



DIGITAL MARKETING & MARKETPLACES TRAINING & CONSULTANCY GUIDE

Serving SMEs throughout the UK

OUR STORY

Online Seller UK (OSUK) is run by Prabhat Shah, successful Digital Marketer and a trainer. OSUK evolved from Online Seller Wales with a rapid demand of Digital Marketing and eCommerce events from the businesses throughout the UK. He started his online career back in 2008 with a local business during which time he developed eBay and Amazon Training project, DaytodayeBay. This project helped him to build a good relationship within eCommerce industry and learn new tricks of the trade quickly. Prabhat has appeared several times contributing articles on Tamebay, eSeller and Webretailer. Academically, he has a Diploma in Digital Marketing from CAM foundation UK and an MBA.



In 2009, Prabhat started looking to engage with local businesses and soon learned the best way to engage with local business was to involve in Meetups and Online Seller Wales (OSW) was developed. These Meetups started in Torfaen and Caerphilly and quickly grew up to 30 regular attendees in Newport and Cardiff in South Wales. The aim was to equip sellers with bite-size learning in a comfortable environment and that can be implemented immediately in their business. Realising the growing need of independent digital events, Prabhat started collaborating with businesses throughout the UK and hosted first Bristol event early this year. The collaboration is continuing and there are events planned in Manchester, Birmingham and Brighton.

Prabhat has worked closely with Software Alliance Wales developing and delivering digital marketing workshops for SMEs and also has delivered one-to-one trainings to businesses in London, Bristol, Manchester, Yorkshire and Brighton.

With this extensive experience, OSUK is focusing in three key areas:

(1) Digital Marketing & eCommerce Workshops covering most of the live-wire digital marketing topics; from eBay, Amazon to Search Engine Optimisation (SEO), Email Marketing and Google Shopping and Adwords, all at affordable prices. These workshops are available regularly in South Wales and South West and onsite throughout the UK. All of these trainings are tailored to suit you and your business and also available online on demand.

(2) Digital Marketing & eCommerce Meetups providing free informational evening to businesses throughout the UK. These Meetups are informal evenings with and gives an opportunity for businesses to meet industry experts in comfortable environment.

(3) Digital Marketing Consulting & Services for start-up and growing online businesses throughout the UK. This could be one off one day consulting or monthly basis depending your needs. Additionally, if find yourself too busy implementing any digital marketing activities or eBay & Amazon work, talk to me to get it done.

You will find below list of workshops including testimonials from the past clients. These content are basic framework and are tailored depending on your business needs. Please get in touch for bespoke digital marketing training or consultancy today!

Prabhat

 @ONSWales



EBAY AND AMAZON TRAINING

1. eBay Training for Business Sellers

This course is specifically designed to ensure that you make your products available to 37 million eBay buyers monthly. You will learn simple, easy to implement processes, which will lead to increased sales through new and repeat business. You will be given the opportunity to use your own company specific products / experiences throughout the course and have clear understanding of how each process relates to your own circumstances.

This is an intermediate to advanced course and some experience of selling on eBay would be helpful. This is tailored to suit your business needs with an opportunity to discuss your individual business plan. You will be equipped to return and implement the learning immediately, leading to increased sales and profits.



Who should attend?

Marketing Professionals, Directors

What will you learn?

- How Distance Selling Regulations affect your business.
- Find out Right eBay Store for your business
- Create a Search Engine Friendly eBay Store
- Create a customised Listing Page Template
- Use Listing & Order Management Software
- Formulate pricing strategy to increase profit
- Understand Seller Protection on eBay & PayPal
- How to get on the top of eBay Search results (eBay Cassini Search)?
- Analyse sales, traffic, listings & Detailed Seller Report to make strategic decisions
- How to Optimise your eBay listings with Terapeak research tool?
- How to expand your business globally?
- eBay Listings Translation to localise international listings
- Exploring eBay listing tools – Turbo Lister – do you need it?
- Exploring Multichannel Tools. Which one is best for my business?
- How to get Premium Seller Status quickly?
- How to resolve eBay Defect Rate?

“We had a well structured and detailed training. Besides a general overview, our trainer took time to have a look at the back page beforehand and was able to provide us with personalized consultancy.

Even though some of us have already had knowledge about the eBay features, the training still provided new and helpful information for each one of us.

Added plus was the Amazon introduction and some internet advertisement options that we can have a look at in the future. Would definitely recommend.”

Splash, London: Independent Review on Webretailer

Past Clients



2. Amazon for Business Sellers

Amazon is growing marketplace and this intensive course is designed to bring new sales opportunity to your business. This course is comprehensive and will concentrate on equipping delegates with proven skills and techniques that they can implement immediately in their own business.



This is a perfect workshop for start-up and existing on-line business. It is tailored to suit your business needs with an opportunity to discuss your individual business plan. We are expecting you to go with a prepared action plan to start & grow your business with Amazon.

Who is this workshop suited to?

People who have worked in other digital sectors aiming to increase on-line revenue with extra channel; Digital Marketers, Directors; Current employees for Continuous Professional Development

What will you learn?

- Setting up & Category Approval
- Listing new products and existing products
- Understanding Amazon policies
- Keeping Good Amazon Performance
- Optimising Performance to win Amazon Buy Box
- Maximising the use of the Amazon Keywords
- Analyse sales, traffic, listings & Seller Report for strategic decision making
- Is it good to create a Unique Product Listings for existing products?
- Creating two ASINS to increase sales
- Amazon Repricer: Algorithmic vs Rule based software
- How Fulfilment by Amazon (FBA) benefit your business?
- Expanding to European Market and beyond
- Localising Amazon Listings
- How to deal with foreign currency profitably when you're selling abroad?
- Amazon Sponsored Products vs Amazon Product Ads, Which one is right for me?

"Very happy with the training and service given. We are very impressed with how quickly our questions were responded to and the information provided has been very helpful! Can't recommend enough. Will definitely be using again.

Sally Wood, Girlynightout. Independent Review on Webretailer

Past Clients

GIRLYNIGHTSOUT.COM
Custom Tees & Accessories



SPORTTAPE X



5. Selling Internationally with eBay & Amazon

Online spending is growing worldwide. Selling internationally will help UK businesses from these growth rates and prepare for the future. 20% of **eBay** buyers already purchase from international sellers & 80% say they'd do so for the right product. **Amazon's** international segment saw year-over-year revenue growth of 13% y/y. So, selling internationally with eBay and Amazon is the easiest way to enter into the international market and start selling in a short span of time. It is much easier than setting up your own international online shop.

Expect to learn quick win tips and tricks and start growing your sales internationally within weeks from this training.

Who is this workshop suited to?

UK Online Sellers, Retailers

What will you learn?

- Setting International Stores - eBay and Amazon
- Introduction to Distance Selling Rules
- Listing new products and existing products
- Inventory Management over multiple channels
- Localising your listings based on the country
- Explore Courier options, How to export Hazardous goods?
- Use currency tools to increase profitability in currency exchange
- Explore Fulfilment by Amazon option
- Analyse sales and traffic to grow profitable category
- Explore new international channels for growth



“Prabhat delivered a training workshop for local businesses that was focused towards developing your business on eBay. The course was very well received by all who attended and feedback following the event was extremely positive. Prabhat has an in-depth knowledge of eBay and online selling in general and was able to accurately answer any questions which were put forward to him. We have since asked Prabhat to deliver another training course and I have no hesitation in recommending him to others.”

Nathan Jorgensen, Academic Liaison Officer at Software Alliance Wales

DIGITAL MARKETING TRAINING

1. Creating Email Campaigns with Mailchimp

With everyone getting distracted by Facebook pages, tweeting and a host of other social media platforms, it can be easy to forget email marketing or to dismiss it as being outdated. The trouble is – you'd be wrong.



Email marketing is a cost effective way of keeping in touch with existing or previous customers, as well as potential new ones. If used correctly, a targeted list of email addresses is one of the most powerful marketing tools in your business, helping drive traffic to your website and increase brand awareness.

During this session we will look closely at "mailchimp", forever free email marketing tool and explore other alternatives. This practical workshop aims to walk you from the basics of email marketing to creating email marketing strategy and suitable email marketing campaigns for your business.

Who should attend?

Marketing Professionals, Directors

What will you learn?

- Creating Email Marketing strategy
- Understanding the value of an email address
- Calculating the lifetime value of a customer
- Lifecycle marketing – triggers and behavioural targeting, content and contact strategy
- Growing your email list
- Designing mobile responsive email campaigns without any coding
- AB Testing and optimising your email campaigns
- Integrating email with social media campaigns

"Prabhat is a warm and attentive speaker. You feel he really wants you to understand the subject matter at hand. He provides context to the workshop and seeks feedback on timing and structure. His knowledge of online marketing is wide and you always pick up some useful tips!"

Ali Sparkes, Wellness Pharmacist

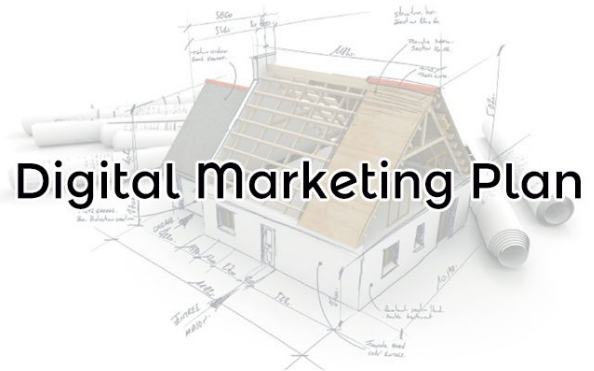
Past Clients



2. Creating a Digital Marketing Plan for your business

This Digital Marketing Planning workshop gives you the roadmap for your business digital strategies prioritising your digital activities for immediate and long term gain. This workshop is a mix of academic understanding with proven practical skills designed to suit busy marketing professionals.

The workshop will equip you with an understanding of how digital marketing plan can help you grow online business in an increasingly multi-channel environment with structured digital activities.



Who should attend?

Marketing Professionals, Directors

What will you learn?

- Marketing concepts and application
- Successful business models
- Factors affecting your digital activity and plan
- Creating the digital marketing mix that works
- Developing a Digital marketing plan

“Again I attended a course lectured by Prabhat, and I cannot recommend his style of teaching highly enough. Informative, approachable and always a wealth of knowledge to impart. Look forward to more opportunities to learn more from your good self. “

Andrew Woolley, Horizon Digital Media Ltd

As seen on



3. Social Media for your business

This workshop aims to help you leverage your business presence on Social Media platforms to generate more links, build stronger relationships with customers and keep your customers coming back. We will look in-depth at Facebook, Twitter, LinkedIn and Pinterest. We will also review case studies on how other businesses succeeded with social media to how we can transfer their strategies into your business.

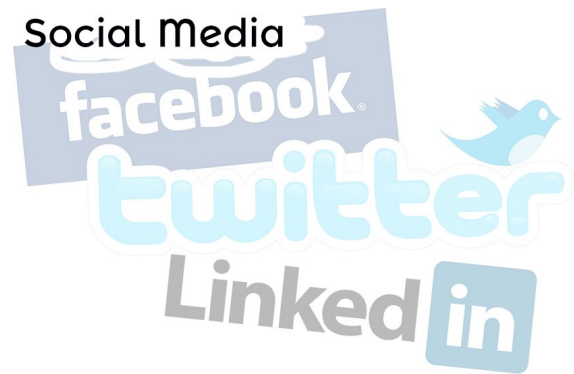
You will have an opportunity to review how Prabhat built this training & consultancy purely from social media and transfer some of the strategies to your own business.

Who should attend?

Owners, Managers

What will you learn?

- What is social media?
- Social media networks and social media applications
- Understand the challenges and avoid the pitfalls
- Explore tools that can save you time
- Gain valuable insights into online networking using social media
- Learn how to search engine optimise your profiles, links and content
- Find out the right platform for your business
- Discover how social media integrates to your other marketing activities
- Understand how to generate online advocacy and leverage social media as a viral marketing channel.
- Set-up and get started with social media networks
- Understand how to engage with your audience
- Create your Social Media Plan
- Create Social Media Policy for your business
- Facebook Ads Vs LinkedIn Ads vs Twitter Ads vs Pinterest Ads. Which is right for me?



Past Clients



"Having been to two sessions on Social Media with Prabhat, I found his tutorage better that three other short courses I had been on. The course was well prepared, and structured, Prabhat was obviously knowledgeable on the subject and covered what was promised with many points new to me. But he was also friendly and flexible, he spent time explaining and expanding on issues of particular relevance to us, with practical illustrations. An excellent tutor."

Vic warren, Chartered Engineer, Chartered Environmentalist.

4. Blogging for Business

This workshop is for people who are considering writing a blog or developing a blogging strategy for their business. You will find out whether blogging is right for you, how to write an engaging blog and deal with comments. You will discover how blogging strategy can help you create new leads and engage current customers.

During the workshop, we will study successful case studies and find ways to implement in your business. You will also learn how Prabhat used Blogs in setting up training & consultancy business.

Blogs
will change
your business

Who should attend?

Owners, marketing professionals

What will you learn?

- What is a blog?
- What are the benefits of blogging?
- Importance of content and writing an engaging content
- Creating Blogging strategy for your business
- Measuring Blogging Success
- Using blogs for Local Search Engine Optimisation (SEO)
- Creating a Wordpress blogs exploring both .com and .org avenues



Online Seller Event



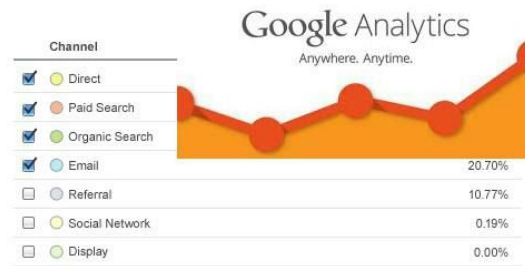
Email Marketing Workshop

{ More Pictures on [Pinterest](#) }

5. Getting insight out of your website using Google Analytics

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 their 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.

Who is this workshop suited to?

Digital Marketers, Directors, Managers

What will you learn?

- Understand Key Online Analytics
- Learn the Google Analytics basics
- Learn how to set up Site Search, Users and Linking Adwords
- Setting up Profile filters & setting up goals
- How to set up Marketing Tracking
- Learn what reports to use and why
- How to Analyse & report
- eCommerce Tracking and Conversion Reports
- Using Funnel Analysis to track conversion
- Analyse SEO keywords, Traffic Sources
- Creating reports, Exporting in a right format
- Customising dashboard and creating Automatic Reports
- Apply objectives, KPIs, dimensions and metrics for your site

"I was lucky enough to meet Prabhat whilst attending separate Software Alliance Wales courses for Google Analytics & Adwords. Prabhat is very knowledgeable in these areas along with eCommerce in general. I would highly recommend any training courses led by Prabhat"

Elliot Thomas, Fuzmo CEO

Past Clients



6. Google PPC for eCommerce (Google Shopping)

Even if you've never heard of Google Shopping before – you've almost certainly seen it in action! Just try searching Google for specific products 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 online, they usually turn to Google to research the products and prices available and, using Google Shopping your products can also be on selection and within easy access of potential customers. To make it easier for you to connect with these consumers and promote your products on Google, Shopping campaigns are being introduced. 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.

*All attendees will also be entitled to a **free £75 Google Shopping voucher** to get you started.

Who is this workshop suited to?

Retailers, Digital Marketers, Managers

What will you learn?

- Identify return On Investment (ROI) Of Google Shopping Ads
- Identify How Google Shopping Ads work
- Identify guidelines for Product Feed & managing your data effectively
- 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

“Attended the SAW seminar last week presented by Prabhat and was seriously impressed with both style and content of the course. With so many of us having different objectives he managed to switch between topics with ease and yet still cover everything he had promised to go through on his slides. He was able to answer specific questions and offer suggestions to individuals without allowing anyone’s needs to dominate. A very practical approach where we used our laptops and our own accounts to follow his examples and start the process of using Google Analytics more effectively. Came away having learnt a lot and gained a much better insight to how I might use Analytics to my advantage. Would definitely encourage others to attend such an event.”

Su Cowell, Creative Director at CobWebKnits

Past Clients



7. Getting most out of Google Adwords

Google Adwords are a great way to increase the visibility of your website in Google – and drive targeted traffic and customers to it. The Adwords market is becoming increasingly competitive and you need to create an effective strategy – otherwise you will be spending your money and not getting enough return.



This jargon free Ad-words course shows you how to create successful search campaigns, explore best practice tools and techniques and learn how you can get the most out of Google Adwords. This workshop is tailored to suit your individual business, so expect to go away with a Google Adwords implementation plan for your business.

*We are giving away **FREE vouchers** redeemable for New Adwords Accounts.

Who is this workshop suited to?

Digital Marketers, Directors, Managers

This workshop covers:

- How Adwords Pay per Click (PPC) works
- Understanding Quality Score, how improving quality can lower your PPC & Return On Investment (ROI)
- Setting appropriate objectives and goals for your Adwords Campaigns
- Set Key Performance Indicators will measure performance
- How to Identify the profitable keyword phrases
- Tools available to for your research
- How to increase click-through rates (CTRs) and lower cost
- How to take advantage of Long Tail Keywords
- How relevant landing pages can boost conversion rates
- Exploring bid strategy & selecting the right bidding strategy for your campaign
- How to integrate your PPC activity in with Google Analytics or other analytics solutions

" I attended a one day course on Google Adwords, given by Prabhat in Swansea, Feb 2015. The course was interesting, thought provoking, educational and useful. I came away from it with a better understanding of SEO / SEM, how Google Ads works and how a Google Ads campaign can be fine tuned to reduce costs and maximise the benefit / ROI."

Mike Bews, Director & Owner at Imagitech LTD

Past Clients



8. Search Engine Optimisation

Search Engine Optimisation (SEO) is really important to increase your business online and more importantly profitably in a long period of time. SEO is the process of improving web presence in the search results. It is important because the higher you rank in search engines, the more traffic and potential customers will be driven to your business.



There is no one rule to fit all business, and every business requires assessment to develop a customised SEO strategy and action plan to improve their search engine presence and traffic to their website. Expect to create your own SEO strategy during this workshop and go away with a workable plan for your business.

Who is this workshop suited to?

Digital Marketers, Directors

What will you learn?

- Identifying the key areas of SEO; website structure, search term research, content creation and link equity
- Identify Best practices to plan and implement a successful SEO campaign for maximum possible returns
- Create a strategy that will measure and analyse search term performance
- Identifying quick-win opportunities and tracking the results

“Prabhat is fantastic in delivering information regarding SEO and online selling. A true gentleman that goes beyond your expectations when it comes to guidance and information regarding your requirements.”

Daniel Shepherd, Cando Laundry Service

Past Clients



9. From Landing to Converting: Driving Your Prospects to Purchase

In order to get the best out of your website, creating, testing and optimising landing pages can be the key to success. But what is a landing page? Well, the clue is in the name! It's the first page a visitor lands on when they find your website. They could have searched on Google, or followed a link on social media – it doesn't matter how they got there, but once we've got them – we need to keep them. The problem is – most people who land on your website will immediately lose interest and click 'back' in their browser – each of those clicks equals a lost sale, or perhaps a lost enquiry.



Retaining the visitors attention and getting them to 'do something' when they land on your site is one of the most difficult things a web site owner can do. But when you get it right – the results are obvious. This process of turning casual visitors into buyers is called 'conversions'; understanding how best to achieve this can be key to a successful website.

During this workshop, we will explore how we can increase our conversion rate and profit, learn how to analyse our web pages, create a 'persuasive value proposition', test what is significant, and gain important customer insights along the way.

Who is this workshop suited to?

Web Designers, Digital Marketers, Directors

What will you learn?

- Understand how to get greater marketing effectiveness analysing call to action in order to lift and increase conversion rate
- Find out why your landing pages are confusing your visitors and increasing your bounce rate
- Find your most powerful value proposition
- Understand key element of mobile optimised Landing Pages
- Explore, Analyse and learn from competitors landing pages.

“ Prabhat delivered an excellent one day seminar entitled "From Landing to Converting: Driving Your Prospects to Purchase" that I attended. Prabhat has an in depth knowledge of how both simple and not-so-simple improvements to your website can lead to improved sales. Prabhat's seminar covered topics such as A/B testing, continuous site design improvement (rather than overhaul and relaunch) and call to actions. At the core of Prabhat's training was the fact that testing and metrics, rather than opinion and guess work are crucial to improving online sales and he cited a number of testing techniques and web applications that I had not heard of before. I would highly recommend anyone involved in a website that's purpose is to generate online sales to work with Prabhat.”

*Chief technology officer at World Changing Me
Daniel Shepherd, Cando Laundry Service*

Past Clients



10. How to Create SEO-Friendly Video Content ?

Video is the key to be seen, heard and get leads. This marketing-focused workshop aims to help SMEs to take advantage of video to create better customer experience, develop new business opportunities and gain competitive advantage. You will gain basic understanding of creating video in line with your marketing strategy and find out how customer involvement can help you create better videos.

Learn practical ways to create video and reach out to your potential customers without the use of expensive tools.

Who is this workshop suited to?

Digital Marketers, Directors

What will you learn?

- Apply SEO basics for Videos
- Research relevant keywords
- Find out useful videos content relevant to your business
- Understand why titles, tags and descriptions are all important video search elements
- Create a YouTube channel to organise your videos
- Understand how annotations can help SEO
- Explore video editing tools
- Use Screen recording tools to create How to videos
- Use YouTube alternatives

“Prabhat is true training professional! He does his homework on his students before the class and integrates his findings into his course making it a seamless transition! He has an extremely likeable nature, makes everyone welcome and ensures his students understand the subject matter!”

Bob Kennedy, Mynt Media

Past Clients



11. Using Online Marketing to Generate Offline Sales

We've seen an increasing online sales trend and many bricks and mortar retailers who are feeling the pinch have started their own online stores in an attempt to compete. This workshop has been designed for those retailers who are aiming to drive traffic back to their offline bricks and mortar store and bring the attention back to the high-street!

This sounds like a challenge – and it is – but it's certainly not impossible! This workshop explores the opportunities from digital channels to drive traffic offline. Throughout the workshop we will connect digital channels with offline retail efforts in order to bring additional revenue.



Who is this workshop suited to?

Retailers, Online Sellers

What will you learn?

- How 'Back to Basics' sales & marketing integration is key to your sales growth
- Building a successful multichannel sales and marketing strategy
- Using 'digital tactics' to drive traffic to your offline store
- Integrating online marketing to impact offline sales
- How mobile and apps can be crucial to drive your customers to your offline store
- Exploring new innovations in digital marketing that is helping offline sales
- Analysing success of digital campaigns to drive offline sales

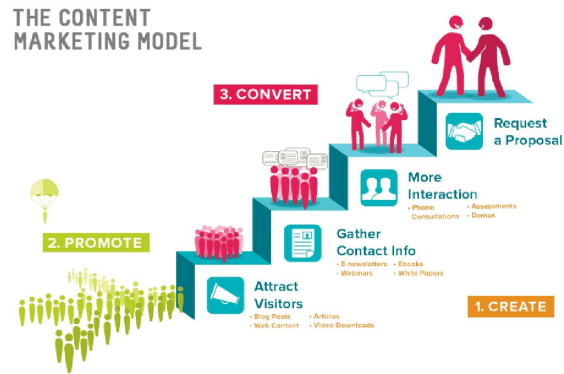
Past Clients



12. Content Marketing to Generate Leads for your Business

Content Marketing is the creation and sharing of content for the purpose of promoting a product or service. Content plays an important role in your marketing strategies. You need it for lead nurturing and demonstrating thought leadership in your space.

As it is the foundation of your lead generation efforts, marketers rely on content to engage prospects and customers. It helps to overcome lead generation challenges and help you towards achieve new prospects. If you are a success in content marketing, leads will flock to you, and you'll gain their trust.



Who is this workshop suited to?

Marketing Professionals, Directors

What will you learn?

- What is content marketing?
- How content marketing can generate higher quality leads for lower costs
- The biggest mistakes marketers make in their content marketing strategies
- How to plan your content for lead generation
- How and why you should create buyer personas
- How to map content to buying stages
- Rising above the noise and getting yourself noticed
- Why content is a vital part of your lead generation strategy

All trainings are tailored to suit you and your business. These are available on site throughout the UK and also online on demand. Get in touch today!