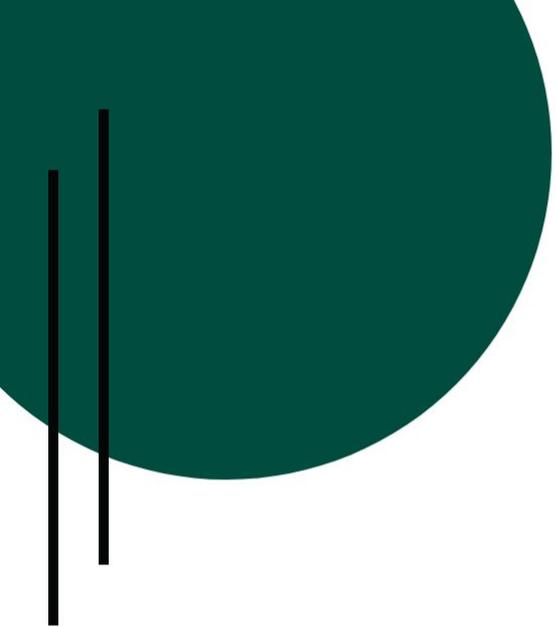


# Gérer une boutique en ligne avec Shopify

Ariane Lusk et Caroline Bertrand

Le 6 mai 2020



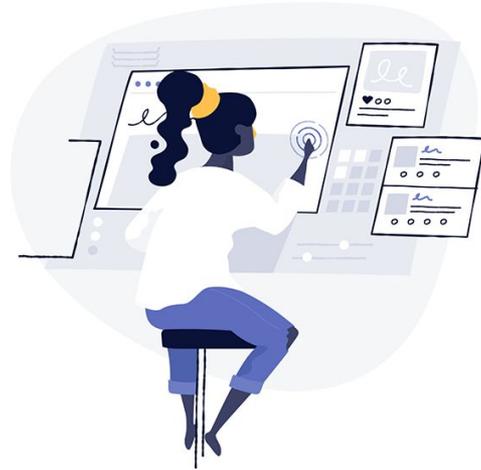
- 
- 01 Le commerce électronique**
  - 02 Créer une boutique Shopify**
  - 03 Se différencier en ligne**
  - 04 Rejoindre vos clients**
  - 05 Ressources et exemples**

# Pourquoi vendre en ligne?



## Les avantages

- Permet d'étendre sa portée
- Accès à l'analytique web
- Gestion de l'expérience client
- Permet de faire de nombreux essais et des changements rapides



## Les défis

- Gérer les commandes
- Établir une stratégie de livraison
- Maintenir et développer le site web
- Générer du trafic



**Améliorer le commerce**  
**pour tous**

**Créer une  
boutique**

**Profitez d'un essai gratuit  
de 90 jours dès aujourd'hui!**

Adresse e-mail

Mot de passe

Nom de votre boutique

**Créer votre boutique**

# Page d'accueil

The screenshot shows the Shopify admin dashboard for a user named Ariane Lusk. The interface is in French. At the top, there is a dark blue header with the store name 'Ariane-FR', a search bar, and the user's profile picture. On the left, a sidebar contains navigation links for Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, and Settings. The main content area features a top banner with the text 'Préparez-vous à vendre en ligne. Essayez ces conseils pour commencer.' Below this, there are three main sections: 'Ajouter un produit' (Add a product), 'Personnaliser le thème' (Customize theme), and 'Ajouter un domaine' (Add domain). The 'Ajouter un produit' section is highlighted and contains a sub-section titled 'Ajouter votre premier produit' (Add your first product) with a blue button labeled 'Ajouter un produit' and a link 'En savoir plus sur les produits'. At the bottom, there is a warning message: 'Votre boutique en ligne n'est pas encore ouverte' (Your online store is not yet open) with the text 'N'oubliez pas de désactiver le mot de passe lorsque vous êtes prêt(e) à commencer à vendre.' (Don't forget to deactivate the password when you are ready to start selling).

Ariane-FR

Search

Ariane Lusk

Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Boutique en ligne

Settings

Préparez-vous à vendre en ligne. Essayez ces conseils pour commencer.

Ajouter un produit

Personnaliser le thème

Ajouter un domaine

Ajouter votre premier produit

Vous pouvez ajouter des éléments physiques, des téléchargements numériques, des services ou tout ce dont vous rêvez.

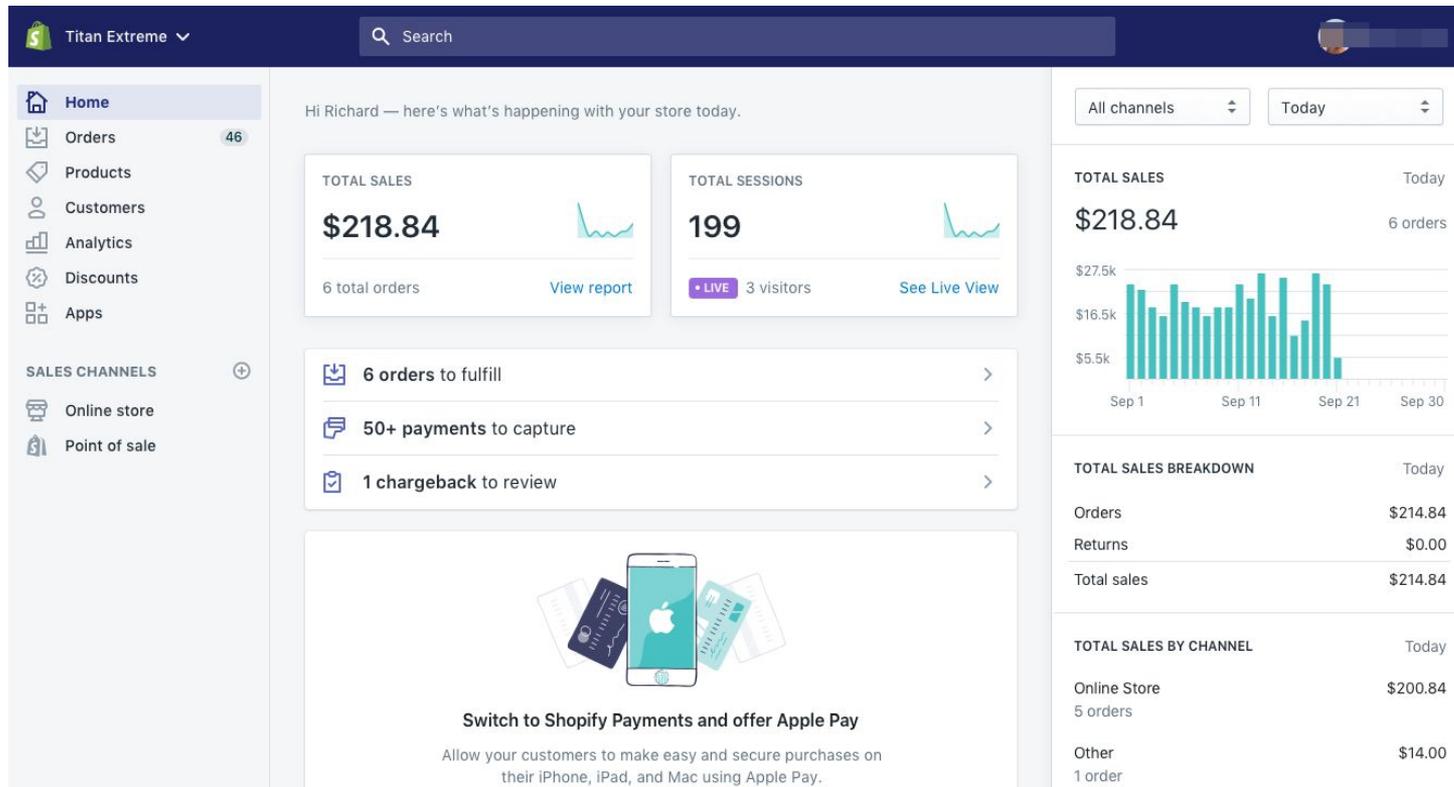
Ajouter un produit

En savoir plus sur les produits

Votre boutique en ligne n'est pas encore ouverte

N'oubliez pas de désactiver le mot de passe lorsque vous êtes prêt(e) à commencer à vendre.

# Page d'accueil



# Produits

- Biens physiques, digitaux ou cartes cadeaux
- Ajoutez des variantes aux produits ayant plusieurs options
- Suivi de stock intégré

The screenshot shows the Shopify 'Produits' (Products) management interface. The top navigation bar includes the store name 'Ariane-FR', a search bar, and the user profile 'Ariane Lusk'. The left sidebar contains a navigation menu with options: Home, Orders, Products, All products (selected), Transfers, Inventory, Collections, Gift cards, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (+), Boutique en ligne (o), and Settings (g).

The main content area is titled 'Products' and includes 'Export' and 'Import' buttons. A blue 'Add product' button is in the top right. Below the title, there is a filter section with 'All' selected, a search bar 'Filter products', and filter options for 'Product vendor', 'More filters', 'Saved', and 'Sort'. A table lists the products:

<input type="checkbox"/>	Product	Inventory	Type	Vendor
<input type="checkbox"/>	 Casquette Jaune	0 in stock	Chapeau	Ariane-FR

At the bottom of the main content area, there is a button that says 'Learn more about Products'.

# Collections

- Deux types de collections : automatisée et manuelle
- Facilite l'organisation de votre site
- Permettent aux clients de trouver ce qu'ils cherchent plus facilement

The screenshot displays the Shopify admin interface. At the top, there is a dark blue header with the store name 'Ariane-FR', a search bar, and the user's name 'Ariane Lusk'. On the left, a sidebar menu lists various sections: Home, Orders, Products, All products, Transfers, Inventory, Collections (highlighted), Gift cards, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS, Boutique en ligne, and Settings. The main content area is titled 'Collections' and includes a 'Create collection' button. Below this, there is a filter dropdown and a search bar for collections. A table lists the collections, with one entry visible: 'Chapeaux' under the 'Title' column and a dash under 'Product conditions'. A 'Learn more about collections.' link is located at the bottom of the page.

# Cartes cadeaux

- Cartes physiques ou digitales
- Envoyées par courriel immédiatement
- Choisissez les dénominations disponibles

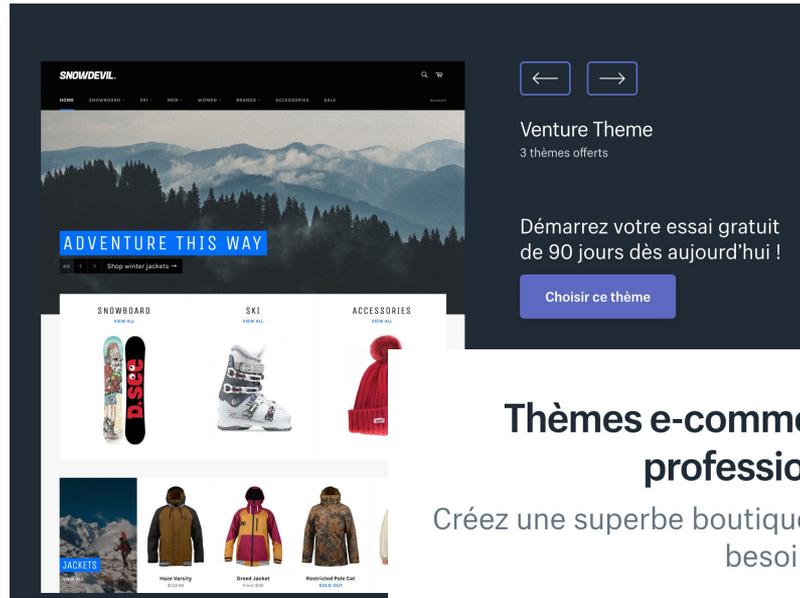
The image shows a management interface for gift cards. On the left is a sidebar menu with options: Home, Orders, Products (with sub-items: All products, Transfers, Inventory, Collections), Gift cards (highlighted), Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (+), Boutique en ligne (with an eye icon), and Settings.

The main content area is titled "Manage" under "Gift cards". It features a search bar and a table with columns for "Product" and "Inventory". The table contains one entry: a red gift card icon, "Gift Card Unavailable", and "∞ in stock for 4 variants". A blue button "Add gift card product" is in the top right.

Overlaid on the right is a preview of a physical gift card. The card is red with a white ribbon graphic and a "\$50" value. The card number "884E A24C BHCB 4GA7" is displayed in a white box. Below the card, there is a QR code and the text "Use this code at checkout to redeem your gift card". At the bottom of the preview are "PRINT" and "START SHOPPING" buttons.

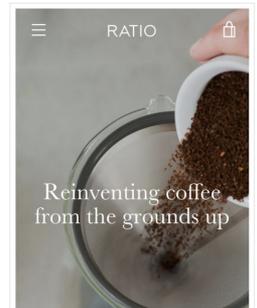
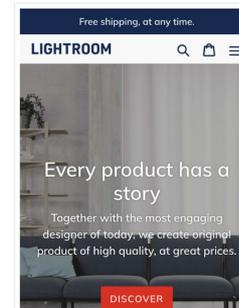
# Thèmes

- Tous les thèmes comprennent un éditeur intégré
- Aucune programmation nécessaire (sauf si vous le souhaitez)
- Plus de 100 options de qualité professionnelle
- Choix gratuits ou payants



## Thèmes e-commerce de qualité professionnelle

Créez une superbe boutique en ligne adaptée à vos besoins



**Debut  
(Gratuit)**

**Nomads**

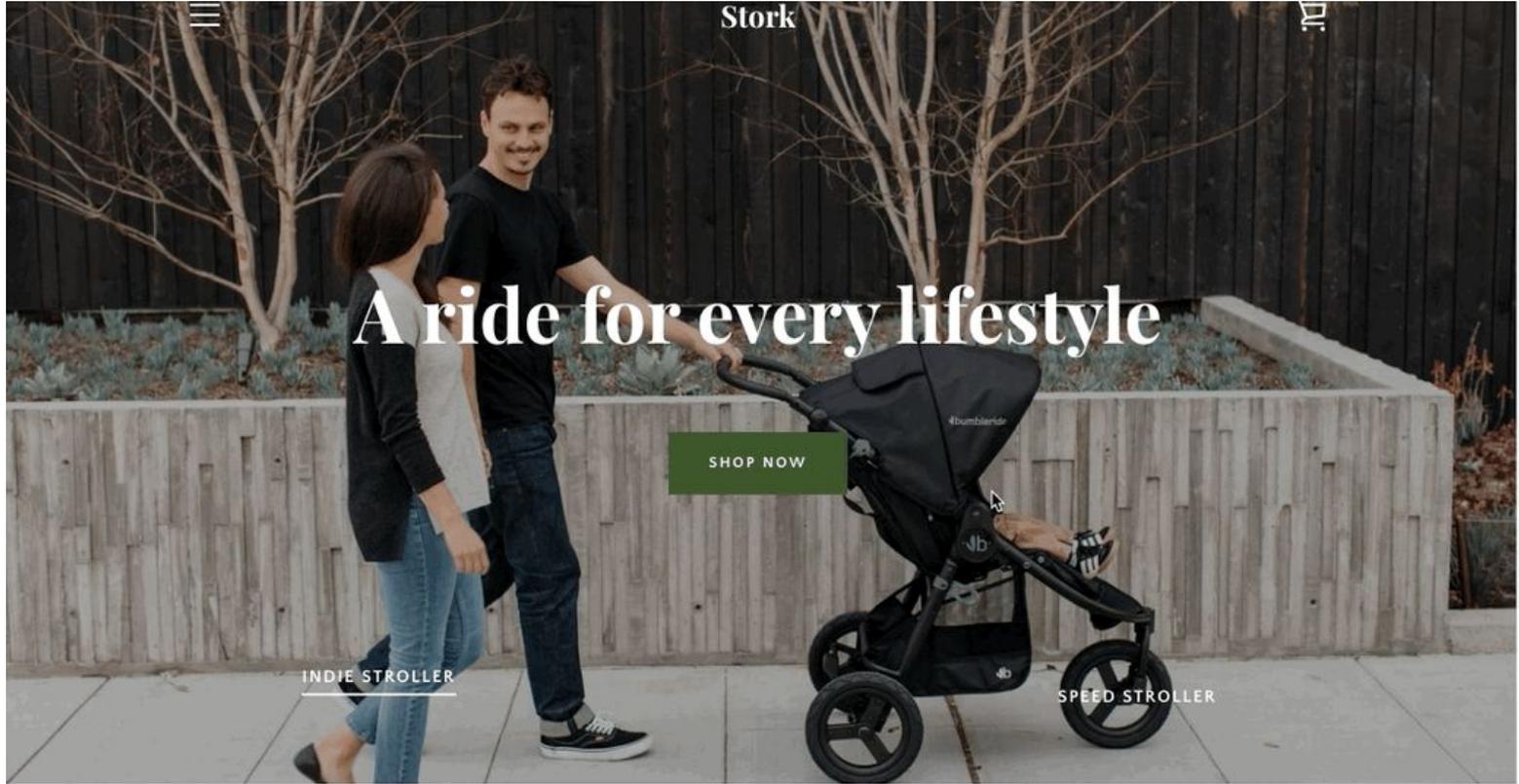
[Home](#) [Shop](#) [Stories](#) [About](#) [Contact](#)



**Chic handbags reimagined for  
modern life.**

**SHOP NOW**

**Narrative  
(Gratuit)**



Stork

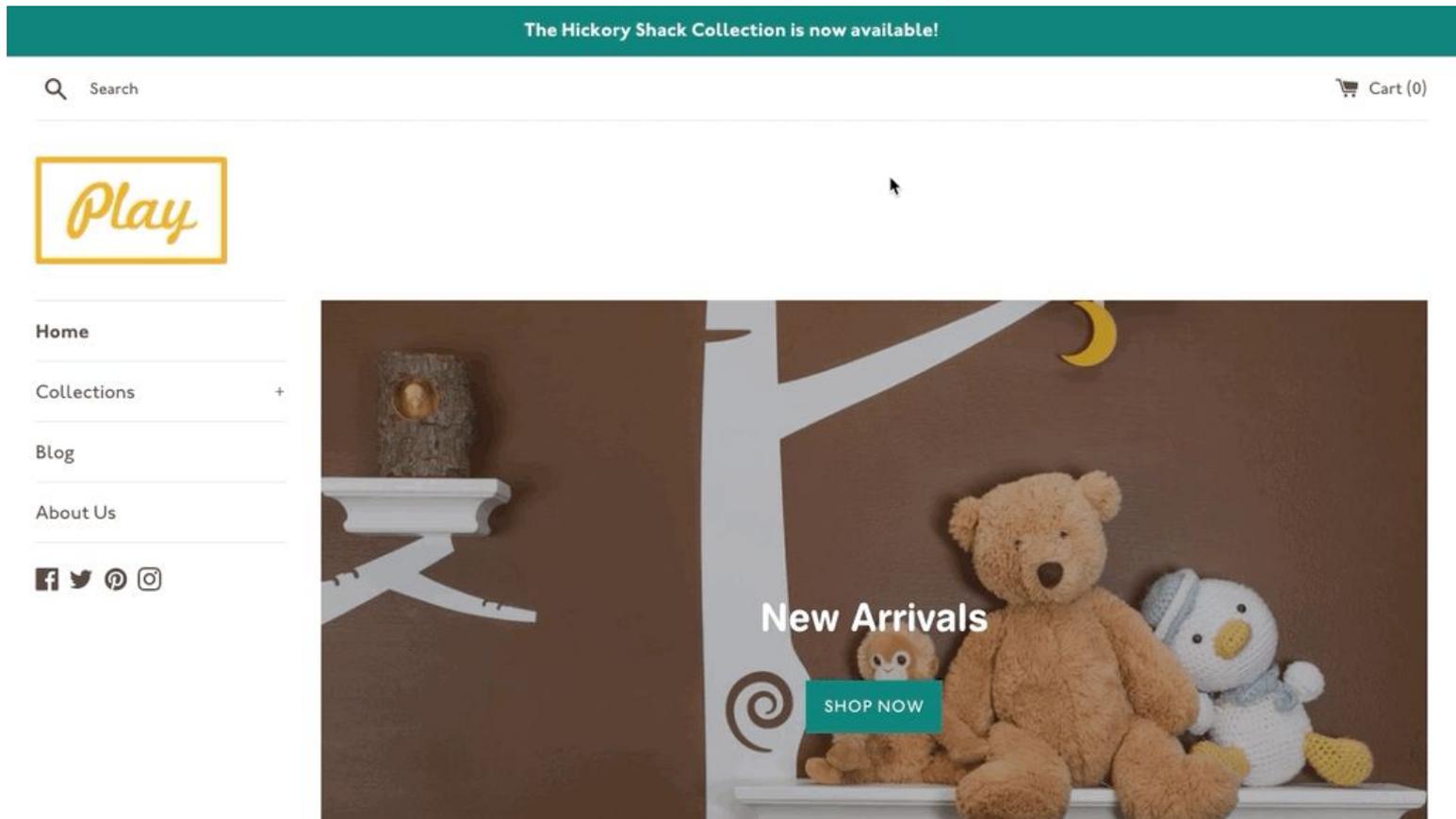
A ride for every lifestyle

SHOP NOW

INDIE STROLLER

SPEED STROLLER

## Simple (Gratuit)



# Pages et blogue

- Éditeur en temps réel
- *À propos de nous, Foires aux questions, Politiques de livraison/retours, etc.*
- Souvent négligées, mais très importantes
- Permet de bâtir une relation de confiance avec ses clients

The screenshot displays the Ariane-FR admin dashboard. The top navigation bar includes the store name 'Ariane-FR', a search bar, and the user profile 'Ariane Lusk'. The left sidebar lists various management categories: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps. Under 'SALES CHANNELS', 'Boutique en ligne' is expanded to show 'Thèmes', 'Articles de blog', 'Pages' (highlighted), 'Navigation', 'Domaines', and 'Préférences'. The main content area is titled 'Pages' and shows a list of pages. A search bar with 'Rechercher pages' and a 'Filtrer' dropdown is present. A checkbox for 'Afficher 1 Page' is visible, along with a sorting option 'Trier par Titre de A à Z'. One page, 'À propos', is listed with a timestamp 'Il y a un instant'. A help bubble at the bottom right says 'En savoir plus sur les Pages.'

# Paiements

- Choisissez une passerelle de paiement
- PayPal et autres méthodes de paiement accélérées (*Apple Pay*, *Google Pay*, etc.)
- Configurez une méthode de paiement manuelle

Shopify Sea to Sky

Search

Cassandra Ratcliffe

Settings

## Payment providers

Payment providers

Accept [payments](#) through your store using providers like Shopify Payments, third-party services, or other payment methods.

Your store accepts payments with: PayPal Express Checkout and Shopify Payments.

**shopify payments** [Manage](#)

**Information** You need to provide more information to start receiving payouts. [Complete Shopify Payments setup](#)

**Credit card rate**  
As low as 2% + CA\$0.30

**Transaction fee**  
0%

**Accepted payments**

VISA Mastercard AMEX O Pay Apple Pay Google Pay

[View payouts](#) [Complete account setup](#)

**PayPal**

**Express Checkout**

**Information** After your first sale, PayPal will email you at [cassandra.ratcliffe@shopify.com](mailto:cassandra.ratcliffe@shopify.com) with instructions for setting up a PayPal business account and claiming your funds.

A button that enables customers to use PayPal directly from your checkout. [Learn more about PayPal Express Checkout](#).

# Canaux de vente

 <b>Online Store</b> Build a home for your business with a fully customizable online store >	 <b>Shopify POS</b> Accept payments face-to-face with Shopify POS >	 <b>Buy Button</b> Add your products to any site or blog using Buy Button >
 <b>Facebook Messenger</b> Sell products and send order notifications via Messenger >	 <b>Facebook Shop</b> Connect and sell to billions of users on Facebook >	 <b>Amazon</b> Easily list and sell your products on Amazon using Shopify >
 <b>Wanelo</b> Sell your products to millions of active shoppers on Wanelo >	 <b>Houzz</b> Get your products in front of 40M monthly active customers on Houzz >	 <b>Kik</b> Get Kik's GiftGuru to suggest your products to over 300M users >
 <b>eBay</b> Get your products in front of eBay's 170 million buyers >	 <b>Lyst</b> Reach over 65 million fashion lovers with Lyst >	 <b>Instagram</b> Sell on Instagram by tagging products in your posts & stories >

# Applications

- Plus de 2 400 applications gratuites et payantes
- Permet l'intégration de services externes et l'ajout de fonctionnalités à votre boutique Shopify



## Enhanced Mini Cart

Free  
Improved Dropdown /  
Sidebar Mini Cart |  
Boost Store Revenue  
★ 4.0 (3)



## Store Pickup by Genie Apps

Free  
Offer instore pickup  
option for your  
products  
★ 5.0 (6)



## Customer Profile Editor

Free  
Customer fields self-  
edit made possible for  
all stores  
★ 5.0 (4)



## SEO Ranger

Free plan available  
Boost Your Store SEO  
Rankings and Get More  
Traffic  
★ 4.8 (66)



## Bulk Discount & Sales Manager

Free plan available  
Product Discount,  
Scheduled Sales, Flash  
Sale, Storewide Sales  
★ 4.4 (206)



## Back in Stock Alerts

Free plan available  
Out of Stock & Restock  
Alerts, Back in Stock  
Notifications  
★ 4.6 (96)



## Recurring Order & Subscription

3-day free trial  
Subscriptions:  
Recurring Orders,  
Invoices &  
Subscription Boxes  
★ 4.7 (85)



## Replay Live Session Recordings

Free  
Heatmap & Google  
Analytics Alternative -  
Increase Sales & SEO  
★ 4.8 (1289)



## PreProduct

20-day free trial  
Test and Make Sales  
for Future Products  
★ 5.0 (1)



## DropShipCN - Print on Demand

Free to install  
Free Shipping  
Worldwide. 800+ All  
Over Print Products.  
★ 4.5 (4)



## Post Purchase Checkout Upsell

Free plan available  
Sweet upsell after  
checkout, thank you  
page upsell system.  
★ 4.9 (16)



## Age Checker Plus

Free  
Easily add a custom  
age verification screen  
to your shop  
★ 4.5 (2)

**Digital  
Downloads  
(Gratuit)**

# Spectrially Yours

[Home](#)   [View Cart](#)



Psychic – MP3 Download  
albumdownload.zip (2.14 MB)

**Download Now**

## Kit (Gratuit)



Kit.

Sign In



Kit 7:20pm

Hey there! 🙌😊

I'm Kit, a virtual employee who helps Shopify entrepreneurs grow their business.

There are a lot of things I can do, but I'm best known for helping merchants with marketing.

Creating their Facebook ads, setting up pixels for retargeting, sending out email marketing campaigns - I take care of it all. 💪

Another fun fact about me: **I work for free!**

We can start working together as soon as you tell me your Shopify store address.

store-address

.myshopify.com

↑ Enter

## Product Reviews (Gratuit)

### Customer Reviews

★★★★☆ Based on 6 reviews

[Write a review](#)

★★★★☆

A great goodbye gift.

*Rose Buddy on Jun 26, 2018*

ed nisi lacus sed viverra. Varius duis at consectetur  
lorem donec massa sapien faucibus. Nisl vel  
pretium lectus quam id. Sit amet massa vitae tortor  
condimentum lacinia

[Report as inappropriate](#)

★★★★★

Perfect for ride at night

*Ichabod Cranes on Jun 26, 2018*

onsectetur adipiscing elit pellentesque habitant. In  
arcu cursus euismod quis. Adipiscing elit duis  
tristique sollicitudin nibh sit amet. Pharetra et  
ultrices neque ornare aenean euismod

[Report as inappropriate](#)

**Comment fait-on pour se différencier  
en ligne?**

## Communiquer sa proposition de valeur



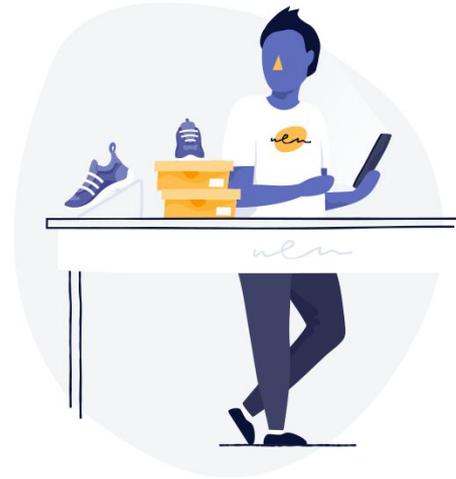
## **Votre marque**

- Identifier le public cible
- Identifier les informations dont les clients ont besoin à différentes étapes de leurs achats
- Solidifier les piliers de contenu
- Faire l'inventaire du contenu et le mettre en pratique

# L'acheteur type

5 endroits pour recueillir des informations pour votre acheteur type:

1. Données client
2. Données sur les concurrents
3. Étude de marché
4. Médias sociaux
5. Quels sites fréquentent vos clients?



# Persona marketing

## *Détails personnels / Qui est-il ou elle?*

- Sexe
- Age
- Lieu de résidence
- État civil
- Famille avec enfant(s)? Nombre et âge

## *Préférences de communication / Comment rejoindre l'acheteur type?*

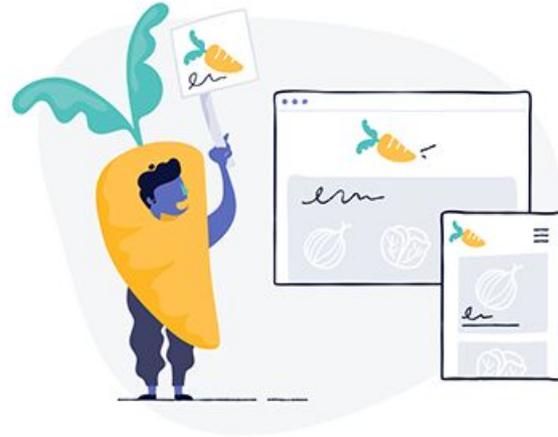
- Quels médias sociaux utilisent-ils?
- Si vous présentiez votre produit ou service à cette personne, quelles seraient ses objections immédiates?
- Comment cette personne préfère-t-elle consommer l'information? La lecture? L'observation? L'écoute?
- Comment préfèrent-ils communiquer? Téléphone? Courriel? Message texte (SMS)?

## Que doivent-ils savoir?

En utilisant <https://answerthepublic.com>, nous pouvons facilement identifier le type de questions que les clients cherchent à répondre au cours de leur processus d'achat

Assurez-vous d'inclure ce contenu dans vos blogues, médias sociaux et courriels

Créez des histoires captivantes autour du sujet



# Consolider les piliers de votre stratégie de contenu

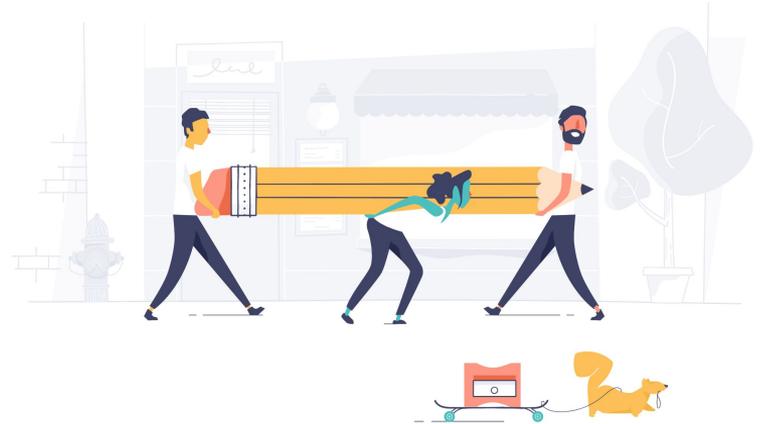
Piliers primaire et secondaire:

## Primaire

- Quel est votre produit?
- Quel est l'aspect le plus important de votre produit pour vos clients? Qu'est-ce qui les motiverait à faire l'achat?

## Secondaire

- En quoi votre produit est-il différent de ses concurrents? (c.-à-d. positionnement concurrentiel)
- Quel problème votre produit résout-il?

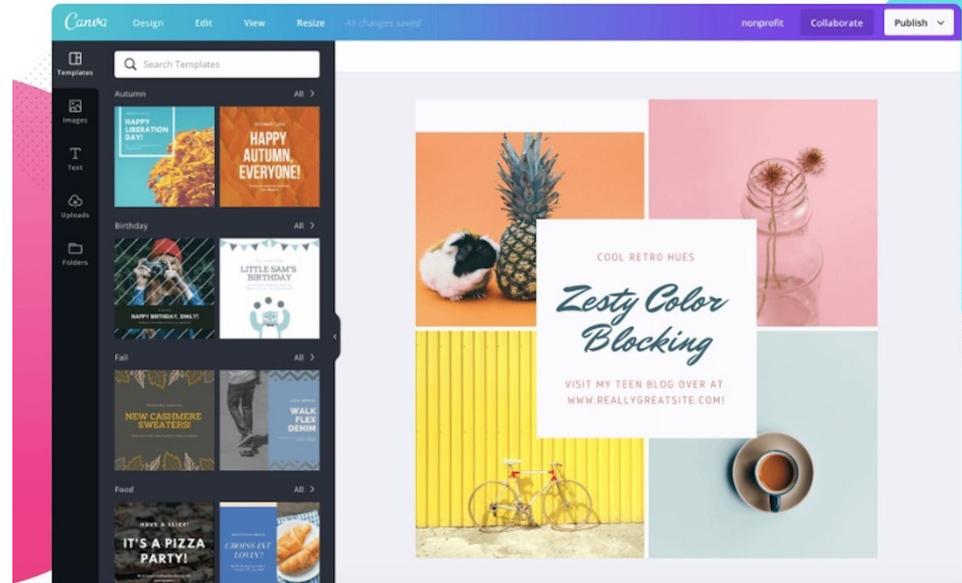


## Faire le point et réorienter

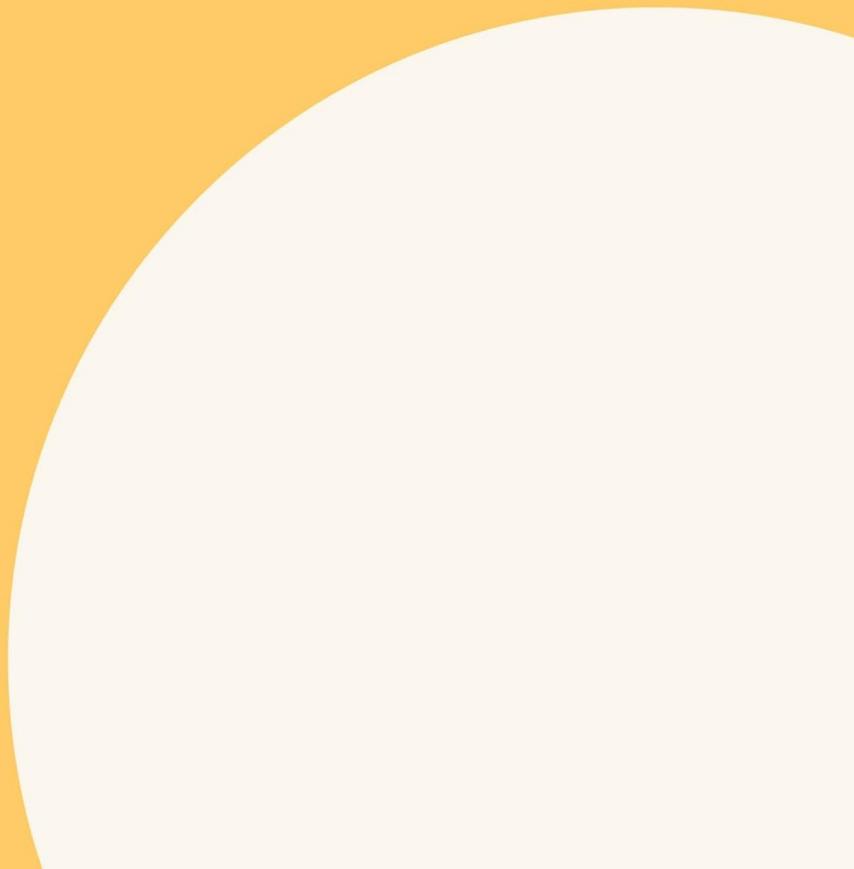
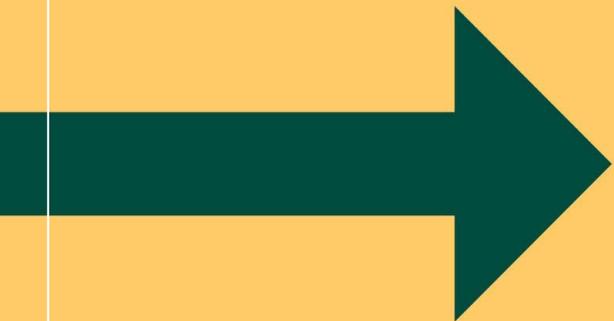
Créez plusieurs pièces de contenu (photos, vidéos) chaque mois et réutilisez les vidéos, les images et les ressources sur vos différents canaux

Utilisez des outils comme Canva ou Unfold pour créer des graphiques amusants avec du contenu existant

Gardez des notes sur votre téléphone pour des idées créatives



**Rejoindre  
vos clients**





**Blogue**

# Médias sociaux





Recherche Google

J'ai de la chance

Google disponible en : [English](#)

# Section marketing

- Créez des activités de marketing (Facebook et Google)
- Organisez ces activités en campagnes
- Conseils pour améliorer votre marketing

The screenshot shows the Shopify marketing overview dashboard. At the top, there's a dark blue header with the store name 'Ariane-FR', a search bar, and the user's name 'Ariane Lusk'. On the left, a sidebar menu lists various sections: Home, Orders, Products, Customers, Analytics, Marketing (selected), Overview (highlighted), Campaigns, Automations, Discounts, Apps, SALES CHANNELS, Boutique en ligne, and Settings. The main content area is titled 'Marketing overview' and includes a 'Create marketing activity' button. Below this, it shows 'Results from marketing' for the period 'Mar 22–Apr 18, 2020 compared to Feb 23–Mar 21, 2020'. A summary table displays four key metrics: Online store sessions (0), Orders from marketing (0), Sales from marketing (\$0.00), and Marketing cost (\$0.00). The main section is titled 'Promote your products with simple marketing tools' and provides a brief introduction to driving store traffic. It features two promotional cards: 'Track store visits with Facebook' and 'Get seen on Google', each with a 'Set up' link. A pagination indicator shows '1 of 7' items.

**Marketing overview** [Create marketing activity](#)

**Results from marketing** Mar 22–Apr 18, 2020 compared to Feb 23–Mar 21, 2020

Online store sessions	Orders from marketing	Sales from marketing	Marketing cost
0 —	0 —	\$0.00 —	\$0.00 —

**Promote your products with simple marketing tools**

Drive store traffic with audience-building activities. Then increase the chance of making a sale with retargeting ads, email, and other marketing tools.

1 of 7 [<](#) [>](#)

**Track store visits with Facebook** ⋮

Facebook Marketing automatically collects data on how and when your customers interact with your online store. When you're ready to begin promoting, use this data to help target your audience.

[Set up Facebook Marketing](#)

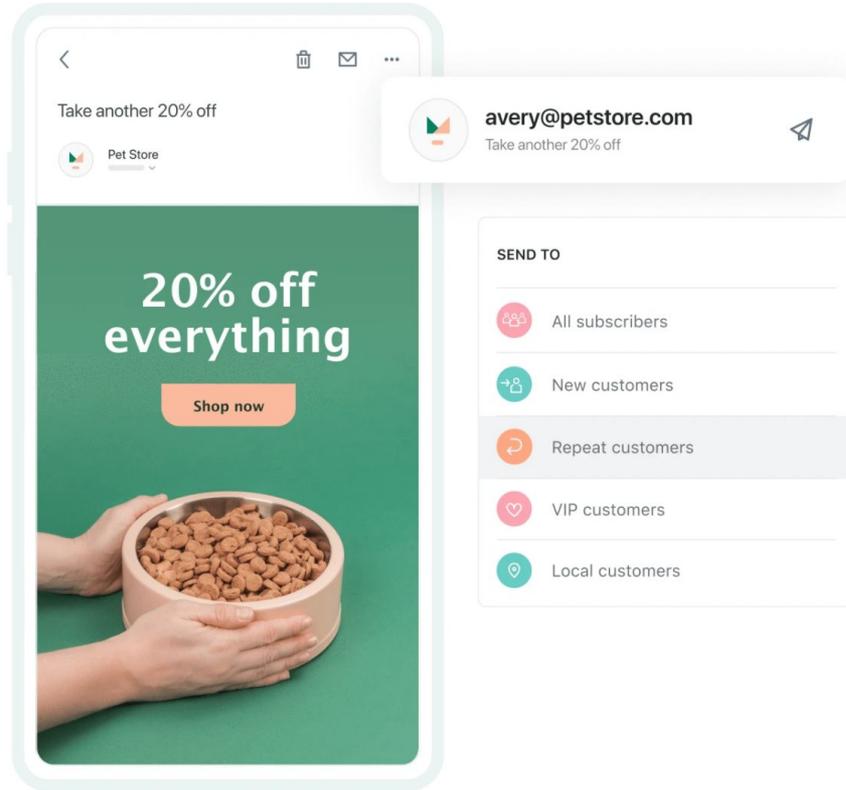
**Get seen on Google**

Sync your product images with Shopping can help set a daily budget for your ads on Google's network.

[Set up Google Shopping](#)

# Shopify Email

- Outil simple pour créer et envoyer des campagnes de marketing par courriel depuis Shopify
- Gratuit jusqu'au 1er octobre 2020
- Plusieurs modèles prêts à envoyer

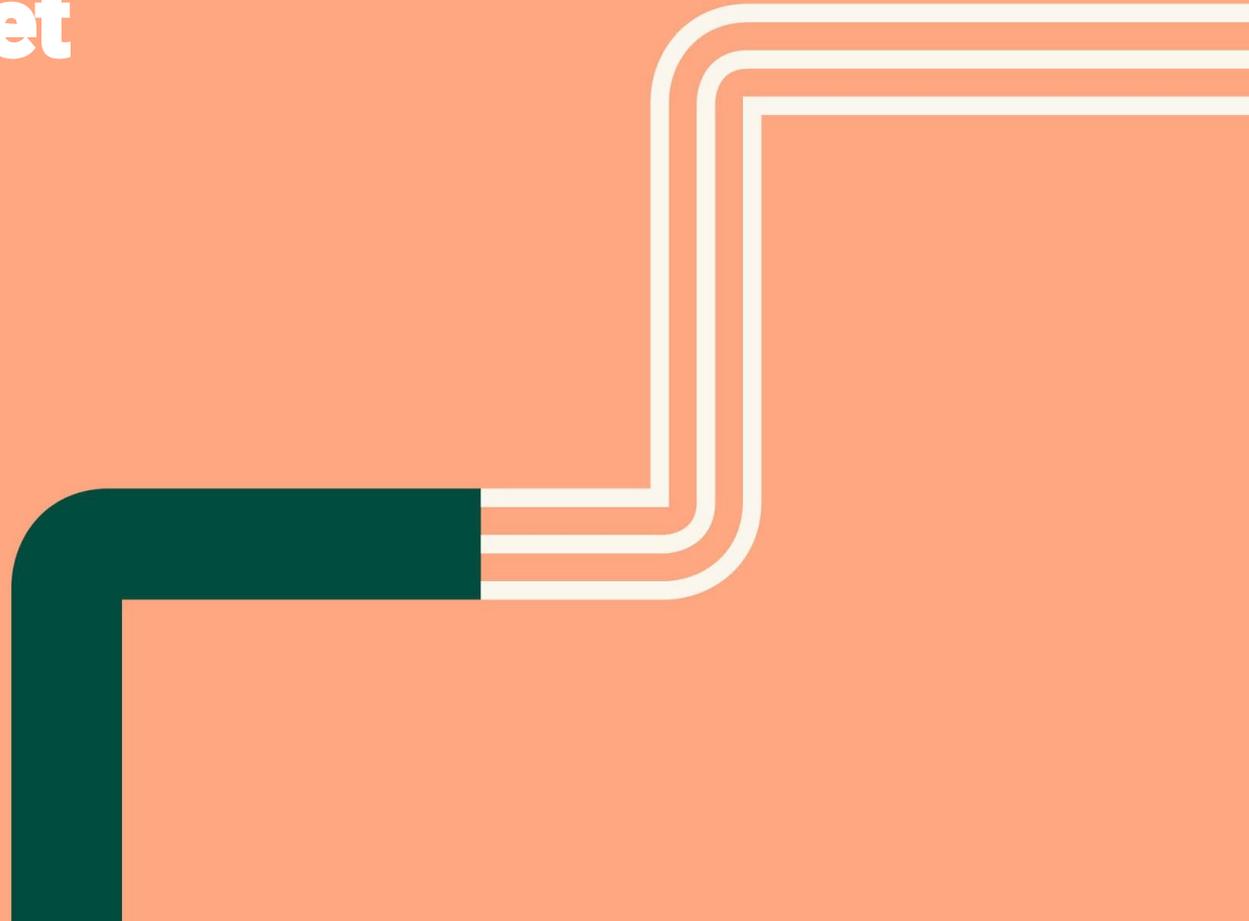


“**Tout objectif sans plan n’est  
qu’un souhait.**”

Antoine de Saint-Exupéry



# Ressources et exemples



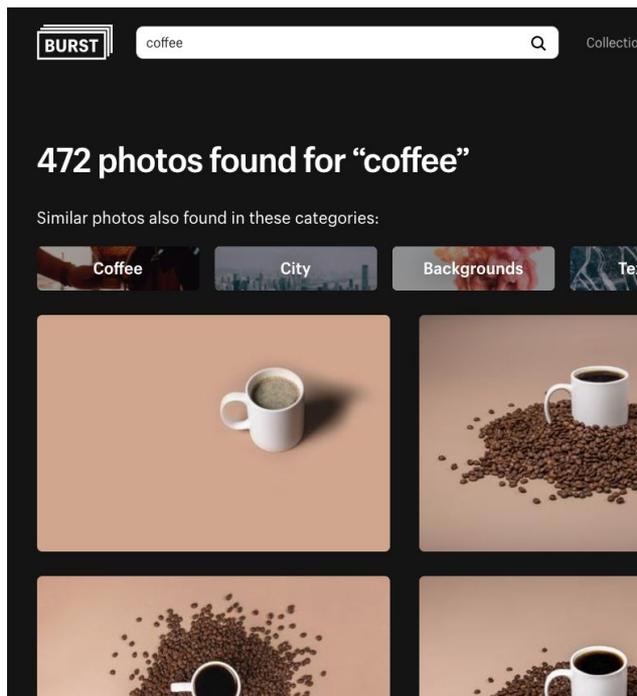


## Experts Shopify

- Plus de 780 Experts Shopify
- Programme mondial
- Plusieurs services offerts (marketing, configuration de boutique, rédaction de contenu, etc.)

# Burst

- Images gratuites de haute qualité
- Libre de droits
- Des milliers de photos



## Centre d'aide



Sujets ▾

Thèmes ▾

Développeurs ▾

Assistance ▾

Français ▾

shopify.com ▾

S'inscrire

# Centre d'aide Shopify

Que cherchez-vous ?

Rechercher la documentation



Version bêta

Le centre d'aide de Shopify en Français est actuellement en version bêta.

## Assistance

- 24/7
- Par courriel (bilingue), téléphone (anglais) ou chat (anglais)
- Forums



## 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 these challenging times.



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## If I Made

BUY A COURSE, GIFT A COURSE. [CLICK TO SHOP.](#)

**if i made** —  
ONLINE LEARNING

SHOP ▾

NEW

FREE LEARNING

ABOUT

LOGIN ▾

Times Are Tough.  
Brighten Someone's Day.

BUY A COURSE, GIFT A COURSE.

SHOP COURSES



WHAT WE DO

Learn from the creatives you admire most.



\$10 off of orders over \$100



Need help? Give us a call! 1-800-626-7510 Sign in

Search...

Home Shop by Brand Shop by Category Consults Blog FAQ Our Story HHL Team Cart



Clean Coach Carly

## Consultations

by Healthy Habits Living

★★★★★ 1 Review

Free



Consultation

FREE PRODUCT CONSULT

\$15 PRE-PAID PRODUCT CONSULT

-

1

+

ADD TO CART



+ MORE

Description

Carly Neubert BA, NC, is currently offering three different types of

0.0 ★★★★★  
No rating available

**Merci**

