

Shopify 101

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



Who This is For

Small businesses: Shopify is a great option for small businesses that want to start selling online. It is easy to use and affordable, and it offers a wide range of features to help you sell online.

Beginners: Shopify is also a great option for beginners who want to start selling online. It is easy to use and there are plenty of resources available to help you get started.

Scalable businesses: Shopify is a scalable platform, so it can grow with your business. As your business grows, you can easily add new products, increase your traffic, and process more orders.

Dropshipping: Shopify is a great platform for dropshipping businesses. Dropshipping is a business model where you don't keep any inventory. When a customer orders a product from your store, you simply place an order with a supplier and have them ship the product directly to the customer. Shopify makes dropshipping easy by providing integrations with popular dropshipping suppliers.

What is Shopify

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Subscription vs One Time Fee

Shopify is a straight forward, subscription-based software, that enables business owners create and launch an online store without the need for a developer.

While other eCommerce platforms can be free, there are often fees associated with plug-ins, SSL certificates and hosting.

Both options offer free and paid templates.

Comparison Chart

	WOOCOMMERCE	SHOPIFY	MAGENTO
			
PRICING POLICY	Free Plugin, but most features need to be paid	\$29 to \$299 for premium plans	Open Source but costs \$18,000 for enterprise
DIFFICULTY OF LEARNING	Straightforward plugin that comes with a customizable dashboard	Easy to use and user friendly	Great for experienced developers
FLEXIBILITY	Can create any store, regardless of the niche	Comes with a slightly customizable set of themes	Customizable with the right skills
SCALABILITY	Scalable, you can add more products as your business grow	Scalable website that loads faster than other platforms	Highly scalable but needs enterprise edition for big companies
SECURITY	Comes with top security features that are constantly updated	Provides SSL certificates to improve security	Provides built-in security features

Source: [Flexisourceit.au](https://flexisourceit.au)

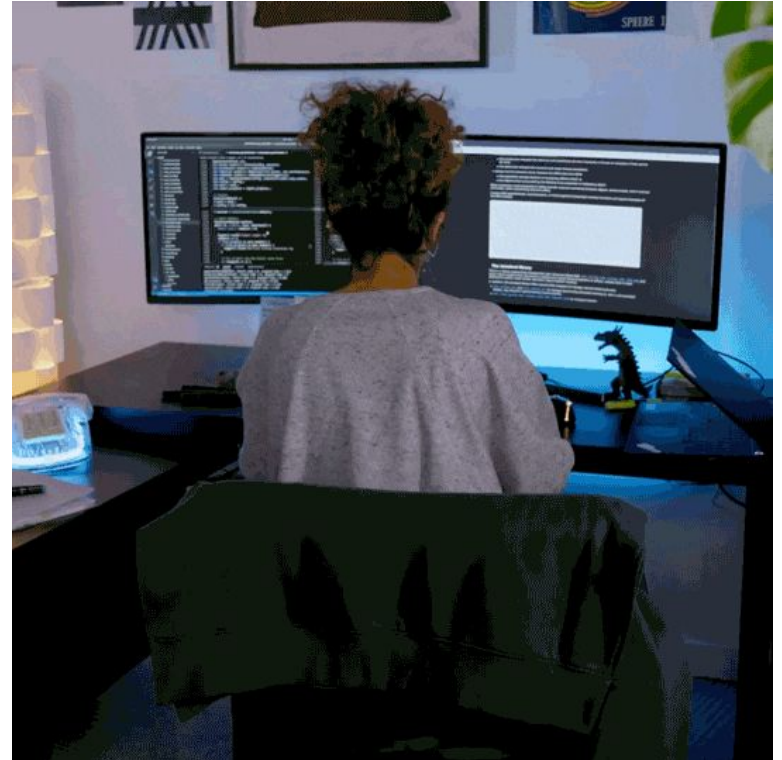
Why Shopify?

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Ease of Use

Choosing the right platform to build your online business can feel incredibly overwhelming. It is easier to create a new site the right way than to migrate a site. This is why it is important to know and understand your options- right from the beginning. And here's why:

Beyond the basics of purchasing your domain, you also have to set up your homepage, product pages, checkout and thank you pages. This customer journey can be a catalyst in how well your online store converts.



Features

Shopify offers a wide range of features that are essential for running an ecommerce business, including:

- Product management
- Shipping and fulfillment
- Payments
- Marketing
- Analytics

Shopify has a large and active app store with over 6,000 apps that can extend the functionality of your store. This means that you can find an app for just about anything you need, from adding a blog to your store to integrating with your shipping carrier.

Security

- **SSL encryption:** All Shopify stores use SSL encryption to protect customer data. This means that all data transmitted between your store and your customers' browsers is encrypted, making it very difficult for hackers to intercept.
- **PCI compliance:** Shopify is PCI compliant, which means that it meets the highest security standards for storing and processing credit card data. This ensures that your customers' credit card information is safe and secure.
- **Two-factor authentication:** Shopify offers two-factor authentication, which adds an extra layer of security to your account. With two-factor authentication, you need to enter a code from your phone in addition to your password to log in to your account.



Built in Tools to Boost Sales

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SEO: Search Engine Optimization

1. Shopify's SEO-friendly site structure helps your store rank in search engine results.
2. Customizable H1, title, and meta tags to enhance visibility.
3. Automatically generated sitemap.xml and robots.txt files.
4. SEO-friendly product reviews

Integrations

Shopify has built-in marketing tools

1. Integrated email marketing platform, Shopify Email, lets you design stunning emails and newsletters.
2. Directly link your Shopify store to Facebook and Instagram, creating shoppable posts and ads.
3. Shopify integrates with Google Smart Shopping and Google Ads for paid advertising.
4. Access built-in analytics to track the success of your campaigns.



Up-Sell and Cross Sell

1. In-built product recommendation engine that suggests related products to customers.
2. One-click upsell options at checkout to boost average order value.
3. Easily bundle products together for cross-selling

Abandoned Cart Recovery

1. Shopify automatically tracks and emails customers who leave items in their cart without completing a purchase.
2. Customize the timing and message content to entice customers back.
3. Use built-in analytics to track the success of your recovery efforts.

These powerful built-in tools help you maximize your sales without needing additional plugins or software, making Shopify a fully-integrated eCommerce solution.



Multichannel Selling

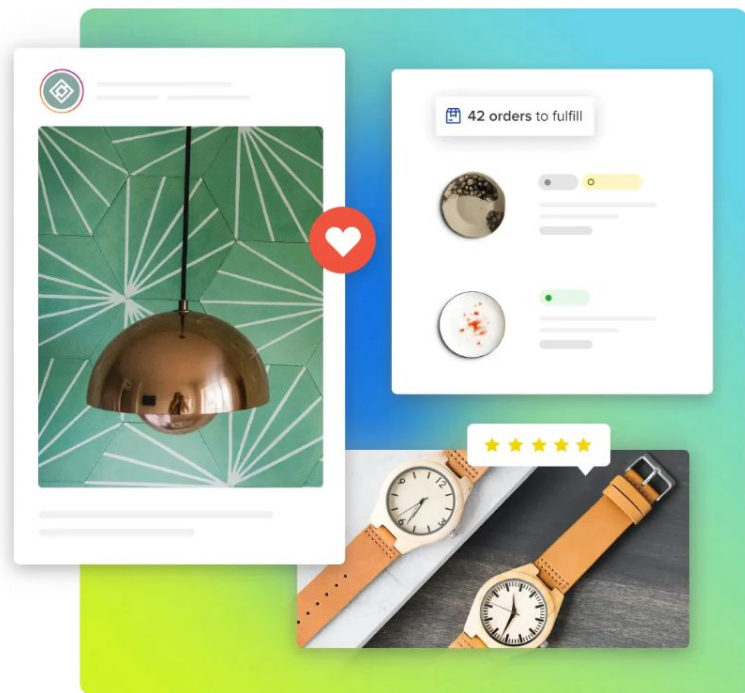
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Choosing Your Sales Channels

SALES CHANNELS

Expand your reach

Promote and sell your products on multiple sales channels all from within Shopify.

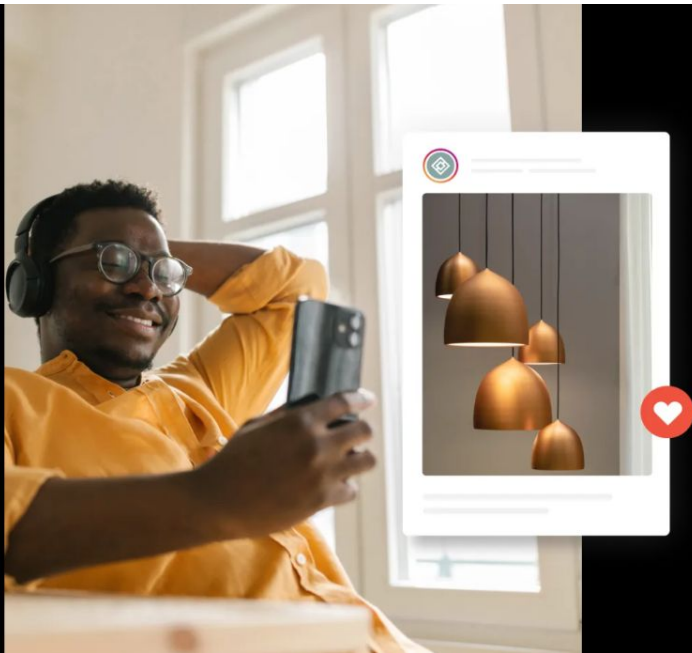


Multiple Platforms

1. Sell on multiple platforms such as Amazon, Walmart, Facebook, Instagram, eBay, and more
2. Synchronization of inventory and sales across all channels



One Stop Shop



Run your business from a single place

Promote and sell on sales channels while Shopify automatically tracks orders and inventory.

Boost sales

Customize where your products appear, so you can feel confident the right shoppers discover your business.

Grow your audience

Reach new customers by promoting/listing your products in front of millions of shoppers.

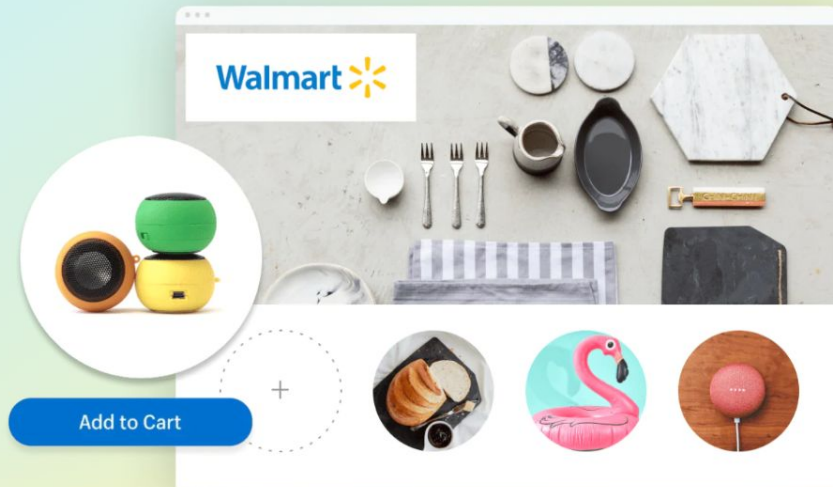
Walmart

Sell on Walmart Marketplace

Get your brand in front of 120 million monthly online visitors on one of the world's largest retail platforms.

[Install Walmart Marketplace](#)

[Don't have a Shopify store?](#)



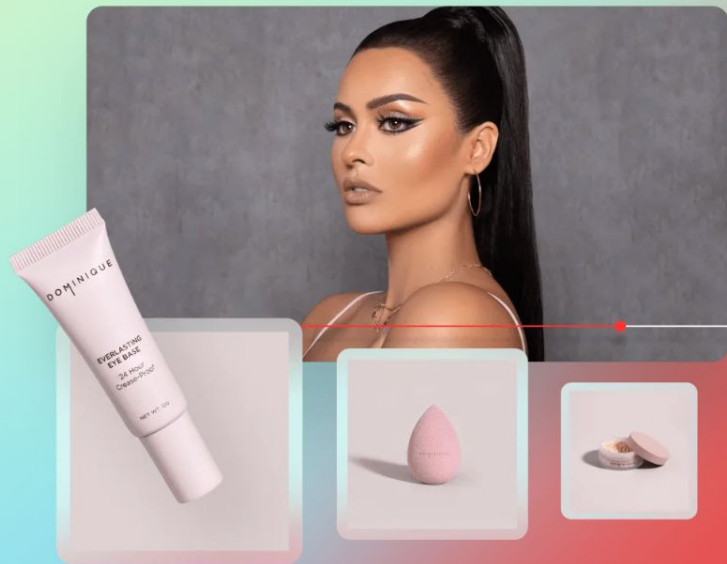
YouTube

Upload your store to YouTube

Tag products to your videos to make it easy for followers to discover, shop, and buy.

[Install Google & YouTube](#)

[Don't have a Shopify store?](#)



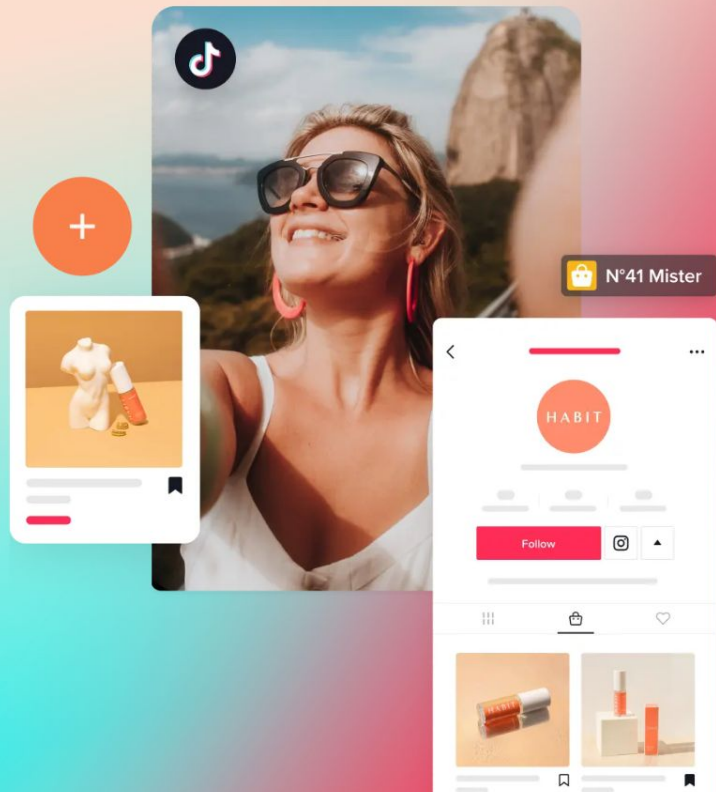
TikTok

Sell on TikTok

Tell your brand story and connect with the next generation of highly engaged shoppers.

[Install TikTok](#)

[Don't have a Shopify store?](#)



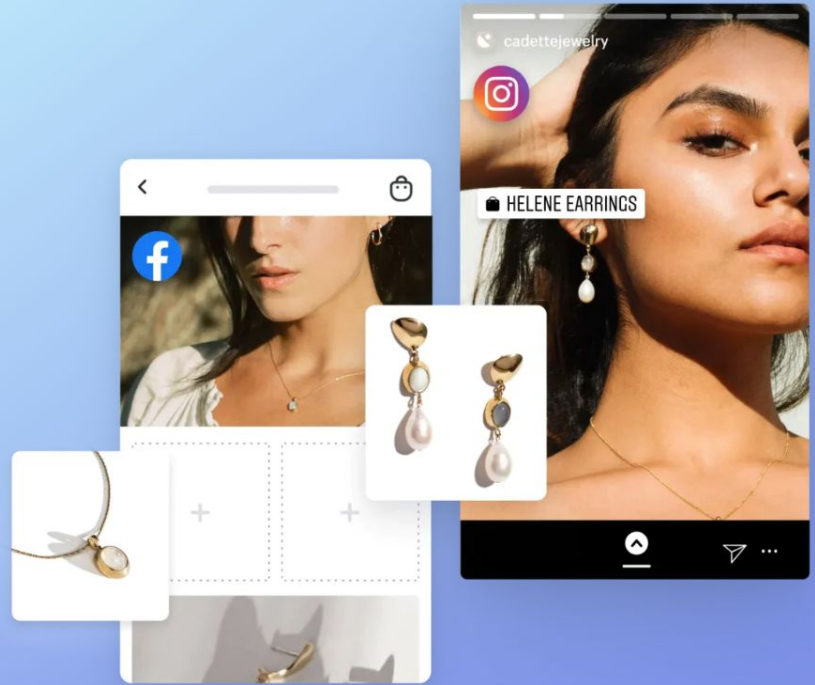
Meta

Grow your business with Facebook and Instagram

Facebook and Instagram let you sell and market where your customers are.

[Log in to install](#)

[Don't have a Shopify store?](#)



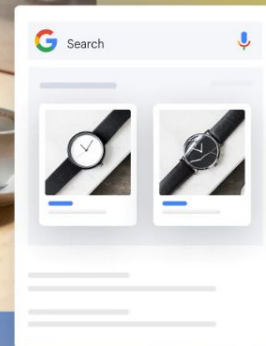
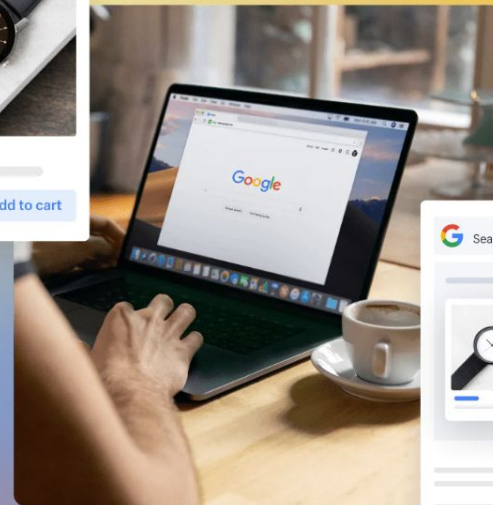
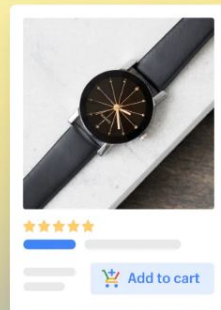
Google

Sell where people search on Google

Get your products in front of new shoppers who are looking for what you're selling.

[Install Google & YouTube](#)

[Don't have a Shopify store?](#)



Payment Methods

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Seamless Checkout Experience

Shopify's secure, streamlined checkout process reduces friction, helping to increase conversion rates.

Shopify's wide range of payment options allows you to offer your customers the flexibility to choose their preferred method, increasing customer satisfaction and conversion rates



Credit Cards



Digital Wallets



Buy Now, Pay Later

afterpay 

shop 

Klarna.

Analytics and Reporting

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Track Sales, Customer Behavior, and More

1. Real-time reporting: Monitor your sales and profit in real-time.
2. Customer behavior: Understand where your customers come from, what they're looking at, and how they're navigating your site.
3. Exportable reports: Download reports for further analysis.

Measure Effectiveness of Marketing and SEO

1. Traffic source reporting: Know which channels are driving the most traffic to optimize marketing spend.
2. SEO reporting: Understand how your keywords are performing in search rankings.
3. Marketing campaign analysis: Measure the ROI and effectiveness of your marketing campaigns.

In-Depth Product and Inventory Insights

1. Product report: Discover your best-selling products, and products that are viewed but not purchased.
2. Inventory report: Track stock levels, sell-through rates, and identify when to restock.
3. Sales by product/variant: Dive into sales by SKU or variant level to understand customer preferences.

Shopify's comprehensive analytics and reporting features give you powerful insights into every aspect of your business, helping you make data-driven decisions for improved profitability.

Built in CRM

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Customer Profiles

1. Customer profiles: Each customer gets a comprehensive profile, tracking their buying habits, order history, and contact information.
2. Automated segmentation: Shopify automatically segments customers based on location, purchase history, and more, for targeted marketing
3. Email marketing: Leverage customer data to create personalized email campaigns directly within Shopify.
4. Tailored marketing: Use the segmented customer data for more precise, targeted marketing campaigns

Getting Started

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Build a Profitable Store with Shopify


Before you start setting up your Shopify store, it's important to understand your goals.

Ask yourself basic questions about your store. For example, do you want to sell your products both online and in person? Do you want to sell your products through social media channels like Facebook? This can help you to focus your attention and speed up your setup process.

*****Shopify's disclaimer is to consult with an expert about your tax laws and business entities*****

Get Organized

1. Set up your Shopify account
2. Customize your store design
3. Add and manage your products
4. Set up your domain
5. Set up your payment gateway and shipping options
6. Market your products and store
7. Monitor performance with analytics
8. Optimize for growth

- [Log in to your store](#)
- [Password protect your store](#)
- [Name your store and set your legal business name](#)
- [Enter your business address](#)
- [Add your billing information](#)
- [Set the default currency for your store](#)
- [Set a default weight unit for your store listings](#)
- [Set up your shipping settings](#)
- [Set up Shopify Markets, if applicable](#)
- [Set up pickup and local delivery](#)
- [Set up your taxes](#)
- [Set up your payment gateways](#)
- [Staff your store, if applicable](#)
- [Set up your domain](#)
- Explore the [Shopify App store](#)  to see which apps could help you with your business

Source: [New Store Checklist](#)

Conclusion

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No Experience Needed*

One thing that separates Shopify from other eCommerce platforms is it's not important for the owner to have any technical knowledge to build their site. There are hundreds of fully integrated templates to get started.

Shopify also offer an EXTENSIVE training [blog](#) that has well-written, step by step instructions, as well as video companions. They have a great [YouTube channel](#) with tutorials. They also have a great [Help Center](#), with live chat help and support to assist you on your eCommerce journey.

Resources:

[Shopify Resource Center](#)

[Shopify Checklists](#)

[Shopify Sales Channels](#)

[Shopify YouTube](#)

[Shopify Walmart](#)

[Shopify TikTok](#)

[Shopify Meta](#)

[Shopify Google](#)

[Shopify Payments](#)

Questions?

Type your question to the chat box

Contact Us:

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<https://bit.ly/regRISBDC>

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