



# ONLINE SHOP ATTENDANT COURSE



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 Trusted by Global Digital Marketing experts and forward looking SMEs

Content

# Online Shop Attendant Course

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# Welcome

**Small Business Owners ( SMEs) are fast adopting and utilizing social media, e-commerce and other online marketing channels in driving sales and launching their business.**

**The Online Shop Attendant Course is designed to help Small Business Owners ( SMEs) set up and manage their business and drive sales of their products online.**

**The course delivers a strong foundation in Social Media Marketing, E-Commerce, Customer Service, Advertising, Sales, Photography and Accounting.**

**The course seeks to develop a new kind of shop attendant that will assist Small Business Owners ( SMEs) in developing and managing sales of their online business.**

# Welcome to a new dawn!



Responding to  
customers on  
social media

Running Facebook  
and Instagram Adverts

Posting on  
social media

Managing products  
and handling sales  
on -E-commerce sites  
eg. Jiji, Jumia etc.

Managing orders  
and handling  
deliveries

Identifying sales  
opportunities online

# **Course Overview**

## **Who is this course for?**

The Online Shop Attendant Course is suitable for Small Business Owners (SMEs) and youths seeking to develop a career in digital marketing and e-commerce. Traditional shop attendants, enthusiasts or anyone who would like to enhance their digital marketing and e-commerce knowledge would excel in this course.

## **What you can expect?**

Through dynamic lectures, hands-on training, locally relevant case studies, digital marketing and e-commerce experts will take you through the areas needed to professionally drive sales of an online business.

# Meet your course facilitator(s)

## Gad Ocran

- > (Global Digital Marketing and Digital Business Growth Expert) with working experience across Africa, Asia and U.S.
- > Director of Social Media and Digital Marketing Education, Eazzysocial
- > Previously, head of marketing, digital marketing and country managerial for The Multimedia Group LTD (Group Head, Digital Media), mPharma (Head of Marketing), Country Manager (Cadana)



## Priscilla Wellington A.

- > (Leading Customer Service Specialist)
- > CEO, Customer Service- Africa
- > Over 13years working experience in Customer Service and Entrepreneurship.
- > Bsc. Tourism and Hospitality Management. GIMPA,
- > Certified Professional Trainer from IAPPD (International Association of Peoples Performance Development) and ABNLP Practitioner.

## Jonathan Richman Essuman

- > (Leading IT-Accounting and Business Management Professional with over 10years experience)
- > CEO- AccountIT
- > Bsc, Msc in Accounting (Methodist University and University of Applied Management respectively).
- > Professional Accountant, Masters in Entrepreneurship and Innovation- University of Applied Management.



# Course Curriculum

## SPECIALIZATION: Social Media for Business

### Module 1

#### Social Media Marketing

- Introduction to Social Media for Business
- The social media and digital marketing landscape and introduction to Omni-channel marketing
- Establishing a shop on social media and optimizing it for traffic
- Understanding the online customer (Audience Research)
- The Art of Community Building and Management (Online Shop Management): Community Building Process
- Building an online community for a shop or business
- Engaging your online community
- Managing problems or crisis in your community
- Listening and Monitoring for conversations and sales opportunities online
- Hashtag for Marketing

### Module 2

#### Content Marketing

- Content Curation and Development:
- Content and the Online Sales Journey
- Developing a content strategy (Deciding on what to share on social media for an online shop)

### Module 3

#### Influencer Marketing

- Role of Influencers
- Micro vs Mega Influencer
- Choosing an influencer
- Establishing a relationship with an influencer
- Types of Influencer Marketing Campaigns
- Measuring influencer marketing activities

- Module 4**
- Product Photography and Editing**
- Mobile Phone Camera Angle
  - Lighting
  - Filling The Frame
  - Composition
  - Timing
  - Formatting
  - Control
  - Flash
  - HDR
  - Live Photo's, Time, Filter
  - Formatting
  - Focus and Exposure
  - Flash

**Editing:**

- Basis of Editing
- Retouching
- Exporting

## **SPECIALIZATION: Customer Service Experience and Management**

**Module 1**

- Customer Service for Retail (Shop Attendants)**
- Organizational and Personal Brand
  - Factors that influence retail customer experience

**Module 2**

- Handling Customer Complaints**
- Telephone customer Etiquette & Netiquette

### Module 3

## Mastering Emotions

- Case study
- Role play

## **SPECIALIZATION: E-commerce Management**

### Module 1

## E-Commerce /Online Shop Operations

- Difference between E-commerce and Online Market-Place
- Understanding various types of E-commerce stores and models
- Managing product catalogue on an E-commerce store
- Updating product descriptions and optimizing them for traffic
- Introduction and creation of Instagram and Facebook Shop
- Introduction and creation of Google My Business
- Understanding different payment gateways and managing online payment
- Understanding e-commerce concept: "Buy Now, Pay Later", Dropshipping,
- Managing online delivery
- Understanding online delivery concept; Cash on Delivery, Curbside Pickup, Cash before Delivery, Instore-Pickup (Click and Collect), home delivery
- Choosing the best - delivery partner for your online business

**Module 2**  
**Email**  
**Marketing**

## **SPECIALIZATION: Online Sales Engagement**

**Module 1**  
**Customer**  
**Relationship**  
**Management**

- Concepts in CRM
- Features
- Requirement

**Module 2**  
**Customer**  
**Engagement**  
**Process**

- Making Initial Contact
- Nurturing Potential Customers
- Handling Objections
- Closing a Customer Online
- Post Sale
- Loyalty

**Module 3**  
**CRM**  
**Tools**

## **SPECIALIZATION: Advertising and Campaign Planning**

### **Module 1**

#### **Advertising and Campaign Planning**

- Advertising and Campaign Planning
- Understanding the Online Advertising Structure
- Social Media Advertising and Campaign Building Process
- Audience Targeting
- Platform Advertising (Facebook, Instagram )
- SMS Campaign
- Budgeting and Cost Control
- Advertising and Measurement

## **SPECIALIZATION: Analytics and Measurement**

### **Module 1**

#### **Analytics and Measurement**

- Online Shop Analytics:
- Analyzing and measuring the success of your social media community
- Google Analytics
- Online Shop Reviews
- Social Media and Advertising Campaign Measurement and Analytics
- Platform Analytics (Facebook, Instagram....  
...Analytics)

# **SPECIALIZATION: Simplified Accounting**

## **Module 1**

### **Book Keeping**

- Accounting/booking
- Objective of booking
- Accounting concepts
- Accounting process
- Basic accounting terms
- Income statement
- Cash flow

## **Module 2**

### **Payroll**

- What payroll means
- Basic pay
- Allowance
- Gross
- Taxable income
- Net pay

## **Module 3**

### **Basic Taxation**

- What taxation means
- VAT
- Service/goods tax
- PAYE
- Income/ corporate tax

## **Module 4**

### **Stock Management**

- What stock/ inventory
- Stock management
- How to reconcile stock
- Benefits of stock-taking and management

A photograph of a person in a dark suit and tie, sitting at a desk and looking down at a laptop computer. The background is a modern office interior with blue walls and a window.

I have had the privilege to have been partnered with Eazzysocial in offering excellent training to people who are now on top of their game.

I must say that Eazzysocial delivers a curriculum that is in tandem with industry best practices. Their courses are designed to address the social media skills gap that exists today.

**- Dr. Yaw Brew, DipM ACIM**

(Former Head, Short Courses and Training, KTU and Lecturer, Dept. of Marketing, UEW)

# Course Certification

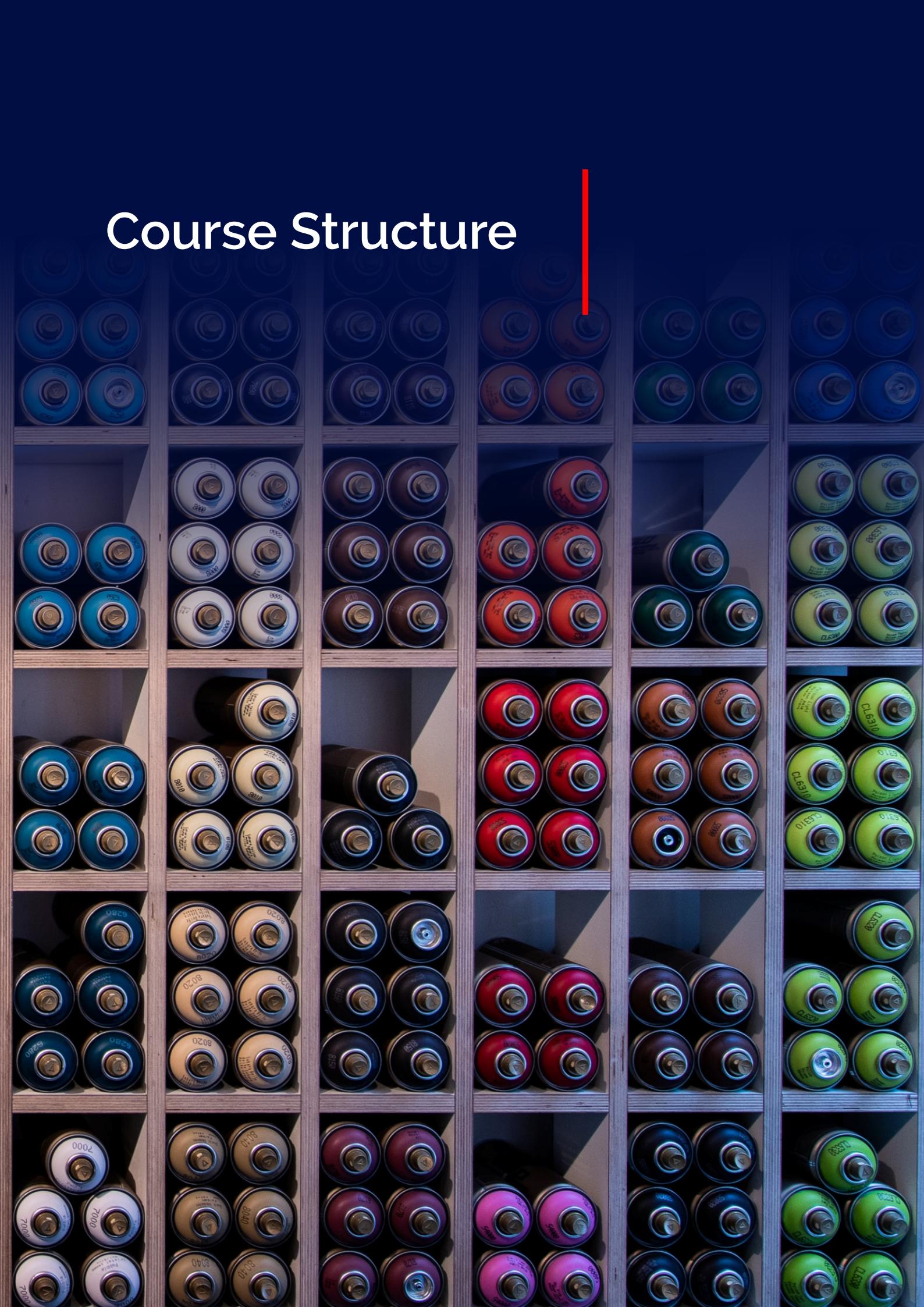
A certificate is awarded after the course. Students primarily would be awarded a Certificate of completion after the course. Secondarily, students have the option of being certified as a Digital Shop Transformation Agent (DSTA).

DSTA is a leading membership of digital specialists that assist Small Business Owners (SMEs) with various digital tools from marketing, accounting, fintech etc.

The certification path for DSTA is based on student understanding and assessed through a series of tests and workshops.



# Course Structure





**One-month intensive Tuition  
and 3-months after Training  
support**



**We teach differently**



**Helping you digest every bit what  
we teach**



**20% theory**



**80% Practical's and locally  
relevant studies**

# **Sustaining Momentum**

Your participation in the course doesn't end in our training center.

\*We support you in variety of ways:

Discussion forums, to interact with fellow students and a tutor with an expertise in digital skills and practices.

Access resources to help you with your studies including self-directed practical exercises, e-guides, workbook, templates, webinars etc. and recommended reading.

Be abreast with social media and online marketing trends by reading social media and online marketing news and articles from in-house expert.

Access to extra support from the course facilitator anytime.

# Other Services

## Customized Training

We investigate and understand your current digital marketing maturity level, opportunities, skills gap and devise courses and programs to help equip your online marketing department leverage on the best tools and techniques used in driving business performance. From inbound marketing (SEO, Search/Display Ads, Email Marketing, Business Blogging, Digital Selling, Growth Hacking...) we deliver the best of customized training.

## Social Recruiting

We hire the best talents to help you manage your social media and digital marketing activities while you focus on the core activities your business needs. We are an expert in recruiting for both short term and long term needs. We take talents through various technical and creativity tests, link them with experienced and senior social media and digital strategist and monitor them to make sure they are helping you meet sets target.

## **Other Services**

### **Digital Support**

We Provide bespoke agency services to target clients. Over the years we have helped numerous brands both local and international succeed in driving digital strategy and online campaigns that yield results. Our agency services evolve around all areas in digital marketing from social media, inbound marketing, programmatic advertising (search/display), mobile marketing, web/app development.

A close-up photograph showing several hands of different skin tones and ages clasped together in a circular pattern. The hands are positioned in the center of the frame, with some hands visible in the foreground and others partially obscured behind them. The background is blurred, suggesting a professional or corporate setting.

# Who We Are

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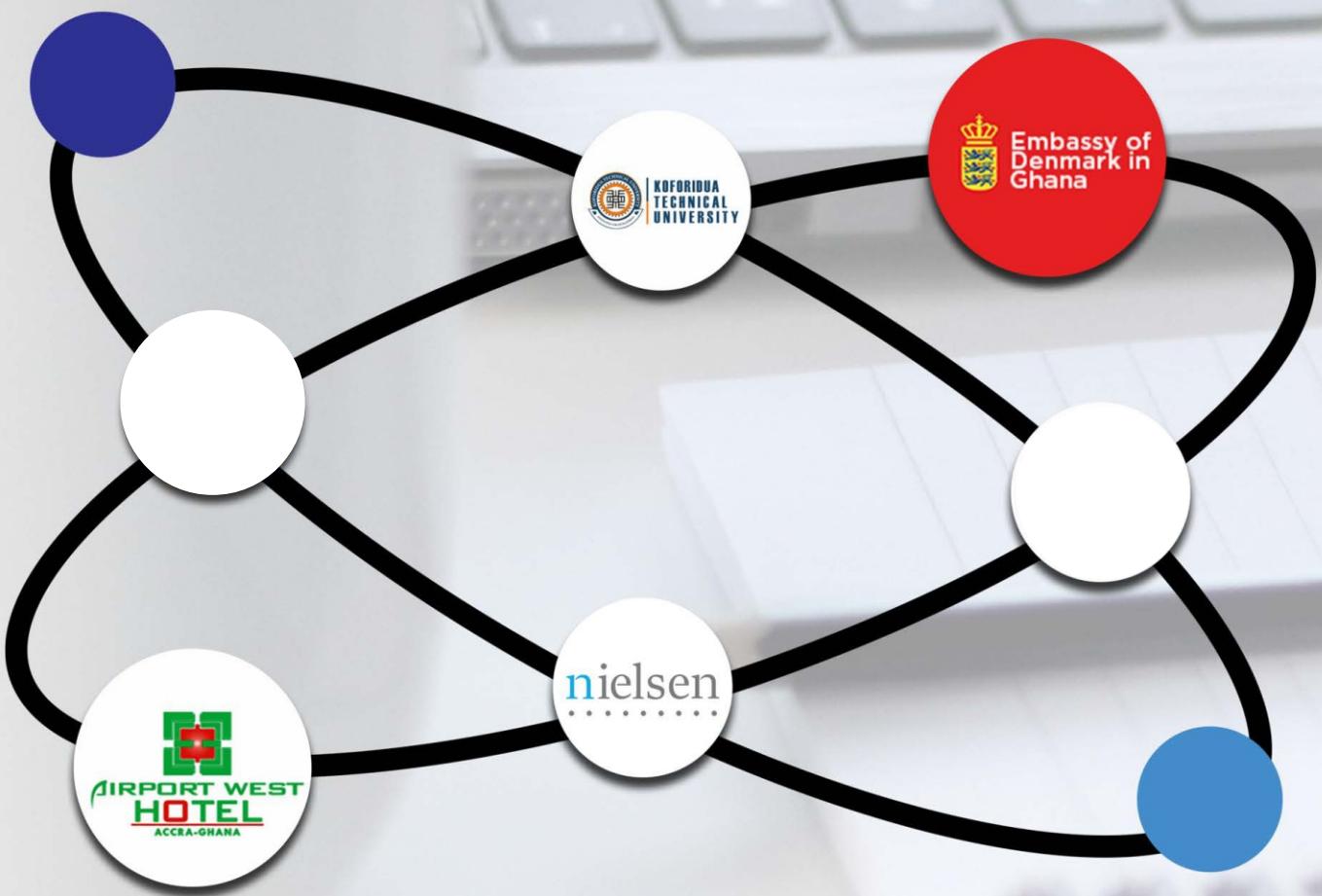
Social media company dedicated to helping thousands of people gain relevant digital skills and grow their business in a social-first world.

## Key Partners



We have Trained many of  
Ghana's Best Brands





# Contact

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