

SEVEN BOATS ACADEMY

E-commerce Marketing & Specialization Certification

Build, launch, and scale hyper-profitable online stores. Seven Boats Academy provides a highly industry-oriented curriculum mapping out technical store configuration, advanced media buying, conversion optimization, and marketplace listing capabilities.

PROGRAM TRACKS & OPTIONS

FAST TRACK

Regular Course

₹ 10,000

Duration: 1.5 Months

Frequency: Weekly 2 Days

Practical Work: Guided In-Class Assignments

Deliverables: Course Completion Certificate

RECOMMENDED

Advanced Specialization

₹ 25,000

Duration: 3.5 / 4 Months

Frequency: Weekly 2 Days

Internship: 1-Month Parallel Live Internship
(Starts after Month 2)

Deliverables: Course Certificate + Live Project
Experience Letter

COURSE CURRICULUM

MODULE 1 • BOTH TRACKS

eCommerce Fundamentals & Market Research

Introduction to E-commerce landscapes (B2C, B2B, D2C); Niche selection strategies; Technical vocabulary; Competitor data mapping and market demand analysis.

MODULE 2 • BOTH TRACKS

E-commerce Website Development

Hands-on store creation using leading platforms; Product catalog layout planning; Configuring essential integrations (WooCommerce/Shopify architectures); Standard payment gateway hooks.

MODULE 3 • BOTH TRACKS

eCommerce Content Marketing & SEO

On-page SEO structures for catalogs; Creating high-converting product descriptions; Rich snippets, schema markup, and image optimization for Google Shopping.

MODULE 4 HONOR BLOCK • BOTH TRACKS

Ecommerce Social Media Marketing & Paid Ads

Setting up product catalogues across social assets; Meta Advantage+ shopping campaigns; Budget management fundamentals for e-commerce advertising.

MODULE 5 • ADVANCED SPECIALIZATION EXCLUSIVE

Goal Conversion Strategies & Advanced Sales Funnels

Friction point audits; Designing multi-stage high-converting landing pages; Advanced cart abandonment workflows and behavioral analytics triggers.

MODULE 6 • ADVANCED SPECIALIZATION EXCLUSIVE

eCommerce Marketing Automation & Retention

Setting up complex customer journeys via CRM tools; AI-driven automated upselling/cross-selling loops; Maximizing Customer Lifetime Value (LTV).

MODULE 7 • ADVANCED SPECIALIZATION EXCLUSIVE

Marketplace Seller Listing Fundamentals

Navigating ecosystem rules for major channels (Amazon, Flipkart frameworks); Catalog uploading rules, product ranking optimizations, and Seller Central backend metrics tracking.

MODULE 8 • ADVANCED SPECIALIZATION EXCLUSIVE

Ecommerce Local Store Optimization

Hyperlocal structural visibility, store locator integration, setting up geographic custom data pipelines, and combining offline-online metrics.

TRACK COMPARISON MATRIX

Modules & Deliverables	Regular (₹10,000)	Advanced (₹25,000)
eCommerce Store & SEO Basics	✔ Full Coverage	✔ Full Coverage
Paid Performance Marketing	Core Concepts	✔ Advanced Scale Metrics
Advanced Funnels & Automation	✘ Not Included	✔ Full Strategic Coverage
Marketplace Seller Listings	✘ Not Included	✔ Included
In-Class Practical Assignments	✔ Included	✔ Included
Parallel 1-Month Live Internship	✘	✔ Working on Live Client Sites
Documentation Issued	Course Certificate	Course Certificate + Experience Letter

THE SEVEN BOATS ADVANTAGE

- **15+ Years of Proven Agency Legacy:** Learn from working strategies applied everyday by Seven Boats Info-System Pvt Ltd.
- **Live-Account Internship:** Advanced track students execute real marketing tasks on production servers and authentic brand operations.

- **Mentorship Driven:** Small cohort sizing allows hands-on feedback on catalog building, ad setups, and funnel calculations.
- **End-to-End Skill Stack:** Master the technology layer (Shopify/WooCommerce) right alongside the marketing layer (SEO/Meta Ads/Automation).

Seven Boats Academy

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