



أشيقر<sup>®</sup>  
DIGIMENTORS

# WELCOME

**DAY 61/100**

## **DIGITAL MASTERY CHALLENGE**

**DATE: September 15, 2020, Tuesday**

**TIME: 07:00 PM (AST)**

**LIVE FROM DOHA, QATAR**





# **FACTORS TO CONSIDER BEFORE YOU START AN E-COMMERCE BUSINESS**

***What is the most important factor  
in any business ?***





**Answer ?**



A large, illuminated green sign with a white border is the central focus. The sign is tilted and features the words "ANSWER" and "JUST AHEAD" in a bold, white, sans-serif font. The sign is supported by a dark metal structure with a platform and railings. The background is a gradient from dark blue to orange, suggesting a sunset or sunrise. Several spotlights are visible, illuminating the sign from above.

**ANSWER**  
**JUST AHEAD**





A woman in a blue business suit is holding a tablet. Overlaid on the image is a glowing network of person icons connected by lines, symbolizing a customer network or data flow.

# KYC

**KNOW YOUR CUSTOMER**

# UNDERSTANDING YOUR CUSTOMERS





# DEMOGRAPHICS AND PSYCHOGRAPHIC

## Demographics

Age / Gender

Race

Location

Employment Status

## Psychographics

Personality

Values

Attitudes

Interests

Lifestyles

# DEMOGRAPHICS EXAMPLE

Female

Aged 35-40

Married, with children

Dealing with issues of weight gain,

diabetes, lack of energy or hormonal  
imbalance





# PSYCHOGRAPHICS EXAMPLE

**Concerned with health and appearance**

**Wants a healthy lifestyle, but doesn't**

**have much time**

**Enjoys going online in the evenings, big**

**fan of Pinterest**

**Tends to favor quality over economy**

**Finds fulfillment in her career and family**

**Values time with a small group of friends**







Let's start with a story.

*wys.*



**When John got married, he rented an apartment to live with his wife.**



**He had to buy a washing machine.**

**When John left school, he rented an apartment to live with his wife.**



**He had to buy a washing machine.**

**He know nothing about washing machines.**







**This is how he came to a decision:**

# 2000

Supplier



**He went to a retailer, because they had a cool radio commercial and theme song.**

# 2000

Supplier

Problem

**He explained his 'problem' to the sales guy: starting family, low budget, no kids.**



# 2000

Supplier  
Problem  
Solution

**He suggested 3 brands of washing machines that fitted his needs.**



# 2000

Supplier

Problem

Solution

Product

**He chose the brand that best fitted his needs and feelings.**





# 2000

# 2020

Supplier

Problem

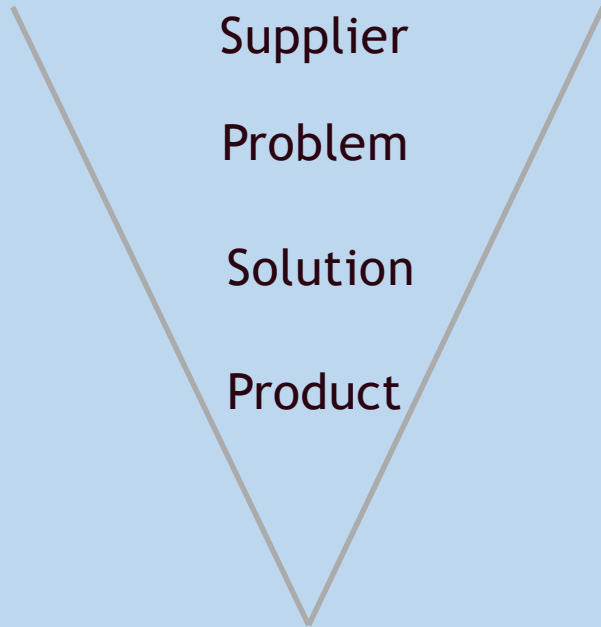
Solution

Product

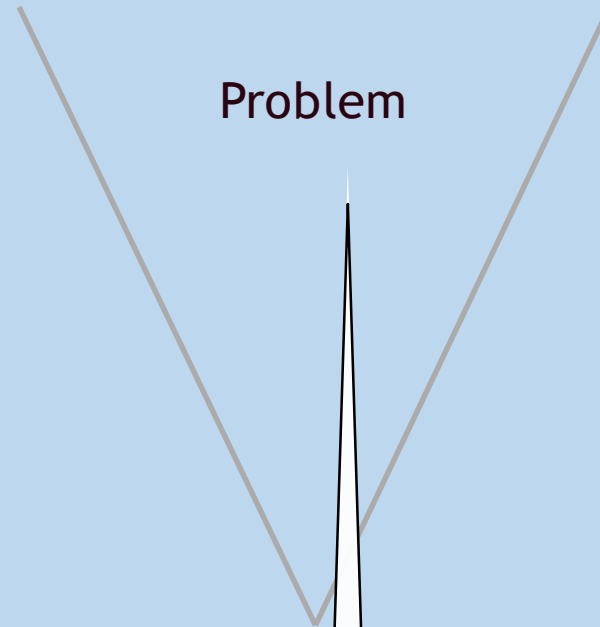
**20 Years later that washing machine broke down. He had to buy a new one.**



# 2000



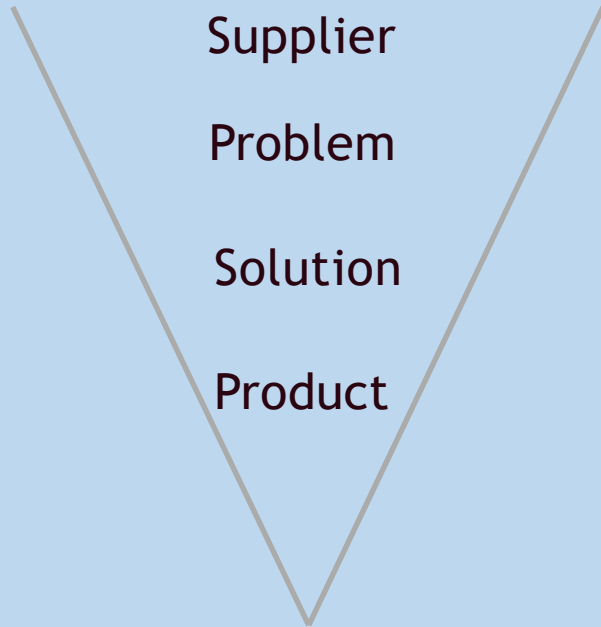
# 2020



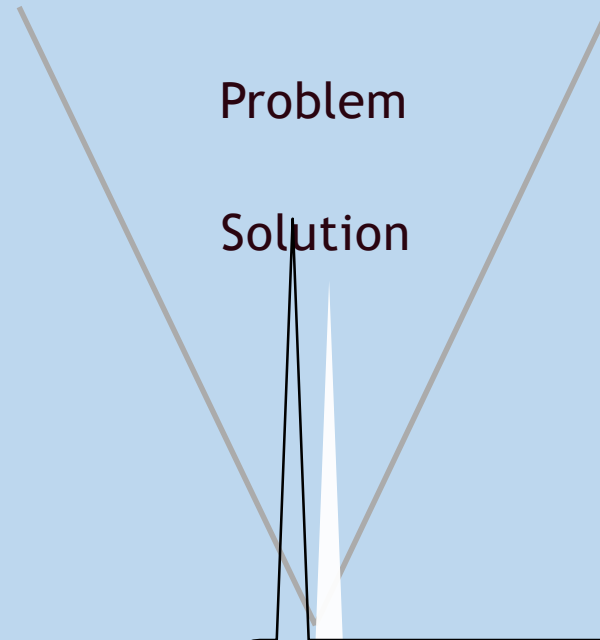
**He started with Googling his ,problem?: family with 3 *dirty* kids, silence is important.**



# 2000

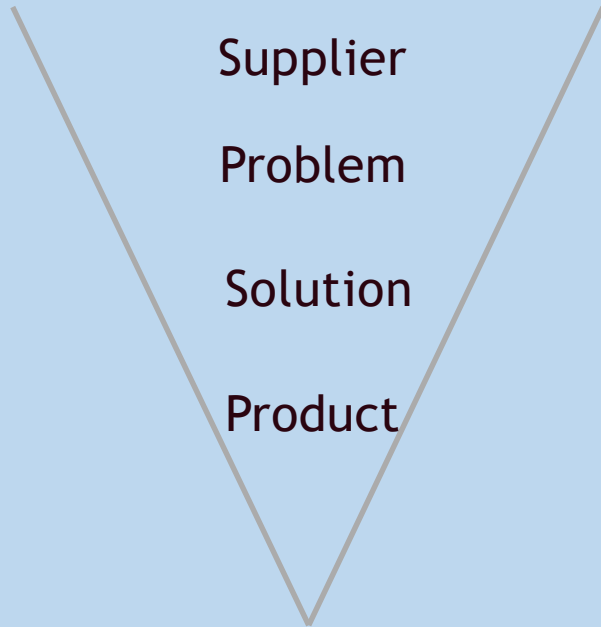


# 2020

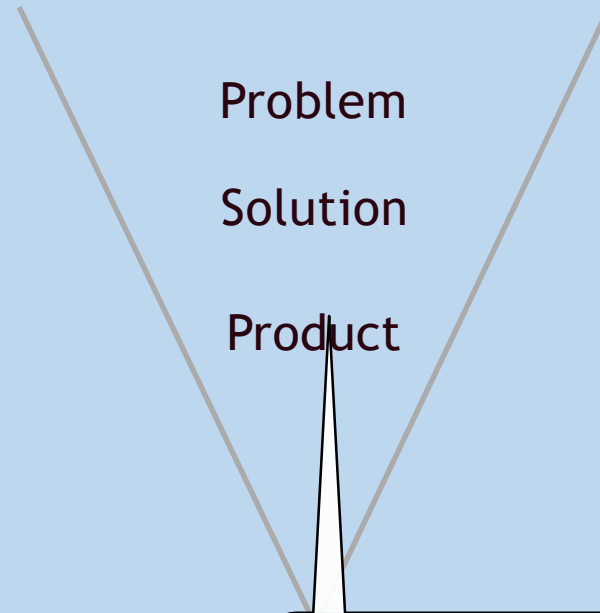


**He read reviews,  
descriptions, social info by  
experts and *people like him.***

# 2000



# 2020



**He chose the brand that best fitted his needs and feelings based on that information.**



# 2000

Supplier

Problem

Solution

Product

# 2020

Problem

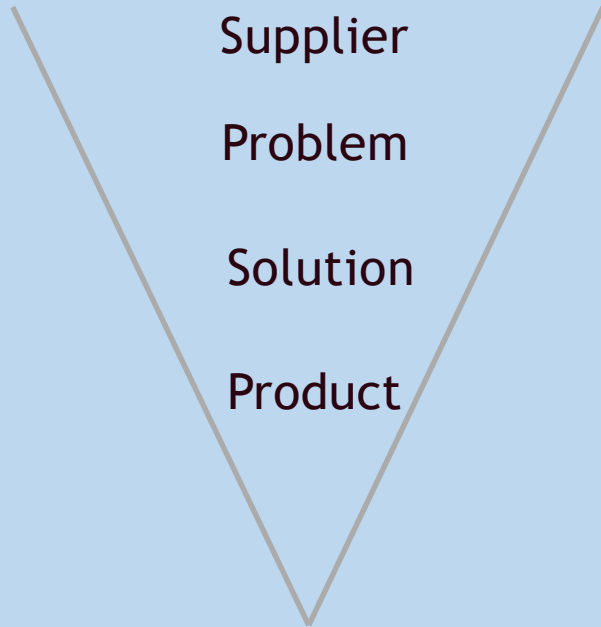
Solution

Product

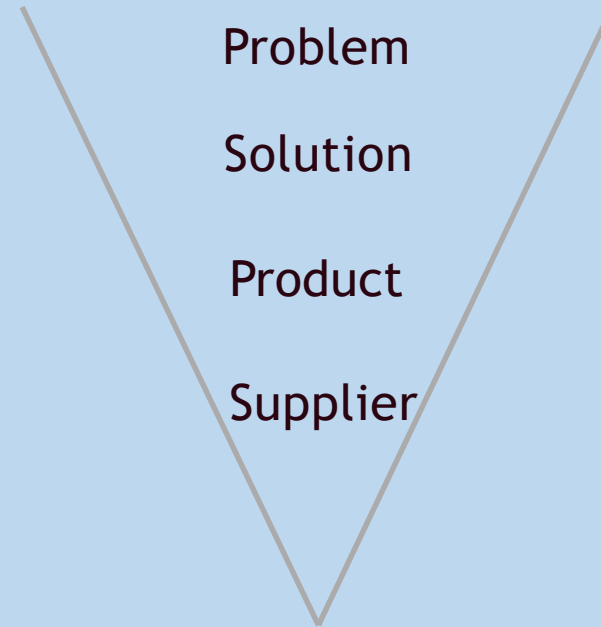
Supplier

**Then He decided where to buy it, based on a mix of price, convenience and service.**

# 2000



# 2020



**New decision funnel**

**2000**

Supplier

Problem

Solution

Product

You want to be as high as possible in the decision funnel.

**2020**

Problem

Solution

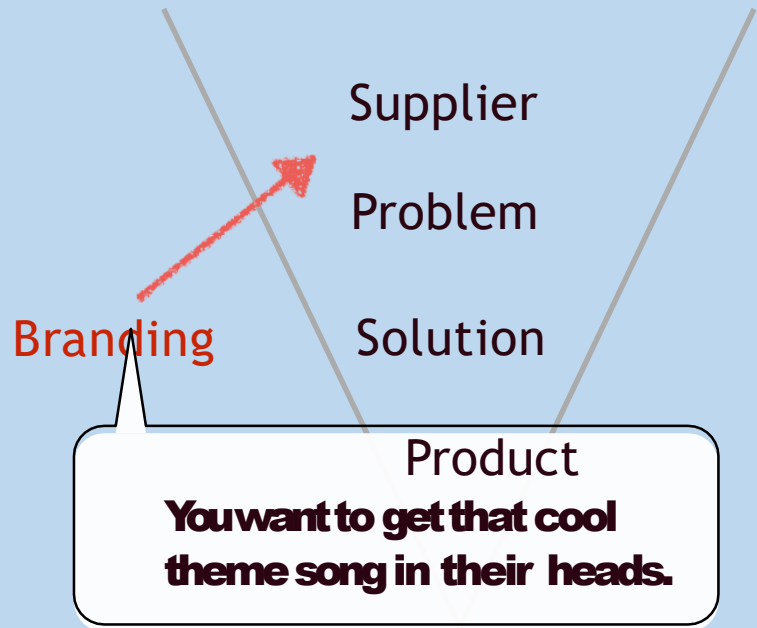
Product

Supplier

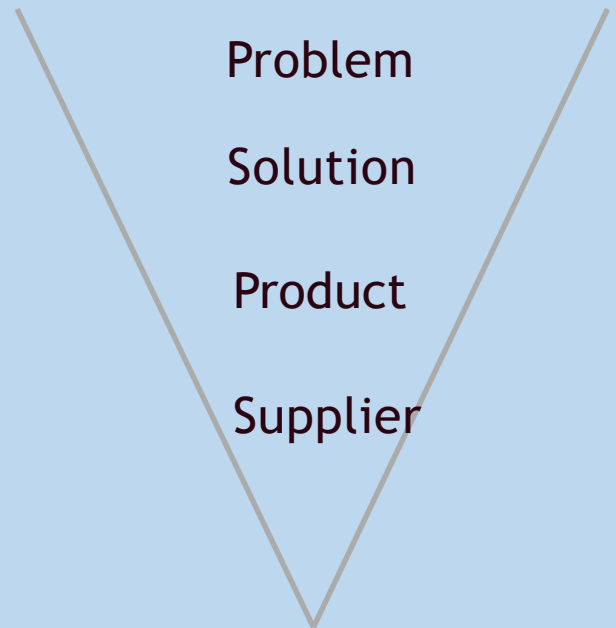
**New decision funnel**



# 2000

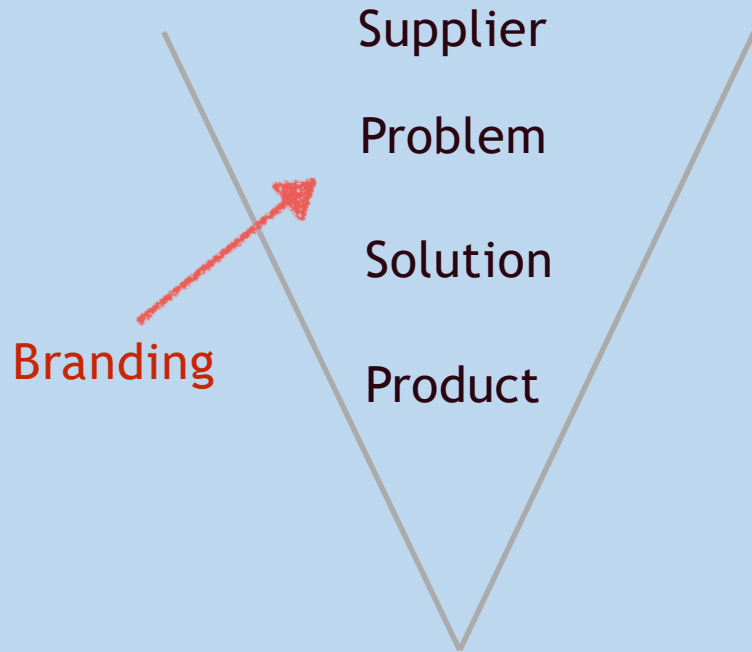


# 2020

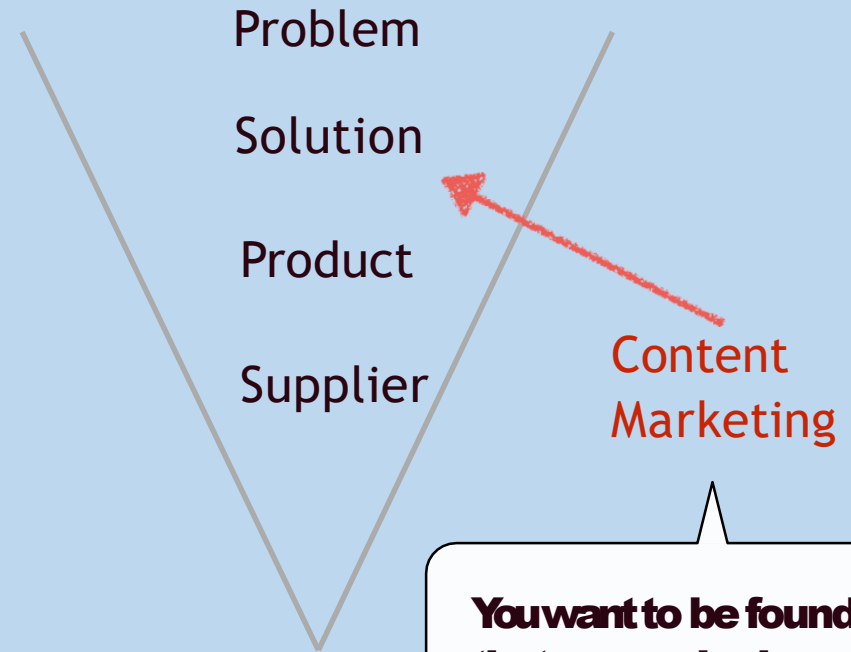


New decision funnel

# 2000



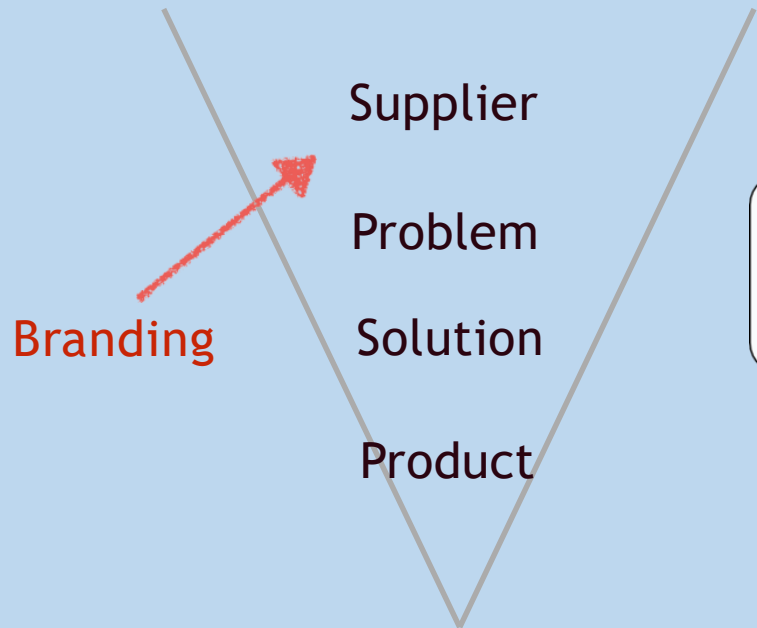
# 2020



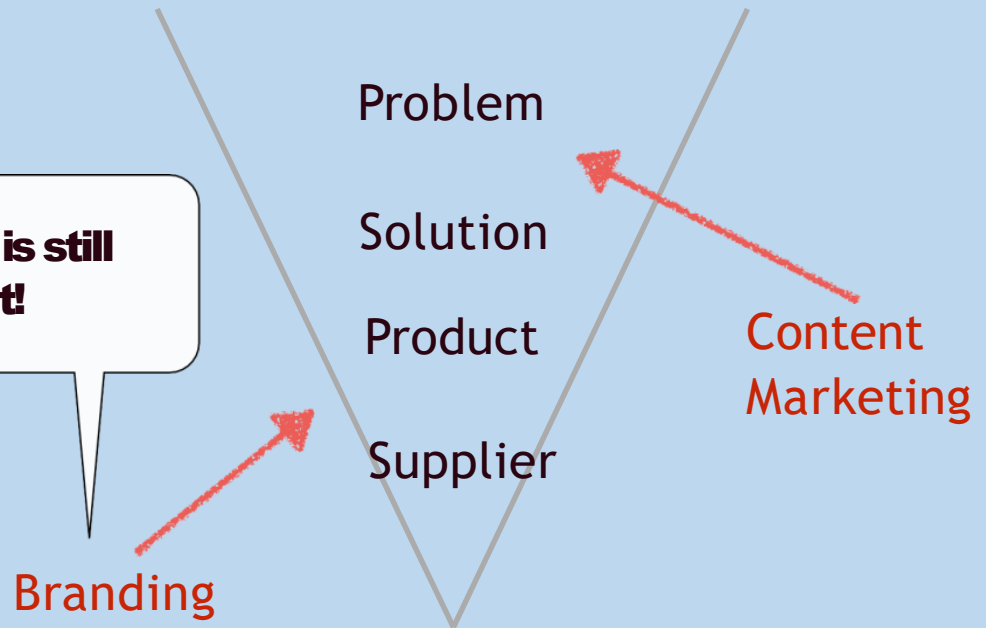
**New decision funnel**

**You want to be found in that research phase.**

# 2000



# 2020



**Branding is still important!**

**New decision funnel**







New decision funnel, because new availability of information.



**In 2000, He had to go to a library to do research.**



**New decision funnel, because new availability of information.**



*Wj.*



**In 2000, He had to go to a library to do research.**



**In 2010, He had to go to a special room in his house.**



**New decision funnel, because new availability of information.**





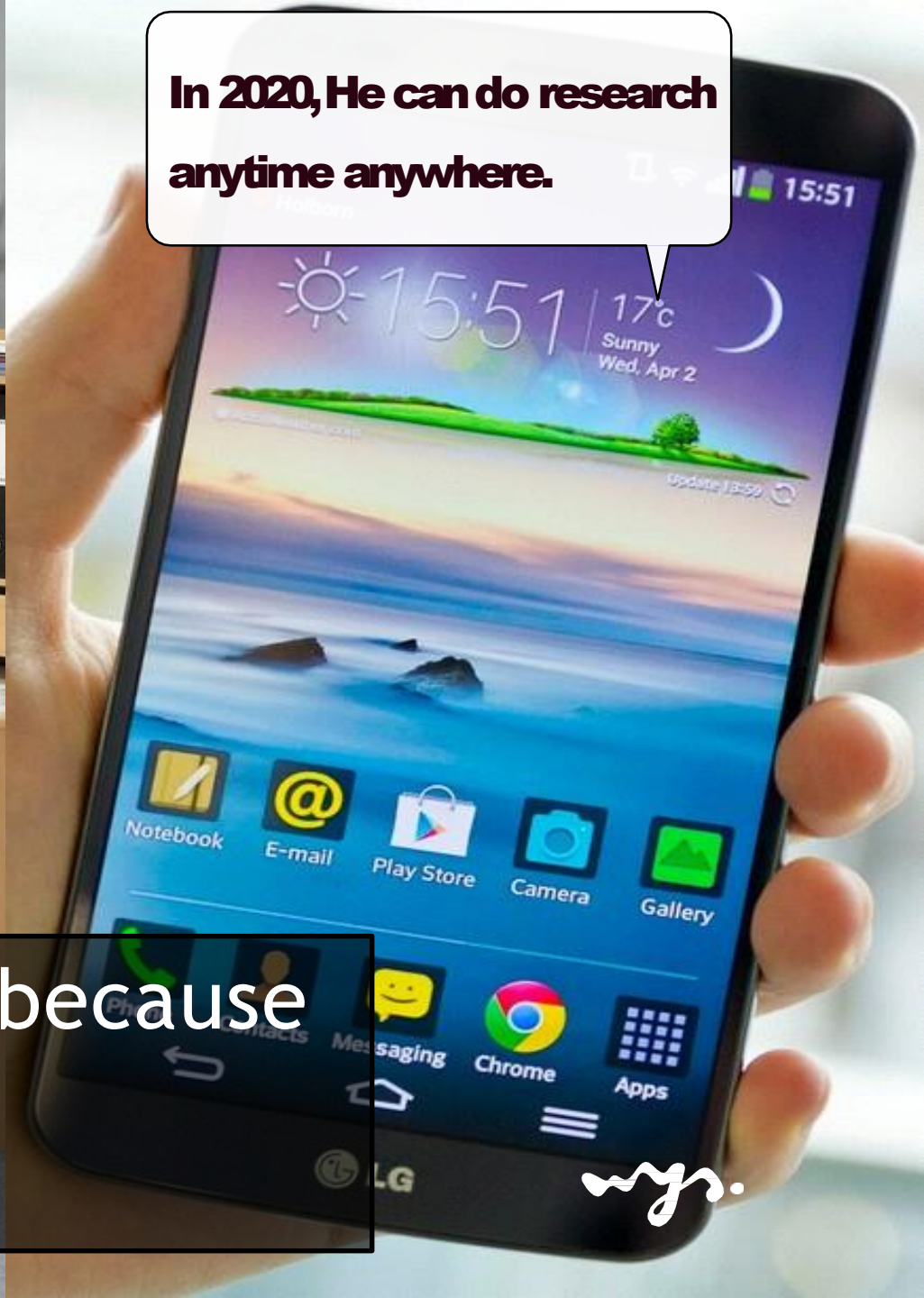
**In 2000, He had to go to a library to do research.**



**In 2010, He had to go to a special room in his house.**



**In 2020, He can do research anytime anywhere.**



**New decision funnel, because new availability of information.**



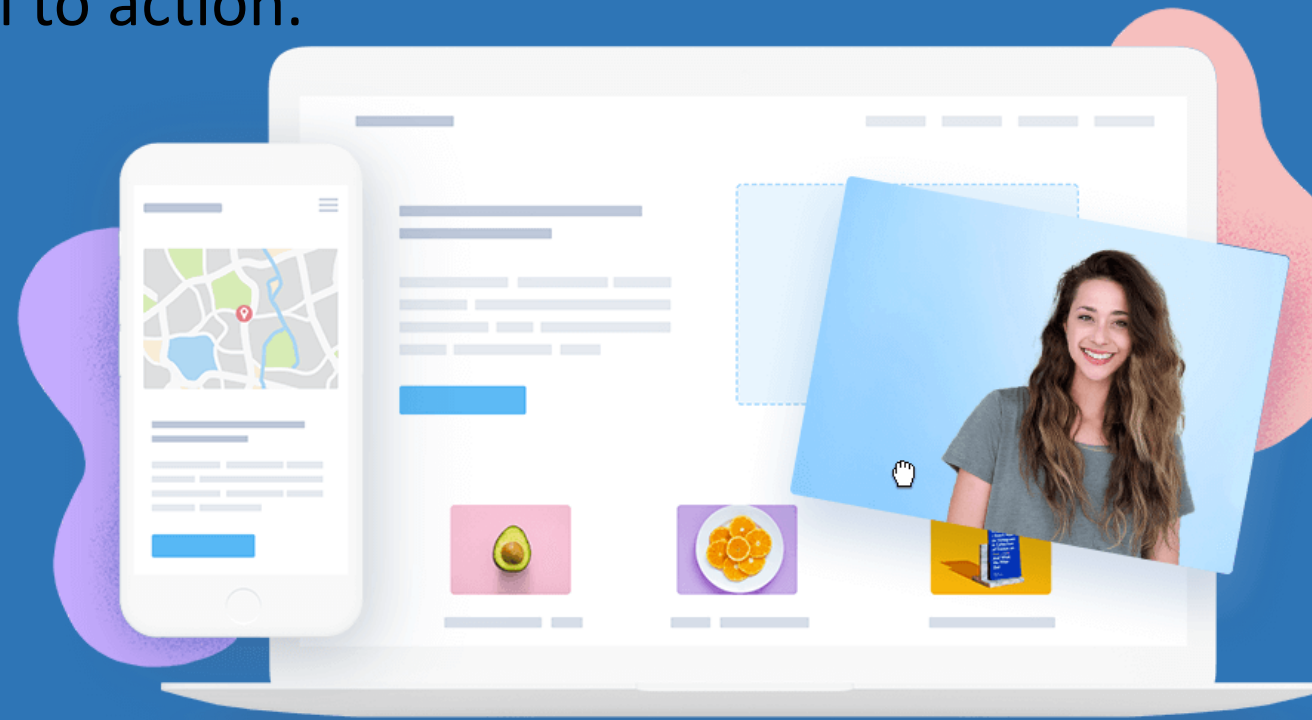


A close-up photograph of three people's hands holding smartphones. The person on the left is holding a black smartphone, the person in the middle is holding a gold smartphone, and the person on the right is holding a blue smartphone. The background is blurred, showing a person with long brown hair and a red patterned top. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text 'LANDING PAGES AND FUNNEL' in white, bold, uppercase letters.

# LANDING PAGES AND FUNNEL

# What is Landing Page

A **landing page** is a standalone web **page**, created specifically for a marketing or advertising campaign. **Landing pages** are designed with a single focus or goal, known as a call to action.



[CITIES](#)[DRIVE](#)[BLOG](#)[PARTNERS](#)[HELP](#)

# Make up to \$35/hr Driving Your Car

## Apply Now

Enter your info, and then download the Lyft app to create your driver profile.

 I agree to the [Lyft terms](#)

**BECOME A DRIVER**

Already applied? [Check the status of your application here.](#)

## See How Much You Can Make

How many hours do you want to drive this week?

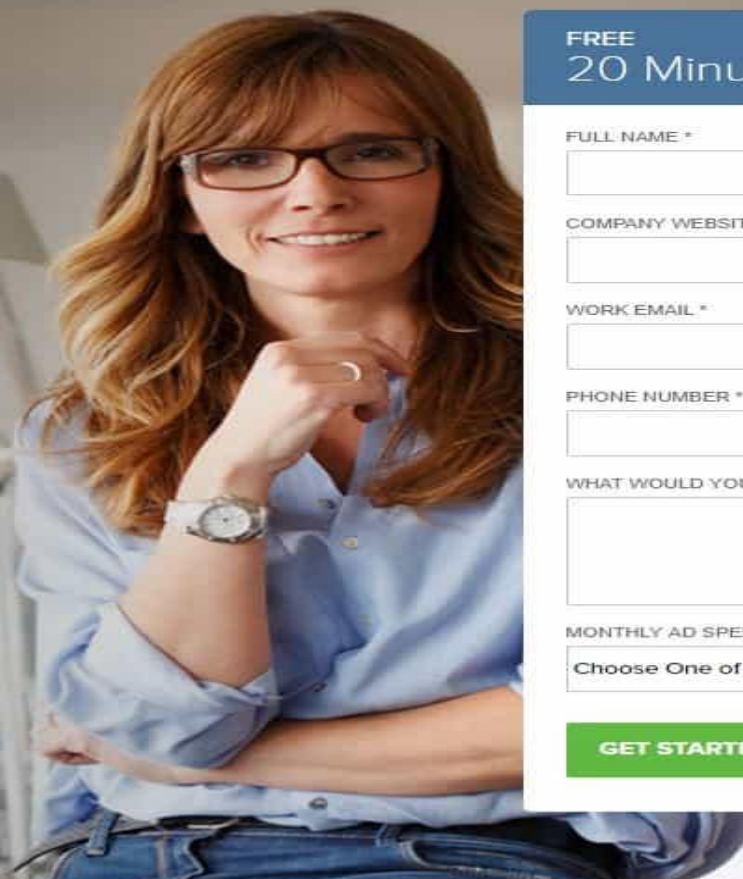
**CALCULATE**



# Take your PPC results to the next level.

We empower you with accurate reporting that matches your desired metrics so you can make the best decisions for your company. Start getting the most from your budget today!

2016 WINNER  
BEST SMALL  
PPC AGENCY  
SALESX



## FREE 20 Minute Consultation

FULL NAME \*

COMPANY WEBSITE

WORK EMAIL \*

PHONE NUMBER \*

WHAT WOULD YOU LIKE ACCOMPLISH

MONTHLY AD SPEND \*

Choose One of the Following

GET STARTED NOW

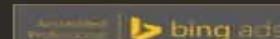


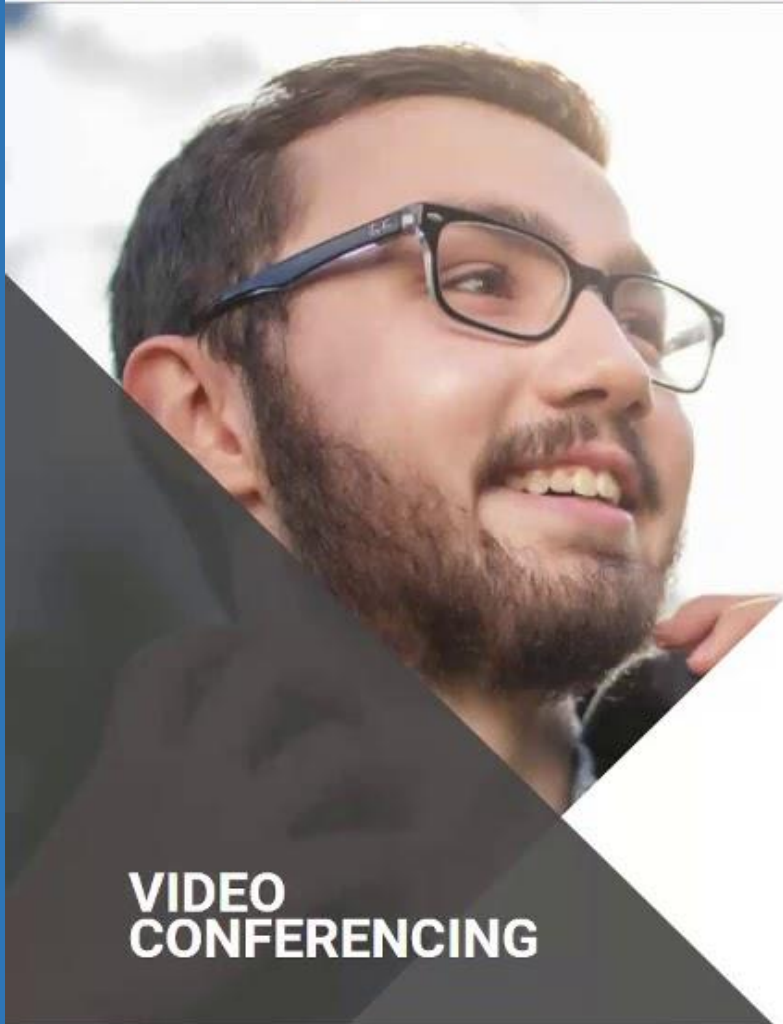
SALESX

551 Pilgrim Drive, Suite B  
Foster City, CA 94404

Get In Touch:

hello@salesx.com  
877-958-4514





# CONCORDIA UNIVERSITY

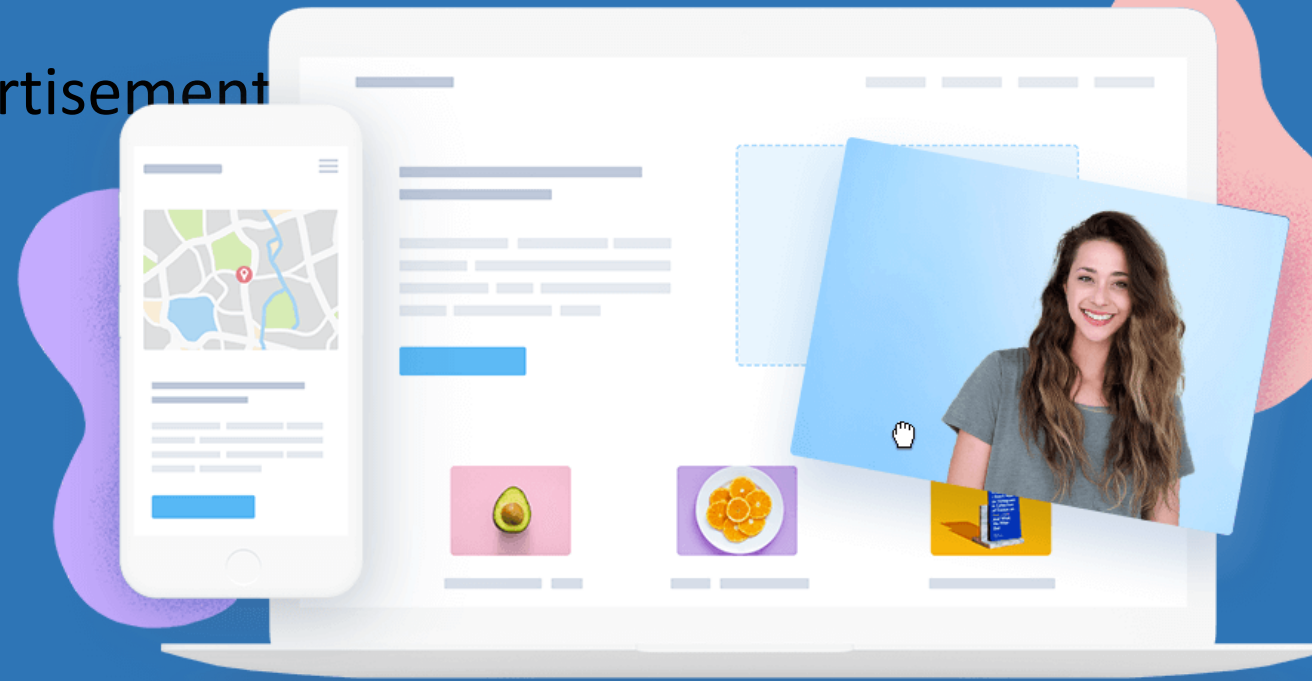
WISCONSIN & ANN ARBOR

- JOIN MEETING
- START / HOST MEETING
- ACCOUNT SIGN IN

[Getting Started](#) | [Download Client](#) | [Zoom Support](#)

# Landing Page

In online marketing, a landing page, sometimes known as a "lead capture page" or a "destination page", is a **single web page** that appears in response to clicking on a search result, marketing promotion, marketing email, or an online advertisement





(888) 510-2370

WEBSITE ANALYTICS SOFTWARE

# UNDERSTAND EVERY USER'S JOURNEY WITH INSTANT INSIGHTS



## Request a demo

FIRST NAME: \*

LAST NAME: \*

WORK EMAIL: \*

COMPANY: \*

COMPANY SIZE: \*

PHONE NUMBER: \*

SUBMIT





# Builders Landing Page

Landing Page for Builders



Phone Number  
1-888-123-456



Email  
constructio@xyz.com

HOME

THEME INFO

BLOG

PAGE EXAMPLE

VIEW PRO

CONTACT

GET A QUOTE

## Use our trusted service to build your dream home

The practice of designing, constructing, and operating buildings is most usually a collective effort of different groups of professionals and trades.

### Get a Free Quote!

As soon as you contact our expert team, this will be the only form you have to fill in!

REQUEST A CALLBACK



## Digital Mastery Live Workshop by Mr. Shan

STEP-BY-STEP TRAINING . 1-ON-1 MENTORING . ASSURED RESULTS

# Be Part Of 100 Days Digital Mastery Challenge and Build Your Business Online



RESERVE YOUR SPOT NOW>>  
*Be a digital entrepreneur with our mentorship*

*It's absolutely free and no credit card required*

ITS ABSOLUTELY FREE TO ENROLL IN THE PROGRAM!



# <https://onlineshoppingmall.qa/webinar-registration>



ABOUT THE PROJECT

NICHE STORE OWNER BENEFITS

CHOOSE YOUR NICHE STORE

OSM PRICING

GET STARTED



## Start Your Own E-Commerce Business With Our Done For You E-Commerce Store!

Register

Already have an account? [Log In](#)

I'm not a robot



REGISTER NOW

PARTNER WITH US AND BE A PROUD OWNER OF YOUR NICHE STORE!

- landing pages are designed with a single focus or goal, known as a call to action  
(or CTA, for short).

Click Here

REGISTER NOW



Contact US

- **We use the term “landing page” to describe a campaign-specific page with just one single call to action and no website navigation.**



- **The Key Difference Between a Homepage and a Landing Page**

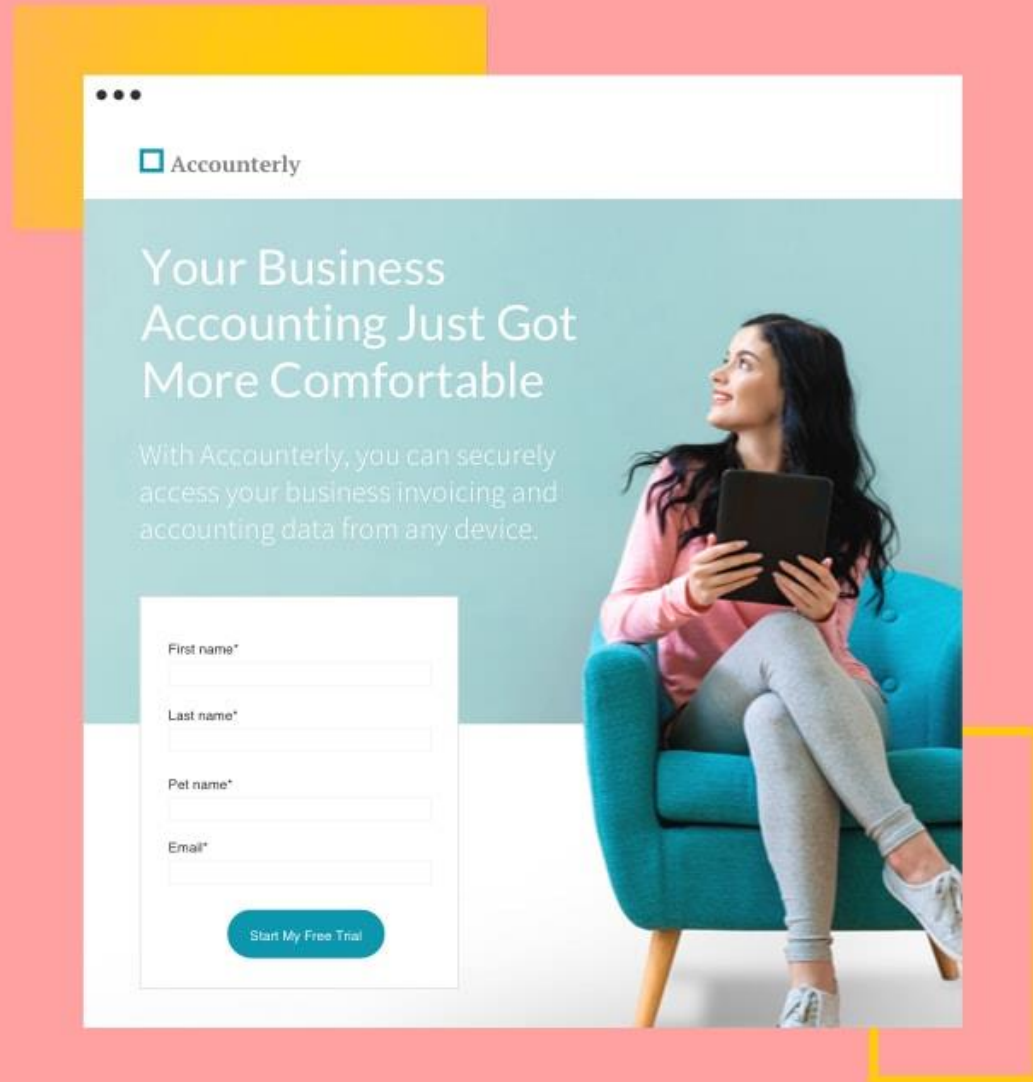




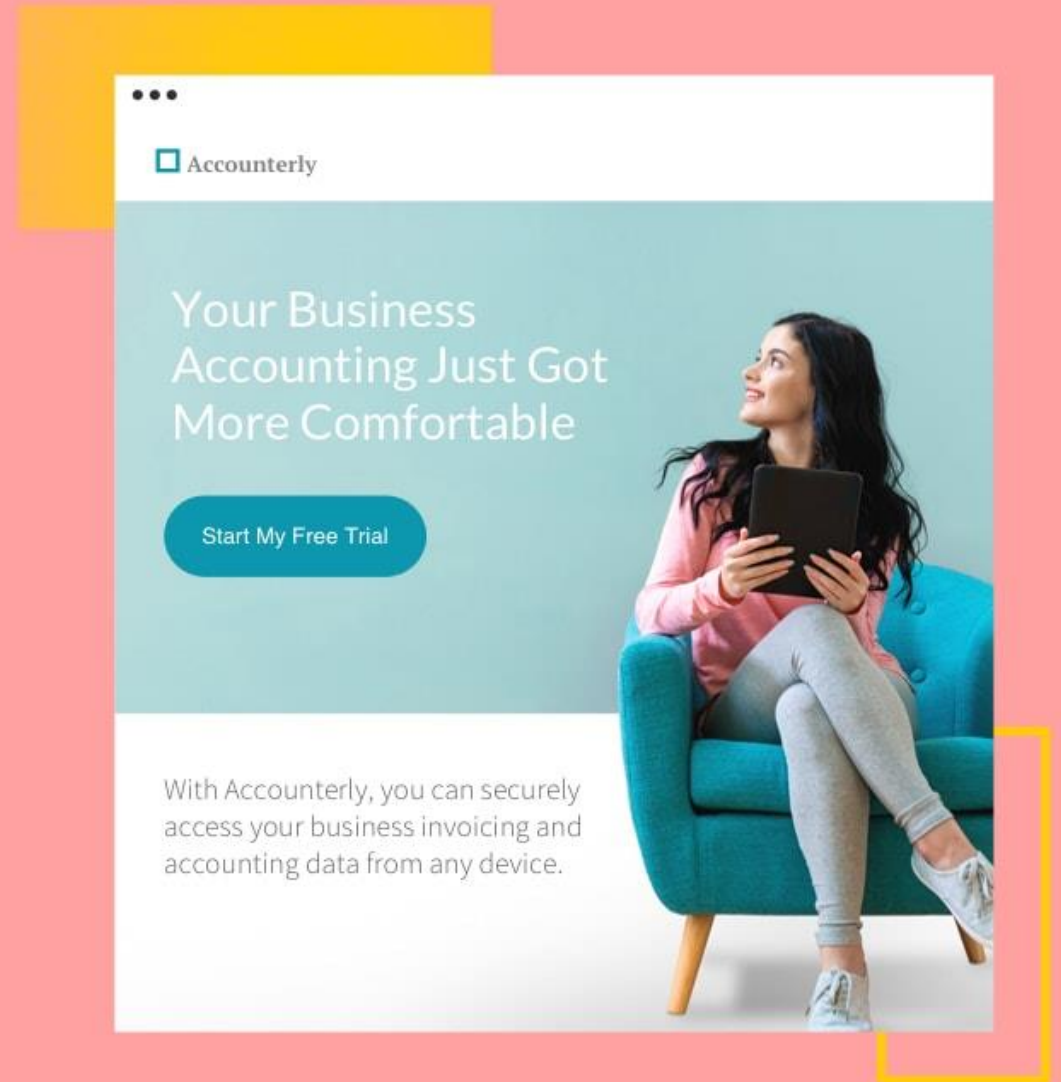
- Landing pages are designed with a single focus or goal ie, marketing.
- Home page is mainly to attract or build a credibility in customers.



# 2 types of landing pages



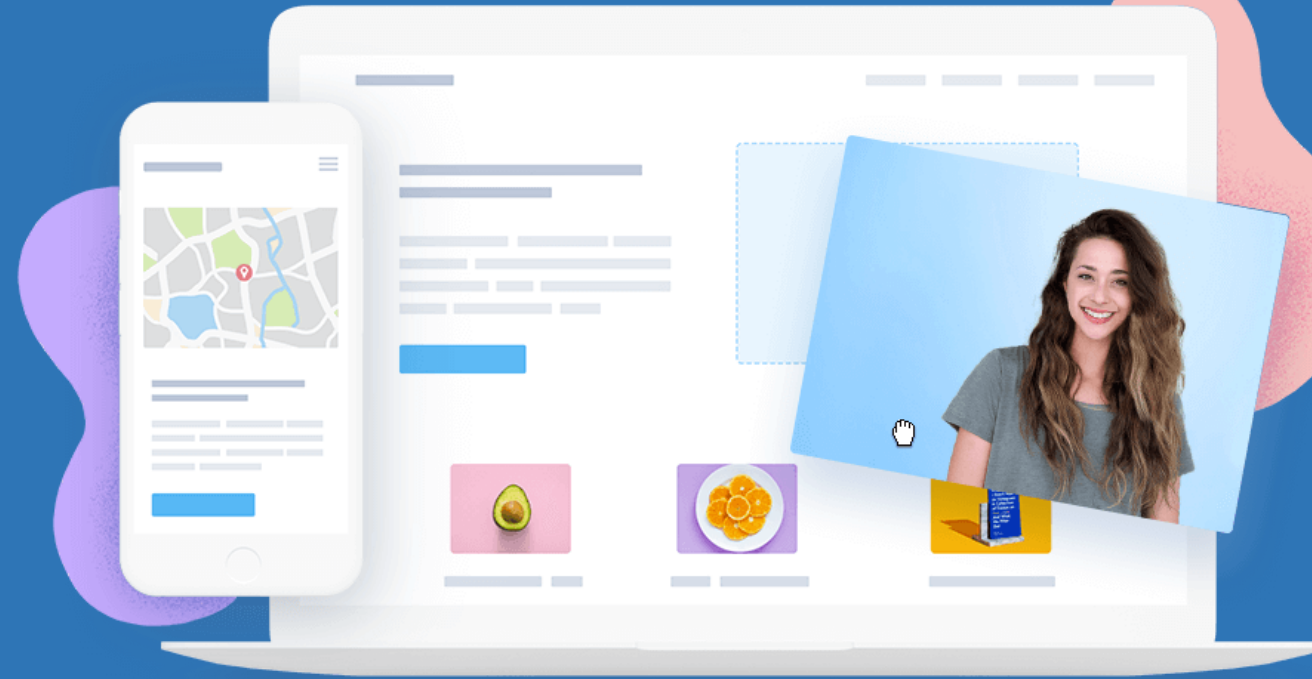
Lead generation page



Clickthrough page

# What is Funnels

A conversion **funnel**, also known as a sales or marketing **funnel**, describes the process you create to attract potential buyers to your **website** and guide them to take actions like signing up, buying your products and services etc.



# Why People use funnels

**For Conversion and Lead generation**

When **someone** on your **website** to do sign up, make a purchase, fill out a form etc.







# click funnels

## Squeeze Page

**MONEY FUNNELS** Secrets

Discover How a 26-Year-Old Made \$24,575 in Last Month By Sending Cover Letters in a Freelance Marketplace

**GRAB MY FREE REPORT**

Send me it to me now!

## Sales Page

**MONEY FUNNELS**

**WARNING: Your Competitors Will HATE This Little-Known Tool!**

Get my report

**What's Next?**

You'd Never Guess... But Here's Another Latent Spout Headline!

Send me it to me now!

## Checkout Page

**MONEY FUNNELS**

GETTING READY TO CHECKOUT

Your Details

Shipping

Payment

**Buy Now!**

**Don't Miss This Deal!**

## Order Confirmation

**CONGRATULATIONS!**  
You're On Your Way To Success!

**WHAT'S NEXT?**

Check your email for the video link so you can access your report & complete the report. Downloaded on and backed up safe in 28 days from launch...

If you have any questions, please contact us at support@moneyfunnels.com

**MONEY FUNNELS**

## Home Page

BUY NOW AND SALE, ONLINE!

New In

Special Collection

Follow us on social media

## Select Product Page

Your Item Name Here - LIMITED TIME

Product Details

Related Products

## High Converting Checkout Page

Your Product Name - LIMITED EDITION

Select Your Item

Enter Your Shipping Information

Enter Your Credit Card Information

Order Summary

Back to Order

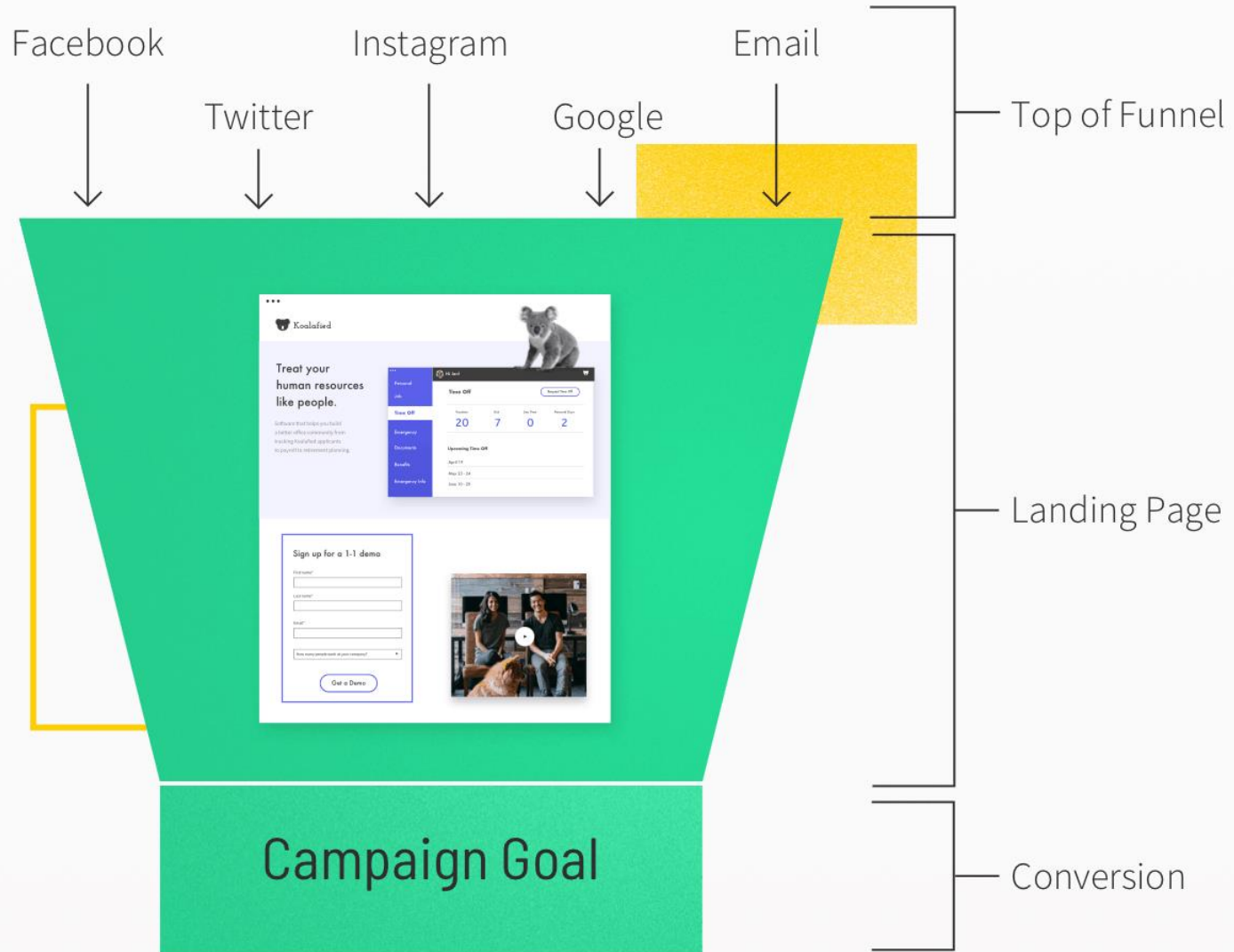
**STOREFRONT**  
**YOURCOMPANY**

**DOMY.**  
**SITE**

## Thank You Page

Thank you for your order!

Please check your email for verification and order details



# Funnels are mainly for sales

- Attract potential buyers to your website and guide them to take some desired action.



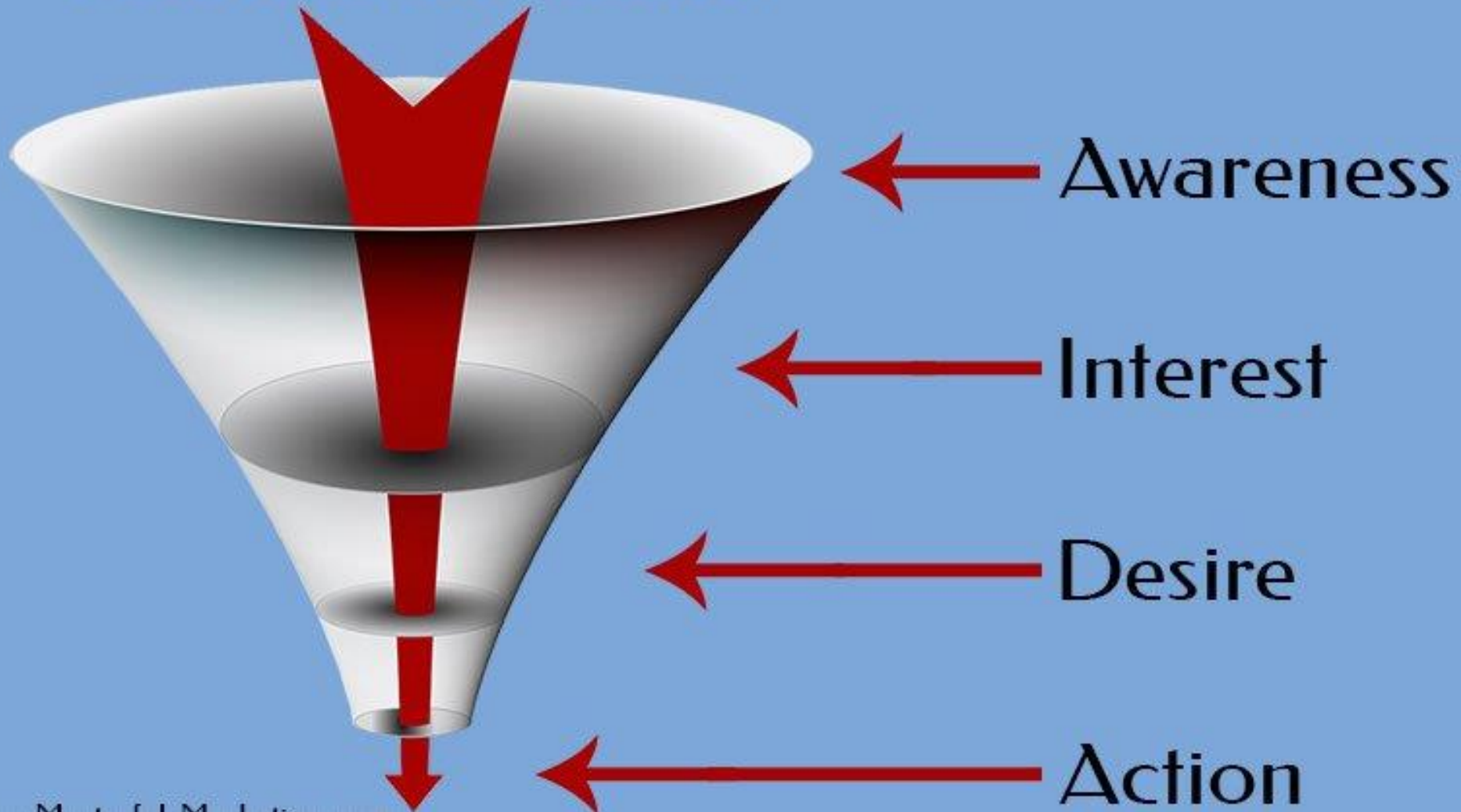


# Funnel process



- **The actions can range from signing up for your email list to buying your products and services.**

# Conversion Funnel

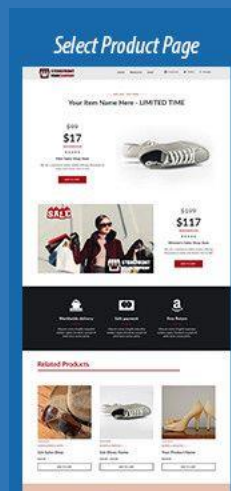


# Funnel conversion process

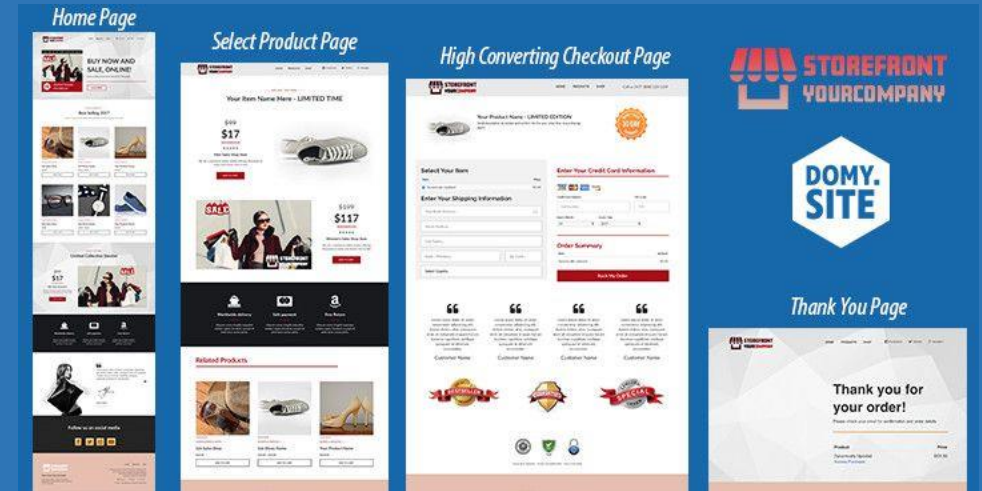
- Create awareness for your products and services
- Build interest in what you have to offer
- Increase desire by educating them on how you can help solve their problem
- Take the desired action for their stage of the buying process

- Landing page is the web page where the users lands, which is the first touchpoint of the user on your website.
- Funnel is the user journey.

## LANDING PAGE

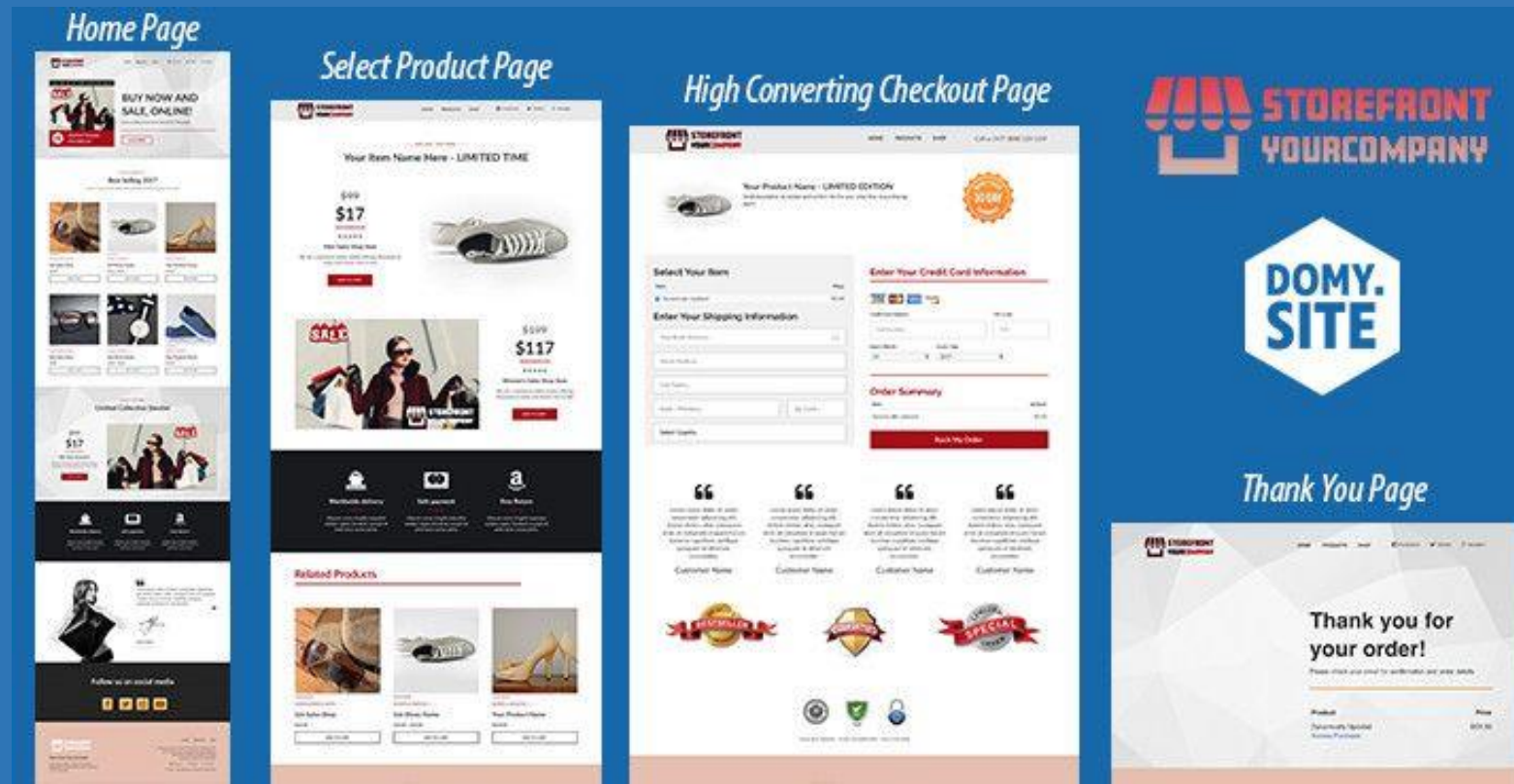


## FUNNEL





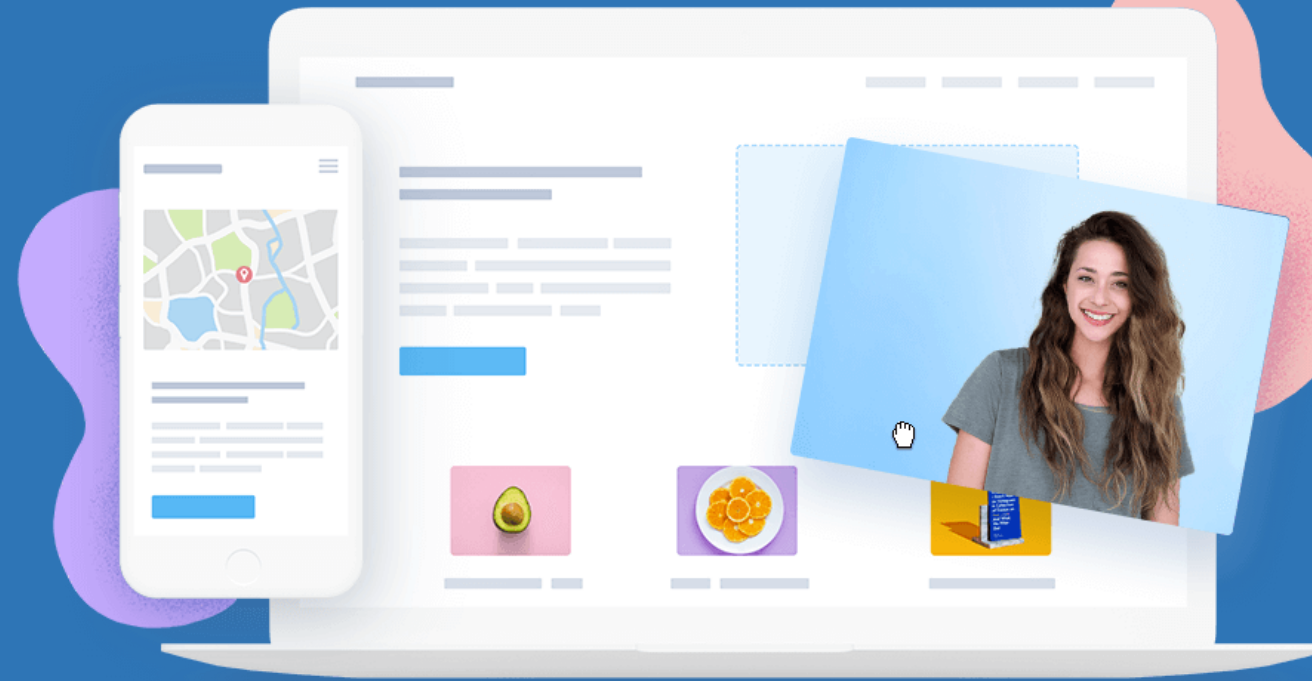
- Landing page is made up with single webpage, funnel is the collection of multiple pages that leads to a particular action mainly for sales.



- For example, your user came directly to a page `xyz.com /1` and from there he/she clicked on a button and moved to `xyz .com/1/2` and then he/she clicked on some button and then moved to `xyz.com/1/2/thank you`
- Now here landing page is `xyz.com/1`
- and the funnel is the visualization of the user journey till the `/thank you page`

# Difference between Landing Page and funnel

While a **landing page** is a **single web page** with only one specific CTA, a sales **funnel** on the other hand is made up of many web **pages** that directs a customer towards his final sales decision. Funnels includes up-selling options as well.



# One of the main feature of ADM Website builder is “No Coding”

ADM أشركنا DIGIMENTORS

FEATURES TEMPLATES PRICING ABOUT US LOGIN

GET STARTED

## Get Fully Functional Website In 5 Minutes With AIDA

(AIDA - ARTIFICIAL INTELLIGENCE DESIGN ASSISTANCE)

No coding or design skills needed. AIDA builds a personalized, mobile-friendly website, funnels, e-commerce stores in minutes.

Start Your Online Business Today ! Build Business Online...

📌 Websites 📌 Funnels 📌 E-Commerce

LETS GET STARTED

BRAND

Heading About The Promo You Run

\$129.90

1 8 3 2 3 8

BUY NOW

Testimonial

\$52,782 in sales

Activate Windows  
Go to Settings to activate Windows.



- Majority are using technically educated people to create website, even though they are expensive they have to pay huge amount for a single website. Also they have to approach with the designer for each updation on the website again and again.



# E-COMMERCE SOLUTIONS

# E-commerce (Electronic Commerce)



A type of industry where the buying and selling of products or services is conducted over electronic systems such as the internet.

A large field of black umbrellas, all open and facing upwards, creating a dense, repetitive pattern. In the center of the field, one umbrella is bright yellow, standing out prominently. The text "FIND YOUR NICHE" is printed in bold, black, uppercase letters across the yellow umbrella.

**FIND YOUR NICHE**





**FOLLOW THE 18 STEPS OF NICHE  
PREPARATION AND NICHE REPORT**

**REFER TO THE DAY 02 (JULY 02,  
2020) DIGITAL MASTERY NOTES  
AND RECORDINGS**



*You can choose the niche from osm website*

<https://onlineshoppingmall.qa/>

# DEFINE YOUR BRAND AND CUSTOMER



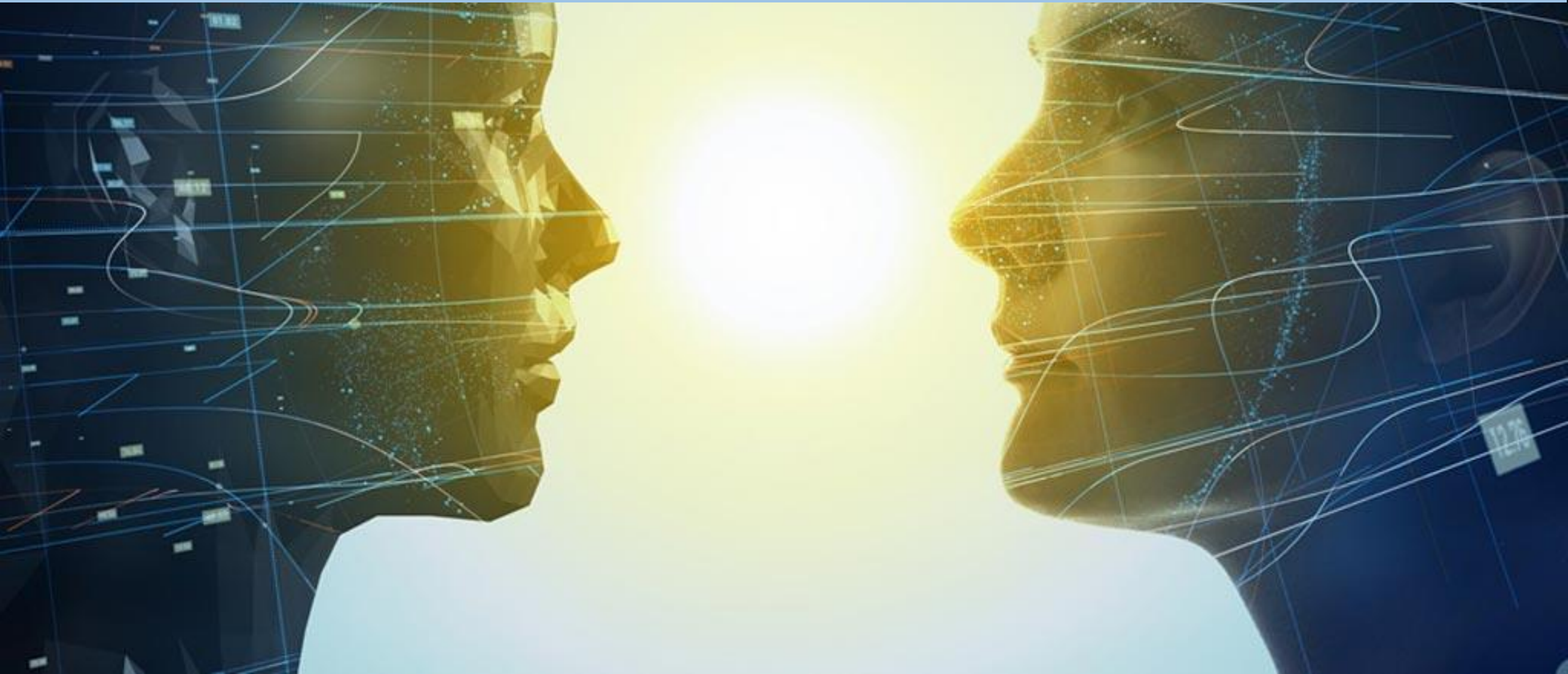




# **DEFINING YOUR CUSTOMER IS A CHALLENGE**



# AVATAR CONCEPT





A lush, dark forest scene with a wooden bridge and a waterfall, serving as a background for the text. The scene is illuminated with a cool blue and green light, creating a mysterious and ethereal atmosphere. The bridge is made of dark wood and has a simple railing. In the background, a waterfall cascades down a rocky ledge. The trees are thick and gnarled, with large, dark leaves. The overall mood is one of a hidden, ancient world.

**WHAT IS AVATAR?**

**REFER TO THE DAY 29 (AUGUST  
09, 2020) DIGITAL MASTERY  
NOTES AND RECORDINGS**





*Avatar* derives from a Sanskrit word meaning "**descent,**" and when it first appeared in English in the late 18th century, it referred to the descent of a deity to the earth.



In the age of technology, *avatar* has developed another sense—it can now be used for the image that a person chooses as his or her **"embodiment" in an electronic medium.**







# AVATAR MOVIE













# FEATURES OF AVATAR (MOVIE)

An **avatar** is a genetically engineered body, a **Human/Na'vi** hybrid, meant to house a human mind.





# FEATURES OF AVATAR (MOVIE)

An avatar is typical adult size ranges from nine to ten feet (2.75 to 3.0m) tall with blue skin, bioluminescent markings and large eyes with golden irises.








# FEATURES OF AVATAR (MOVIE)

The avatar body possesses greater strength and resilience than the body of its human driver, owing this to the carbon fibers reinforcing its bones.





# HINDU GODS





A composite image of Earth from space, showing the horizon and city lights at night. The top half shows the Earth's curvature against a black starry sky. The bottom half shows a closer view of the Earth's surface with city lights and clouds.

# MATSYA (FISH)





# KURMA (TORTOISE)





# VARAHA (BOAR)



A satellite view of Earth from space, showing the curvature of the planet and city lights at night. The image is split horizontally, with the top half showing a wide view of the Earth's horizon and the bottom half showing a closer view of the Indian subcontinent. A yellow banner with black text is overlaid across the center.

# NARASIMHA ( HALF-MAN/HALF-LION )





# VAMANA (DWARF)







# PARSHURAM







# RAMA







# KRISHNA







# GAUTAMA







# KALKI







**YOUR VISUALIZING CHARACTERISTICS AND  
PERSONALITY ETC OF YOUR CUSTOMERS**







# YOUR AVATAR

*An avatar is a concept of who your customer is.*



**In your product you'll  
need to match your marketing and your product to  
your ideal demographic.**





***Otherwise your messaging will miss and people won't buy.***





**THE EASIEST WAY TO MAKE SURE THAT DOESN'T HAVE FOR YOU IS TO BE THOROUGH WHEN ASKING:**

***WHO IS YOUR CUSTOMER AND HOW DO YOU MARKET TO THEM?***

**you'll have the ability to target certain demographics and if your product and marketing is geared toward them, you'll be much more successful than putting out generic or blanket marketing tactics.**





**WHO IS YOUR  
CUSTOMER AND  
HOW DO YOU  
MARKET TO THEM?**





**Your Online Business can target 4.15 Billion  
potential  
customers around the world!!!**



# IF YOU ARE SELLING BRANDED WATCHES







# YOUR CUSTOMER PROFILING



# A YOUNG GIRL



REGULARLY CHECK EMAILS



OWNS AN IPHONE



LOCATED AT LONDON



FAN OF PINTEREST



USING MAC BOOK



HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .



# A BUSINESS PERSON



**OWNS A SMART PHONE**



**USES EMAIL**



**HAS A  
MACBOOK**



**USES FACEBOOK,  
LINKEDIN,  
WHATSAPP & INSTA**



**REFER WIKIPEDIA**



**HAVING  
MULTIPLE  
CREDIT /DEBIT  
CARDS**





# A PROFESSIONAL WOMEN



REGULARLY CHECK EMAILS



OWNS AN IPHONE



USING MAC BOOK



HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .



READ BLOGS





# A MOTHER, A HOMEMAKER

**OWNS A SMART PHONE**



**OWNS A LAPTOP**



**READ BLOGS**



**SPEND TIME ON  
YOUTUBE**



**PURCHASES ONLINE**



**READ NEWSPAPER**





# A YOUNG GUY

OWNS AN IPHONE



PURCHASES ONLINE



SPEND MOST OF HIS TIME ON YOUTUBE



READ BLOGS



LOVE OFFERS VOUCHERS & COUPONS



HE LOVE USING FACEBOOK, INSTAGRAM, AND SNAPCHAT AND OTHER MEDIA .





**IF YOU ARE SELLING WOMEN BAGS**





# YOUR CUSTOMER PROFILING



# A YOUNG GIRL



REGULARLY CHECK EMAILS



OWNS AN IPHONE



LOCATED AT LONDON



FAN OF PINTEREST



USING MAC BOOK

HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .





# A MOTHER, A HOMEMAKER

**OWNS A SMART PHONE**



**OWNS A LAPTOP**



**READ BLOGS**



**SPEND TIME ON  
YOUTUBE**



**PURCHASES ONLINE**



**READ NEWSPAPER**





# A PROFESSIONAL WOMEN



REGULARLY CHECK EMAILS



OWNS AN IPHONE



USING MAC BOOK



HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .



READ BLOGS







IF YOU ARE SELLING HEALTHCARE PRODUCTS





# YOUR CUSTOMER PROFILING



# OLD MEN

OWNS A SMART PHONE



OWNS A LAPTOP



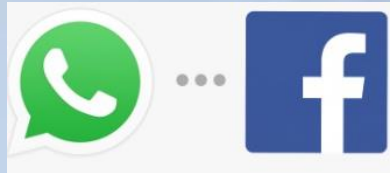
PURCHASES ONLINE



READ NEWSPAPER



USE WHATSAPP  
AND FACEBOOK



READ WIKIPEDIA





# A MOTHER, A HOMEMAKER

**OWNS A SMART PHONE**



**OWNS A LAPTOP**



**READ BLOGS**



**SPEND TIME ON  
YOUTUBE**



**PURCHASES ONLINE**



**READ NEWSPAPER**





# OLD WOMEN

OWNS A SMART PHONE



OWNS A LAPTOP



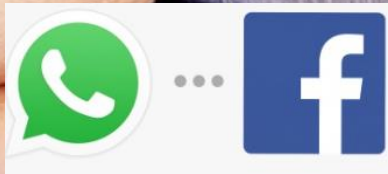
PURCHASES ONLINE



READ NEWSPAPER



USE WHATSAPP  
AND FACEBOOK



READ WIKIPEDIA







**IF YOU ARE SELLING CORPORATE WEAR**





# YOUR CUSTOMER PROFILING



# A BUSINESS PERSON



OWNS A SMART PHONE



USES EMAIL



HAS A  
MACBOOK



USES FACEBOOK,  
LINKEDIN,  
WHATSAPP & INSTA



REFER WIKIPEDIA



HAVING  
MULTIPLE  
CREDIT /DEBIT  
CARDS





# A PROFESSIONAL WOMEN



REGULARLY CHECK EMAILS



OWNS AN IPHONE



USING MAC BOOK



HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .



READ BLOGS







**IF YOU ARE SELLING BODY BUILDING PRODUCTS**





# YOUR CUSTOMER PROFILING



# A YOUNG GUY

OWNS AN IPHONE



PURCHASES ONLINE



SPEND MOST OF HIS TIME ON YOUTUBE



READ BLOGS



LOVE OFFERS VOUCHERS & COUPONS



HE LOVE USING FACEBOOK, INSTAGRAM, AND SNAPCHAT AND OTHER MEDIA .





# MEN



OWNS A SMART PHONE



HAS A  
MACBOOK



USES FACEBOOK,  
LINKEDIN,  
WHATSAPP & INSTA



REFER WIKIPEDIA



HAVING  
MULTIPLE  
CREDIT /DEBIT  
CARDS





# A YOUNG GIRL



REGULARLY CHECK EMAILS



OWNS AN IPHONE



LOCATED AT LONDON



FAN OF PINTEREST



USING MAC BOOK



HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .






# HOW

THAT GLOBAL AUDIENCE CAN FIND YOU



BEST DRESS | 

- best dress **shoes for men**
- best dress **abs cbn ball**
- best dress **shirts**
- best dress **for girls**
- best dress **for boys**
- best dress **socks**
- best dress **websites**
- best dress **for men**
- best dress **watches**
- best dress **pants for men**

[Report inappropriate predictions](#)

# DECIDE THE NAME OF YOUR COMPANY

Your business name here:

---





**MAKE SURE YOU UNDERSTAND YOUR MARKET**



**EVALUATE THE DEMAN**

**DEMAND**



# DECIDE WHICH PRODUCT TO TARGET ONLINE

- High demand - low competition
- High demand - high competition
- Low demand - low /high competition



A shopping cart filled with cardboard boxes is placed on a laptop keyboard. The background is a blurred laptop screen with a blue and purple glow. The text 'TOP PRODUCTS TO SELL ONLINE' is overlaid in white, bold, sans-serif font on the right side of the image.

# TOP PRODUCTS TO SELL ONLINE

- [www.amazon.com/gp/bestsellers](http://www.amazon.com/gp/bestsellers)
- [www.popular.ebay.com/](http://www.popular.ebay.com/)
- [www.google.com/trends/topcharts](http://www.google.com/trends/topcharts)



# DECIDE WHICH PRODUCT TO TARGET ONLINE

- **High demand - low competition**
- **High demand - high competition**
- **Low demand - low /high competition**



# KNOW YOUR COMPETITORS





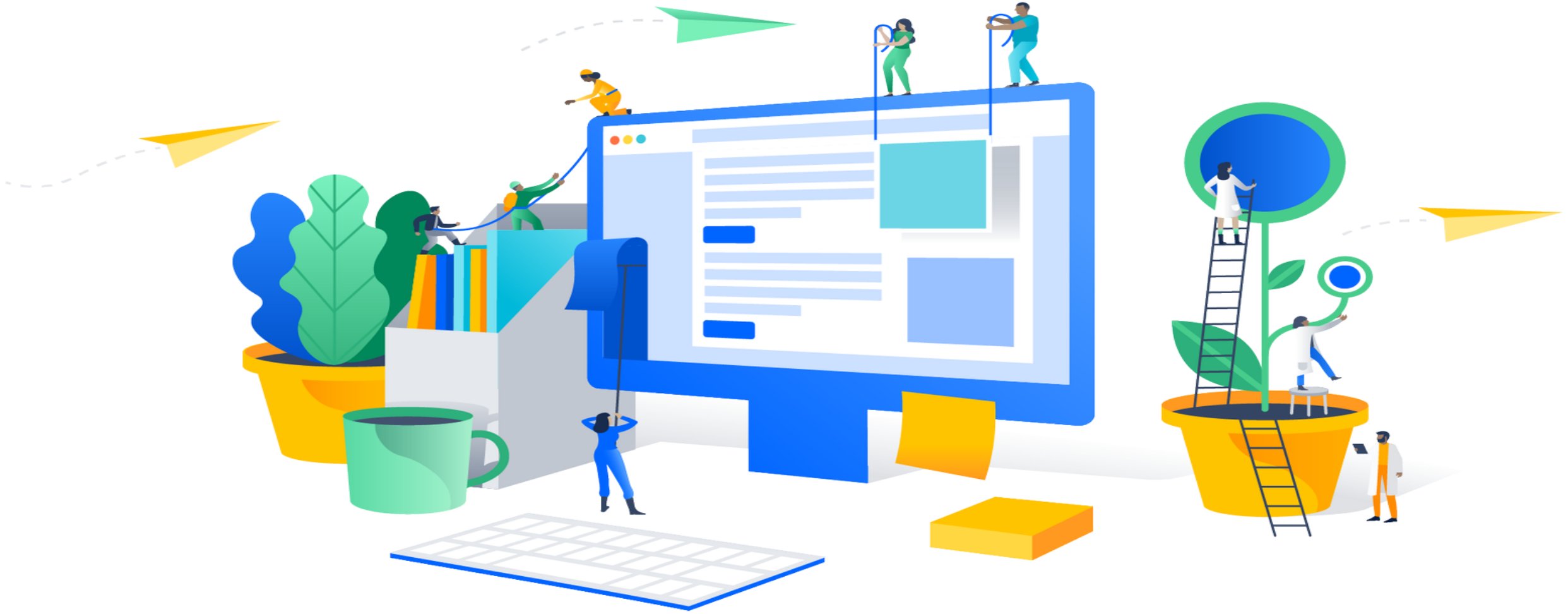


**SELECT YOUR VENDORS**



**UNDERSTAND THE SOURCING PROCESS**





**SET UP THE WEBSITE**

**HOW YOU WILL DEAL WITH:**





# CONTENT

CONTENT



A hand holding a magnifying glass over a piece of paper with the word 'Pricing' written on it. The word 'Pricing' is written in a blue, hand-drawn style. The background is a white brick wall.

**Pricing**

❖ **Pricing & inventory**



A miniature yellow shipping container is placed on a computer keyboard. The container is open, revealing several small yellow boxes inside. A small wooden pallet is also visible in front of the container. A semi-transparent text box is overlaid on the container, containing a diamond-shaped icon and the word "Logistics".

❖ Logistics



❖ **Service & support**





## ❖ Payment & Refund/Returns









## ❖ Regulatory Compliance

# **QATAR NATIONAL E-COMMERCE ROADMAP 2017**

## **How e-Commerce Contributes to Achieving Qatar's National Vision 2030**

**Published by: Ministry of transport & communications**

Source:<http://www.ecommerceqatar.qa/page/publications-roadmap>



# E COMMERCE LAW

## **E-COMMERCE LAW**

- The Electronic Commerce and Transactions Law, also known as e-Commerce Law, outlines rules and regulations concerning electronic business.

- The law gives legal weight to business transactions conducted over electronic communications such as e-mails. It includes the legal validity of electronic contracts and signatures.



# CONSUMER PROTECTION

The e-Commerce Law aims to protect consumers online in a number of ways:

1. Spam does not count as electronic communication.
2. Consumers have up to three days to rescind or cancel any contract they enter into electronically.

3. Consumers may terminate a contract if there is a delay of service delivery of more than 30 days.
4. There's no obligation for consumers to pay to return goods that were delivered in error.
5. Service providers may not use, keep or share their customers' personal information for undisclosed or unauthorized purposes, unless permitted or required by law or consented by the customer.



**The detailed laws in regard to e-commerce can be viewed on this link :**

**[http://www.ictqatar.qa/sites/default/files/documents/e-Commerce\\_Law\\_EN.pdf](http://www.ictqatar.qa/sites/default/files/documents/e-Commerce_Law_EN.pdf)**





**CHOOSE A TRUSTED PAYMENT GATEWAY**





**INTEGRATE YOUR CUSTOMERS' SHOPPING EXPERIENCE**







An illustration featuring a man on the left and a woman on the right, both with speech bubbles above them. In the center is a laptop displaying a user interface with a profile icon and a list of items with green checkmarks. Surrounding the central elements are various icons: question marks, exclamation marks, a calendar, a dollar sign, gears, a magnifying glass over a bar chart, and several green checkmarks. The background is white with a light blue gradient at the bottom.

**CONSIDER CUSTOMER RELATIONSHIP MANAGEMENT AND  
PERSONALISATION**

**Customer Relationship Management**



**MAKE SURE YOU SELECT A SCALABLE PLATFORM OR SOLUTION**







**MAKE SURE YOU HAVE A TEAM IN PLACE**



# MARKETING CAMPAIGNS AND REQUIREMENTS



# Marketing Automation



Email Marketing



Web Tracking



Lead Scoring



Nurture Marketing



SMS Messaging



Campaign Tracking



Form Capture



Surveys



Landing Pages



Social Discovery



Integrations  
(GoToWebinar)



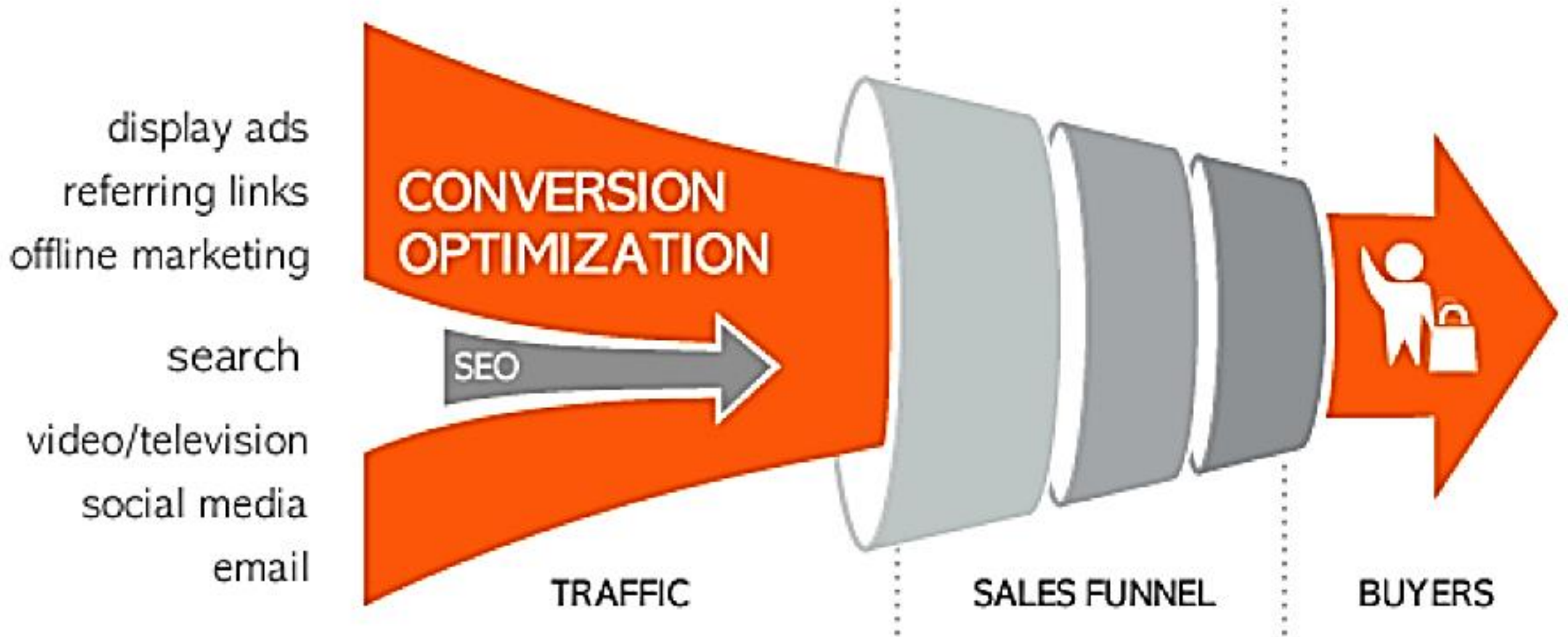
Training & Support

# Customer Relationship Management Tools

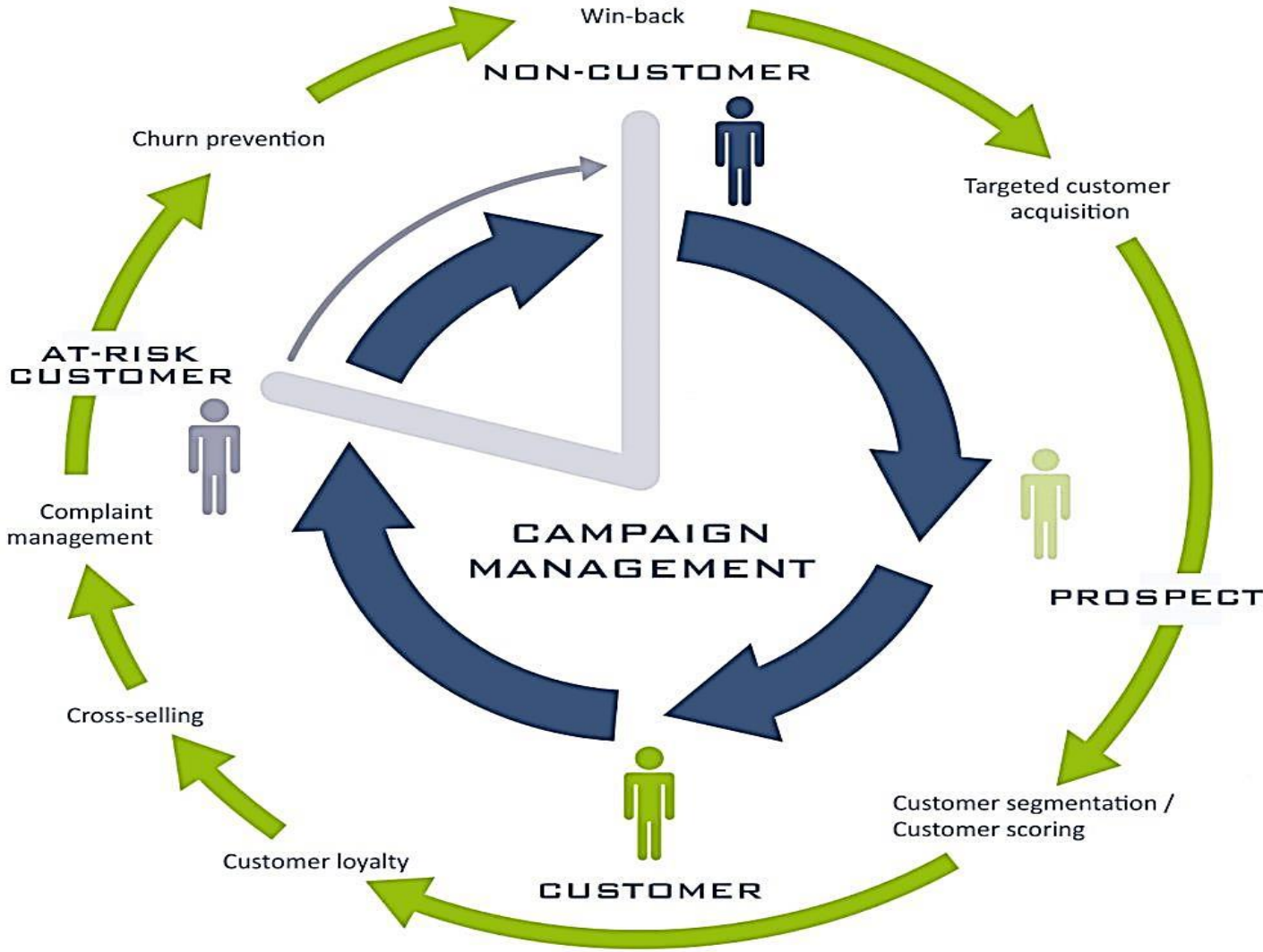




# Conversion Optimization Tools



# Campaign Management





# Content Management Systems





**INTEGRATE TO EXTERNAL SYSTEMS, SUPPLIERS , PACKAGING LOGISTICS**





**CREATE A BUZZ**



**PREPARE A SOCIAL MEDIA PLAN**





**PREPARE A MOBILE E-COMMERCE PLAN**



**PREPARE A CONTENT MANAGEMENT PLAN**





**GIVE THEM A REASON TO BUY**





**BE MORE PRODUCTIVE WITH TECHNOLOGY**



Q

&

A

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TO GET YOUR OWN E-COMMERCE  
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E-COMMERCE  
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**19<sup>TH</sup> SEPTEMBER 2020  
SATURDAY@6PM (AST)**

**REGISTER NOW**

**www.adm.qa**



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**19<sup>TH</sup> SEPTEMBER, 2020  
6 PM (AST)**



# <https://onlineshoppingmall.qa/webinar-registration>



ABOUT THE PROJECT

NICHE STORE OWNER BENEFITS

CHOOSE YOUR NICHE STORE

OSM PRICING

GET STARTED



## Start Your Own E-Commerce Business With Our Done For You E-Commerce Store!

Register

Already have an account? [Log In](#)

I'm not a robot



REGISTER NOW

PARTNER WITH US AND BE A PROUD OWNER OF YOUR NICHE STORE!





Thank  
you







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DIGIMENTORS