

Certificate Program

DIGITAL EARNING PROGRAM

Your Launchpad to Digital Success.



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Introduction

The Digital Earning Program is a 3-month, hands-on training designed to equip you with in-demand digital skills for building and growing online income streams. Covering Social Media Marketing, Amazon Wholesale FBA, and Shopify Store Development, the program blends practical learning with real-world projects. Participants will learn how to create digital presence, launch and scale e-commerce stores, run effective ad campaigns, and monetize platforms—ultimately preparing them to freelance, scale a business, or start their own digital venture.



Program Modules

1

Amazon Wholesale FBA

Understand Amazon's wholesale model, from product research and supplier sourcing to Buy Box strategies and scaling. Gain the practical knowledge needed to set up, manage, and grow a successful Amazon FBA business.

2

Shopify Store Development

Get hands-on experience in setting up and customizing a Shopify store. Learn product management, design, marketing, and automation techniques to launch a professional e-commerce business or freelance service.

3

Social Media Marketing (SMM)

Learn to build a strong digital presence across LinkedIn, Facebook, Instagram, and YouTube. Master branding, ad campaigns, and monetization strategies to grow your influence and generate revenue online.



Program Outcomes

By the end of the program, participants will be able to:

- Build & run Shopify and Amazon stores with optimized operations
- Execute SMM campaigns for audience growth and monetization
- Integrate Amazon/Shopify with social media strategies for sales
- Use SEO, Ads, Influencer Marketing, and PPC for conversions
- Manage analytics for scaling digital ventures
- Freelance or launch their own digital business

Program Details



Starting Date: October 2025



Fees: Rs. 80,000 (+3% SST)



Days: Mondays & Wednesdays



Timings: 6:00 PM - 9:00 PM



Module 1:

Amazon Wholesale FBA

Duration: 8 Weeks | 6–10 Sessions | 3 hrs/session

Focus: Launching and scaling a Wholesale FBA business (branded products).

Outline:

- Intro to Amazon Models – Wholesale vs PL vs Dropshipping
- Product Research – Tools (Keepa, Jungle Scout), profitability analysis
- Brand Approvals & Supplier Sourcing – Finding distributors, building trust
- Smart Sourcing & Demand Analysis – Seasonal trends, Buy Box share
- Costing & Profitability – Amazon fees, pricing strategies
- Competition & Buy Box Strategy – MAP rules, dynamic pricing
- Inventory & Order Management – Stock alerts, order systems
- Compliance & Recordkeeping – Invoices, taxes, Amazon policies
- Scaling Business – Expanding portfolio, better supplier deals

Assessments: Assignments + Quizzes per module

Final Project: Amazon Product & Brand Portfolio

Module 2:

Shopify E-commerce Store Development

Duration: 6 Sessions | 3 hrs/session | 18 hrs total

Focus: Setting up, customizing, and growing Shopify stores for business/freelance.

Outline:

- Fundamentals & Setup – Store creation, dashboard, configuration
- Product Management – Adding products, collections, merchandising
- Store Design & UX – Branding, theme customization, key pages
- Marketing & Sales – SEO, email & social media integration, discount codes
- Order Fulfillment & Customer Service – Shipping, payments, refunds, support
- Growth Strategies – Apps, automation, analytics, project presentation

Final Output: Fully functional Shopify store project

Module 3: Social Media Marketing (SMM)

Duration: 3 Weeks | 5-6 Sessions | 3 hrs/session

Focus: Building a digital presence, monetizing platforms, running campaigns.

Outline:

- Intro to SMM & Digital Earning Landscape
- LinkedIn (Branding & B2B Leads) – Profile optimization, thought leadership, lead generation
- Facebook (Community & Sales) – Pages, Ads basics, conversion campaigns
- Instagram (Brand Influence & Monetization) – Reels growth, affiliate & influencer marketing
- YouTube (Authority & Long-term Growth) – Channel setup, SEO, content creation, monetization

Assessments: Assignments after each platform + Quizzes

Final Output: Cross-platform personal/brand portfolio

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