



KIDS & TEENS FREELANCING TRAINING INSTITUTE

Walmart E commerce Course Outline

Module 1: Introduction to Walmart Marketplace

- What is Walmart Marketplace and why it's a great opportunity for sellers
 - Real-life example: A clothing brand using Walmart Marketplace to reach millions
 - Setting up your Walmart Seller Account and understanding the Seller Center dashboard
 - Walmart's fees, policies, and guidelines for selling
 - Activity: Create your Walmart Seller account and explore the dashboard
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Module 2: Listing Products on Walmart Marketplace

- What makes a successful Walmart product listing
 - Real-life example: Listing a blender with a detailed description, title, and images
 - Choosing the right product categories and writing strong titles and descriptions
 - Uploading product details, images, and setting prices
 - Activity: List your first product with images, descriptions, and prices
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Module 3: Setting Up Shipping & Fulfillment

- Understanding Walmart's shipping policies and choosing the right fulfillment method
 - Real-life example: Offering free two-day shipping for a home appliance product
 - Setting up shipping rules, costs, and delivery times
 - Integrating with Walmart's fulfillment services like Walmart Fulfillment Services (WFS)
 - Activity: Set up shipping settings and fulfillment options for your products
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Module 4: Managing Orders and Customer Service

- What happens when a customer places an order on Walmart
- Real-life example: Handling an order for a tech gadget with custom packaging

- Managing orders, shipping statuses, and cancellations from Walmart Seller Center
 - Providing top-notch customer service and addressing returns
 - Activity: Process an order and respond to a customer query
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Module 5: Walmart SEO and Getting Found

- What is Walmart SEO and how it affects product visibility
 - Real-life example: Ensuring your product appears in search results for relevant keywords
 - Optimizing your listings with keywords, item specifics, and categories
 - Using Walmart’s search ranking factors to improve product visibility
 - Activity: Optimize your product listing with keywords and item specifics
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Module 6: Running Promotions and Ads on Walmart

- How to use Walmart promotions to drive sales
 - Real-life example: Creating a “Buy One Get One” deal to boost sales of a beauty product
 - Setting up promotions, discounts, and coupons in Walmart Seller Center
 - Understanding Walmart Sponsored Products ads and how they increase visibility
 - Activity: Set up a promotion for your products and explore Walmart Ads
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Module 7: Performance Analytics and Reporting

- How to track sales, performance, and customer feedback on Walmart Marketplace
 - Real-life example: Analyzing sales data to identify top-performing products
 - Using Walmart Seller Center analytics to improve listings and pricing
 - Monitoring returns and negative feedback to improve customer experience
 - Activity: Review performance data for a product and suggest improvements
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Module 8: Final Project – Launch & Manage Your Walmart Store

- Plan and build a full product catalog on Walmart Marketplace
 - Implement product listings, shipping rules, promotions, and advertising
 - Test the order process, customer experience, and store performance
 - Activity: Present your Walmart Marketplace store with 5–10 products and key strategies
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Bonus Materials

- Walmart Seller Center cheat sheet
- Product listing optimization tips
- Walmart advertising best practices guide
- Customer service email templates for quick responses
- Certificate of Completion for Walmart E-commerce Essentials