eCommerce
Training Academy

The eCommerce Toolkit
by Alaa Hassan

All The Necessary Tools
You Need to Launch an Online Store in Less Than 7 Days

Why Did I Create This List?

Too many people have a hard time launching an online store. I want to make it easier for them

How Did I Find These Tools?

I've been selling online since 2000 as well as helping companies grow their eCommerce businesses.
I've personally tried each tool myself.

Who Used Them Successfully?

These are the same tools my wife used to launch her own store called Lulugem.com. If she can do it, so can you!

Are These Tools Free?

Some tools are free while others may cost you a minimal fee. Remember that it takes money to make money.

These tools are perfect for anyone who already has a product to sell online and needs to launch a professional online store.

Tools to Build Your Online Brand

- Create an email address - Use gmail.com

- Planning & Managing your project - Use Basecamp.com

- Generate a business name - Use this Name Generator Tool

- Generate a business slogan - Use this Slogan Generator Tool

- Create a logo & business card - Use Fiverr.com or 99Designs.com

- Design & order business cards - Use Vistaprint.com

Tools to Launch Your Online Store

- Build your online store - Use Shopify.com

- Create graphics & banners - Use Canva.com

- Buy professional photos & images - Use Bigstock.com

- Edit product pictures - Use Picmonkey.com

- Monitor your website traffic - Use Google Analytics

Tool to Provide Customer Service

- Get a toll free number - Use Grasshopper.com

- Offer Live Chat - Use Olark.com

- Manage your customer service emails - Use Zendesk.com

Tools to Promote Your Online Store

- Email marketing - Use Mailchimp.com

- Build email lists - Use Sumome.com

- Social media management - Use Hootsuite.com

- Monitor & Improve Search Engine Rankings - Use Google WebmasterTools

- Advertise on search engines - Use Google Adwords

- Promote on Social media - Use Facebook, Twitter, Instagram, Pinterest

About Me

My name is Alaa Hassan. I'm an eCommerce advisor, online marketer, conversion rate optimizer & speaker.

With over 14+ years of experience, I help online retailers grow their businesses by improving their eCommerce strategies & conversions.

If you're struggling with launching your online business or need help growing it, **click here to book a quick call with me**

Since 2000, I've helped over 100+ companies sell over $100 million on the Internet through their website, eBay & Amazon.

Questions?
Email me here

Hope you'll benefit from this toolkit!

Alaa Hassan

Founder of eCommerce Training Academy