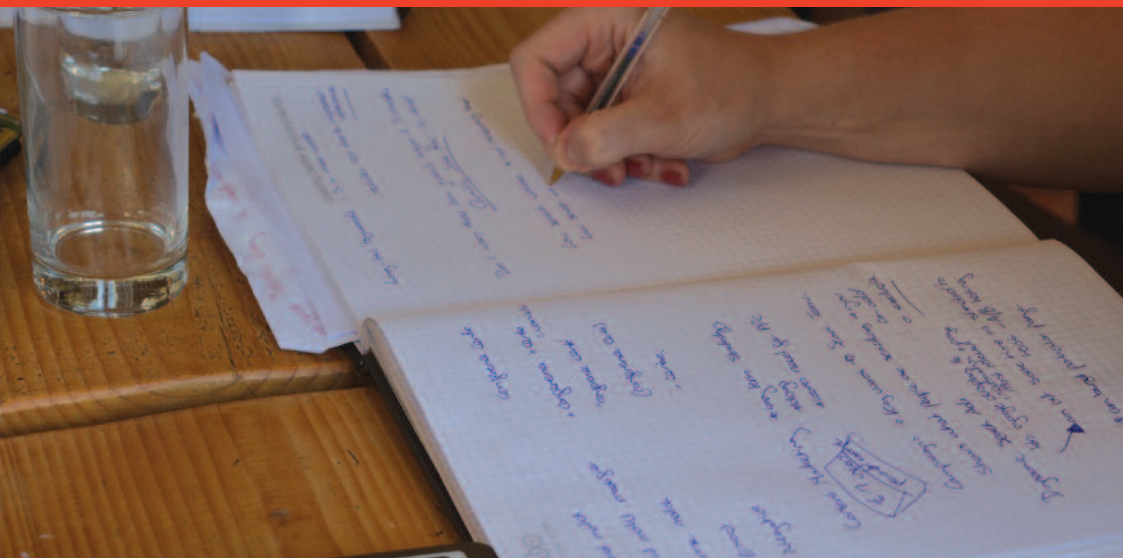


ONLINE SELLER UK

Digital Marketing Events,
Training & Consultancy



DIGITAL MARKETING AND ECOMMERCE TRAINING COURSES



ONLINE SELLER UK

Digital Marketing Events,
Training & Consultancy

We are a member of



(“Manchester”)+
 (“Digital”)>

A selection of companies we have worked with:



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Introducing Online Seller UK

Online Seller UK is a national training organisation unlike any other. In addition to offering fourteen different training sessions workshops and masterclasses, we also provide the opportunity for you to network with suppliers and other sellers with a range of meet ups in seven cities in England and Wales.

Our courses are focussed for online retailers and website owners who want to have more effective eCommerce, ebay and Amazon Stores, and also want to increase exposure for their brand, product or business.

Originally founded in 2009 in Cardiff, Prabhat Shah holds a Diploma in Digital Marketing; holds an MBA; is a member of the Chartered Institute of Marketing; and is a qualified training practitioner.

In addition to this, he is also an online seller himself and has real-world experience in every aspect that we deliver courses on. As the author of all of our training courses he is perfectly qualified to help develop your skills and help your business grow.

Our courses are aimed at small and growing sellers and attendees of our courses includes: Suzuki GB Plc; Boohoo; Liverpool Airport; Promethean; Cardiff Castle; IOP Publishing; Manchester Metropolitan University; Able world; Ntrusted; Chetham's School of Music; Monkey Forest; Wilson and Cook.

Every course is delivered on a public schedule that you can find on our website - www.onlineselleruk.com. In addition to this we can also deliver courses in-house or with bespoke content.



Prabhat

Prabhat Shah
Founder Director



Amazon FBA Training



Book Online: <http://bit.ly/amz95>



Course Outline

Fulfilled by Amazon is one of the most advanced fulfilment networks in the UK, and indeed the world. It has made a significant impact to retailers as they look to take advantage of out-sourced warehousing; quick dispatch, and of course free delivery through Amazon Prime.

FBA has challenged established and larger retailers as very quickly any business can offer dispatch within two hours and 'free' next day delivery. It has really opened up the playing field for small and growing sellers.

With lower staff overheads and no time invested in the pick/pack/dispatch process, Fulfilled by Amazon will free up your time to develop your business and source new products.

In this four hour course, we'll use UK based case-studies for FBA and run through proven strategies for success. You will leave the course with the knowledge of how to set yourself up on FBA, or how to fine-tune your trading.

Key areas of the workshop will include:

- Introduction to FBA and the fee structure
- The key financials - profit margin calculation and VAT
- Listing your products on Amazon FBA
- All you need to know about barcodes (EANs/ UPC)
- Shipping your products to Amazon
- Creating a content-rich listings and content pages
- Creating multiple ASINS
- Self-manufactured products
- Bundle products
- Lightening deals
- Amazon Brand Registry for trademark and patent holders
- Research your competition on Amazon
- In-depth Keywords Search and Search Terms fields



Quy
Ledus

Thoroughly enjoyed the event, very informative and detailed on different aspect and techniques used on Amazon. Learnt many new strategies, particularly the campaign management and search terms and has boosted my product views and margins by a good 30%. People was very friendly and on hand to share their experiences and knowledge on the subject matter. Will definitely attend future events.



- Headline search and product display best practices
- Getting product reviews in a structured manner to improve sales
- Tools that will help you find profitable products to sell
- Finding suppliers in China an Alternative to Alibaba
- FBA throughout Europe - is it profitable?
- FBA in the US - an overview
- Everything that you need to know about Income Tax
- Introduction to Amazon Vendor Account
- Amazon Sponsored Ads best practices

Prerequisites for this course

This workshop is aimed at experienced Amazon sellers, though the course content is not too complex for new sellers to comprehend. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Typical attendees on this course are retailers manufacturers, distributors, wholesalers and digital marketers.

Amazon Masterclass



Book Online: <http://bit.ly/amz95>

Course Outline

Amazon marketplace has brought great opportunity and growth to lots of businesses in the UK and the same can also apply to your business. This course helps you explore the untapped potential to grow your business with Amazon. In this informative session we will share our experience of working with many successful UK Amazon sellers and will share proven methods of being successful on Amazon.

This is a perfect workshop for growing on-line businesses aiming to improve performance and expand globally. It is tailored to suit your business needs and there will be opportunity to discuss your individual business plan. You will leave with a prepared action plan to start & grow your business with Amazon.

Key areas of the workshop will include:

- Creating outstanding content-rich listings
- Unique product listings
- The benefits of creating two ASINs to increase sales and bundle offers
- Amazon SEO – maximising the use of the Amazon Keywords
- Using Seller Report, analysing sales/traffic/listings to make strategic decisions
- Winning the Buy Box
- Amazon Repricing - strategies and techniques
- Maintaining good account performance
- Improving and gaining more product reviews
- Marketing with Amazon Sponsored Products, Display Ads and Headline Search Ads
- Financial soundcheck - taxation and VAT



Nadine
Dovetail Games

Great refresher of what I had learned years back. Good hands-on examples were showcased making it easier to understand all information that was being presented. I have come away with a great understanding of Amazon and also feel that I can contact Prabhat in the future should I have any further questions.



- Amazon FBA in the UK and overseas
- UK Fulfilment Centres vs Offshore Fulfilment Centres
- Cross border trade - selling in Europe and further afield
- Introduction to tariff codes, import duty, taxes and restrictions
- Localising your Amazon Listings in international marketplace
- Maintaining profitability with other currencies
- Sourcing products direct from China and the Far East

Prerequisites for this course

This masterclass is aimed at experienced Amazon sellers and typically delegates have experience of trading on Amazon in some capacity. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Typical attendees are retailers, digital marketers, company directors and managers.

Professional Amazon Seller Training



Book Online: <http://bit.ly/amz95>



Course Outline

In the UK, the marketplace industry is dominated by Amazon and eBay - and Amazon is a huge force throughout the Europe and the rest of the world. Selling on marketplaces can be a cost-effective way to attract new business as the marketplaces already have an active customer base looking for your products.

This comprehensive course is aimed at new and early-stage sellers and will give you excellent tools and skills that you can implement immediately into your business. Each session is tailored to the experience and sectors of the attendees giving a truly personalised training session and you will take away an action plan to grow your business.

We'll cover how to establish a successful supply chain in the UK, and we have enhanced the content on the course with our trusted partners in China to give you advice on sourcing low-cost stock from the Far East as a potentially more profitable route than Alibaba.

Key areas of the workshop will include:

- Setting up an Amazon Store
- Category Approval
- Listing new products and existing products
- Should you create unique product listings for your products?
- Creating content-rich product listings
- Using Amazon keywords wisely
- Understanding Amazon policies –
How to prevent suspension ?
- Keeping Good Amazon Performance
- Using Seller Report, analysing sales/traffic/listings to make strategic decisions



Laura
Ledhut

Prahbat is incredibly knowledgeable about Amazon, outlining key areas such as sponsored listings, search terms, Pan-European strategies and best practices. The class size too was great: only 5 on my particular day which gave us the chance to ask questions and look at all our live feeds. Going forward, the information provided will no doubt enable us to grow our marketplaces in the UK and beyond. I will certainly be returning for future events.



- Exploring re-marketing opportunities to your new Amazon customers
- Arbitrage software - is it useful and worthwhile?
- Is drop-shipping a viable business model?
- Is Fulfilled by Amazon (FBA) beneficial?
- Expanding sales into the EU and the rest of the world
- Reliable product sourcing from China
- Introduction to tariff codes, import duty, taxes and restrictions

Prerequisites for this course

This course is aimed at Amazon sellers with a little experience of selling on Amazon though it is not essential. You will also need to bring your laptop and have access to your selling account.

Typical attendees are retailers, digital marketers, company directors and managers.

Email Marketing & Mailchimp Training



Book Online: <http://bit.ly/email88>



Course Outline

In recent years social media has added a diverse number of marketing opportunities for businesses to cover - including Facebook pages, tweeting and sponsored ads on LinkedIn. In this time, many companies have forgotten or overlooked email marketing and some have discounted it as being outdated. That perception is wrong - it is still a valuable marketing tool that you should take advantage of.

Email marketing is extremely cost effective and gives you a way to stay in contact with existing or lapsed customers in a personal manner, as well as reaching out to potential new ones too.

Using an email list in a targeted, focussed manner is one of the most powerful marketing activities your business could undertake. In our email marketing and MailChimp training we will look at the hugely popular (and free) email marketing platform - but the wider marketing techniques will be applicable to other platforms such as Campaign Monitor, Get Response, Constant Contact, Dotmailer and SendGrid.

This practical session will walk you through the basics of email marketing; help you formulate an email marketing strategy, and create effective marketing campaigns.

Areas covered in this training course include:

- Creating your email marketing strategy
- What is the value of an email address?
- Growing your contact database
- What is the lifetime-value of your customer?
- Responsive lifecycle marketing - behaviours and triggers to use in your campaign
- Lifecycle marketing - triggers and behavioural targeting, content and contact strategy



Paul Sochaczewski
Writer and Coach



Prabhat setup a workshop and taught me how to use MailChimp, which had been a big challenge to me previously. He was professional, thorough and attentive to make sure I got what I needed from the session.



- Designing mobile friendly email campaigns with no technical skills
- Integrating email with social media
- A/B testing and optimising your email campaigns
- Using your own data to develop your campaigns
- Measuring email marketing effectiveness with Google Analytics

Prerequisites for this course

This course is aimed at people who are looking to conduct email marketing, and no previous experience is necessary. Please bring your laptop, this will allow us to make the session practical and tailored to your business.

Typical attendees are digital marketers, company directors and owners.

eBay Masterclass



Book Online: <http://bit.ly/ebay66>

Course Outline

If you are an established eBay seller who is achieving or aiming fast growth, this masterclass is perfect for you.

We will explore several simple, easy to implement processes that we have proven to lead to increase sales and repeat business in the UK and through cross border trade. We will use real-life success stories and case studies to explain how this has worked for other sellers that we have worked with, and use your own eBay stores to demonstrate how to achieve this for yourself.

You will be equipped to return and implement the learning immediately, leading to increased sales and profits both here at the UK and also overseas through the global shipping program, and listing on multiple sites.

Key areas of the workshop will include:

- Making sure you're ahead of the latest changes from eBay
- eBay SEO – tips and tricks of improving your listing visibility
- Optimise your listings to get on the top of the best-match search results
- Best practice in eBay listing design
- Does product differentiation get you ahead of the competitions?
- Research tools for optimising your eBay listings
- Effective use of eBay promotional tools such as promoted ads
- Using email marketing and remarketing to your benefit
- eBay Sales Reports and Traffic Analysis for strategic decision making



Rhoswen
Escape Watersports

So nice to have one to one training where the course is based on your own experience and Ebay store. Gave me loads of ideas on how to improve the store and the boost listings for better visibility. Thanks Prabhat



- Expanding your business to European and global customers
- Translations for cross border trade (CBT)
- Introduction to tariff codes, import duty, taxes and restrictions
- How to achieve and retain eBay Premium Seller Status?
- eBay Defect Rate - actively managing a satisfactory rate
- What do you do if you lose your Premium Seller status?
- Which multi-channel tools are right for my business?
- Exploring other sales channels beyond eBay
- Reliable and profitable product sourcing from the Far East without Alibaba

Prerequisites for this course

This masterclass is aimed at experienced eBay sellers and typically delegates have experience of trading on eBay in some capacity. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Typical attendees are retailers, digital marketers, company directors and managers.

eBay Training for Professional Sellers



Book Online: <http://bit.ly/ebay66>

Course Outline

In the UK, the marketplace industry is dominated by Amazon and eBay - and eBay is a significant force throughout the Europe. Selling on marketplaces can be a cost-effective way to attract new business as the marketplaces already have an active customer base looking for your products.

This course is specifically designed with the aim of ensuring your products are visible and available to the millions of buyers who are using eBay every day. Through learning simple and easy to implement processes you will open your business up to more sales and increased repeat business.

Each session is tailored to the experience and sectors of the attendees giving a truly personalised training session and you will take away an action plan to grow your business. We will also analyse your competitors to give you an understanding of how to gain commercial advantages over them.

Key areas of the training will include:

- Find the right eBay store for your business
- Researching the market - competitors and top products
- Formulate pricing strategy to increase profit
- How to get on the top of eBay Search results (based on the Cassini search)
- Exploring Opportunities to re-market eBay customers
- Explore cheapest method of posting your orders
- Create a Search Engine Friendly eBay Store
- Create a customised Listing Page Template
- Understand Seller Protection on eBay & PayPal
- Analyse sales, traffic, listings & Detailed Seller Report to make strategic decisions



DressingUpBox
Your Fancy Dress Is Our Business

Kevin
Dressing Up Box

We have been trading for a while on ebay but have never fully got to grips with it. We booked a course with Prabhat to achieve a fresh look at how we are operating our eBay channel and how more importantly we could achieve more sales & profit.

The location of the course was easy to find and more importantly the time spent was invaluable to our business. We were given examples and also shown how to make changes alongside helpful marketing tips.



- Use Listing & Order Management Software
- Exploring eBay listing tools – Turbo Lister – do you need it?
- Introduction to multichannel tools
- How Distance Selling Regulations affect your business?
- Introduction to tariff codes, import duty, taxes and restrictions
- Introduction to trading internationally on eBay
- Expanding sales into the EU and the rest of the world
- Reliable product sourcing from China

Prerequisites for this course

This course is aimed at eBay sellers with a little experience of selling on the platform though it is not essential. You will also need to bring your laptop and have access to your selling account.

Typical attendees are digital marketers, retailers, company directors and managers.

Google Adwords Training



Book Online: <http://bit.ly/ppc33>

Course Outline

If you are looking to increase the visibility of your website, Google Adwords is a highly effective tool to target potential customers. Year on year, competition on Adwords increases in terms of how competitive it is and without an effective strategy you risk spending money with little or no return.

In our jargon-free workshop we will tell you how to create a successful search campaigns and explore best practice techniques to help you get a competitive advantage.

This workshop is tailored to suit your business, so you will go away with a Google Adwords implementation plan for your business.

In this workshop we will cover:

- How does Google Adwords work?
- What are dynamic search ads?
- What is retargeting, and how do I use it?
- Identifying profitable keywords
- Taking advantage of long-tail keywords
- Tools available to for keyword research
- How landing pages can boost conversion rates
- How to integrate your PPC activity in with Google Analytics



Sophie Carefull
Blue Badge Company

Prabhat's Google AdWords course was really informative and helpful, his explanations were clear and he gave comprehensive answers to all of our questions, using real-life examples to demonstrate these were possible, which I found very useful. The course was great value for money and Prabhat has been in touch since to see if I need any more help with my PPC campaigns, again addressing my queries promptly. I'd definitely recommend working with him if you're finding your feet with digital marketing



- Set Key Performance Indicators to measure performance
- Setting appropriate objectives and goals for your Adwords Campaigns
- Understanding Ad Quality Score, and how improving quality can lower your PPC & ROI
- How to increase click-through rates (CTRs) and lower costs
- Exploring bid strategy & selecting the right bidding strategy for your campaign

Prerequisites for this course

Typical attendees are digital marketers, company directors and managers. No previous experience of Google Adwords is needed. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Google Analytics Training



Book Online: <http://bit.ly/ga95>

Course Outline

Google Analytics helps you analyse visitor traffic and help you understand your customers. Most importantly it will help you to track your customers journey throughout the purchase cycle. That makes it easier for you to help your current customers and win new ones.

You will be able to define goals, match customer journeys to site usage and extract actionable insights from the data produced by your website. You will learn when Google Analytics has been installed correctly, what the measurement and metrics mean, and possible actions to take to enhance your marketing objectives.

With our Google Analytics training, expect to reduce your customer acquisition costs and spend wisely on your best-performing channels.

In this workshop we will cover:

- The basics of Google Analytics
- Setting up Site Search, Users and linking to Google Adwords
- Understand the key aspects of Analytics
- Setting up and using Marketing Tracking
- The key reports to use
- How to analyse and report
- Setting up Profile Filters and goals
- eCommerce Tracking and Conversion Reports
- Using Funnel Analysis to track conversions on your site



Frances Bibby
Social Comms

Prabhat is a very genuine and patient person with a wealth of digital and eCommerce marketing experience and knowledge. I've been to one of his conferences and one of his workshops and each time left having learnt something valuable. His events are educational but also fun and welcoming, a good community to get involved with.



- Using Google Tag Manager
- Analyse keywords for SEO and traffic sources
- Creating reports and exporting data
- Customising your dashboard and creating reports
- Applying objectives, KPIs, dimensions and metrics

Prerequisites for this course

Typical attendees are digital marketers, company directors and managers. No previous experience of Google Analytics is needed, though it's expected that you will have a website already running Analytics.

Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Google PPC for Ecommerce (Google Shopping) Training



Book Online: <http://bit.ly/g66>

Course Outline

Even if you've never heard of Google Shopping before – you've almost certainly seen it in action! Just try searching Google for specific product or brand names and an array of pictures, prices and merchants will appear – right at the top of the search results.

When people are interested in buying products on-line, they usually turn to Google to research the products and prices available. Using Google Shopping your products can also be on display and within easy access of potential customers.

Google Shopping campaigns streamline how you manage your listed products and pay per click ads, report on your performance, and find opportunities to increase traffic to your website.

The things we will cover on this course include:

- Identify Return on Investment of Google Shopping Ads
- Identify How Google Shopping Ads work
- Identify guidelines for Product Feed & managing your data effectively



inngot

Emma-Cath Charles
Inngot

I found his presentation to be informative and helpful. Not only was Prabhat able to provide a wonderful insight into adwords, but he also assisted me with a specific issue that I was having with Adwords at the time, which was somewhat more complicated than standard technical issues. Upon leaving the workshop, I felt suitably armed with excellent actionable insights that I could bring to meetings and create further action plans for the company.



- Creating Feed, Merchant Accounts, Ad-words Account
- Setting Google Shopping Campaigns
- Optimising Shopping Ads for Better Result
- Creating a Targeted Campaigns to increase profitability
- Analysing Shopping Ads from Google Analytics
- Getting the most out of the Analytics productivity toolkit

Prerequisites for this course

Typical attendees are digital marketers, brand managers and retailers. No previous experience of Google Shopping is needed.

Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Wordpress SEO Training



Book Online: <http://bit.ly/wp113>



Course Outline

Search Engine Optimisation (SEO) is the practice of improving the content on your website, and manipulating aspects off it in order to get better placements on search engines and increase the 'organic' traffic to your website. This is an important part of any digital marketing strategy.

This unique course is tailored to people using the Wordpress content management system (CMS) covers the complex elements of Wordpress that need to work together to implement good procedures for better placement in search engines.

There are 'white hat' and 'black hat' techniques that will respectively help or hinder your optimisation efforts, and using the correct methods is essential. This jargon free course explains the pitfalls in a simple manner and you will get the opportunity to ask an expert face-to-face the best ways to achieve success for your business.

On this course we will cover:

- What is SEO and why it is important?
- Establishing effective 'bread crumb trails'
- The best plugins to achieve good optimisation
- On-site SEO tips and strategies to immediately increase traffic
- Keyword mastery to improve product sales conversions



Trine Davies
Hearing Wales



Thank you for all of your valued help so far with Hearing Wales' SEO Training. Your patience and flexibility has been fantastic and we have already managed to change several of our processes which has meant our ranking in Google has increased. The best part of working with Online Seller UK is that I now understand what is important in terms of SEO.



- Quick Google, Yahoo and Bing search engine indexing tips
- Multimedia asset upload optimisation to increase online presence
- Creating image 'alt' and 'title' tags to increase website visits
- Inter-linking site content to keep visitors engaged
- Anchor text insertion to increase product and service profits

Prerequisites for this course

This course is essential for company owners, digital marketers and people who manage websites. No previous experience of website optimisation is required. If you bring your website logon details, we will be able to look at your site configuration for you.

Please bring your laptop, this will allow us to make the session practical and tailored to your own website.

Digital Marketing Planning Fast-Track 1 Day Training



Book Online: <http://bit.ly/dmp66>



Course Outline

Our Digital Marketing fast-track training has been specially designed for busy marketing professionals and company owners/directors. This workshop will give your business a roadmap for prioritised digital strategies and help you plan your marketing activities for both immediate and long-term gain.

The training is a mix of academic understanding coupled with proven practical skills. The session will equip you with an understanding of how a thorough digital marketing plan can help you grow your online business in an increasingly multi-platform and multi-channel environment. As you learn about these structured activities to undertake, you will go away with a draft digital marketing plan to implement for your business.

In addition to the theory, we will also use real-life case studies from other UK businesses that will show you how the techniques are proven to be effective. All aspects of Digital Marketing will be touched upon including:

- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Online advertising
- Viral marketing
- Email marketing
- Online PR
- Affiliate marketing
- Social media



Kevin Jones
Director at Home Secure

Prabhat has an extensive knowledge of eCommerce and can offer real practical advice on how to progress in this area. He has the ability to assess a business and work with you to formulate a strategy. He also has genuine interest in helping people and takes the time to listen and understand your needs.



In addition to the 'doing' we will also look at the wider-ranging aspects including digital metrics, rules and regulations, legalities and codes of practice.

The main aspects of the course will be broken down into the follow topics:

- Marketing concepts and their application
- Identify successful business models
- Identify factors affecting your digital activity and planning
- Creating a digital marketing mix that works and create a integrated strategy
- The importance of marketing tools, planning, implementing and monitoring digital marketing
- How to audit your current digital marketing strategy
- Developing a digital marketing plan

Prerequisites for this course

No previous experience of digital marketing is required, and this course will suit digital marketers and company directors.

Please bring your laptop, this will allow us to make the session practical and tailored to your own accounts and business.

Looking for something slightly different?

Then get in touch - we can bespoke this course for your exact needs.
All you need to do is call Prabhat on **01613 272 923** or **07518 839 629**.

This course is delivered regularly major cities throughout the United Kingdom including Manchester, Leeds, Newcastle, Birmingham, London, Bristol and Cardiff. For the latest availability please visit our website at www.onlineselleruk.com.

Please note: All bookings are subject to our terms of business that we ask you to read before placing an order.

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Contact us

For more information on any of our courses please
contact Prabhat on 01613 272 923 or 07518 839 629.

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