

eCommerce Marketing



CHAPTER 5 **BUILDING YOUR STORE FROM SCRATCH**

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AGENDA

Store options

Adding products

Key pages

How to customize

Configure tax settings

Payment gateway

Launch

STORE OPTIONS



SHOPIFY PRICING

	Basic Shopify	Shopify	Advanced Shopify	Shopify Plus
Total Price	\$81.50	\$127.00	\$344.00	\$2,041.25
Plan Fee 10% discount for annual plans	\$29.00	\$79.00	\$299.00	\$2,000.00
Fee estimate				
Credit card rate	\$52.50 2.9% + 30¢	\$48.00 2.6% + 30¢	\$45.00 2.4% + 30¢	\$41.25 2.15% + 30¢
Transaction fee	None	None	None	None
Features Included				
Staff accounts	2	5	15	Unlimited
Numbers of products	Unlimited	Unlimited	Unlimited	Unlimited
File Storage	Unlimited	Unlimited	Unlimited	Unlimited
Shopify Shipping discount	up to 64%	up to 72%	up to 74%	Outstanding

source: shopify.com/pricing

EXAMPLE STORE

SHOPIFY FREE TRIAL

The screenshot shows the Shopify admin interface. At the top, the store name 'Kinda Hot Sauce' is on the left, a search bar is in the center, and the user 'Braveen Kumar' is on the right. A left sidebar contains navigation links: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (with a plus icon), Online Store (with an eye icon), and Settings. The main content area features a dark blue banner at the top that says 'Your trial just started' with a 'Select a plan' button. Below this is a white box with the heading 'Get ready to sell online. Try these tips to get started.' and a three-dot menu icon. Underneath, there are three options: 'Add product' (highlighted with a blue bar), 'Customize theme', and 'Add domain'. The 'Add product' section includes the text 'Add your first product' and 'You can add physical items, digital downloads, services, or anything else you dream up.', along with an 'Add product' button and a green tag icon. At the bottom of this section is a 'Learn more about products' button with a question mark icon.



BEFORE YOU BEGIN

**YOU SHOULD
HAVE**

- Business idea
- Business name
- Logo
- Products to sell
- Photos

ADD YOUR PRODUCTS

Products > Add product

shopify

Unsaved product Discard Save

< Products

Add product

Title

Short sleeve t-shirt

Description

A B I U [List icons] [Align icons] [Color icon] [Link icon] [Table icon] [Image icon] [Video icon] [Unlink icon]

Product availability [Manage](#)
Available on 1 of 6 channels and apps

Online Store

Organization

Product type
e.g. Shirts

Vendor
e.g. Nike

SALES CHANNELS +

Online Store o

COLLECTIONS

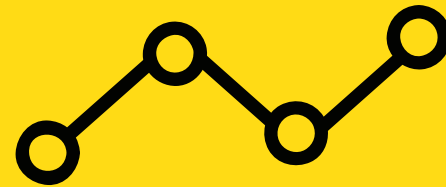
PRODUCT DESCRIPTIONS



Know who
you are
speaking to



Highlight
incentives



Anticipate
common
questions






Help
customers
see
themselves
using your
product



Easy to scan












Hot Enough Habanero






 Duplicate  Preview  More actions ▾

Title

Hot Enough Habanero

Description

This habanero hot sauce packs a flavor that's equal parts fruity and fiery. This mild hot sauce won't set your mouth on fire, but it will add a pleasant kick to all your favorite meals. At 90,000 SHU, it's certified kinda hot.

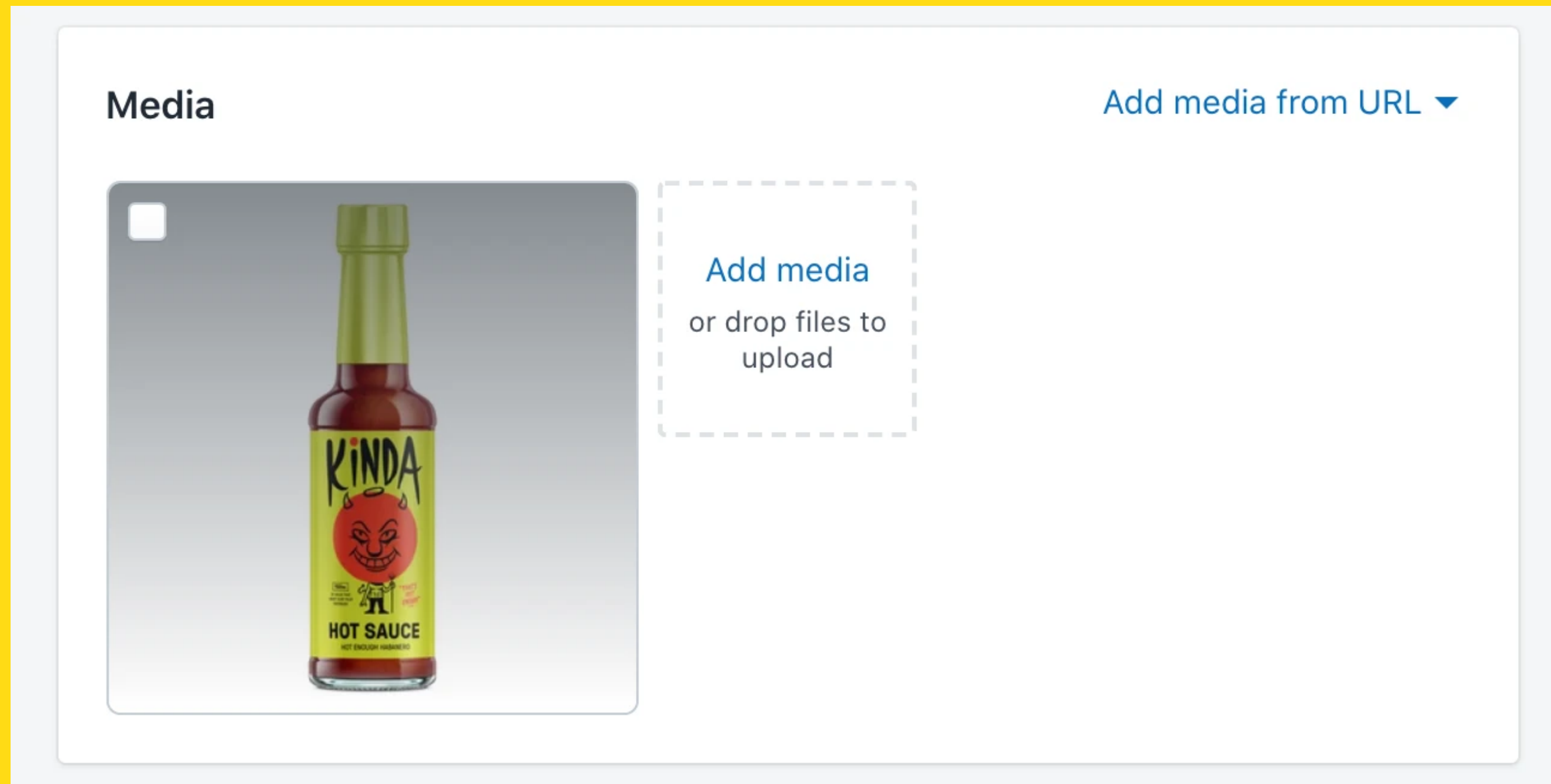
Ingredients: Habanero peppers, bell peppers, garlic, vinegar, mustard, salt.

Goes great with: Fish tacos

Quantity: 150 ml

Heat level (out of 5): 🌶️🌶️🌶️

UPLOAD PRODUCT PHOTOS OR OTHER MEDIA





Hot Enough Habanero – \$15



Born to be Mild Thai Chilli – \$15



The Friendly Ghost Pepper – \$15

SET YOUR PRICE

Pricing

Price

CA\$ 15.00

Compare at price

CA\$ 0.00



Cost per item

CA\$ 5.00

Margin
66.7%

Profit
CA\$10.00

Customers won't see this

Charge tax on this product

Keep it simple

Product	Per-product cost	Price	Gross margin	Weight
Hot Enough Habanero	\$5	\$15	66%	0.5 lbs
Born to Be Mild	\$5	\$15	66%	0.5 lbs
The Friendly Ghost Pepper	\$5	\$15	66%	0.5 lbs
Kinda Hot Sauce 3-Pack	\$15	\$40	63%	1.5 lbs

MANAGE THE INVENTORY



SKU

Create a consistent system using numbers or letters that makes it easy for you to identify what the exact item is at a glance

BARCODE

Bar codes (ISBN, UPC, GTIN, etc.) are typically used if you're reselling products

QUANTITY

This is how much of a specific product you have on hand

Inventory

SKU (Stock Keeping Unit)

MHS-HEH

Barcode (ISBN, UPC, GTIN, etc.)

- Track quantity
- Continue selling when out of stock

QUANTITY

[View inventory history](#)

Available

10

Incoming

0

SHIPPING

- Weight. The weight of one bottle on its own. I'm going to enter 0.5 lbs.
- Customs information. This is important if you plan to sell internationally. We'll put "Canada," since Kinda Hot Sauce is made in and shipped from Canada, and use the search bar to find the Harmonized System code for condiments, which is 21309.

Shipping

This is a physical product

WEIGHT

Used to calculate shipping rates at checkout and label prices during fulfillment.

Weight

CUSTOMS INFORMATION

Used by border officers to calculate duties when shipping internationally. Shown on customs forms you print during fulfillment.

Country of origin

In most cases, where the product is manufactured.

Province of origin

HS (Harmonized System) code

Used by border officers to classify this product.

VARIATION

Variants

This product has multiple options, like different sizes or colors

OPTIONS

Option 1

Size

150 ml ✕

300 ml ✕

Add another option

PREVIEW

variant

Price

Quantity

SKU

150 ml

\$ 15.00

10



MHS-HEH-1

300 ml

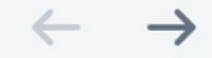
\$ 15.00

0



MHS-HEH-2

[← Back to product](#)



150 ml

 Duplicate



Hot Enough Habanero

2 variants

[Back to product](#)

Variants



150 ml



300 ml

Options

Size

150 ml



Add image

or drop images to
upload

[Choose existing](#)

Pricing

Price

\$ 15.00

Compare at price

\$ 0.00



ORGANIZATION AND PRODUCT AVAILABILITY



Product availability



Product type



Vendor



Tags



Collections

Product availability [Manage](#)
Available on 1 of 1 channels and apps

Online Store

Organization

Product type
Hot Sauce

Vendor
Kinda Hot Sauce

COLLECTIONS

Medium hot sauces for the semi...

TAGS [View all tags](#)

SEARCH ENGINE LISTING PREVIEW

Search engine listing preview

Hot Enough Habanero | Medium Hot Sauce

<https://kindahotsauce.shop/products/hot-enough-habanero>

Our tasty habanero hot sauce won't set your mouth on fire, but it will add a pleasant kick to any meal—especially fish tacos. Made for the semi-adventurous spice lover.

Page title

Hot Enough Habanero | Medium Hot Sauce

38 of 70 characters used

Description

Our tasty habanero hot sauce won't set your mouth on fire, but it will add a pleasant kick to any meal—especially fish tacos. Made for the semi-adventurous spice lover.

168 of 320 characters used

URL and handle

<https://kindahotsauce.shop/products/hot-enough-habanero>

source: shopify.com

- **Page Title**
- **Description**
- **URL**

Medium hot sauces for the semi-adventurous

View More actions

Title

Medium hot sauces for the semi-adventurous




Description (optional)

Rich text editor toolbar with options for bold, italic, underline, list, link, image, video, and other formatting tools.

Browse our collection of flavorful medium hot sauces.

Products

Search products, Browse, Sort: Best selling

- 1.  Born to be Mild Thai Chilli
- 2.  The Friendly Ghost Pepper
- 3.  Hot Enough Habanero

source: shopify.com

Collection availability [Manage](#)

Available on 1 of 1 channels and apps

Online Store 

Collection image [Edit](#)



ORGANIZING YOUR PRODUCTS INTO COLLECTIONS

KEY PAGES

FOR ANY ONLINE STORE



Contact
page



About page



FAQ page



Policy page

< Pages



Our Story

Duplicate View page More actions ▾

Page details

Title

Our Story

Content

A rich text editor toolbar with various icons for text formatting and content insertion. The icons include: bold (B), italic (I), underline (U), bulleted list, numbered list, left-align, right-align, link, unlink, image, video, and a lock icon. The toolbar is highlighted with a green border.

"We didn't want to make the world's hottest hot sauce. We wanted to make the tastiest."

We created Kinda Hot Sauce because we believe that *good* hot sauce doesn't need to be hotter than the surface of the sun.

Or sear your tastebuds off.

Visibility

- Visible (as of 2/9/2020, 10:36 AM EST)
- Hidden

[Set a specific publish date](#)

Template

Select a template for this page.

Template suffix

page

ABOUT PAGE

CONTACT PAGE

< Pages

Contact Us

Duplicate View page More actions

Page details

Title

Contact Us

Content

Rich text editor toolbar with icons for bold, italic, underline, bulleted list, numbered list, indent, outdent, link, unlink, table, image, video, and a code editor icon.

Got a question? Want to get in touch with us? Just want to say hello? You can reach us at support@kindahotsauce.shop or through this contact form.

Visibility

- Visible (as of 2/9/2020, 10:37 AM EST)
- Hidden

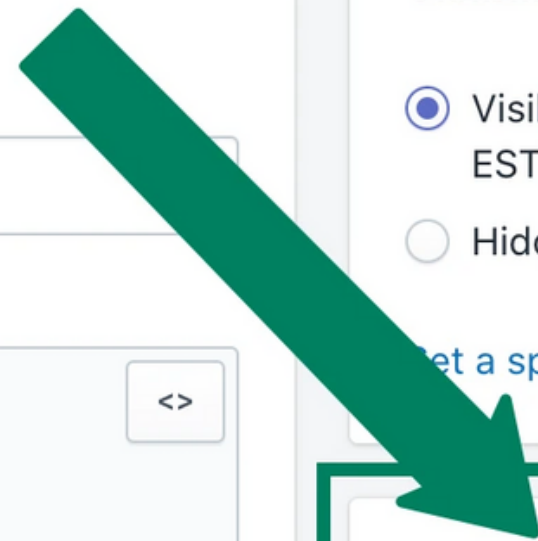
Set a specific publish date

Template

Select a template for this page.

Template suffix

page.contact



Policy Pages

RETURN POLICY

What's your policy regarding returns and exchanges?

PRIVACY POLICY

A privacy policy describes how you collect information about your customers

TERMS OF SERVICE

An agreement between you and your customers outlining how you will operate and what rights you reserve.

SHIPPING POLICY

Helps you set customer expectations around shipping costs, manufacturing times, and delivery speeds for the regions you ship to

Choose a theme

Explore free themes ✕

Simple

Boundless

Venture

Debut **Current**

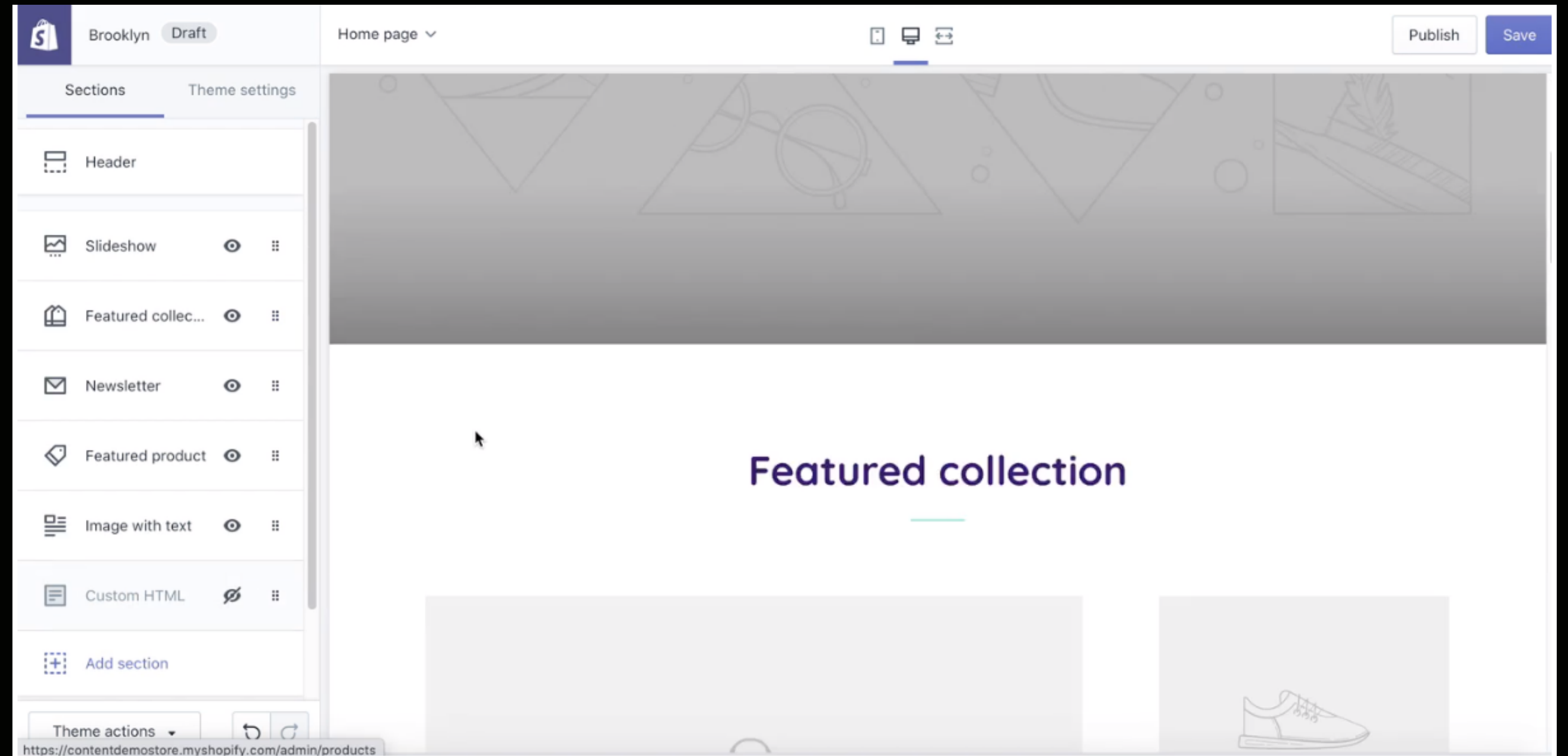
Supply

Narrative

Close

Learn more about themes.

Design your homepage



Customize your navigation menus

< Navigation

Main menu

Title

Menu items

☰ Home	Edit	🗑️
☰ ▶ Shop	Edit	🗑️
☰ ▶ About	Edit	🗑️
☰ Contact	Edit	🗑️

[+ Add menu item](#)

Customize your checkout

< Settings

Checkout

Style

Customize the style of your checkout

Upload your store's logo, change colors and fonts, and more.

Customize checkout

Customer accounts

Choose if you want to prompt your customer to create an account when they check out.

Accounts are disabled
Customers will only be able to check out as guests.

Accounts are optional
Customers will be able to check out with a customer account or as a guest.

Accounts are required
Customers will only be able to check out if they have a customer account.

Customer contact

Choose which contact methods your customers can use to check out and receive updates. [Learn more about notifications](#).

To check out

Customers can check out using either their phone number or email
Customers who choose to check out using their phone number will get order updates by SMS. This means that their email may not be collected during checkout.

Customers can only check out using email

To receive shipping updates

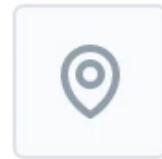
Customers can choose to add a phone number or email to receive shipping updates after they complete their order

Customers can download the [Shop App](#) from their order status page

- **Customer accounts**
- **Customer contact**
- **Form options**
- **Order processing**
- **Email Marketing**
- **Abandoned checkouts**

Set up shipping

Shipping from



80 Spadina

80 Spadina, Toronto M5V1K1, Canada

[Manage](#)

Shipping to

[Create shipping zone](#)



Domestic

Canada, United States



Rate name

Conditions

Price

Domestic Shipping

—

\$8.00



[Add rate](#)

- **Set up free shipping**
- **Charge real-time carrier rates**
- **Charge a flat rate**
- **Offer local pickup/delivery**

Setting conditional shipping rates

Add rate ✕

Set up your own rates
 Use carrier or app to calculate rates

Rate name Price

Free Shipping ⇅ \$ 0.00 Free

Customers will see this at checkout.

[Remove conditions](#)

Based on item weight
 Based on order price

Minimum price Maximum price

\$ 30.00 \$ No limit

Cancel Done

Set up Taxes

[← Settings](#)

Taxes

Tax regions

Manage how your store charges sales tax in your [shipping profiles](#). Check with a tax expert to understand your tax obligations.

Learn more about [taxes](#) .



Canada

Collecting

Edit



United States

Not collecting

Set up



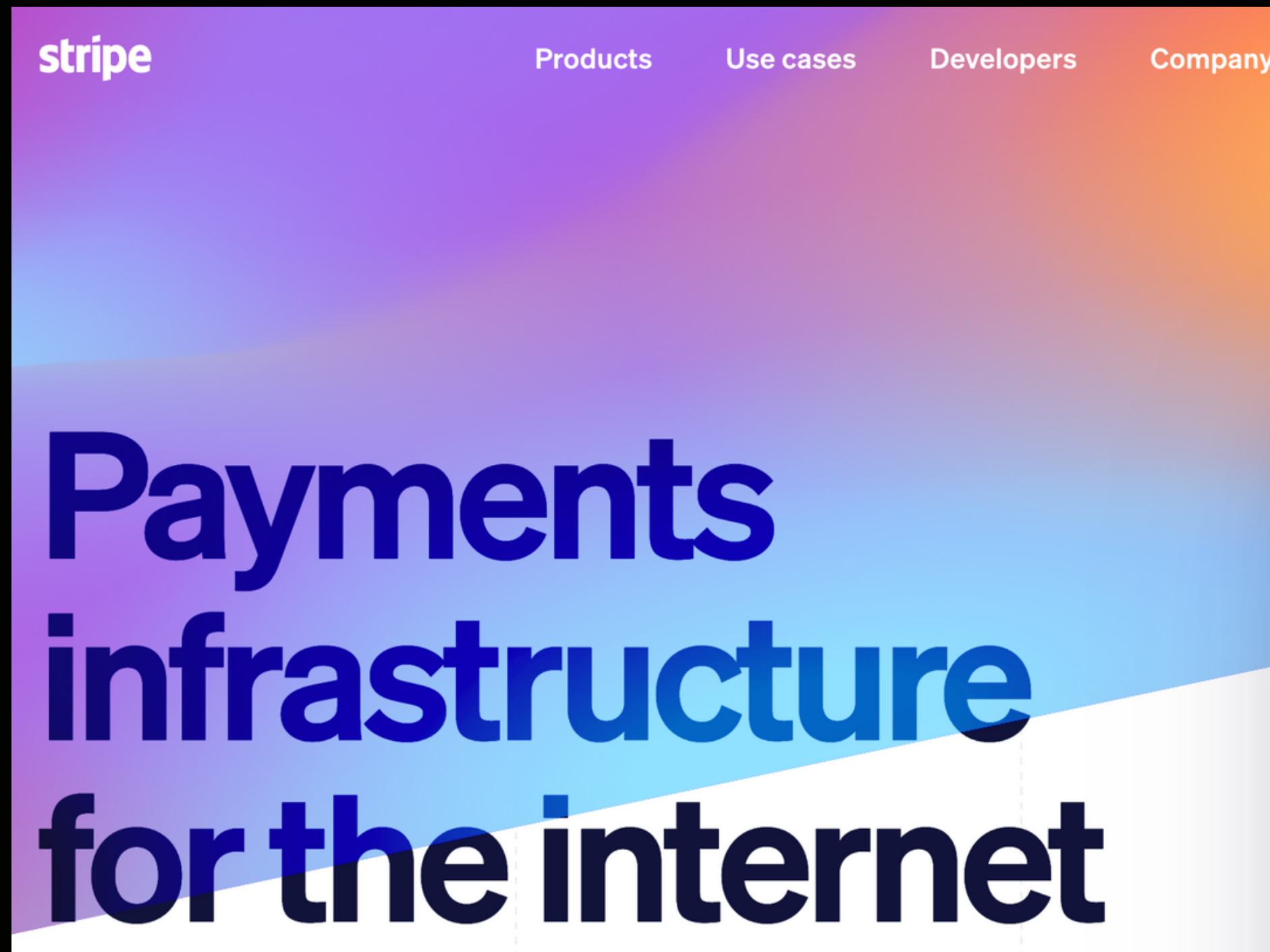
Rest of world

Not collecting

Set up


These regions are from your [shipping profiles](#). To add a region, edit your shipping settings.

Set up Payment Gateways



Prepare to Launch

Buy new domain

 Connect existing domain

Domain

Enter the domain you want to buy.

MOST POPULAR

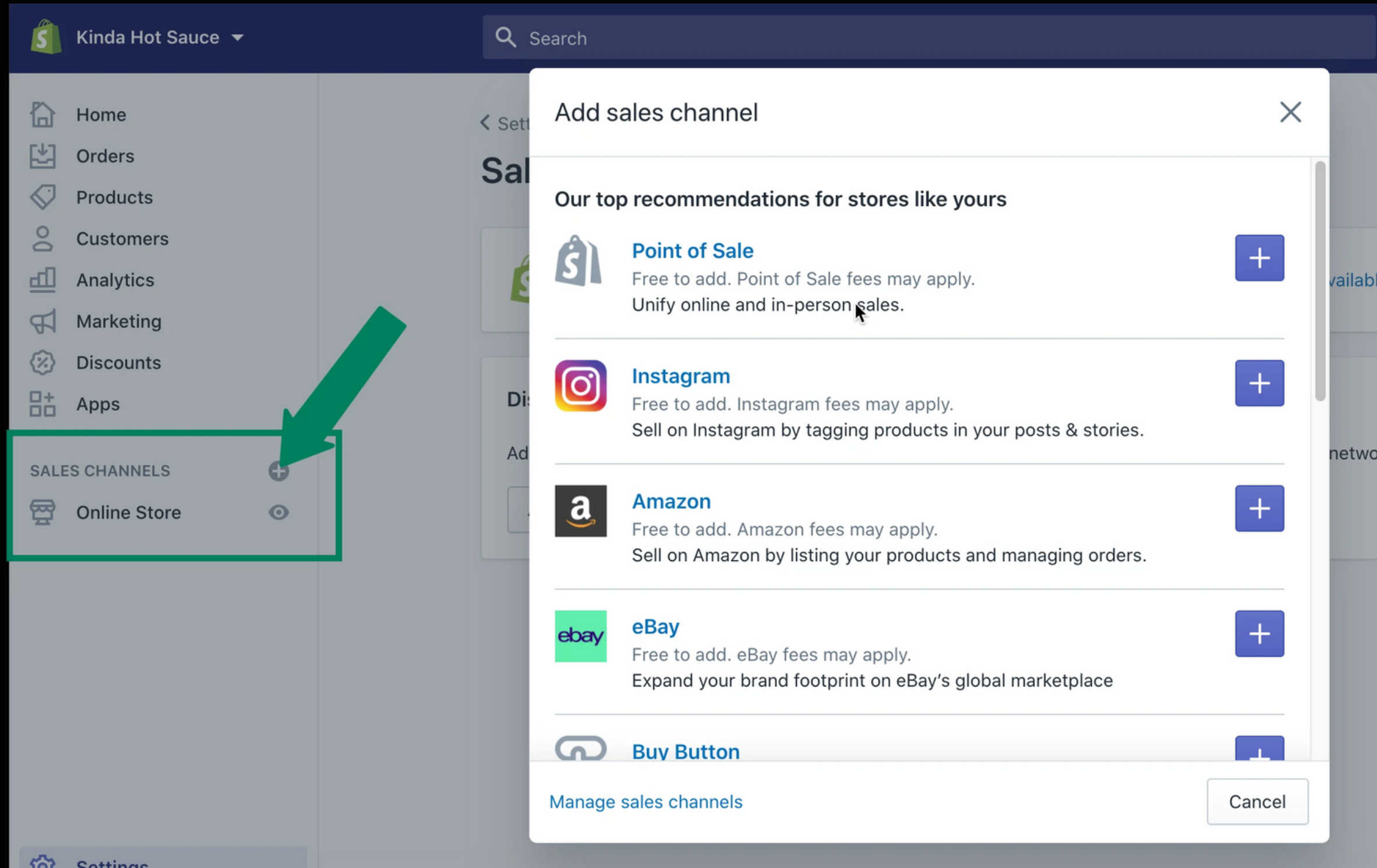
kindahotsauce.com Unavailable

OTHER EXTENSIONS

kindahotsauce.ca	\$18 USD/year	Buy
kindahotsauce.net	\$17 USD/year	Buy
kindahotsauce.org	\$17 USD/year	Buy
kindahotsauce.store	\$19 USD/first year	Buy
kindahotsauce.shop	\$18 USD/first year	Buy

Add a custom domain

Prepare to Launch



Install relevant sales channels

Prepare to Launch

< Settings

Notifications

Customers notifications

These notifications are automatically sent out to the customer. Click on the notification template to edit the content. See also the [templates variables documentation](#).

Customize

Orders

Order confirmation	Sent automatically to the customer after they place their order.
Order edited	Sent to the customer after their order is edited (if you select this option).
Order edited invoice	Sent to the customer after their order is edited and they owe money (if you select this option).
Order canceled	Sent automatically to the customer if their order is canceled (if you select this option).
Order refund	Sent automatically to the customer if their order is refunded (if you select this option).
Draft order invoice	Sent to the customer when a draft order invoice is created. You can edit this email invoice before you send it.
Email cart from POS	Sent to the customer when you email their cart from POS. Includes a link to buy online.
Abandoned checkout	Sent to the customer if they leave checkout before they buy the items in their cart. Configure options in " checkout settings ".

Customize email notifications

SETTING UP THE STORE FOR MARKETING



facebook



LAUNCH YOUR STORE

- 1. Drive traffic**
- 2. Learn from traffic**
- 3. Optimize your store**