

Pinterest & Shopify Growth Marketing for E-Commerce

Combine Shopify store optimization with Pinterest marketing to drive consistent, high-intent traffic to your store.

Level: Intermediate Duration: 6 weeks, 4-6 hrs/week Language: English

Curriculum

1. Preparing Your Store for Growth	
• Conversion-Optimized Product Pages	22 min
• Collection Page Strategy	18 min
2. Pinterest Fundamentals for E-Commerce	
• How Pinterest Search and Discovery Work	18 min
• Setting Up Rich Pins with Shopify	20 min
• Building a Pin Content Calendar	22 min
3. Organic Pinterest Growth	
• Board Strategy and SEO for Pins	20 min
• Designing High-Converting Pins	24 min
4. Pinterest Ads	
• Campaign Structure and Objectives	22 min
• Connecting Product Feeds to Pinterest Ads	26 min
• Retargeting Pinterest Visitors	20 min
5. Measuring & Scaling	
• Attribution and Reporting	18 min
• Scaling Budget on Winning Campaigns	16 min

Pricing

Self-Paced One-time payment, lifetime access	Rs 34,999 (was Rs 60,000)
Live Sessions One-time payment, includes live cohort access	Rs 77,999 (was Rs 143,000)