CFIB’s commitment

As the situation evolves our content will be updated cfib.ca/covid19

We will never stop fighting on behalf of independent business!

We are here to answer your individual questions, and listen to your concerns. You are not alone. Call us 1-888-234-2232
Is your business currently doing online sales/ecommerce? (Select one answer only)

- Yes
- No, but we would consider it in the short term
- No, and we would not consider it in the short term

1 in 4 interested in online sales/ecommerce in the short term
Get Your Store Online In Changing Times

Tim - Shopify
Agenda

01 Intro to Shopify
02 Start
03 Sell
04 Market
05 Customers
Make commerce better for everyone
Stats

1M merchants

4K+ employees

~175 countries

$100B sales on Shopify
Necessity is the mother of invention
01

Start
Start your free 90-day trial of Shopify

Email address

Password

Your store name

Create your store
Pages

- Built in real-time editor
- Commonly used for About Us, Policies, FAQs, etc
- Often overlooked, for critical
- Help build trust with customers
Products

- Easy to add
- Can be physical or digital
- Can be set up with variants
- Built-in inventory tracking
- Grouped in collections
Collections

- Easy way to categorize products
- Created manually or automatically
- Helps customers browse
- More enjoyable shopping experience
Themes

- 100+ themes available
- Free or paid
- All come with built-in theme editor
- No coding required (unless you want to!)

Find the right theme for your online store
Explore our collection of free and paid ecommerce themes
Payment Providers

- Shopify Payments
- Paypal
- Third Party payment providers
- Chase Merchant Services
- Manual Payments
Sell
## Sales channels

<table>
<thead>
<tr>
<th>Online Store</th>
<th>Buy Button</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build a home for your business with a fully customizable online store</td>
<td>Add your products to any site or blog using Buy Button</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facebook Messenger</th>
<th>Facebook Shop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell products and send order notifications via Messenger</td>
<td>Connect and sell to billions of users on Facebook</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wanelo</th>
<th>Houzz</th>
<th>Kik</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell your products to millions of active shoppers on Wanelo</td>
<td>Get your products in front of 40M monthly active customers on Houzz</td>
<td>Get Kik’s GiftGuru to suggest your products to over 300M users</td>
<td>Sell on Instagram by tagging products in your posts &amp; stories</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>eBay</th>
<th>Lyst</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Get your products in front of eBay’s 170 million buyers</td>
<td>Reach over 65 million fashion lovers with Lyst</td>
<td></td>
</tr>
</tbody>
</table>
Gift Cards

- Temporarily available on all plans
- Can sell like any other product
- Issue to customer as reward or incentive
- Customer receives unique gift card code after placing order
Market
E-commerce strategy basics
The marketing funnel
The marketing funnel

1. Awareness
2. Consideration
3. Conversion
4. Loyalty
5. Advocacy
The marketing funnel

- **Awareness**
- **Consideration**
- **Conversion**
- **Loyalty**
- **Advocacy**
The marketing funnel

- Awareness
- Consideration
- Conversion
- Loyalty
- Advocacy
The marketing funnel

- Awareness
- Consideration
- Conversion
- Loyalty
- Advocacy
The funnel is not universal

The customer journey varies based on the products you sell.
Finding your ideal customer
Acquisition: The process of persuading a consumer to purchase a company’s goods or services.
Value Proposition
Identify your target audience

- What problem does your product solve?
- Who is most likely to have this problem?
- Get specific about pain points
Define your target audience

- Geographically
- Demographically
- Psychographically
- By generation
- By life stage
Communicate your value proposition
Know your audience

Skim information before deciding to consume it
How to reach
your customers
Blogging
Facebook and Instagram

Most effective and profitable social media platforms on the market

Learn more at academy.shopify.com
Google

3 types of ads:
- Google Search Network
- Google Display Network
- Google Shopping

Learn more at support.google.com or academy.shopify.com
Shopify Marketing

- Create Facebook ads and Google Shopping campaigns
- Organize your marketing activities by campaign
- Recommendations to help you grow your business
Email Marketing

One of the best channels for nurturing customer relationships over time.

Learn more at academy.shopify.com

Shopify Email & Cyberimpact
The marketing funnel

- Acquisition
- Consideration
- Conversion
- Loyalty
- Advocacy
The road ahead
Resources
Shopify Capital

- Skip the Application
- Get funding quickly
- Repay from sales

Simplified, fast funding

In uncertain times, some financial support can go a long way. Shopify Capital is here for you with quick and easy access to funds.

Log in to check eligibility

Don’t have a Shopify store? Due to the impact of COVID-19, Shopify is offering an extended 90-day free trial.

“After I received my offer from Shopify Capital, I was able to use that money for marketing the next day.”

Riaz Surti | Hearthy Foods
Shopify App Store

- 2400+ apps available
- Free or paid
- Wide range of add-on functionality to help you manage your business

Find the right theme for your online store

Explore our collection of free and paid ecommerce themes
Shopify Experts

- 780+ experts in our network
- Global program
- Wide range of services to suit your needs
Hatchful

- Logo generator
- Business Name Generator
- Slogan Generator
Burst

- No cost
- Royalty free
- High quality
- Thousands for photos
Welcome to Shopify

- **Introduction to Shopify**
  Follow the initial setup guide to start selling, get an overview of Shopify's platform and features, and learn ways that you can sell your products.

- **Migrating to Shopify from another platform**
  Find tips for moving your online store to Shopify from another platform.

- **Your account**
  Learn about your Shopify account and how to manage your staff's access, bills, and financing.

- **Shopify community**
  Access learning resources and discuss all things Shopify with other merchants.
Support

A dedicated support team - available 24/7

1-888-shopify • live chat
Welcome!

Premium training, expert knowledge, and free resources to support you on your journey. Let's get down to business.
Learn while you build your business

Take the guesswork out of entrepreneurship with step-by-step guidance to help you launch and grow your business with confidence.

Join now

Step-by-step guidance
Track your progress while learning the basics to starting and running a successful business.

Online Business Courses
Learn from experts and founders who have done it before.

Community of Entrepreneurs
Join the discussion and learn from other business owners.

Special Events
Get access to workshops, special guest interviews, and online events.

We’re with you

We’re launching Compass early and making everything inside available for free, so that small business owners like you can navigate those challenging times.
“A goal without a plan is just a dream.”

Antoine de Saint-Exupéry
Thanks!

www.shopifytoronto.com
CFIB resources

- Go to cfib.ca/covid19 for FAQs, latest updates on government relief measures & templates
- Call the CFIB Business Helpline: 1-888-234-2232
- Weekly email updates, webinars and surveys
- Follow us on social:
  - Facebook: CFIB
  - LinkedIn: CFIB
  - Twitter: CFIBbuzz
  - Instagram: cfib_fcei
Thanks!

www.shopifytoronto.com