

# Get your business online

Julian Bartram | June 2021



# About me

- NZ Community Manager for Shopify
- I've been using Shopify for my own business, BODYFX since 2012



## AGENDA

- 01 Ecommerce in Australia 2020/21**
- 02 Fundamentals of Ecommerce.**
- 03 What does a solid Ecommerce look like?**
- 04 Tips and Tricks to consider.**
- 05 Questions from the group.**

# One Platform, Every Channel, Any Device



STOREFRONT

# Single Integrated Back Office



## At a Glance

1.7M+

merchants

\$314B

sales on Shopify

175+

countries

7K+

employees



## Our Brands

CYNTHIA ROWLEY

ADORE ME

ring

KYLIE

GREATS

chubbies

SOLUDOS

Brooklyn  
Museum

The  
Hundreds

GYMSHARK

COMPLEXCON

PARACHUTE

gorjana

BILLIONAIRE  
BOYS CLUB

allbirds

oth

LACOSTE

HOTEL  
Chocolat.

nest  
bedding

SKRLLX

GOOD AMERICAN

MAGNOLIA

kitson

A.P.C.

STEVE  
MADDEN

VUARNET  
FRANCE

NOBULL

LIVELY

staples

The BRICK

## Our Brands

P&G

SM/  
SHOEME.CA

Budweiser

THE  
Herschel  
SUPPLY CO. BRAND

CITIZEN

HARRIS FARM  
MARKETS

ups

MOTOROLA

PLAYBOY

WWF

LOS ANGELES  
LAKERS

KITH

GE

Red Bull

Harry Potter

Sears

SUBWAY

TESLA

Hormel  
Foods

L'ORÉAL®

® RadioShack®

Mondelēz  
International

BlackMilk

World Vision

reddit

T-Mobile

theory11

Hootsuite

GOPOLE

DODOCASE

mozilla

Rug&Home

SMASHING  
MAGAZINE

NINE WEST

adidas YEEZY

MAERSK



## Ecommerce 2020 in Australia

57%

Increase in online spending

1.36M

Tried Online Shopping in 2020

46%

Australian Consumers Shopping Online

16.3%

Australian market's total retail sales  
(excluding Cafes and Restaurants)

**If you're not out selling, you're being outsold**

**If you're not selling online, you're being outsold**

## 01

# Merchant examples



- Digital to ecommerce
- Greatest success story for the past two years
- I have paid the rent before I have opened the door!

This site is owned and operated by Monaco Corporation, the exclusive distributor of G-Shock in New Zealand

**G-SHOCK**



## GA900

All new Industrial-Inspired GA-900 Collection.  
Arriving in an array of color combinations.

[LEARN MORE](#)

- From B2B Wholesale to DTC
- Customers have direct relationship with brand!
- So much competition they had to enter market



## Quality at Affordable Prices

Team of Dart Fans dedicated to helping you find the right dart for your throw.

“

Got into darts 3 months ago went to this store as recommend by a friend. The service and advice i got was second to none cant wait to get back there after lockdown lifted

— Denver Watson

- Retail to ecommerce [Covid]
- Lockdown hit, no income
- Now equals 35% of revenue

# Fundamentals of Ecommerce

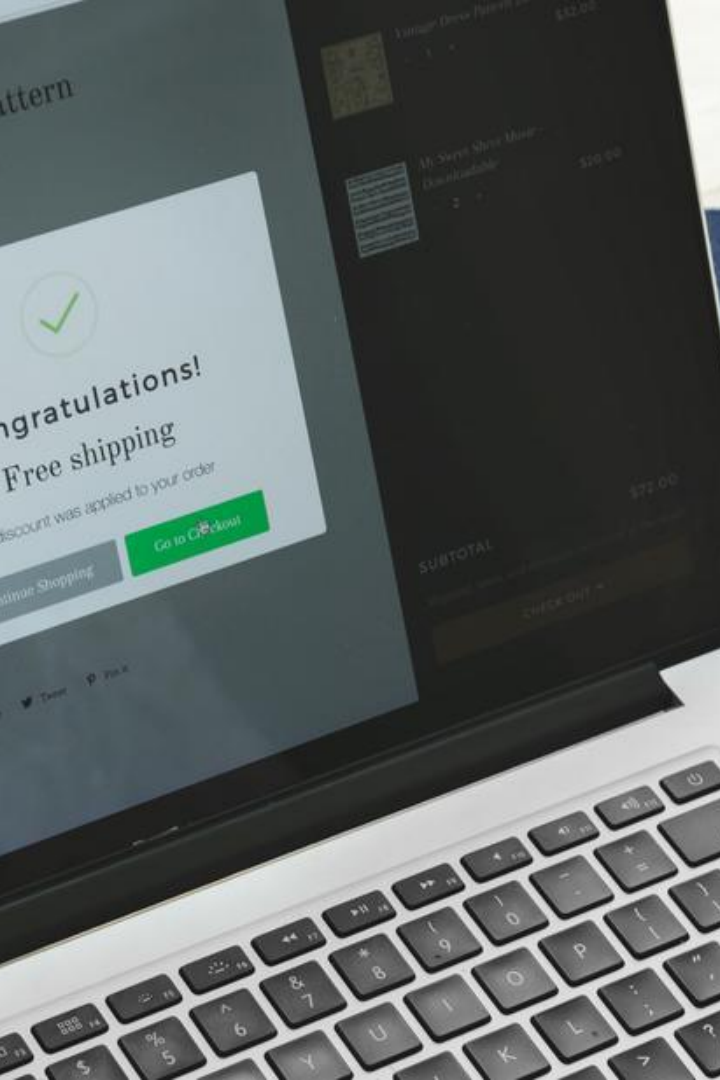


**What is ecommerce?**  
**Lets define it.**



## **What is ecommerce?**

buying and selling of goods  
or services using the  
internet -



## **What is ecommerce?**

buying and selling of goods  
or services using the  
internet -

**Selling to your customers  
wherever they are**

## Types of Ecommerce Models

- Business to Consumer (B2C)
- Business to Business (B2B)
- Consumer to Consumer (C2C)
- Consumer to Business (C2B)



## Examples of Ecommerce

- **Retail:** The sale of a product by a business directly to a customer without any intermediary.
- **Wholesale:** The sale of products in bulk, often to a retailer that then sells them directly to consumers.
- **Dropshipping:** The sale of a product, which is manufactured and shipped to the consumer by a third party.
- **Crowdfunding:** The collection of money from consumers in advance of a product being available in order to raise the startup capital necessary to bring it to market.
- **Subscription:** The automatic recurring purchase of a product or service on a regular basis until the subscriber chooses to cancel.
- **Digital products:** Downloadable digital goods, templates, and courses, or media that must be purchased for consumption or licensed for use.
- **Services:** A skill or set of skills provided in exchange for compensation. The service provider's time can be purchased for a fee.

.



**What are the pros of  
incorporating ecommerce into  
your business model?**

## Ecommerce Positives

- Low Costs
- Flexibility and Speed
- Data
- Can Broaden Your Brand
- More Convenient
- Increase Your Reach
- Gives You Marketing Opportunities
- Scalable



**What are the cons of  
incorporating ecommerce into  
your business model?**

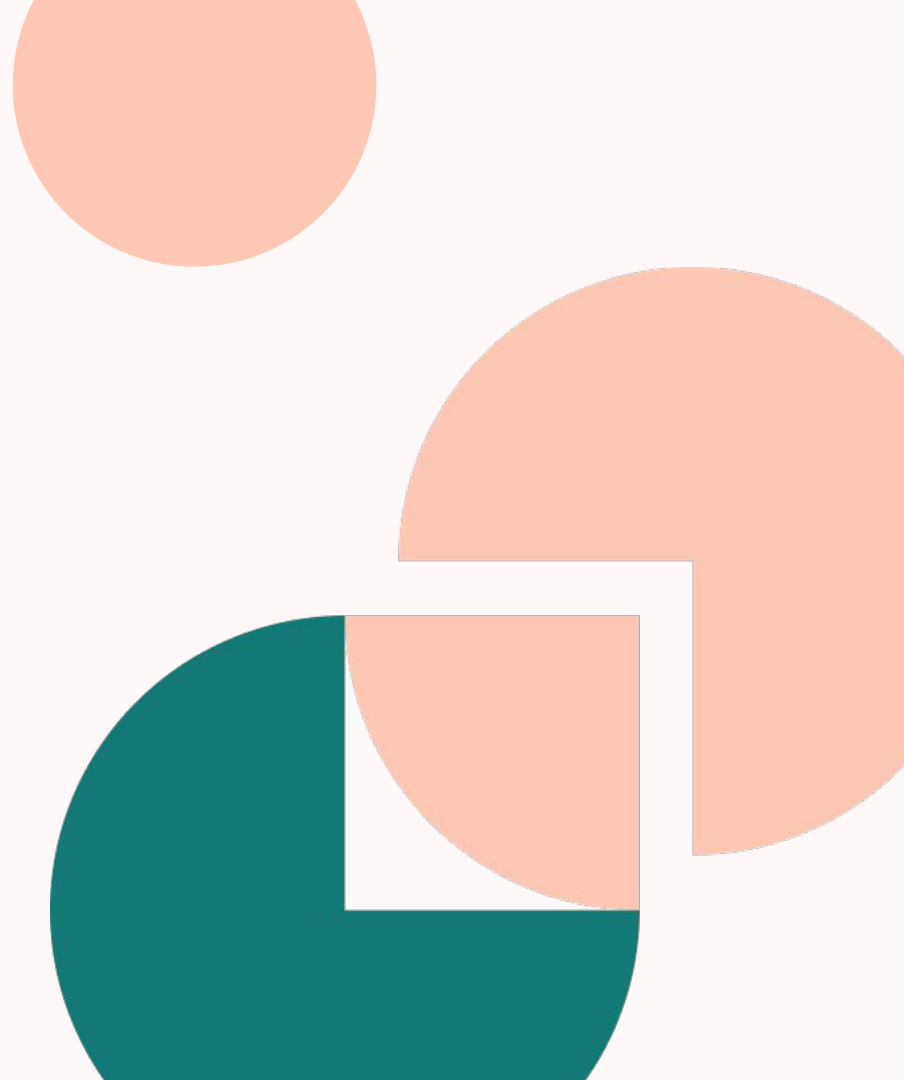


## Ecommerce Negatives

- The MC hammer effect (YOU CANT TOUCH THIS!)
- Keeping up to date (MORE WORK)
- So many platforms



# What does solid Ecommerce look like?



## Ecommerce Equation

$$\begin{aligned} &\text{VISITORS} \\ &\quad \times \\ &\text{CONVERSION RATE} \\ &\quad \times \\ &\text{AVERAGE ORDER VALUE} \\ &\quad = \\ &\text{\$}\text{\$}\text{\$}\text{\$}\text{\$}\text{\$} \end{aligned}$$

# Ecommerce Equation

**VISITORS**

X

**CONVERSION RATE**

X

**AVERAGE ORDER VALUE**

=

**SALES**

1000 VISITORS

X

2% OF THEM PURCHASE

X

\$50 AVERAGE  
ORDER VALUE

X

\$1000

# THREE STRATEGIC AREAS

**TRAFFIC**



**CONVERSION**



**RETENTION**



## TRAFFIC

How are people getting to your site? How are you driving them to your site?

- Run paid social media ad campaigns
- Engage in conversation on social media
- Reach new audiences with influencer marketing
- Attract customers with content marketing
- Use SEO to increase your store's discoverability

[Check this guide](#)



## CONVERSION

How can we convert the visitors to our website? What is a conversion?

- Are your hero images high quality and on brand?
- In your site easy to navigate?
- Does your landing page represent your brand?
- Do you have all the relevant pages you need to give confidence?
- Is your site frictionless?

[Check this guide](#)



## RETENTION

How are we going to retain our customer? How are we going to get them coming back for more?

- Amazing Customer Service
- Customer Loyalty program
- Engaging Email marketing
- Discounts and incentives to encourage customers to come back

[Check this guide](#)



# **FOUR CORNERSTONES**

**TECHNOLOGY**

**INVESTMENT**

**PRODUCT**

**CUSTOMERS**

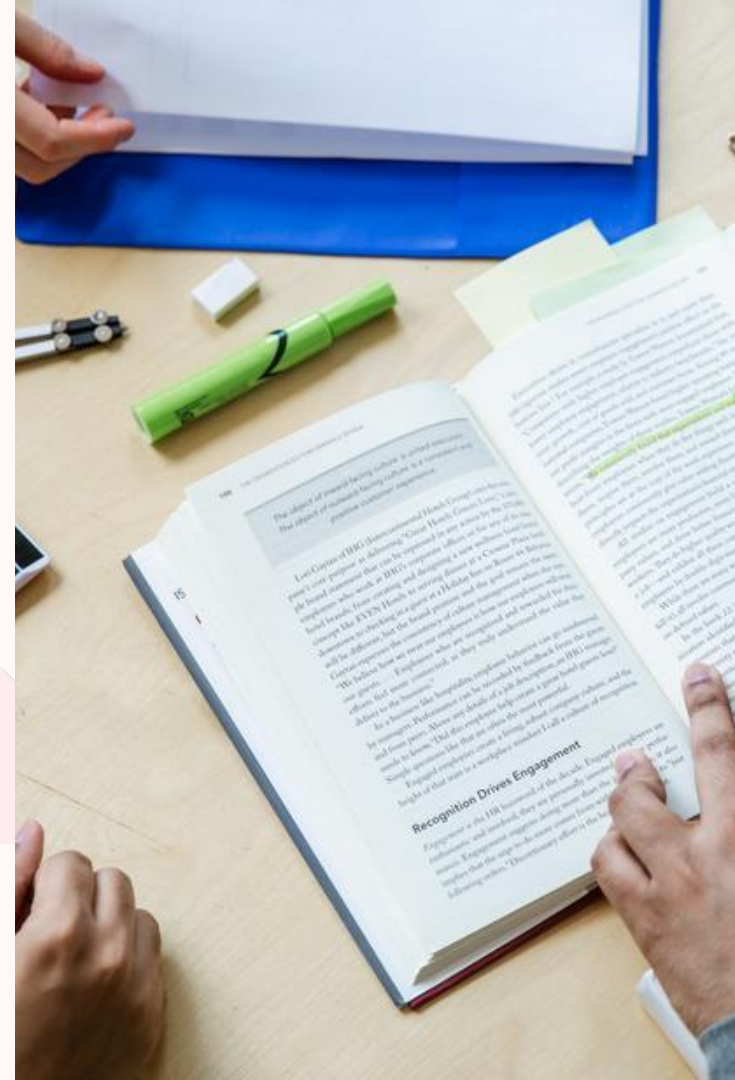
## TECHNOLOGY

- Secure, reliable, scalable and proven technology
- Multichannel, device, language and currency capabilities
- User-friendly with an expansive and innovative features list



# INVESTMENT

- Investment in people (Education)
- Investment in product
- Investment in marketing



## PRODUCT

- Competitive pricing or uniqueness
- Expanding your product range, categories and brands
- High-quality product information, images and data as well as useful content.



## CUSTOMERS

- High-quality customer service
- A focus on customer acquisition
- A focus on customer conversion and retention





**These steps are always iterative  
and are never finished. Keep doing  
the mahi and the treats will follow.**

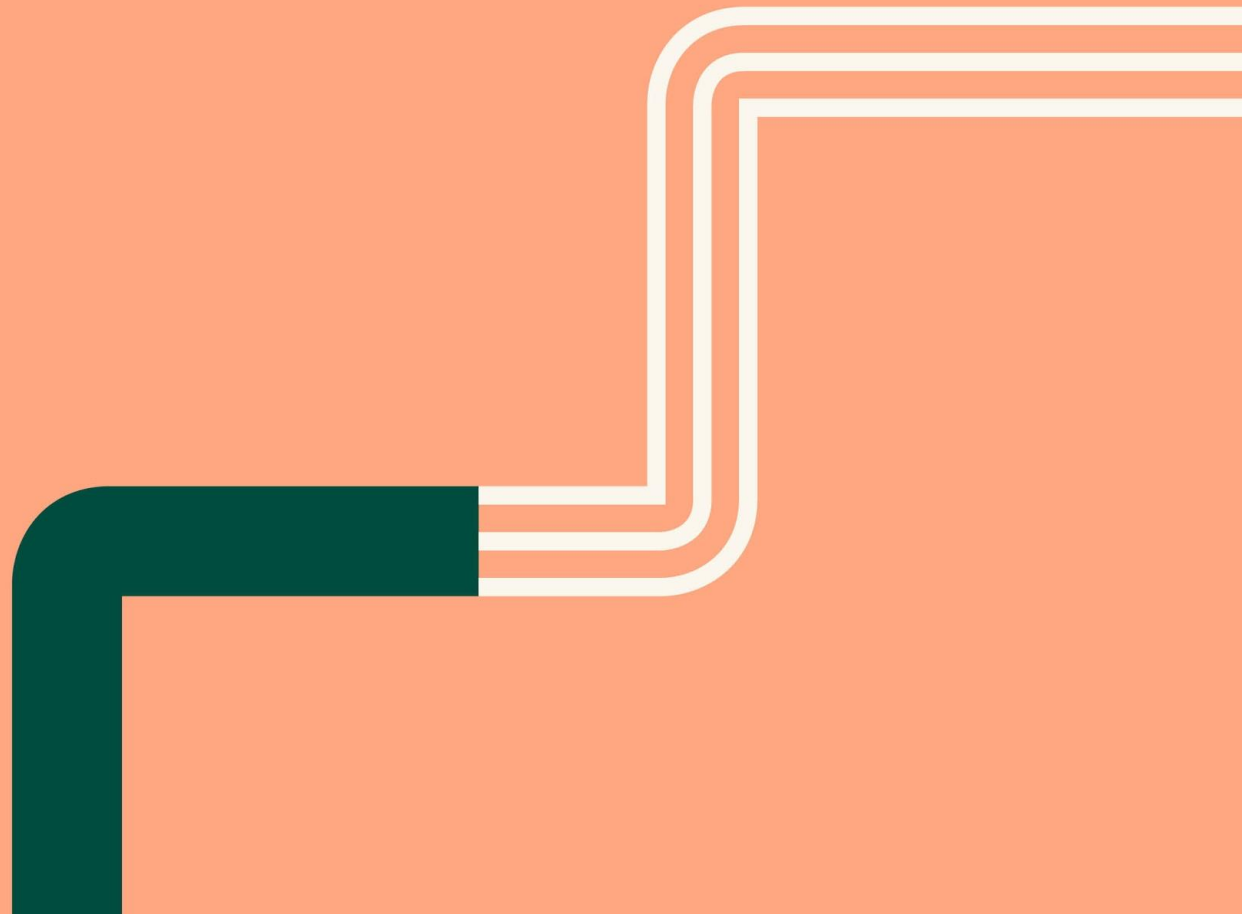


# Tips and Tricks to consider

**12 actionable takeaways you  
can use to set up, power up,  
and optimise your online store  
now and into the future.**



# Set up



## Set up

1

### Plan

Take the time to write a business plan

2

### Domain

Secure your domain early

3

### Platform

Choose the right platform based on your needs

4

### Mobile first

Mobile before desktop

## Planning

30%

Businesses grow faster and are more successful than those that didn't plan

2.5

More likely to achieve viability

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## Build for mobile

55%

Bought online after discovering  
on social media

62%

Are less likely to purchase from a  
negative experience

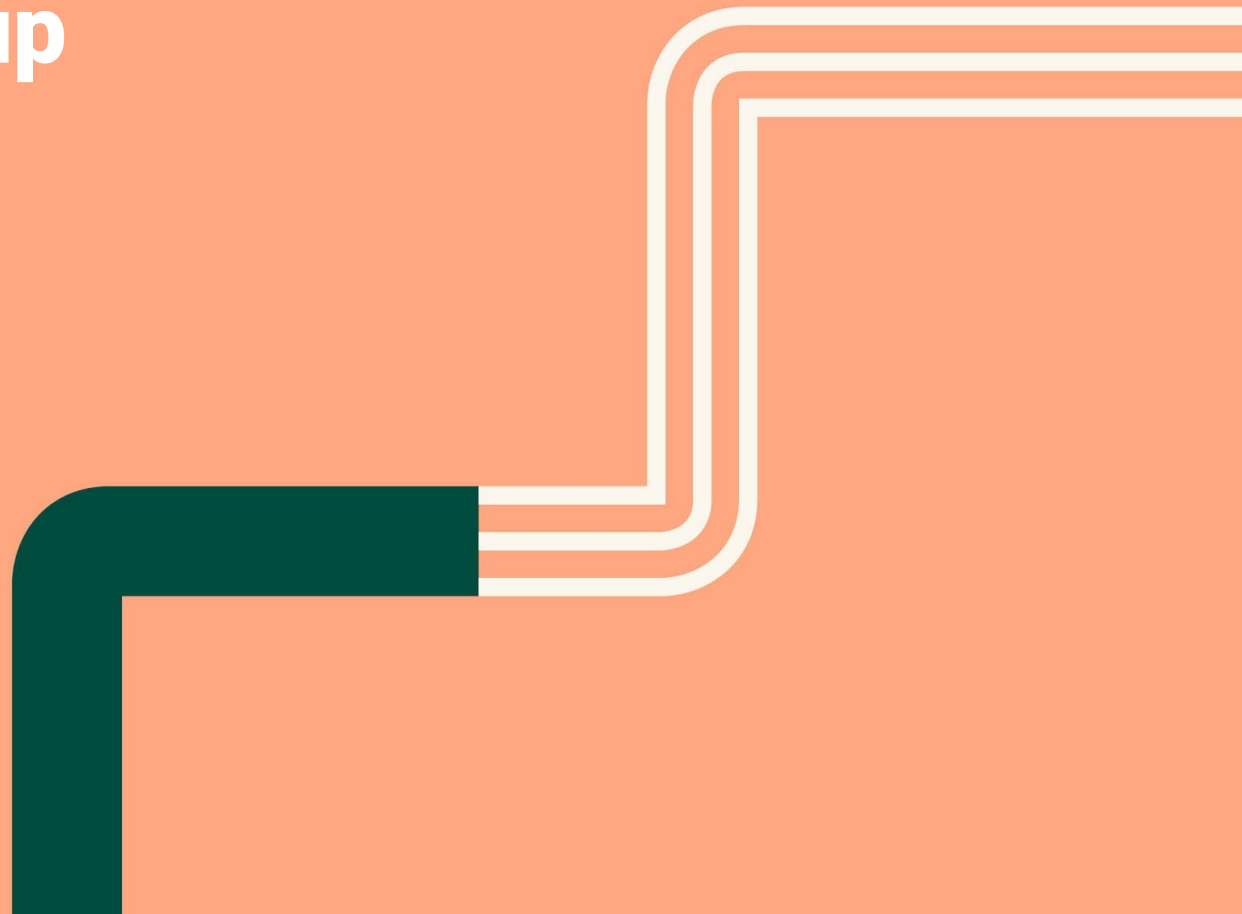
90%

Use multiple devices

67%

Mobile sales BFCM 2020

# Power up





## Power up

**5**

**Email  
marketing**

**6**

**Cross  
sells**

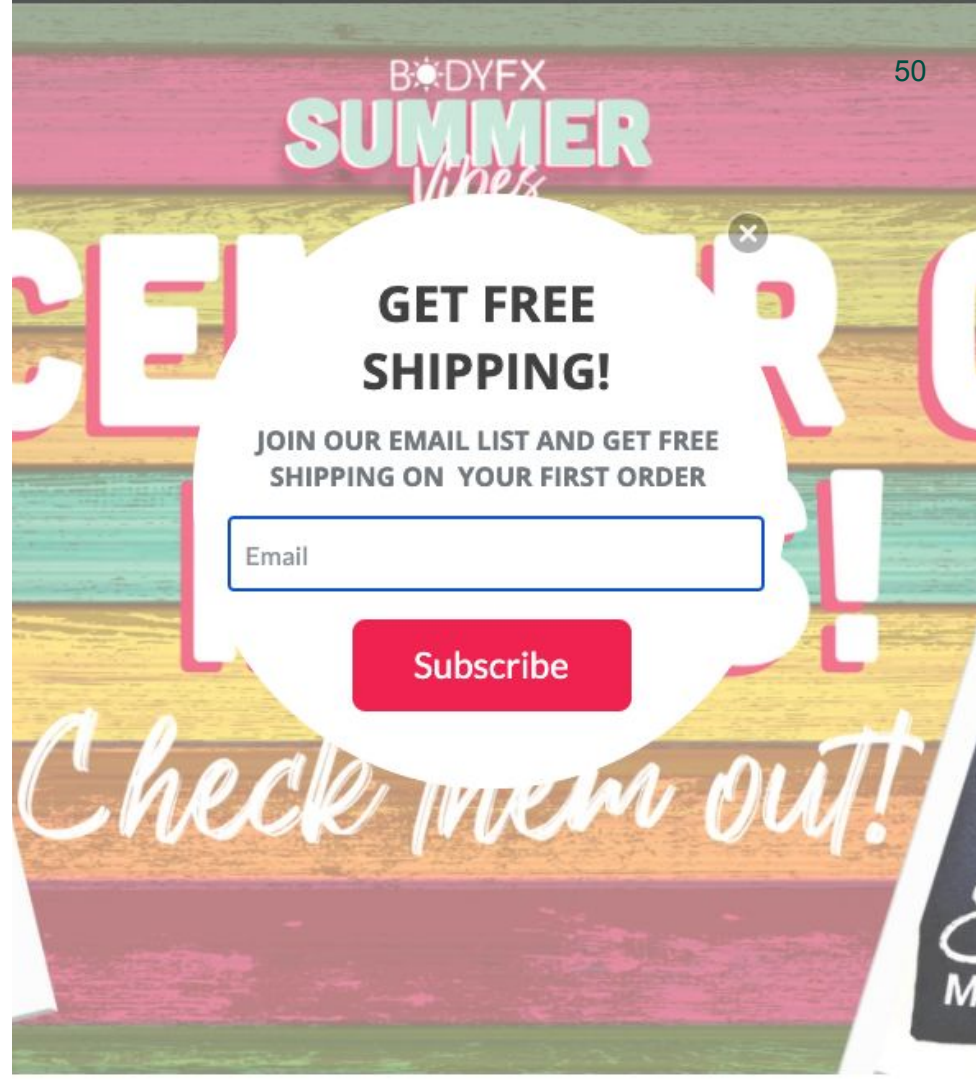
**7**

**Free  
shipping  
threshold**

**8**

**Payment  
providers**

## Collect emails with incentivised email popup



## Protect your eyes!

Would you like a contact lens care pack?



51



Add to Cart

**CONTACT LENS CARE PACK**

**\$ 4.50 NZD**

Qty: 1



Add to Cart

**CONTACT LENS CARE PACK WITH  
APPLICATOR**

**\$ 7.50 NZD**

Qty: 1

**Increasing value for the customer by promoting related products.**



No Thanks

Continue

**48% of consumers will add additional items to their carts to qualify for free shipping.**

CONTACT LENSES ▾ WIGS ▾ LEARN ▾ NEW ▾ BOOKINGS


52

Price	Quantity	Total
		
\$ 29.50 NZD	<div><div>-</div><div>1</div><div>+</div></div>	\$ 29.50 NZD
		
\$ 32.50 NZD	<div><div>-</div><div>1</div><div>+</div></div>	\$ 32.50 NZD

**Subtotal:**

**\$ 62.00 NZD**

You're **\$ 18.00 NZD** away from free shipping!

 Checkout

# STRATOR ALCOHOL PALETTE: ION

ems to your favourites

ee payments of **\$51.75 NZD** fortnightly with

afterpay

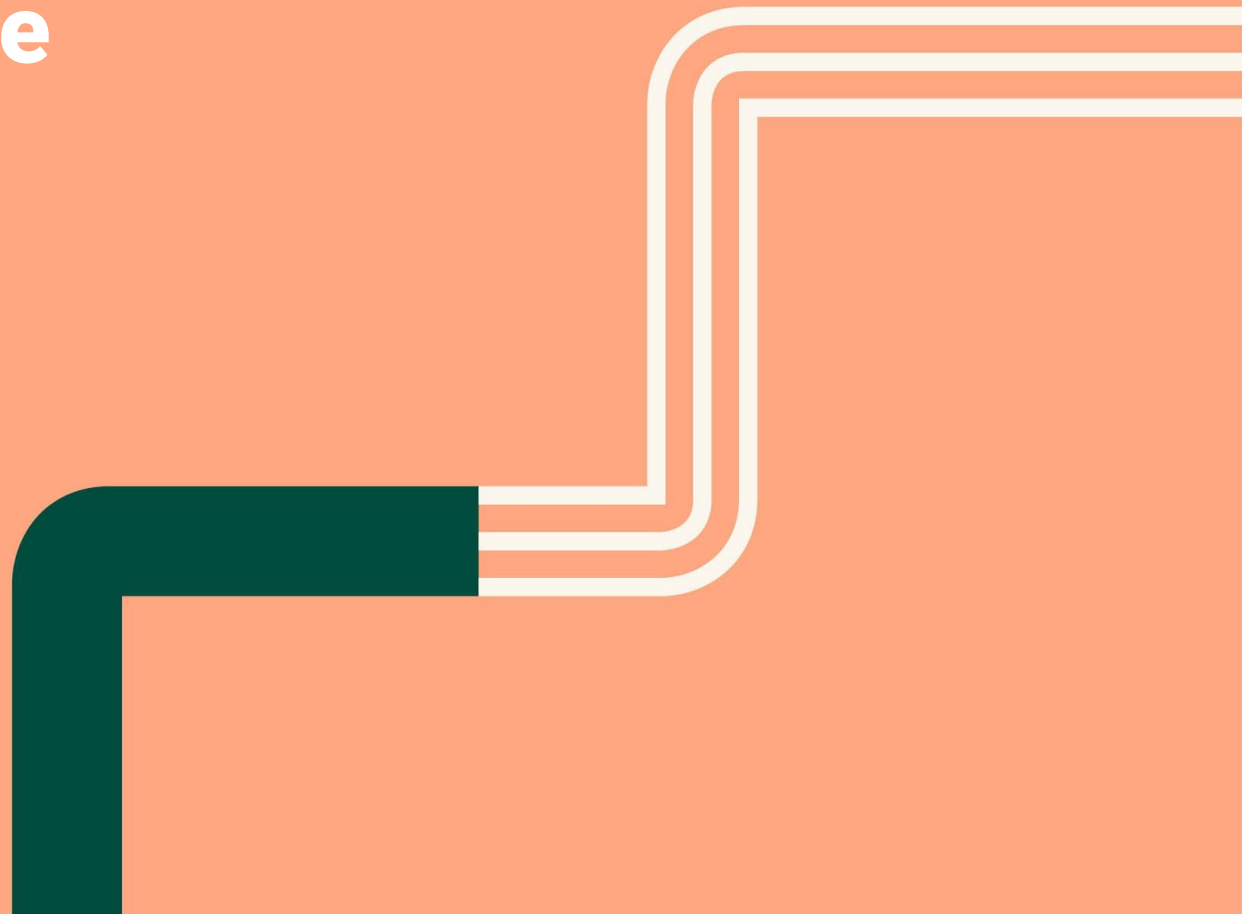
+

cart

Buy it now

**Give your customers as  
many options to pay as  
possible**

# Optimise



## Optimise

9

**Homepage  
formula**

10

**Shipping  
options**

11

**Transactional  
emails**

12

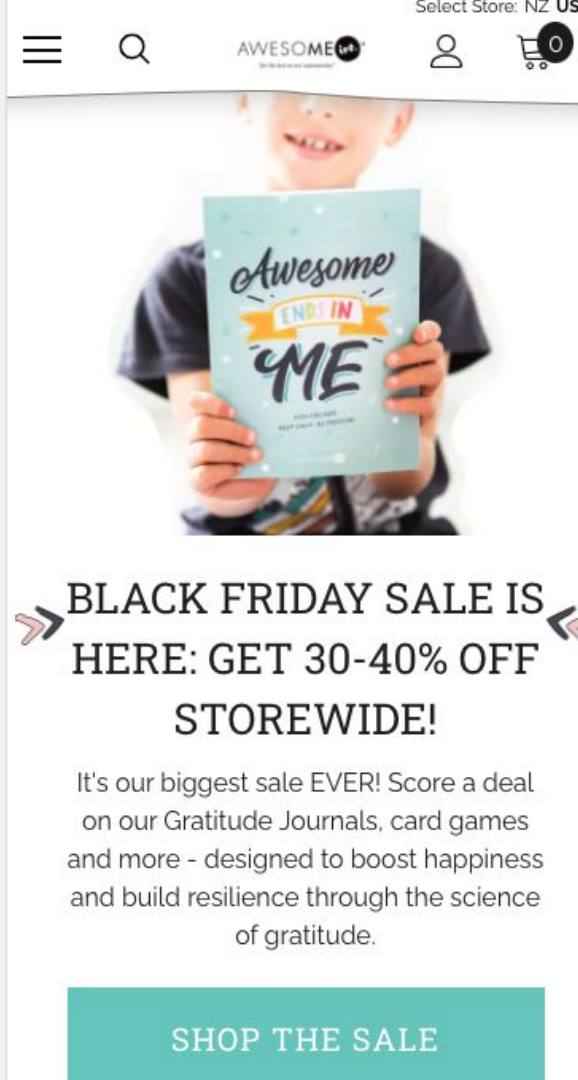
**Social  
proof**

## Landing Page Formula

1. Powerful impact statement\*
2. Deeper explanation of your product
3. Call to action (after every major section)\*
4. Display people with your product
5. Trust icons \*
6. Empathy piece (what do people search for?)
7. Social proof \*
8. Point of difference (why choose us?)
9. List your products/services benefits
10. Easy to deal with your business
11. Show how the product is easy to use
12. Product or service guarantee
13. Your 'why' & story



## What does an effective landing page look like?



Contact      test@testmail.com      [Change](#)

Ship to      Shopify, 607 New North Road, Morningside, AUK, Auckland  
1021, New Zealand      [Change](#)

## Shipping method

☒ Non Signature Courier Post Standard (With Tracking) (2 to 4 Day Transit Time)      \$ 7.50 NZD

☐ Signature Required Courier Post Standard (With Tracking) (2 to 4 Day Transit Time)      \$ 8.50 NZD

☐ SATURDAY DELIVERY (URBAN CENTRES ONLY) This is not guaranteed if you pick this option - NO REFUNDS.      \$ 20.00 NZD

[Return to information](#)

[Continue to payment](#)



Gift card or discount code

Subtotal

Shipping

Total

Including \$ 1.83 NZD in taxes

NZD \$ 2

# Little Bees

ORDER #9999

## Thank you for your purchase!

Hi John, we're getting your order ready to be shipped. We will notify you when it has been sent.

[View your order](#)

or [Visit our store](#)

### Order summary



Save The Bees Mug x 1

\$15.00



Traditional Honey x 1

350gm / Clover

~~\$12.50~~

\$7.50

☐ DISCOUNT (~\$5.00)



## THANK YOU ORDER!

Hey John,

Thank you for your purchase, this email confirms your order. We will send you another email as soon as your order is shipped.

You can follow the status of your order by clicking the button below:

[VIEW ORDER STATUS >](#)

Please send an email to [erikapearce.nz@gmail.com](mailto:erikapearce.nz@gmail.com) if you have any questions at all.

Many thanks,

liquid silicone applied by  
Jessica Inkpen MUA

FX LIQUID LATEX



Danielle W. ✓

17/11/2020



Aleesha P. ✓

01/12/2020



Absolutely loved my mystery box. Awesome to get items to have fun with and be creative. Good value for money ❤️



MYSTERY PREZZY BOX



Angela V. ✓

16/11/2020



perfect gooey filler inside a

A tool box stock item :)



TAG- REGULAR WHITE



Face F. ✓

18/11/2020



The folder is perfect for saving space- I have opted for some DOU Velcro strips instead of foam inserts.



TAG- PALETTE EMPTY CASE

I bought a couple of TAG split cakes after trying other brands and I just come back to the creamy consistant goodness that I've known and loved since being introduced to them maybe 10years ago now at the little Auckland shop  
Thankyou for bringing the cool culture x



TAG- ONE STROKE BLACK IRIS



60

Patricia B. ✓

22/11/2020



I'm just learning but this pallet is great to begin with.



FUSION- SPECTRUM PALETTE-RAINBOW SPLASH

## Summary

If you are not selling online you are being outsold.

### Set up:

- Plan: take the time to write a business plan
- Domain: secure your domain early
- Platform: choose the right platform [\[Shopify\]](#)
- Mobile: build for mobile > optimise for desktop

### Power up:

- Email marketing: collect emails then employ an email marketing strategy - 6.05% Conversion
- Cross sells: a cross sell strategy helps increase AOV and increases value for the customer
- Free shipping threshold: increase threshold to help increase AOV
- Payment providers: give your customers many options to pay you. BNL, Paypal

### Optimise:

- Homepage formula: follow the formula, most importantly trust icons
- Shipping options: explain your shipping options in full detail at the check out
- Transactional emails: design beautiful transactional emails and stand out
- Social proof: 88% of consumers trust user reviews as much as personal recommendations

If you would like a copy of the presentation  
Email [julian.bartram@shopify.com](mailto:julian.bartram@shopify.com)

[Shopify.com.au](https://Shopify.com.au)

