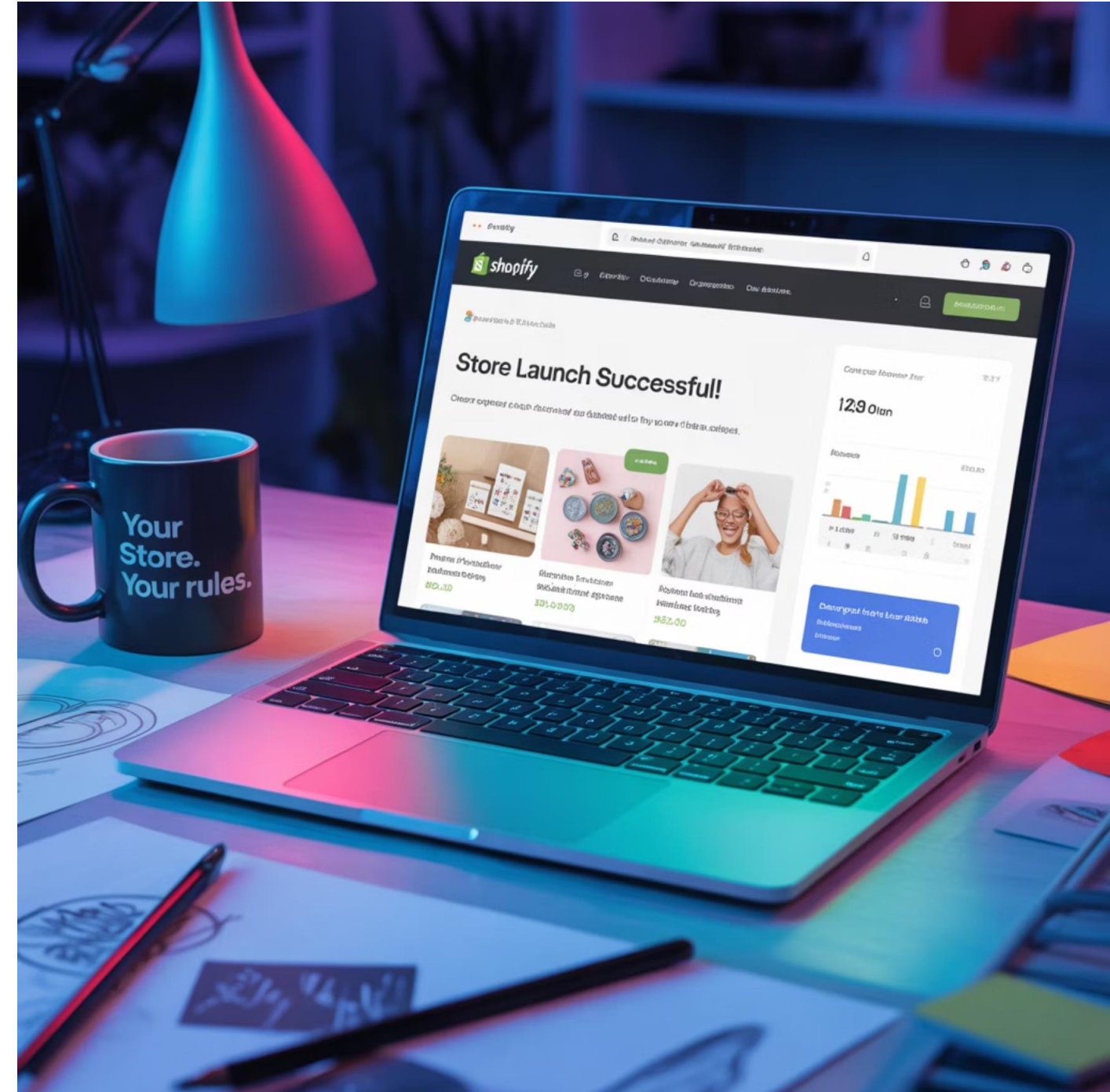
## Description:

Participants will complete and present a working Shopify store for a real or mock brand, including:

- Store structure (with 5+ products and collections)
- At least 3 installed and configured apps (e.g., reviews, shipping, email)
- Homepage and about page customization
- Launch checklist + marketing tracking UTM setup
- Screenshots of analytics and performance overview

## Evaluation Criteria:

- Completion and setup of key store sections
- Functional integration of plugins and UX elements
- Basic reporting and marketing readiness
- Presentation of the live (or staged) store link



Ready to Master Shopify?





# Investment



**Workshop Fee:**

**15,000 EGP or \$300  
USD**

## **Includes:**

- 4 live sessions (2 hours each)
- Workshop recordings (lifetime access)
- Full store setup with instructor feedback
- Plugin integration and launch checklist
- Final project feedback and certificate
- Certification from **IMFND Academy**

# ROI: Why This Workshop is Worth It

Area	Before	After
Shopify Store	Unstructured or incomplete	Fully ready-to-sell and optimized
Plugin Setup	Confusing or missing	Complete setup: reviews, shipping, emails
Store Analytics	Overwhelming	Understand performance metrics clearly
Marketing Readiness	Ad budget wasted	UTM + tracking in place = smarter spend
Revenue Potential	Slow sales or no launch	Store goes live with clarity & structure

## Financial ROI:



Save **thousands in agency fees** and avoid costly mistakes from poor setup



Increase chances of **scaling your store with better UX and analytics setup**

One live, well-built Shopify store can generate **monthly recurring income** this workshop is your launchpad.



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# Thank You

Ready to transform your ecommerce business with professional Shopify skills? Join our crash course today!

**Call/ WhatsApp: 01026688635**



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YOUR DREAM  
TODAY**



Start your day