



1-ON-1 PERSONAL TRAINING PROGRAM

ECOMMERCE MARKETING MASTERY

Two Structured Tracks: Beginner → Advanced | Multi-Channel Growth for Online Stores

TRAINING NAME

eCommerce Marketing Mastery Program — by Global Web Digital & Learn AI Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs
Industry Experience

8,500+
Projects Delivered

₹300+ Cr
Client Revenue Tracked

35+
Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • Meta Blueprint • Shopify Plus Partner

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want to grow genuine, profitable revenue for an online store — not just learn the theory. Every session is live, one-on-one, and shaped around your store, your products and your goals.

Choose the Beginner track to build a complete foundation across paid ads, email/SMS and marketplace basics, or go straight into the Advanced track if you already run an online store and want to master today's AI-driven commerce landscape — agentic shopping, Performance Max/Advantage+ Shopping, retention and unified commerce. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who runs real ecommerce accounts, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already run an online store
Focus	Foundations: product pages, Shopping ads, social ads, email/SMS, marketplaces	Latest AI stack: agentic commerce, AEO, Performance Max/Advantage+, retention, unified commerce
Outcome	Launch and manage your first profitable multi-channel store marketing plan independently	Run and scale advanced, multi-channel ecommerce growth like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekend scheduling, 2–3 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on choosing the right ecommerce platform, apps and tools for your store's size and budget.

eCommerce Marketing — Foundation Program

(Beginner Curriculum: Zero to Your First Multi-Channel Store Strategy)

Seven modules covering everything needed to go from no experience to confidently planning and running marketing for your own online store.

MODULE 1 eCommerce Marketing Fundamentals

2 hrs

- **Understanding the ecosystem:** the modern customer journey from discovery to repeat purchase.
- **Channel overview:** paid ads, organic/SEO, email/SMS and marketplaces, and how they work together.
- **Setting realistic goals & budgets** for a new or growing store.

MODULE 2 Store & Product Page Optimization Basics

2 hrs

- **Product listing best practices:** titles, descriptions and images that convert.
- **Trust signals:** reviews, policies and guarantees that reduce buyer hesitation.
- **Basic checkout & mobile experience checks.**

MODULE 3 Google Shopping & Search Ads for eCommerce

2.5 hrs

- **Merchant Center basics:** setting up a clean product feed.
- **Shopping campaigns & Performance Max intro:** getting products in front of ready-to-buy shoppers.
- **Search ads for product & category terms.**

MODULE 4 Meta & Social Ads for eCommerce

2 hrs

- **Catalog setup & dynamic ads:** showing the right product to the right shopper.
- **Basic retargeting:** bringing back visitors who didn't purchase.
- **Choosing creative formats** that perform for product-led brands.

MODULE 5 Email & SMS Marketing Basics

2 hrs

- **Welcome & abandoned cart flows:** the two highest-ROI automations for any store.
- **Basic list segmentation** for more relevant messaging.
- **Email design fundamentals** that drive clicks, not just opens.

MODULE 6 Marketplace Selling Basics

2 hrs

- **Amazon & Flipkart listing basics:** optimizing for marketplace search.
- **Marketplace ads intro:** getting initial visibility on major platforms.
- **Deciding which marketplaces are worth your time.**

- **GA4 ecommerce tracking basics:** seeing what's actually driving revenue.
- **Reading key metrics:** conversion rate, AOV, ROAS and repeat purchase rate.
- **Live practice session:** reviewing and improving a real store's marketing together.

By the end of the Beginner Track, you will be able to independently plan, launch and manage multi-channel marketing for your own online store.

eCommerce Marketing — Advanced Growth Program

(Advanced Curriculum: Master the Latest AI-Driven Ecommerce Stack)

Recommended after the Beginner Track or for practitioners who already run an online store. Eight modules covering agentic commerce, advanced paid media, retention, unified commerce and agency-grade operations.

MODULE 1 The Latest AI-Driven Ecommerce Landscape

3 hrs

- **Agentic commerce explained:** how AI shopping agents (ChatGPT, Perplexity, Google AI Mode) discover, compare and buy on a shopper's behalf.
- **What 'Buy for me' and agent checkout mean** for how stores need to structure data and offers.
- **Preparing your store now** for a growing share of AI-mediated purchases.

MODULE 2 AEO & Structured Data for Agentic Commerce

2.5 hrs

- **Schema markup & structured product feeds** that AI agents can read accurately.
- **Answer Engine Optimization (AEO) for products:** clear, complete listings that get selected over ambiguous ones.
- **Auditing your catalog** for agent-readiness — pricing, inventory and attribute accuracy.

MODULE 3 Advanced Paid Media for Ecommerce

3 hrs

- **Performance Max & Advantage+ Shopping deep dive:** structuring for clarity and control.
- **Cross-channel budget allocation** across Google, Meta and marketplaces.
- **Creative & feed optimization** for AI-driven ad systems.

MODULE 4 Email & SMS Marketing at Scale

2.5 hrs

- **Advanced automation flows:** post-purchase, win-back, browse abandonment and replenishment.
- **Segmentation & personalization** based on purchase behavior and LTV.
- **Building a full lifecycle marketing calendar.**

MODULE 5 Conversion Rate Optimization (CRO)

2 hrs

- **A/B testing fundamentals** for product pages and checkout.
- **Reducing cart abandonment** with targeted fixes, not guesswork.
- **Reading session data** to find real conversion blockers.

MODULE 6 Retention, Loyalty & LTV Growth

2 hrs

- **Loyalty & rewards programs** that genuinely drive repeat purchases.
- **Subscription & replenishment models** for recurring revenue.

— **Shifting budget from acquisition to retention** at the right growth stage.

MODULE 7 Marketplace & Unified Commerce Strategy

2.5 hrs

— **Advanced Amazon Ads & TikTok Shop strategy.**

— **Unified commerce basics:** connecting front-end and back-end data across channels.

— **Choosing where to sell** as your store scales beyond your own site.

MODULE 8 Capstone: Full-Funnel Ecommerce Growth Plan & Live Audit

2.5 hrs

— **Live store audit:** hands-on session reviewing a real store's full marketing funnel.

— **Building a prioritized growth plan** from audit findings.

— **Guidance on tools & platforms** to support ongoing store growth.

By the end of the Advanced Track, you will be able to run, scale and troubleshoot a modern, AI-ready ecommerce growth strategy across channels — at a specialist, agency-ready level.

INVESTMENT

eCommerce Marketing Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first store growth plan

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest agentic commerce, AEO & retention stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

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