



Shopify Store Pro Guided Notes



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Section 1

1.1 Business Overview

- Selecting a Niche
 - Niche research
 - Niche store or general store
 - Niche Validation
 - Branding
- Sourcing & Fulfilment
 - Print on Demand
 - Drop Shipping
 - Wholesale
- Setting Up Your Store
 - Shopify overview
 - Shopify plans
 - Minimal settings to get to market
 - Store appearance
 - Adding products
- Facebook Advertising
 - The prerequisites
 - Custom audience pixels
 - Front-end ad strategy
 - Back-end ad strategy
- Advanced Facebook Tracking



- Syncing your product catalogue with FB
- The Super-Pixel
- FB dynamic product ads
- Running and Growing The Store
 - Order fulfillment
 - Customer service
 - Email marketing

1.2 Niche Selection

- Prerequisites
 - Passionate market (pets, hobbies, sports)
 - Large Enough (min 1 million people)
 - Targetable via FB ads
- Where to Research



- Amazon (site directory) www.amazon.com/gp/site-directory
 - Magazines (show what people are passionate about)
 - Weddings
 - Things to sell to parents for their kids
- Wikipedia (list of hobbies) http://en.wikipedia.org/wiki/List_of_hobbies



- Facebook (search interest pages) <http://facebook.com/search/interest/pages>
- Wish <http://www.wish.com/>
 - See what's selling well

1.3 Niche Validation

- Facebook Research
 - Audience Insights (>1mil people, check demographics)
 - 1. business.facebook.com/ads/audienceinsights

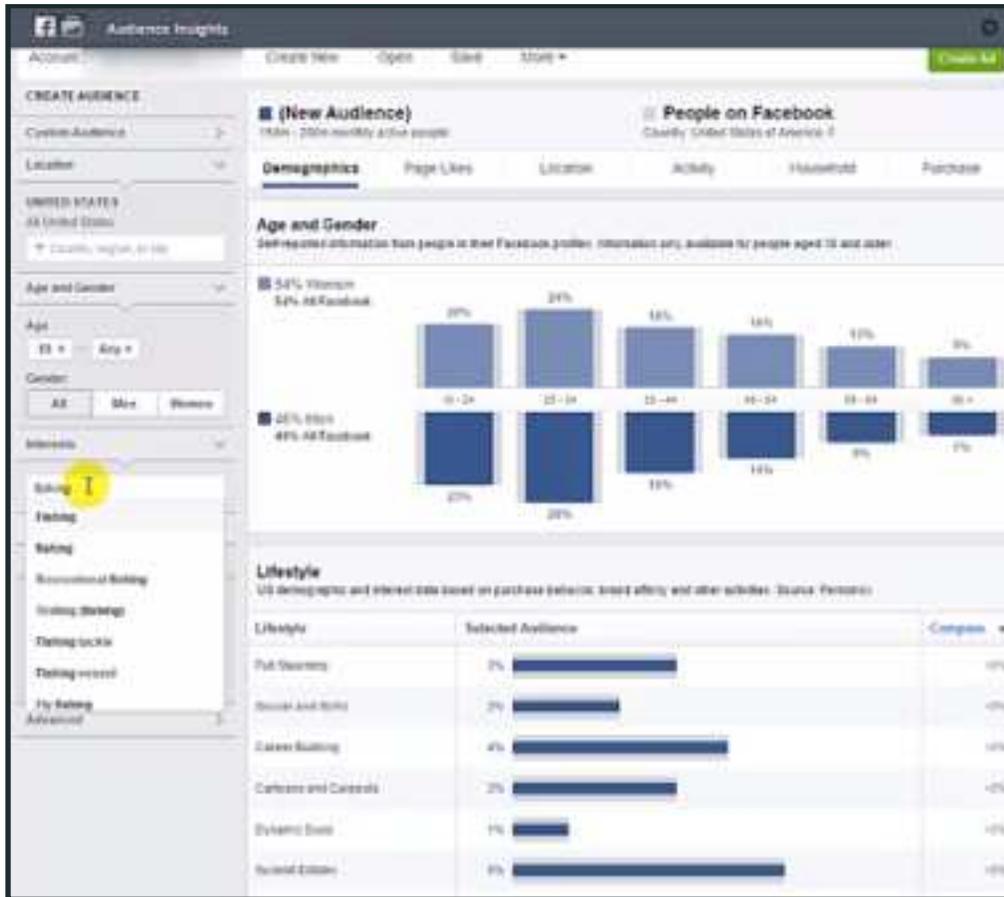


Step 1
Main page



Shopify Store Pro Guided Notes

- 2. Plug in interest (niche- e.g. "Fishing") that you are interested in (see yellow cursor)



Step 2
Plug in Interest

- 3. See how many active users (see yellow cursor)



Step 3
How many active users?

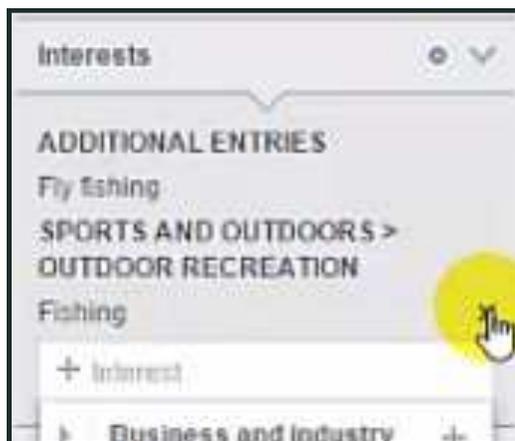


- 4. Cutting down to a smaller audience - target something more specific (eg. Fly Fishing) Just change the “interest” search (see yellow cursor).



Step 4
Smaller audience

- 5. Remove more broad search (“fishing”) from “Interests” (see yellow cursor)



Step 5
Remove previous search



- 6. See new audience size (see yellow cursor)



Step 6
See new audience size

- 7. Purchase tab shows you purchasing habits within niche (see yellow cursor)



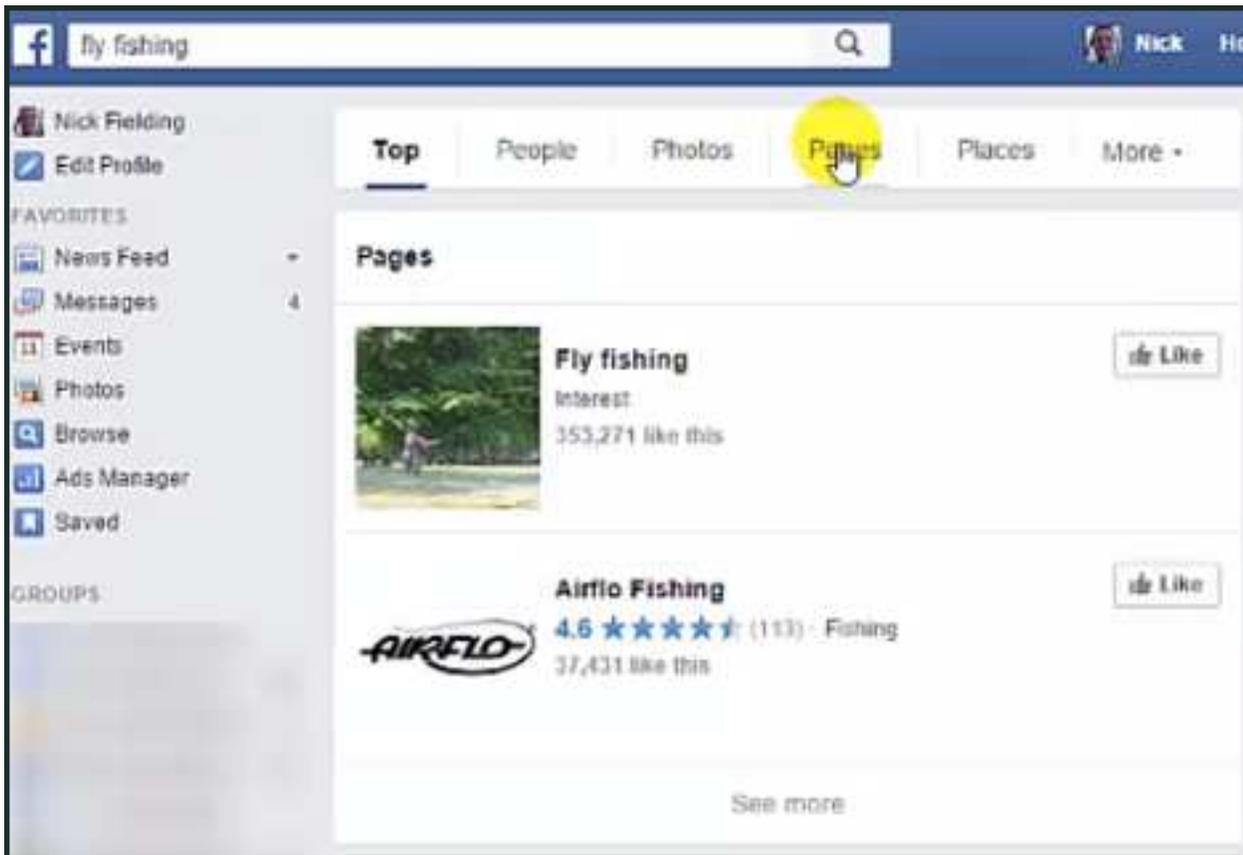
Step 7
See purchasing habits within niche



- Fanpages (3 fan pages with 30,000 fans)
 - In Facebook search bar search niche (e.g. “fishing) or sub niche (e.g. “fly fishing”)
 - Click on top option (see yellow cursor)



- Next click on “pages” tab (see yellow cursor)



- Look at how many likes the relevant pages have
 - *Remember you want to see at least 3 fan pages with at least 30,000 likes



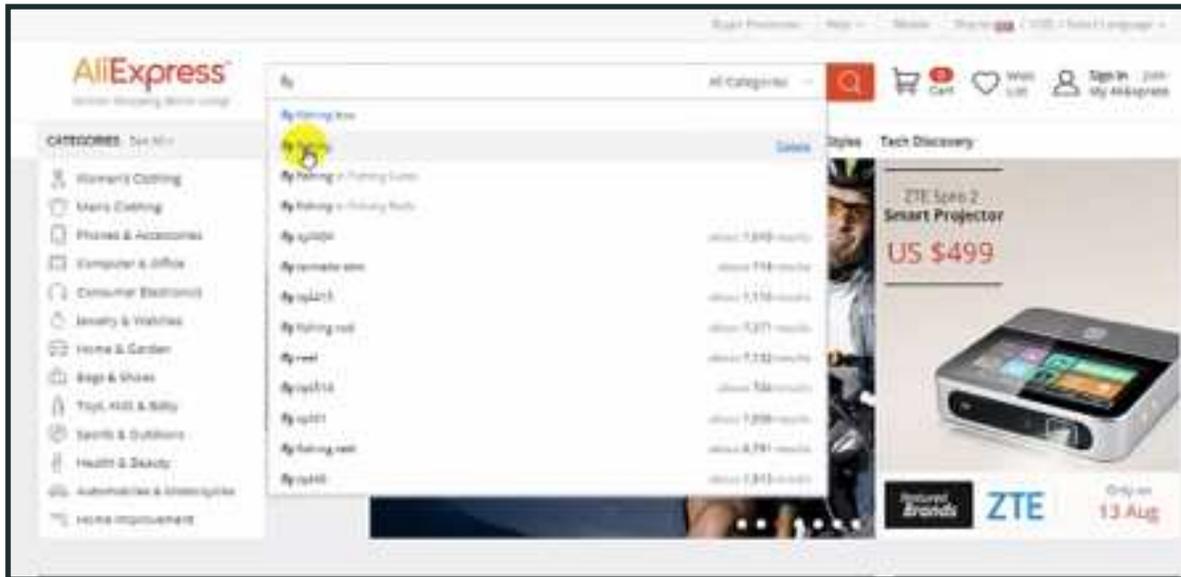
- Product Validation
 - Make sure there are products out there that you can sell in your store
 - ebay/watchcount.com
 - watch count shows you top selling items on eBay in niche
 - Type in your niche (e.g. “fly fishing”) and click “Show Me What’s Popular” (see yellow cursor)



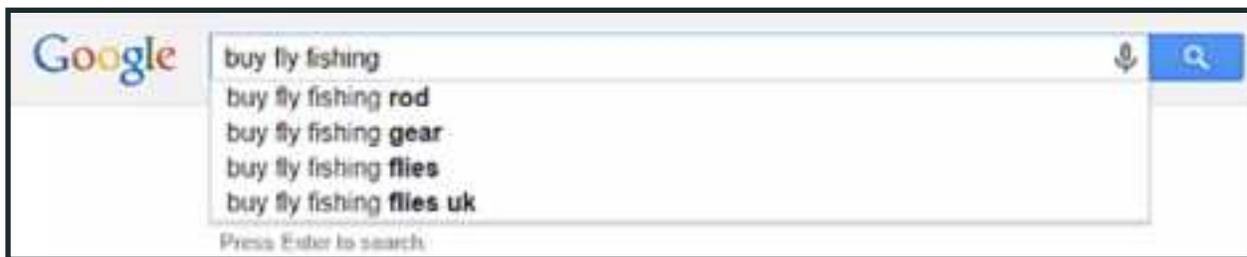
- Look at number of “Past Sales” to see what is popular (see yellow cursor)



- AliExpress.com



- Search niche (e.g. fly fishing)
- Google
- “buy ‘niche’ (e.g. fly fishing)”



- if Google Shopping section comes up on the right hand side. Good sign! (see yellow cursor)



- Etsy

1.4 Niche/General/Hybrid Store Model

- Niche Store

- All products in same niche
 - Pros
 - Niche Branding - higher conversions (theoretically)
 - Long term niche authority
 - Focus - learn niche in depth
 - Cons
 - Smaller target market
 - Less scalability
 - All eggs in one basket

- General Store

- Target different markets with one store
 - Pros
 - Test new markets
 - Highly scalable
 - Capitalize on trends
 - Cons
 - More disparate customer base
 - Can't send mass emails to whole customer base
 - Harder to create niche authority



- Less focus - difficult to know markets in depth
 - Hybrid Model
 - Store targeting giant market (e.g. sports)
 - Use store categories for niching down
 - Multiple Stores
 - General store for experimenting with new niches
 - If new niche works, create niche stores when you find new and profitable niches
-

1.5 Branding

- Branding
 - Long-term sustainable asset
 - Sellable business
 - Build brand recognition to increase perceived value of products
 - If you establish your brand a little bit you can raise prices a bit
- Name
 - Speaks directly to your niche (niche store)
 - Catchy and memorable (general store)
 - Check the .com domain to see if available
 - "storename.com"
 - Check for possible trademark infringements
 - Check through Google and Facebook
 - Resources:
 - [fiverr.com](https://www.fiverr.com), gives you a company or product name for \$5 in 5 days or also has other options
 - Also do 2 logo designs in 2 days



- namecheap.com to search for domains
 - If available will have price on right hand side or you can make an offer if someone already owns it
 - *Remember if domain available you can purchase through Shopify
- Logo
 - Get it done quickly (outsource)
 - Again, fivver.com
 - Can revisit later
 - Doesn't have to be perfect, you can update it later.

Section 2

2.1 Shopify Overview

- Why Shopify?
 - Founded in 2004
 - Hosted eCommerce platform
 - 100,000 retailers, \$60 million in sales/month
 - WordPress for eCommerce
 - Blank canvas
 - Themes, apps, very customizable
- Benefits of Hosted Platform
 - Security (customer data)
 - Shopify is certified Level 1 PCI DSS compliant
 - highest security standards
 - Bandwidth
 - 80ms response time



- Site loads fast
- Scalability
 - No matter how much traffic you get, Shopify will be able to handle it
- Upgrades
 - All included as part of your plan
- Shopify vs Competitors
 - Mature and robust API
 - Connect your store to 3rd party services easily (e.g. accounting software)
 - Customization
 - Theme store
 - App store
 - 24/7 support
 - Great support
 - Tiered pricing
 - Won't break the bank to get started. Basic plan \$29/mo

2.2 Shopify Plans and Pricing

- Free 14 day trial
- 3 Tiered plans
 - \$29/mo (2.9% + 30c credit card rates)
 - \$79/mo (2.6% + 30c credit card rates)
 - Switch to this plan once you're at around 15-20k in monthly turnover (\$600 per day/ 20 sales)
 - \$179/mo (2.4% + 30c credit card rates)
 - Switch at around 60-70k monthly



- Prerequisites
 - Business address
 - In country of your primary market
 - Google “free US virtual address”
 - goopping.com
 - Useful because if you set up your store using your US virtual address you can immediately make use of Shopify payments in the US. If you set up your store using an address outside the US it will default settings to your own country and assume you are selling in your own country.
 - Phone Number
 - sendmycall.com
 - \$2.95/mo
 - Set up voicemail directing customers to your email support
- Setting up store
 - 1. Start free trial (see yellow cursor)



Step 1
Start Free Trial



- 2. Enter Email Address, Password, & Store Name - Create Store

Step 2
Enter Email Address, Password, & Store Name

- 3. Select “Online Store” - Next

Step 3
Select Online Store



- 4. Fill out form - *Remember to enter VIRTUAL ADDRESS*

Add an address to set up currencies and tax rates

• • •

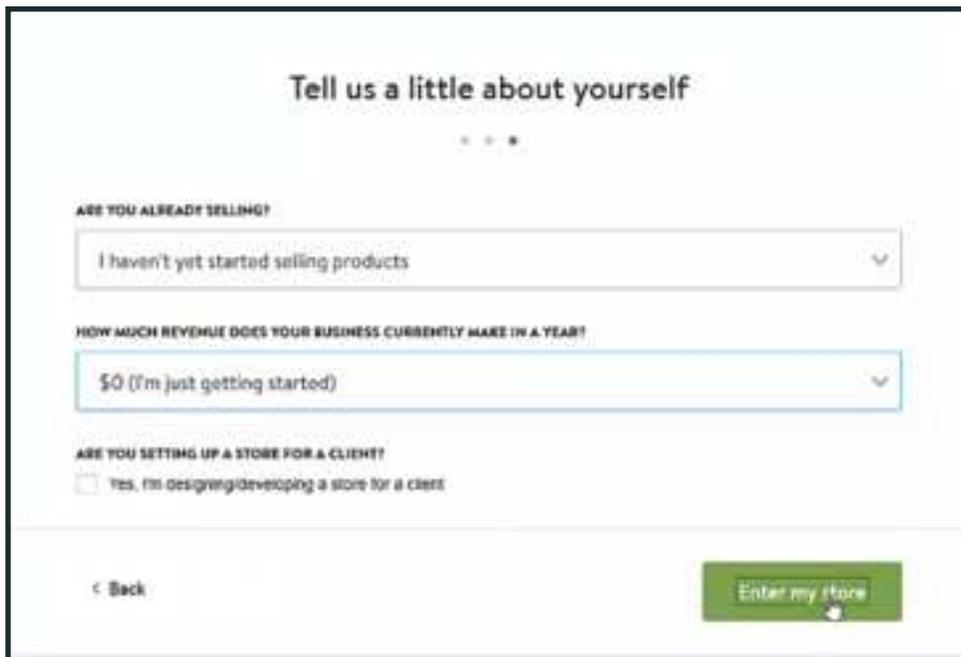
FIRST NAME	LAST NAME
<input type="text" value="Nick"/>	<input type="text" value="Fielding"/>
STREET ADDRESS	
<input type="text" value="123 Fake St"/>	
CITY	ZIP/POSTAL CODE
<input type="text" value="Beverly Hills"/>	<input type="text" value="90210"/>
COUNTRY	STATE
<input type="text" value="United States"/>	<input type="text" value="California"/>
PHONE NUMBER	
<input type="text" value="1235436"/>	

◀ Back 

Step 4
Fill out Virtual
Address



- 5. Fill out accordingly - Enter



The screenshot shows a form titled "Tell us a little about yourself" with three questions:

- ARE YOU ALREADY SELLING?** A dropdown menu with the selected option "I haven't yet started selling products".
- HOW MUCH REVENUE DOES YOUR BUSINESS CURRENTLY MAKE IN A YEAR?** A dropdown menu with the selected option "\$0 (I'm just getting started)".
- ARE YOU SETTING UP A STORE FOR A CLIENT?** A radio button next to the text "Yes, I'm designing/developing a store for a client", which is currently unselected.

At the bottom of the form, there is a "Back" link on the left and a green "Enter my store" button on the right.

Step 5
Fill out accordingly

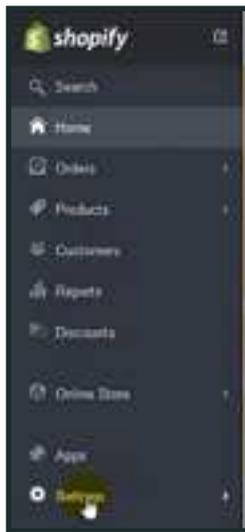
- 6. Your new store is set up! This is what the Dashboard will look like



Step 6
Dashboard



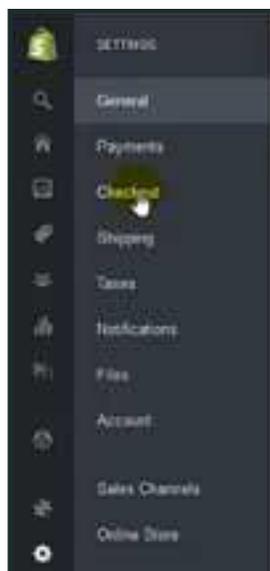
- 7. Click on Settings on the left hand tool bar (see yellow cursor)



Step 7
Click Settings

- Change accordingly - default settings should be fine but to use later shipping cost method - change to metrics system (kg)

- 8. Go to Checkout in Settings on the lefthand toolbar (see yellow cursor)



Step 8
Click Checkout in Settings



- 9. Scroll to “Field Settings” and choose “first and last name” (see yellow cursor)



Step 9
Change to
first and last
name

- 10. Scroll to “Order Processing” and choose “customer agrees to receive promotional emails by default” (see yellow cursor)



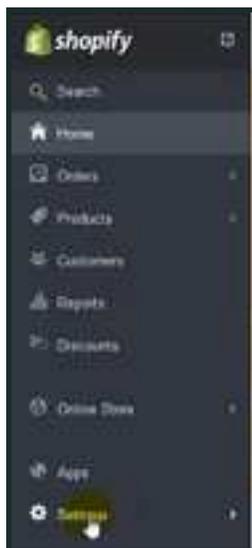
Step 10
Promotional
email
default

- 11. Click green Save button in top right corner



2.3 Shopify Payments

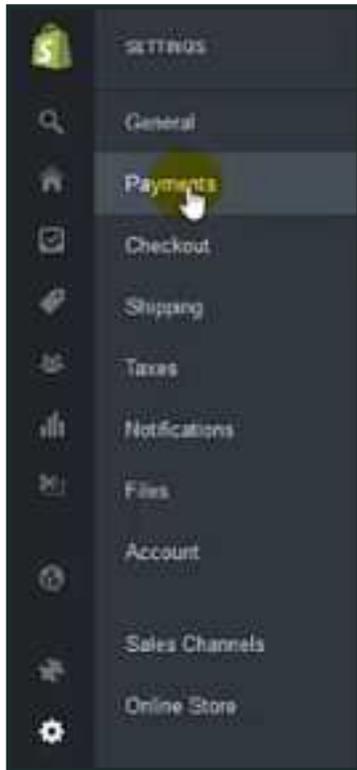
- Payment Methods
 - PayPal Business Account
 - Shopify Payments (US, Canada, UK)
 - 3rd Party Payment Gateway
 - search in shopify
- Shopify Payments for International Sellers
 - IRS Employee Identification Number (EIN)
 - <http://www.irs.gov/Businesses/Small-Businesses-&-Self-Employed/How-to-Apply-for-an-EIN>
 - Takes about 15 minutes
 - US Bank Account
 - <http://payoneer.com>
 - Prepaid credit card available to anyone in the world
 - Behind the scenes it creates a US bank account for you
 - Once you get your credit card you can then login - you can find details of the US bank account that they have set up for you
 - Setting up Shopfiy Payment Gateways
 - 1. Click on the “Settings” tab on the left hand toolbar (see yellow cursor)



Step 1
Click Settings

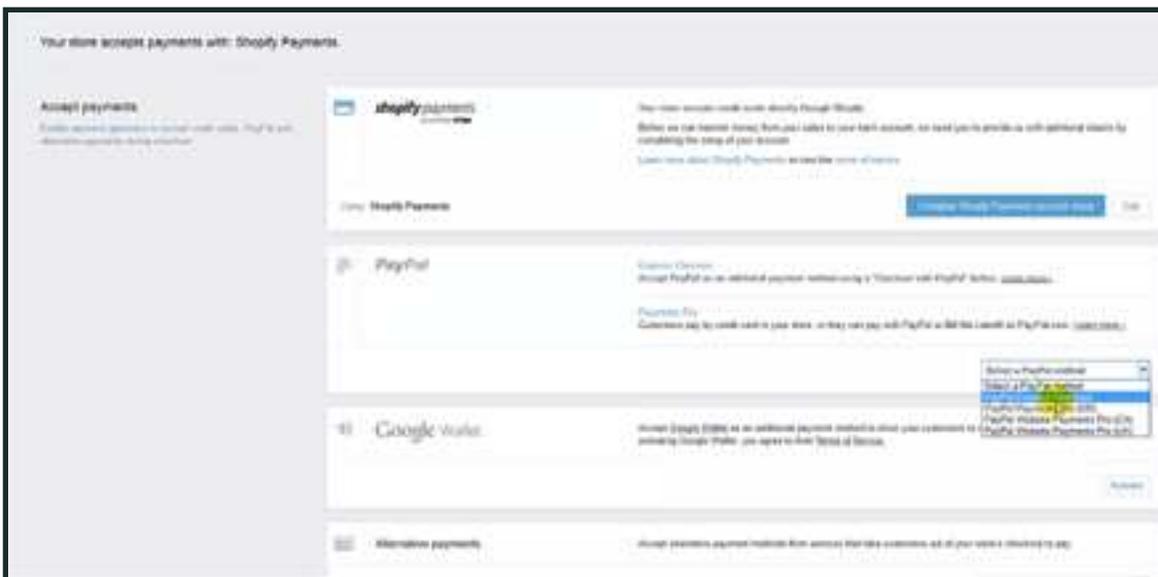


- 2. Click on "Payments" tab on left hand tool bar (see yellow cursor)



Step 2
Click on "Payments"

- 3. Change PayPal method to "PayPal express checkout" (see yellow cursor)



Step 3
Change to
PayPal
express



- 4. Activate PayPal (see yellow cursor)



Step 4
Activate
PayPal

- 5. You will get redirected to PayPal and then just fill out your PayPal information (see yellow cursor) Then you will get redirected back to Shopify



Step 5
Enter PayPal
information

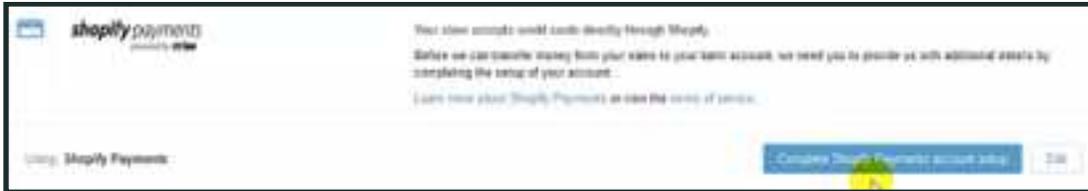
- Setting up Shopify Payments



Shopify Store Pro Guided Notes

- **Must have store set up with virtual address or an address in a country that accepts Shopify Payments

- 1. Click to setup Shopify Payments (see yellow cursor)



Step 1
Setup
Shopify
Payments

- 2. Enter business details (address and such) and EIN given from IRS (see yellow cursor)



Step 2
Enter Info & EIN

- 3. Enter Social Security # (For international users just enter "0000" if further identification needed, they will contact you and you can use any internationally accepted identity e.g. passport) (see yellow cursor)



Step 3
Enter
SSN



- 4. Enter banking information (US bank account or account from Payoneer) (see yellow cursor)



Step 4
Enter
Banking
info

- 5. Click “Complete Account Setup” (see yellow cursor)



Step 5
Complete
setup

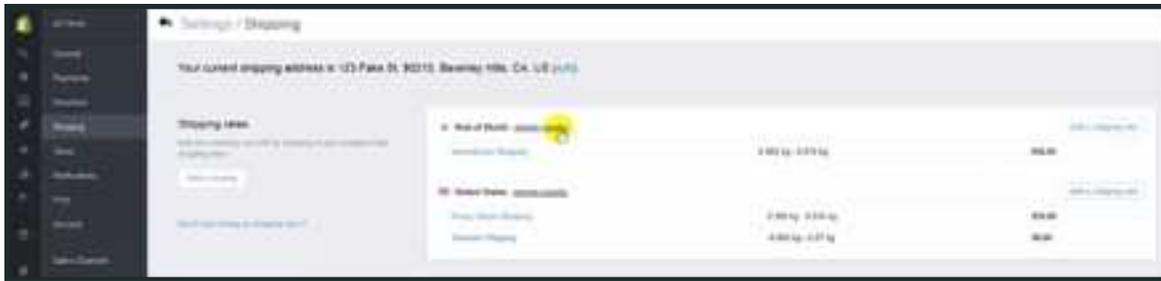
- ** If you are in a country that does not allow Shopify Payments, in place of the Shopify Payment option you will see a drop down box with all other accepted 3rd party payment methods

- 2.4 Shipping

- Shipping settings
 - Charge appropriate amount
 - Based on weight/price
 - Better Shipping App
 - apps.shopify.com/better-shipping
 - in shopify apps \$15/mo
- Using Product Weights
 - Assign arbitrary weights to all products
 - Free shipping Okg
 - Super-lightweight (e.g. stickers) 1kg



- Lightweight items (e.g. pendant) 100kg
- Medium weight items (e.g. t shirts) 300kg
- Heavyweight items (e.g. hoodies) 600kg
- In Shopify go to “Settings” in the left side toolbar like we have done previously
- Then go to “Shipping” in the left side toolbar
- 1. Remove shipping to the rest of the world and once you learn the process of domestic shipping, you can apply the same rules to international shipping. Do so by clicking “remove country” (see yellow cursor)



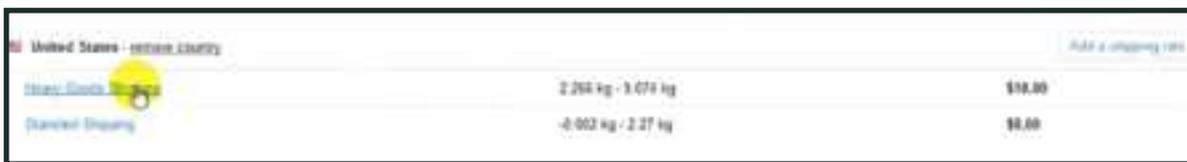
Step 1
Remove international shipping

- 2. Click Remove (see yellow cursor *will say “remove”*)



Step 2
Click Remove

- 3. Go into rules that have been created by default for Heavy domestic shipping (see yellow cursor)



Step 3
Remove defaults



- 4. Scroll to bottom of page and delete rate (see yellow cursor) & confirm delete



Step 4
Remove
Rate

- 5. Repeat Step 4 with Standard Shipping
- 6. Add a shipping rate (see yellow cursor)



Step 6
Add
Shipping
Rate

- 7. Fill out Shipping rate name either “standard shipping” or whatever method of shipping you will use, in this example “USPS”. The rest will be filled out according to Spreadsheet in next step



Step 7
Fill out shipping rate name
and then see next step



- 8. Shipping Matrix (following steps will break down and explain)

Item Type	e.g.	Weight (k.g.)	Super-Lightweight		Light, Medium & Heavyweight	
Free Shipping		0	Total Shopping Cart Weight	Shipping Price	Total Shopping Cart Weight	Shipping Price
Super-lightweight	Stickers	1	1 - 1.99	2.99	100 - 199.99	3.95
Lightweight	Pendant	100	2 - 2.99	2.95	200 - 299.99	4.45
Medium weight	T-Shirt	300	3 - 3.99	3.45	300 - 399.99	4.95
Heavyweight	Hoodie	600	4 - 4.99	3.45	400 - 499.99	5.45
			5 - 5.99	3.95	500 - 599.99	5.95
			6 - 6.99	3.95	600 - 699.99	6.45
			7 - 7.99	4.45	700 - 799.99	6.95
			8 - 8.99	4.45	800 - 899.99	7.45
			9 - 9.99	4.95	900 - 999.99	7.95
			10 - 10.99	4.95	1000 - 1099.99	8.45
			11 - 99.99	0	1100 - 1199.99	8.95
					1200 - 1299.99	9.45
					1300 - 1399.99	9.95
					1400 - 1499.99	10.45
					1500 - 1599.99	10.95
					1600 - 1699.99	11.45
					1700 - 1799.99	11.95
					1800 - 1899.99	12.45
					1900 +	0

- 9. Left block shows different types/weights of items as described earlier in the training

Item Type	e.g.	Weight (k.g.)
Free Shipping		0
Super-lightweight	Stickers	1
Lightweight	Pendant	100
Medium weight	T-Shirt	300
Heavyweight	Hoodie	600

Shows different item weights



- 10. Middle block shows weight range and shipping price for “Super-Lightweight” items. You can change the shipping prices if you like. Insert this shipping price rules into Shopfiy shown in [Step 7](#) see [Step 11](#) for example

Super-Lightweight	
Total Shopping Cart Weight	Shipping Price
1 - 1.99	2.95
2 - 2.99	2.95
3 - 3.99	3.45
4 - 4.99	3.45
5 - 5.99	3.95
6 - 6.99	3.95
7 - 7.99	4.45
8 - 8.99	4.45
9 - 9.99	4.95
10 - 10.99	4.95
11 - 99.99	0

- *Note when someone adds more than one “sticker” or item weighing 1kg, 1kg will be added to the cart.
 - e.g 4 stickers = 4kg
- **Note the bottom row 11-99.99 price is set at \$0, this is so you have have a rule such as “Buy 11 items and shipping is free” you can set this rule to which ever amount you like.
 - e.g. “Buy 5 & shipping is free!” you would set 5-99.99 to \$0 and no longer need the amounts for 6-6.99, 7-7.99 etc



- 11. Example of inputting data from spreadsheet above into Shopify. Once filled out, click “Add shipping rate” (see cursor)

Add a shipping rate for United States

Shipping rate name
USPS

Criteria: Based on order weight
Weight range: 1 kg to 1.99 kg

Shipping price: \$ 2.95

Rates for individual regions
You can adjust shipping rates for regions within United States.

Region	Adjust Rate	Final Rate
<input checked="" type="checkbox"/> Alabama	\$ 0	\$2.95 (\$0.00)
<input checked="" type="checkbox"/> Alaska	\$ 0	\$2.95 (\$0.00)
<input checked="" type="checkbox"/> American Samoa	\$ 0	\$2.95 (\$0.00)
<input checked="" type="checkbox"/> Arizona	\$ 0	\$2.95 (\$0.00)
<input checked="" type="checkbox"/> Arkansas	\$ 0	\$2.95 (\$0.00)
<input checked="" type="checkbox"/> Armed Forces Americas	\$ 0	\$2.95 (\$0.00)

Cancel Add shipping rate

Step 11
Example of inputting
spreadsheet data into
Shopify



- *Note make sure to repeat process for all Super-lightweight items shown in Step 10

- 12. For items you would like to have free shipping on name the shipping rate “Free Shipping” and set weight and amount to 0. See below.

The screenshot shows the 'Add a shipping rate for United States' dialog box. The shipping rate name is 'FREE Shipping'. The criteria is 'Based on order weight'. The weight range is '0.0 kg' to '0 kg'. The shipping price is '\$ 0'. Below this, there is a table for 'Rates for individual regions' with columns for 'Region', 'Adjust Rate', and 'Final Rate'. The table lists several regions with their respective adjust rates and final rates.

Region	Adjust Rate	Final Rate
<input checked="" type="checkbox"/> Alabama	\$ 0	50.00 (\$0.00)
<input checked="" type="checkbox"/> Alaska	\$ 0	50.00 (\$0.00)
<input checked="" type="checkbox"/> American Samoa	\$ 0	50.00 (\$0.00)
<input checked="" type="checkbox"/> Arizona	\$ 0	50.00 (\$0.00)
<input checked="" type="checkbox"/> Arkansas	\$ 0	50.00 (\$0.00)
<input checked="" type="checkbox"/> Armed Forces Americas	\$ 0	50.00 (\$0.00)

Step 12
Setting FREE shipping rate

- *Note if you have a promotion or a special for free shipping, you can set the item's weight for 0kg



- 13. Repeat the process with the Light, Medium, & Heavyweight items as shown below

Light, Medium & Heavyweight	
Total Shopping Cart Weight	Shipping Price
100 - 199.99	3.95
200 - 299.99	4.45
300 - 399.99	4.95
400 - 499.99	5.45
500 - 599.99	5.95
600 - 699.99	6.45
700 - 799.99	6.95
800 - 899.99	7.45
900 - 999.99	7.95
1000 - 1099.99	8.45
1100 - 1199.99	8.95
1200 - 1299.99	9.45
1300 - 1399.99	9.95
1400 - 1499.99	10.45
1500 - 1599.99	10.95
1600 - 1699.99	11.45
1700 - 1799.99	11.95
1800 - 1899.99	12.45
1900 +	0

Step 13
Repeat process
with these items

- *Note Each light weight item weighs 100kg, 3 light weight items cost the same to ship as one medium weight item (both instances weigh 300kg). Therefore, all three types (light,med,heavy) are covered here.
- **Note In the last row 1900 + shipping price is 0. In this example shipping is free when the cart is above \$75. When weight goes over 1900kg this would equate to more than 3 hoodies or more than 6 tee shirts which would be over \$75. So there is wiggle room in how you set this up but this is a great guideline to start with.



- 14. Repeat **Step 12** with the cart pictured above

Add a shipping rate for United States ✕

Shipping rate name

Criteria: Weight range: kg - kg

Shipping price

Rates for individual regions
 You can adjust shipping rates for regions within United States.

Region	Adjust Rate	Final Rate
<input checked="" type="checkbox"/> Alabama	<input type="text" value="\$ 0"/>	\$3.95 (\$0.00)
<input checked="" type="checkbox"/> Alaska	<input type="text" value="\$ 0"/>	\$3.95 (\$0.00)
<input checked="" type="checkbox"/> American Samoa	<input type="text" value="\$ 0"/>	\$3.95 (\$0.00)
<input checked="" type="checkbox"/> Arizona	<input type="text" value="\$ 0"/>	\$3.95 (\$0.00)
<input checked="" type="checkbox"/> Arkansas	<input type="text" value="\$ 0"/>	\$3.95 (\$0.00)
<input checked="" type="checkbox"/> Armed Forces Americas	<input type="text" value="\$ 0"/>	\$3.95 (\$0.00)

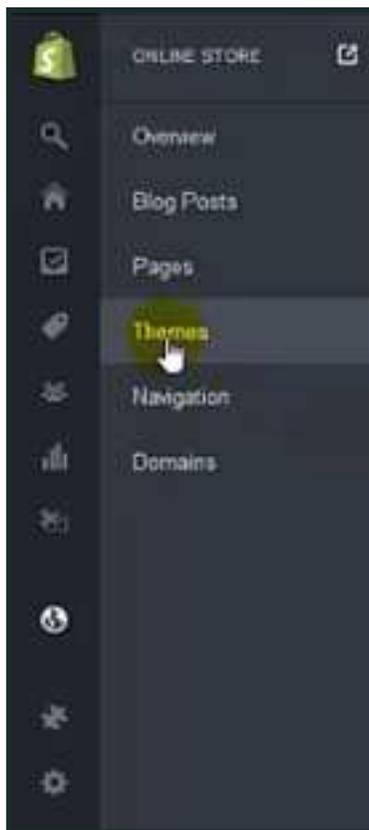
Step 14
 Repeat process of Step 12
 with chart from Step 13

2.5 Shopify Themes

- Don't spend too much time trying to get your store to look right. Get the store up and running and then tweak it or completely redesign it later



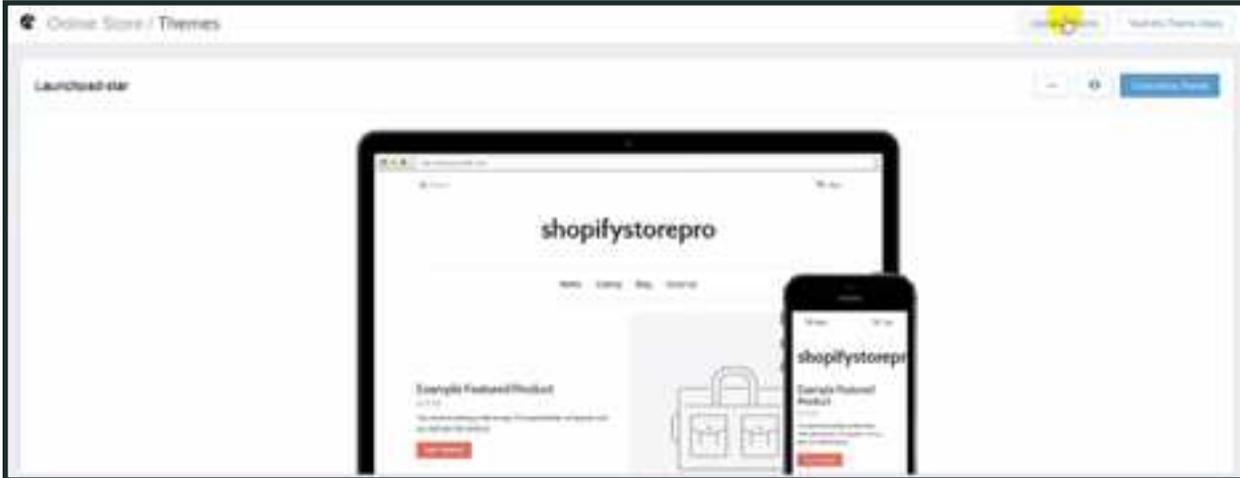
- Choose a Theme
 - Wide choice of free and paid themes
 - themes.shopify.com
 - Free & simple themes for getting started
 - Minimal - themes.shopify.com/themes/minimal
 - Simple - themes.shopify.com/themes/simple
- Setting up theme
 - 1. Go to the left hand toolbar and select “Online Store” and then select “Themes” as shown below (see yellow cursor)



Step 1
Go to “Themes”

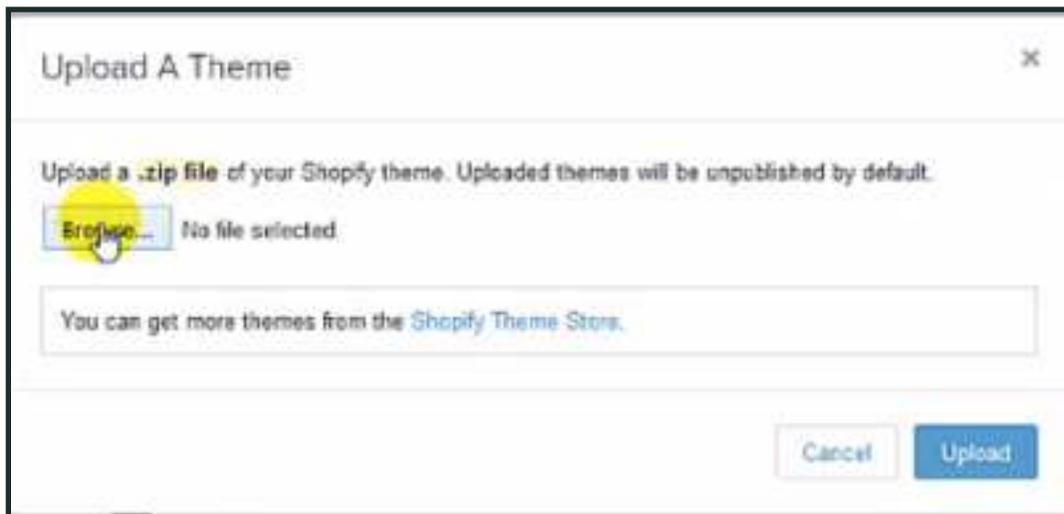
- 2. If you already have a theme, such the Shopify Store Pro theme, click “upload a theme” in top right corner (see yellow cursor)





Step 2
Upload
a theme

- 3. Click “browse” to select a theme from your hard drive (see yellow cursor) select the theme and click “upload” in bottom right corner



Step 3
Browse and
upload theme

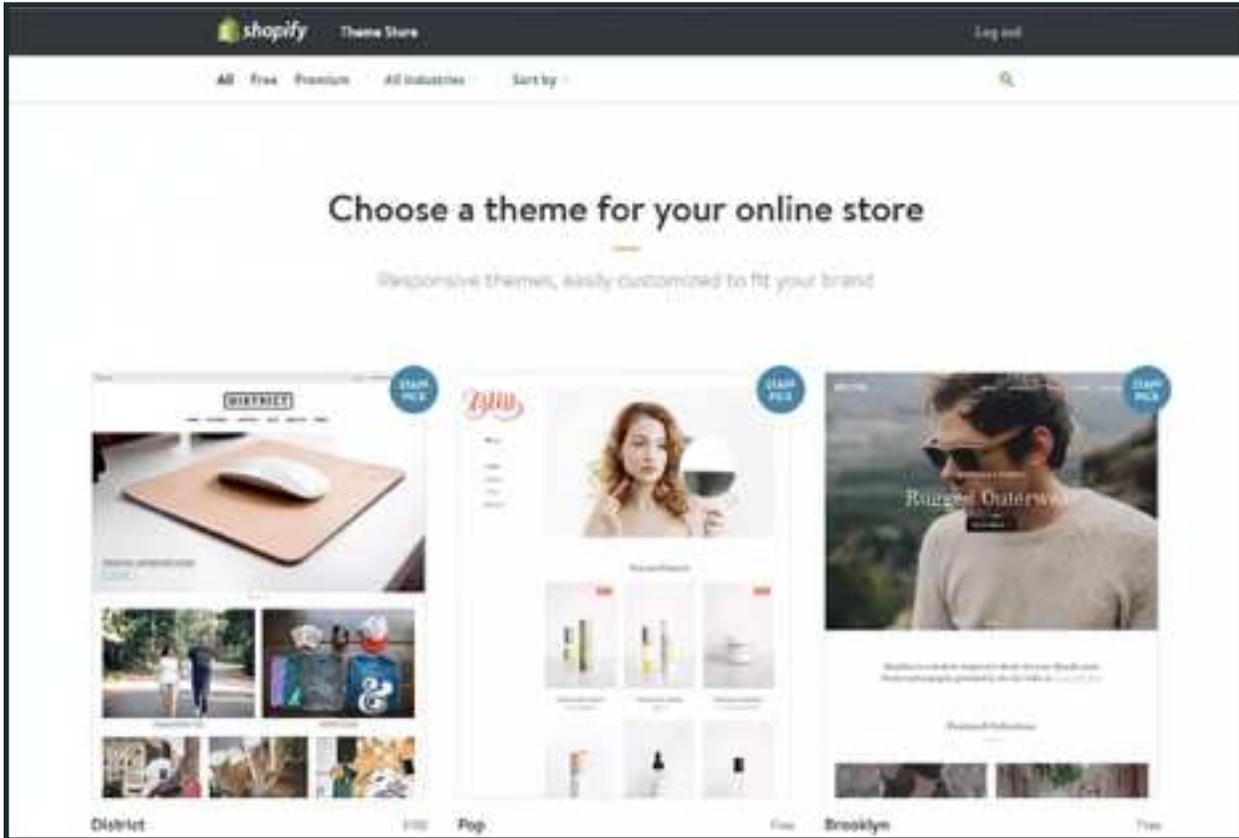
- 4. If you don't already have a theme downloaded and want to find a theme in the theme store to download/purchase, click the “Visit the Theme Store” button in top right corner (see yellow cursor)



Step 4
Go to
theme
store

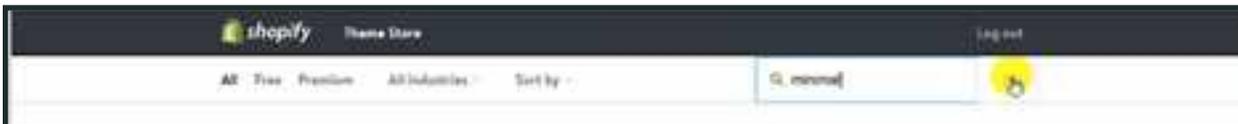


- 5. Search for a Theme you like



Step 5
Search for a theme

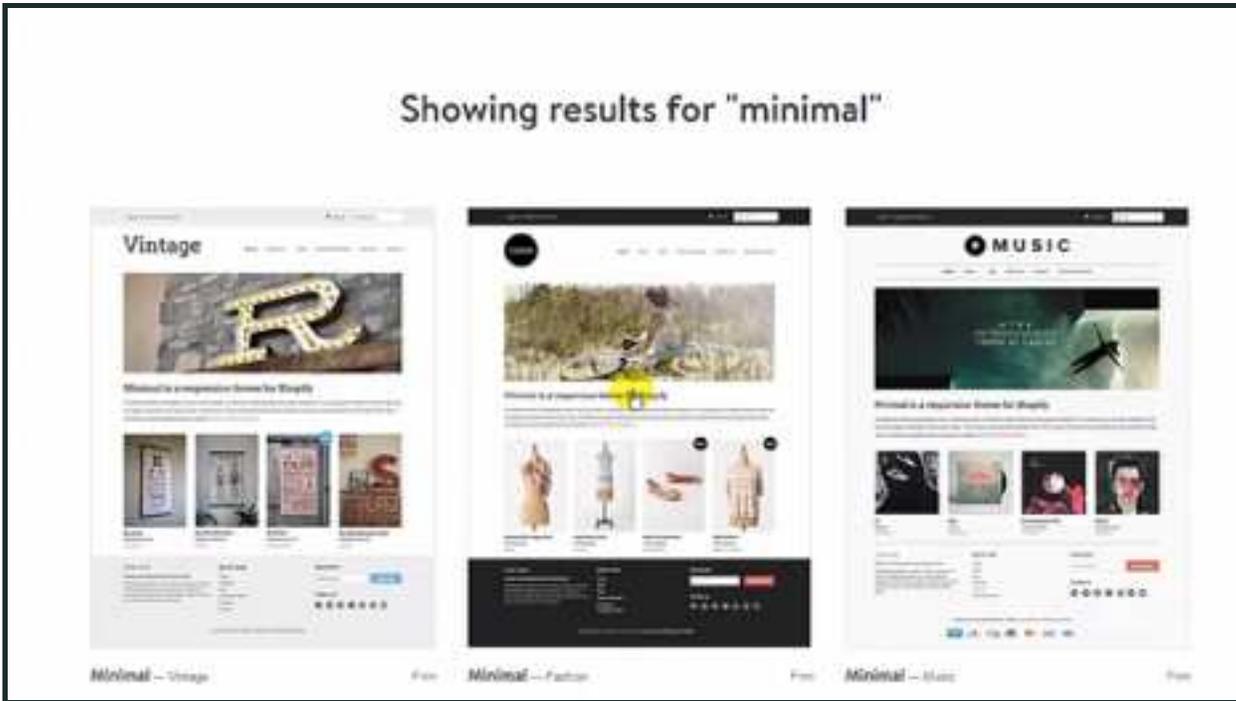
- 6. You can also search for a theme or the themes mentioned previously (see yellow cursor)



Step 6
Search for a theme

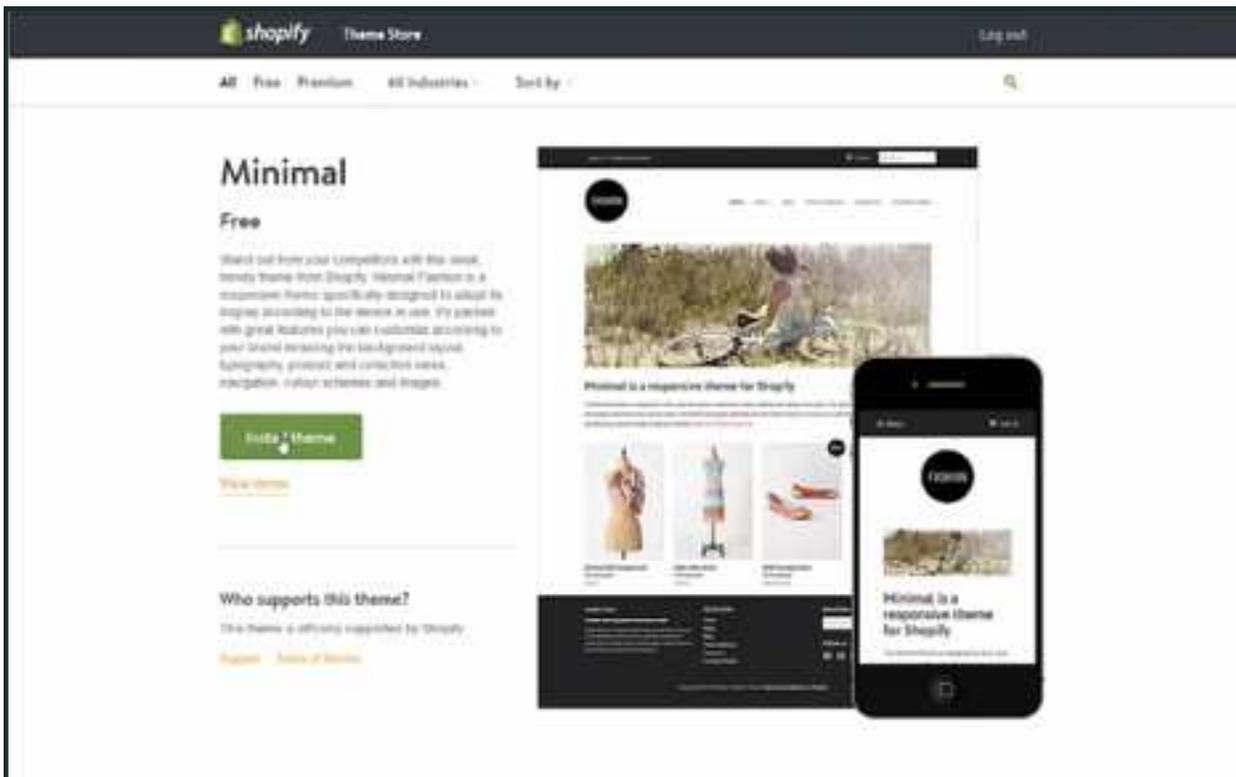


- 7. Click on whichever theme you decide on



Step 7
Choose a
theme

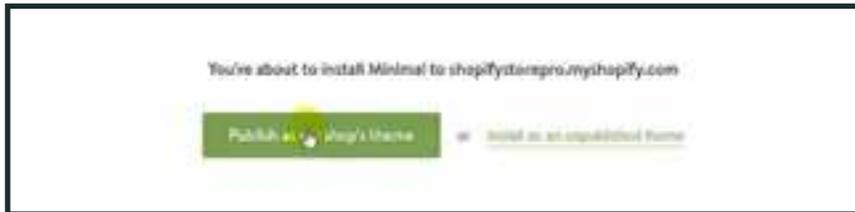
- 8. Once you have chosen a theme click "Install Theme" (see yellow cursor)



Step 8
Install
Theme

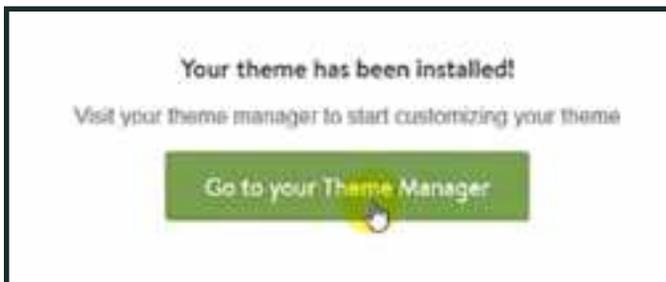


- 9. Make sure the theme is going to download to the correct shop and then click “Publish as my shop’s theme” (see yellow cursor)



Step 9
Publish theme

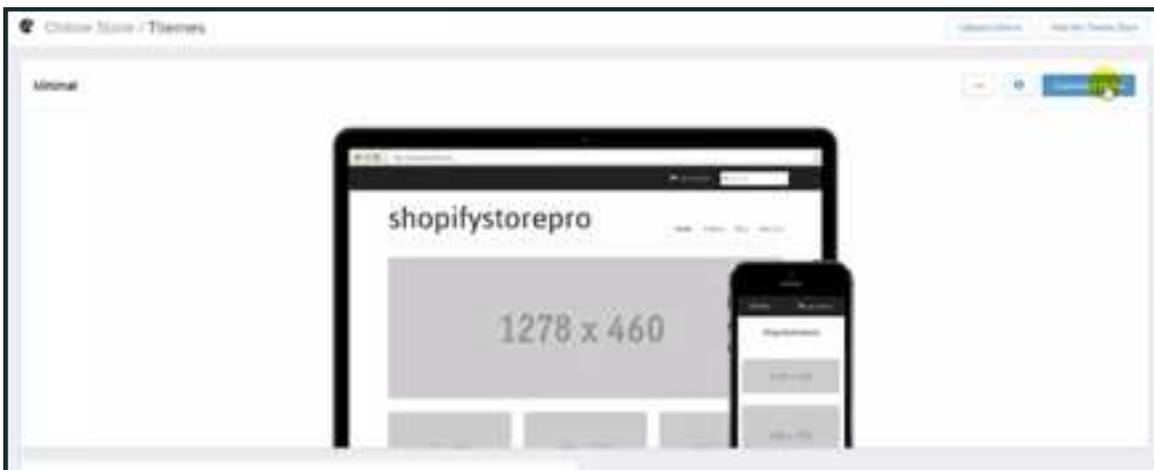
- 10. Go to Theme Manager (see yellow cursor)



Step 10
Go to Theme Manager

- How to install logo

- 1. Go back to “Online Store” and “Themes” like you did in **Step 1** of “Setting up your theme”
- 2. In the top right corner click on “Customize Theme” (see yellow cursor)



Step 2
Customize
Theme

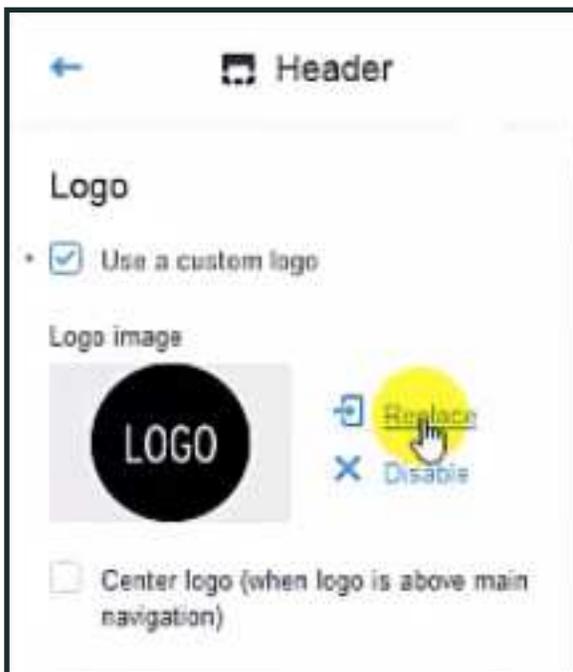


- 3. This will bring you to a page where you can customize everything on your theme. But as stressed before, just do the bare minimum to get your store up and running, come back and customize more late. So here we will click “Header” on the right side toolbar (see yellow cursor)



Step 3
Customize
header

- 4. In right toolbar make sure “use a custom logo” is checked and then click “Replace” (see yellow cursor) You can then upload your logo from your hard drive



Step 4
Upload your logo



- 5. Click “Save Changes” at bottom of right toolbar (see yellow cursor)



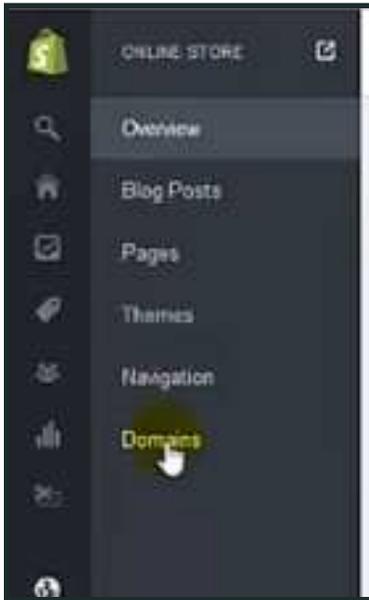
Step 5
Save Changes

2.6 Custom Domain

- Buying and configuring your domain name
 - Buy your domain name through Shopify
 - \$13/year (including WHOIS privacy)
 - WHOIS privacy means people cannot search the domain name database to find your personal details and information
 - Email forwarding



- Recommended if you don't have a domain name already purchased
- Buying through 3rd party/already own a domain name
 - Recommendation: namecheap.com
 - Slightly cheaper (~\$10/year)
 - Email hosting
 - Configure it yourself: docs.shopify.com/manual/settings/domains/third-party-domains/popular-providers
- Setting up your domain name in Shopify
 - 1. In the left hand tool bar click “Online Store” and then “Domains” (see yellow cursor)



Step 1
Go to Domains

- 2. To add an existing domain, click “Add an existing domain” in top right corner (see yellow cursor)



Step 2
Use an existing domain

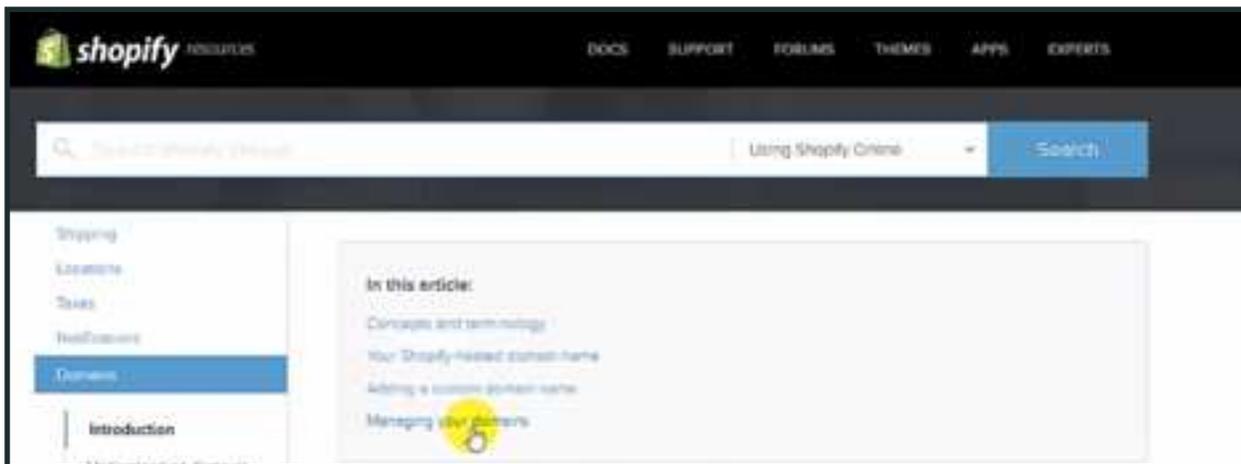


- 3. Enter domain name (if you already have one or have purchased one) (see yellow cursor)

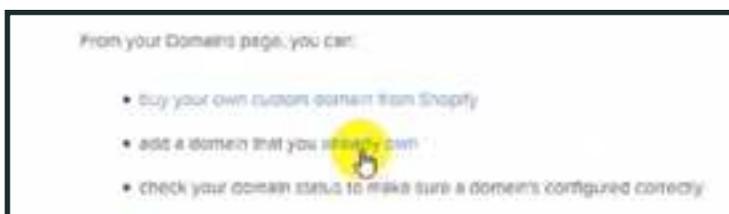


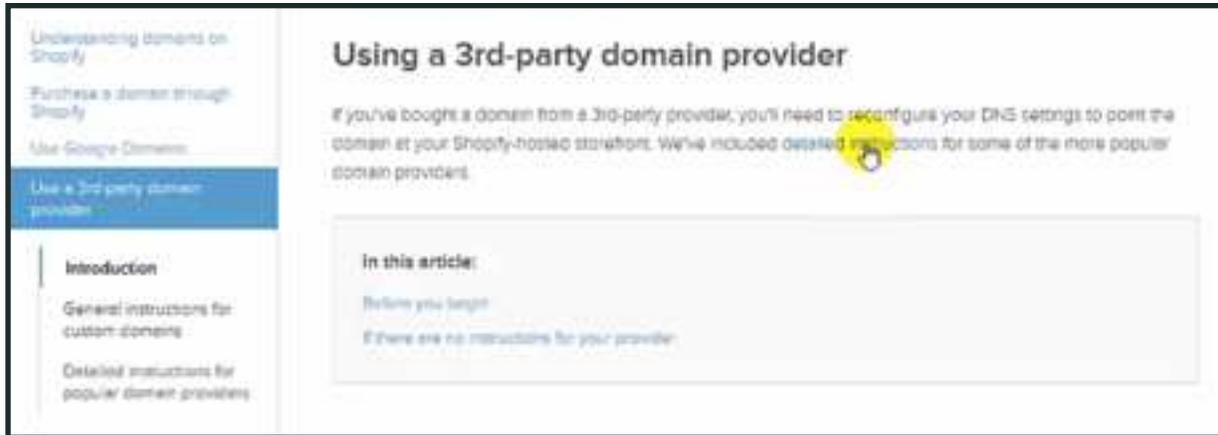
Step 3
Enter domain
name

- *Note if you need any help here, click “Need help with domains?” and you will be guided to a page in Shopify that will guide you through domains
- Scroll down and click on “Managing your domains” (see yellow cursor)



- Scroll down and click “add a domain you already own” (see yellow cursor)





- Click on “detailed instructions” (see yellow cursor)
- Scroll down to find where you got your domain name from e.g. namecheap and click on the link



- You will then be brought to a page that walks you through setting it up
- 4. If you want to buy a domain, click on “Buy a domain” in the top right corner (see yellow cursor)



Step 4
Buy a domain

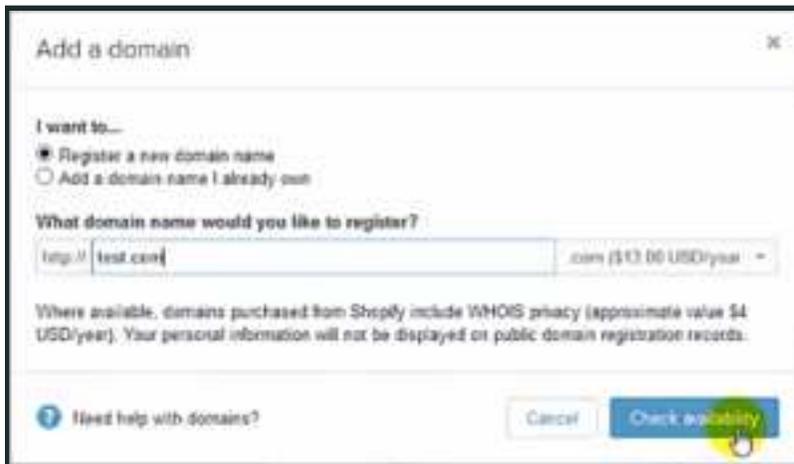
- 5. Make sure “register a new domain name” is checked and then enter the domain name you would like into the text box (see yellow cursor)



The screenshot shows a dialog box titled "Add a domain". Under "I want to...", the radio button for "Register a new domain name" is selected. Below, the text "What domain name would you like to register?" is followed by a text input field containing "http://" and a yellow cursor. To the right of the input field is a dropdown menu showing ".com (\$13.00 USD/year)". At the bottom, there are buttons for "Cancel" and "Check availability", and a link for "Need help with domains?".

Step 5
Enter Domain name

- 6. Click on “Check availability” (see yellow cursor)



The screenshot shows the same "Add a domain" dialog box. The text input field now contains "http://test.com". The "Check availability" button at the bottom right is highlighted with a yellow cursor.

Step 6
Check availability

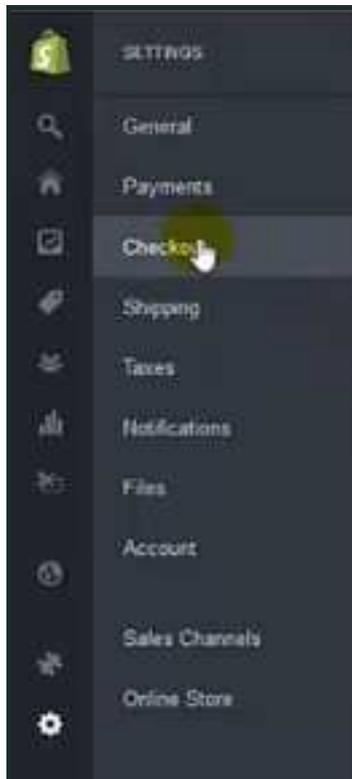
- 7. Once your domain is chosen, make sure to set it as primary domain

2.7 Essential Pages

- Privacy Policy & Terms of Service



- 1. Go to the “Settings” tab on the bottom of the left side toolbar and then “Checkout” (see yellow cursor)



Step 1 Go to Settings - Checkout

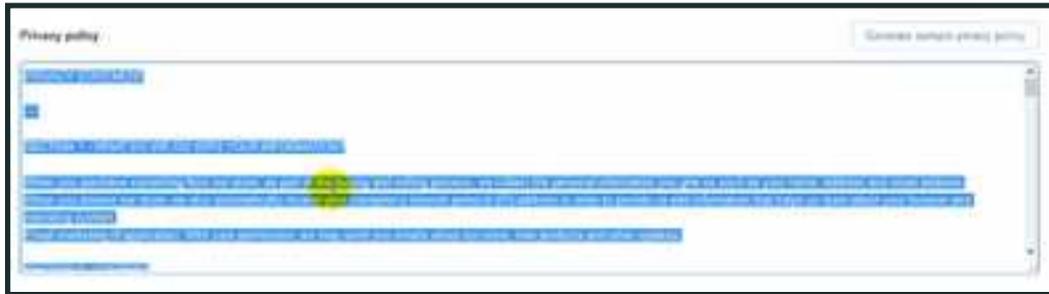
- 2. Scroll to bottom of page and click on “generate sample” for a Privacy Policy (see yellow cursor)



Step 2 Generate Sample

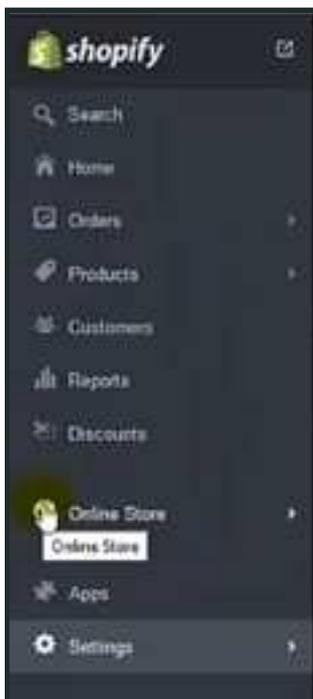


- 3. Select the text generated and copy it (see yellow cursor)



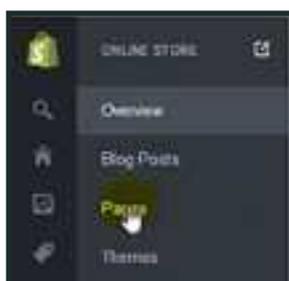
Step 3
Copy text

- 4. Open "Online Store" in a new tab. Hold control key and click on "Online Store" in left side toolbar (see yellow cursor)



Step 4
Open Online Store
in new tab

- 5. Click on "Pages" tab on the left side toolbar (see yellow cursor)



Step 5
Go to "Pages"



- 6. Click on “Add new page” in top right corner (see yellow cursor)



Step 6
Add new page

- 7. Name the page “Privacy Policy” and paste text into text box. Click “Save” in top right corner (see yellow cursor)



Step 7
Paste & Save

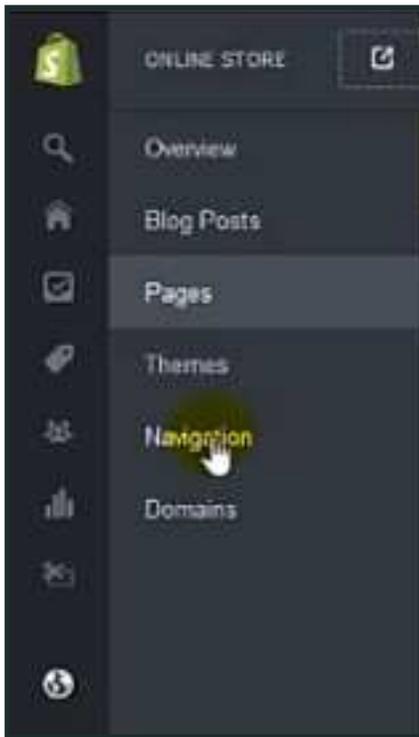
- 8. Repeat Step 2 for “Terms of Service” (see yellow cursor)



Step 8
Repeat Step 2

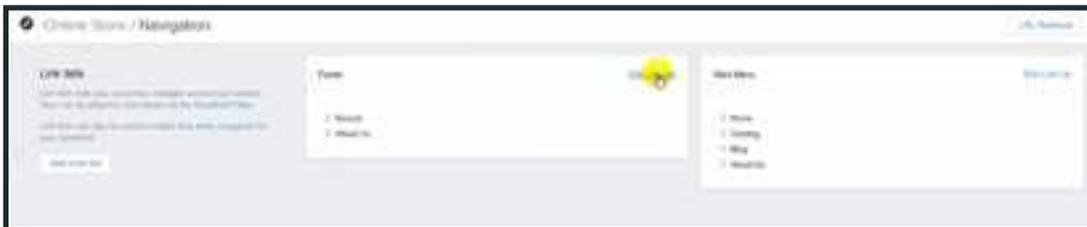


- 9. Repeat **Steps 2-7** to make a Terms of Service Page
- Add Pages to Footer ****IMPORTANT** (If you don't do this, the pages you just made will not show up in your store)
- 1. Click on "Navigation" in the left hand toolbar (see yellow cursor)



Step 1
Click Navigation

- 2. Go to Footer section and click "edit link text" (see yellow cursor)



Step 2
"Edit link text"

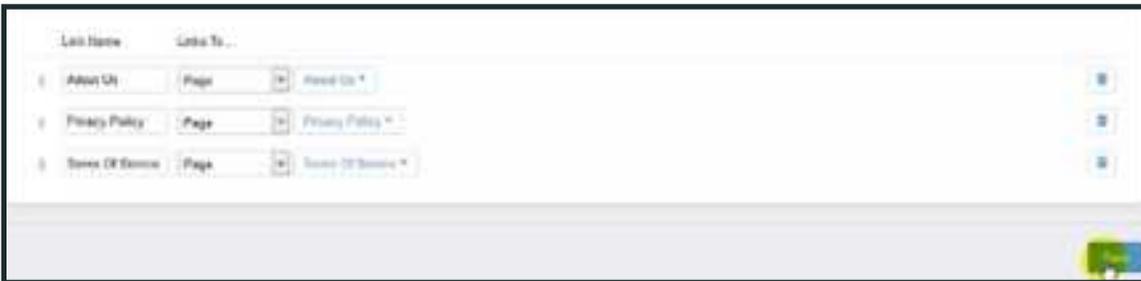


- 3. Click on “Add another link” on left side (see cursor)



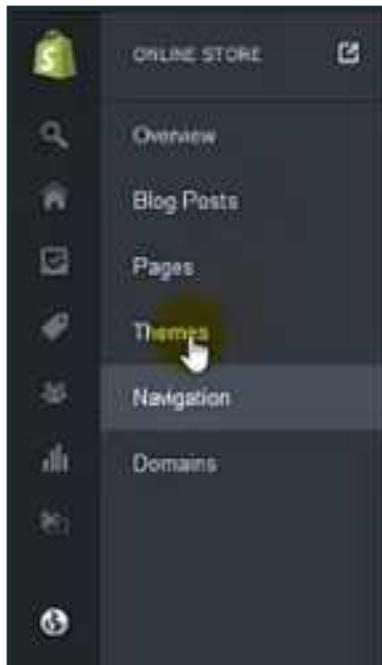
Step 3
“Add another link”

- 4. Fill out as seen below (You will have to click “add another link” again) and click “Save” (see yellow cursor)



Step 4
Fill out Form

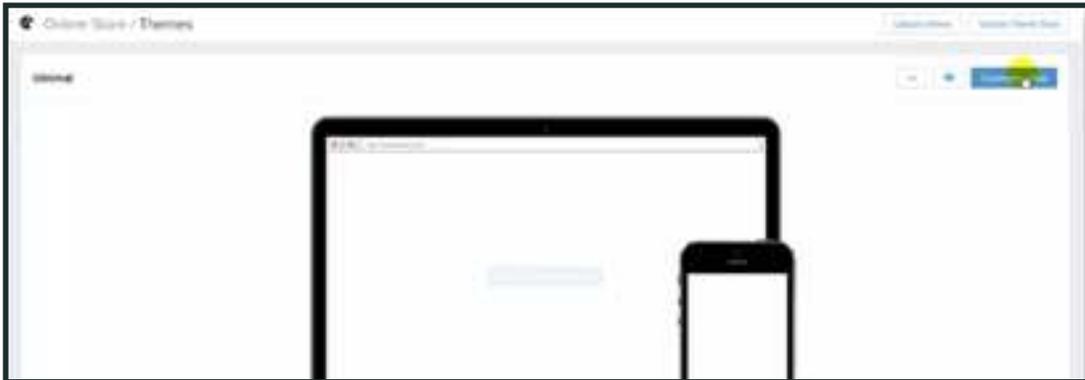
- 5. Go to “Themes” in left hand tool bar (see yellow cursor)



Step 5
Go to Themes



- 6. Go to “Customize theme” in top right corner (see yellow cursor)



Step 6
Customize Theme

- 7. in the right hand tool bar click “Footer” (see yellow cursor)



Step 7
Click “Footer”

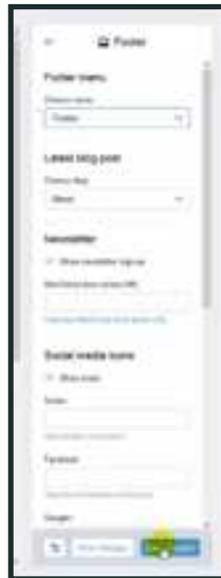
- 8. In first drop down menu “Choose Menu” select “Footer” (see cursor)



Step 8 Select
“Footer”



- 9. Save changes (see yellow cursor)

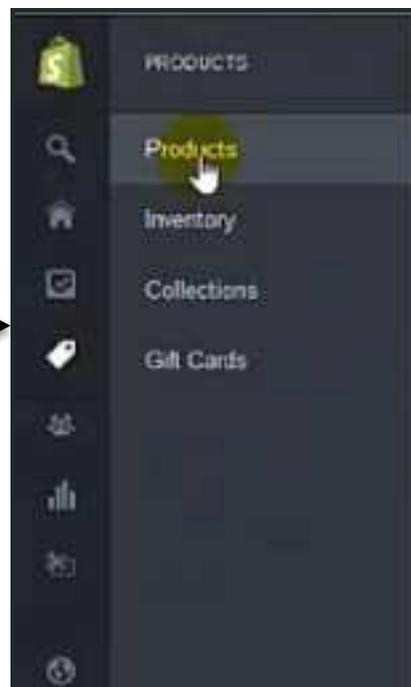
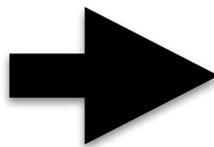
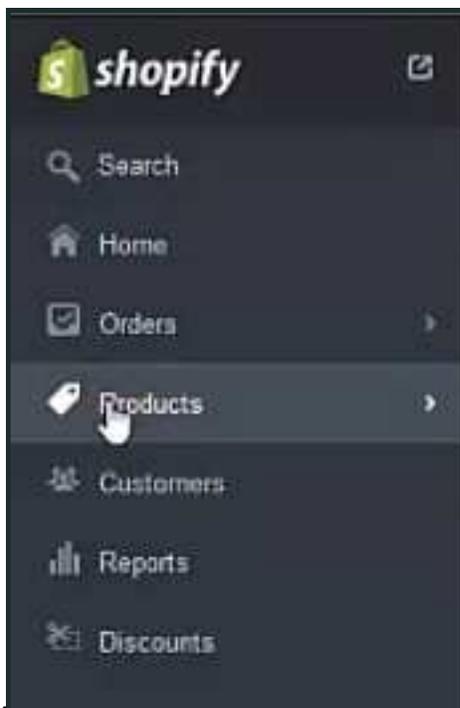


Step 9
Save Changes

2.8 Adding a Product

- Adding a Product

- 1. Go to the left hand tool bar and select “Product” and then select “Product” again (see yellow cursor)

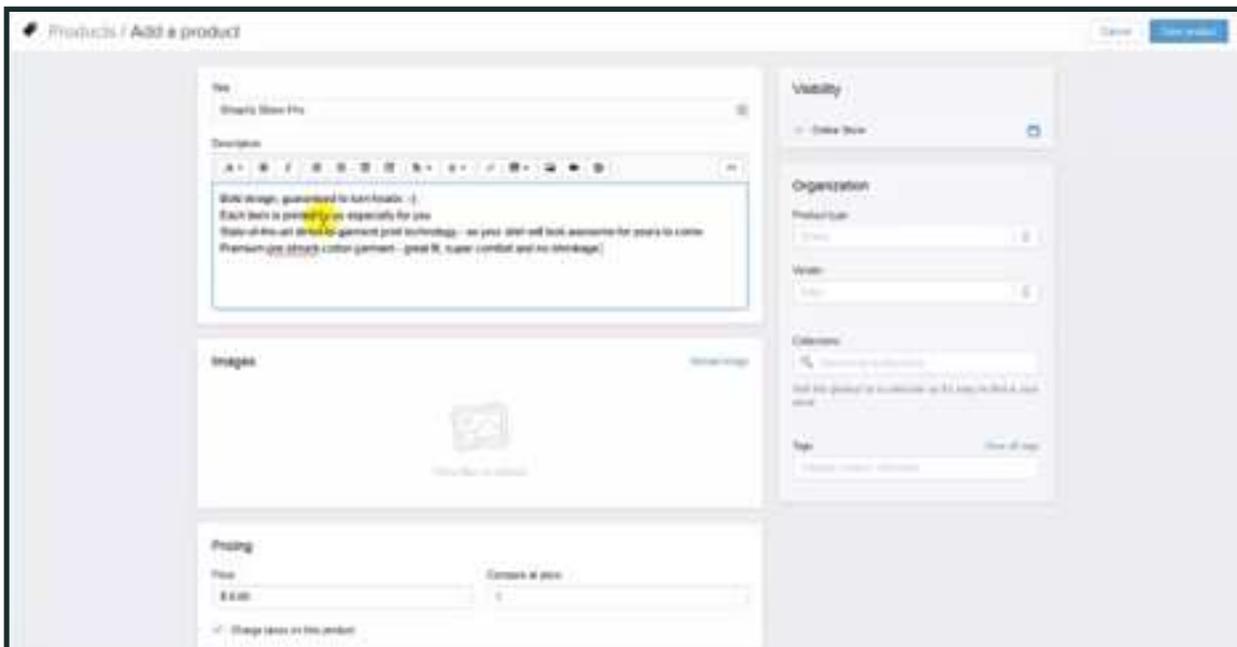


- 2. Click “Add Product” (see yellow cursor)



Step 2
Add Product

- 3. Add a Title and Description



Step 3
Add
Title
and
Descrip.



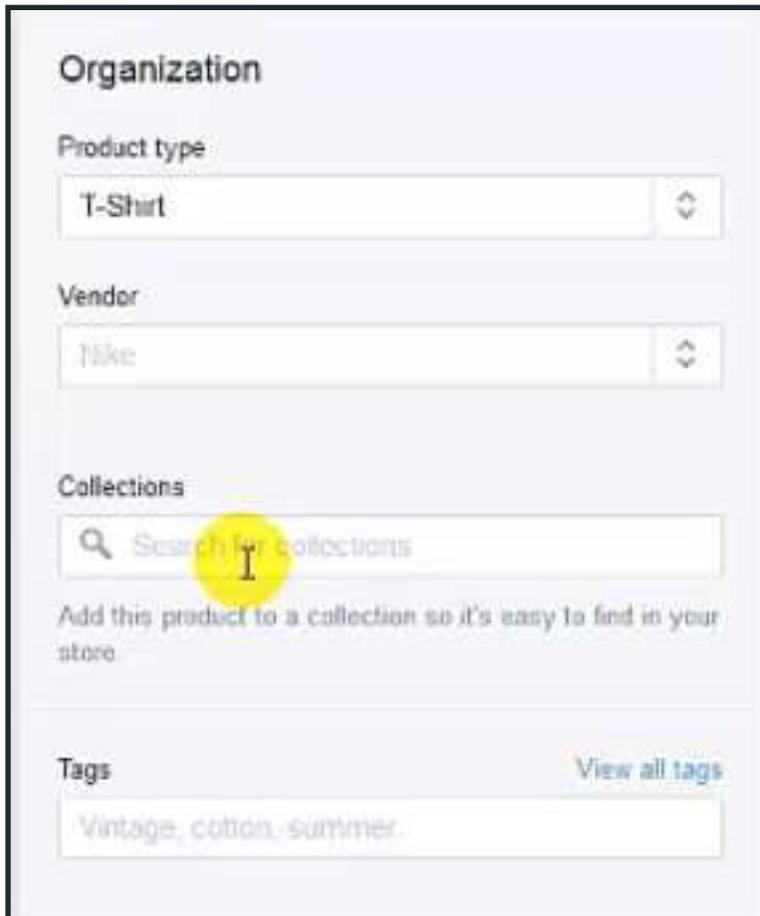
- 4. Upload image of your product by clicking “Upload Image” in top right corner upload as many as you like. Once photos are uploaded, the larger image in the top left corner will be the default image that shows on your site, drag and drop images to move them around and select what you want your default image to be



Step 4
Upload
Image



- 5. In the right column, fill in the “product type”. We will come back to “collections” and “tags” later in the training.

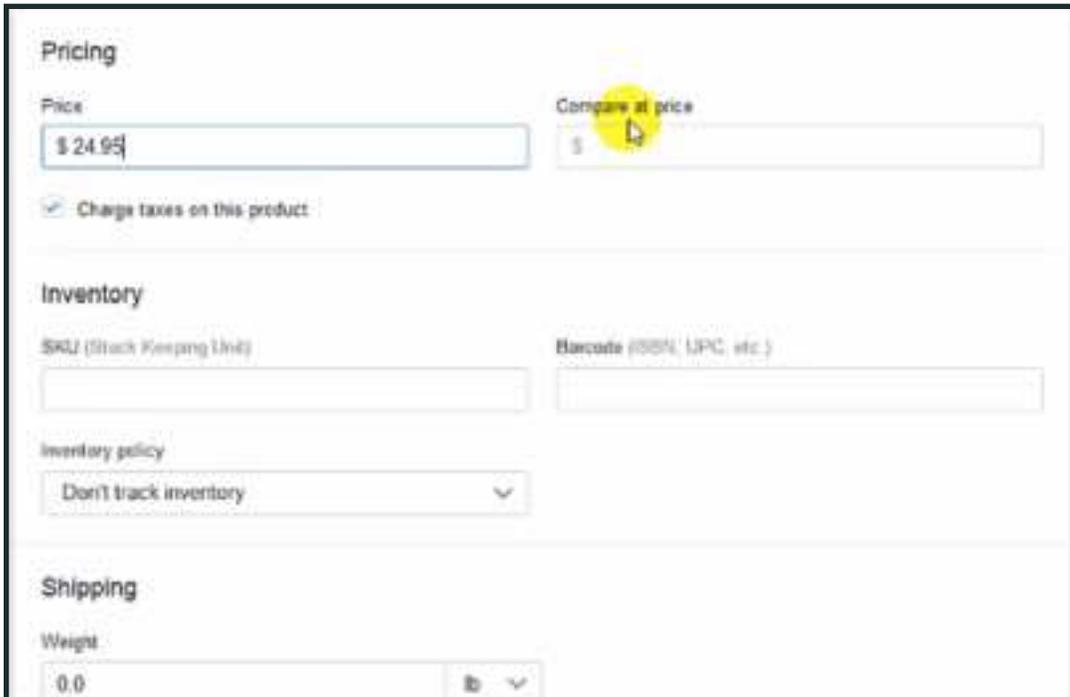


The screenshot shows the 'Organization' section of a Shopify product creation form. It includes three main sections: 'Product type' with a dropdown menu set to 'T-Shirt', 'Vendor' with a dropdown menu set to 'Nike', and 'Collections' with a search bar containing the text 'Search for collections'. Below the search bar is a note: 'Add this product to a collection so it's easy to find in your store'. At the bottom, there is a 'Tags' section with a text input field containing 'vintage, cotton, summer' and a link 'View all tags'.

Step 5
Fill out
Product Type



- 6. Set a “Base Price”. The “Compare at Price” (see yellow cursor) will be used when you put an item on sale e.g. Base Price - \$24.99 Compare at Price - \$29.99 (previous price before sale)



The screenshot shows the 'Pricing' section of a Shopify product editor. The 'Price' field contains '\$24.95'. The 'Compare at price' field is empty, and a yellow circle highlights it with a cursor. Below the pricing fields is a checkbox for 'Charge taxes on this product' which is checked. The 'Inventory' section below has empty fields for 'SKU (Stock Keeping Unit)' and 'Barcode (ISBN, UPC, etc.)', and a dropdown menu for 'Inventory policy' set to 'Don't track inventory'. The 'Shipping' section below has a 'Weight' field set to '0.0'.

Step 6
Set Base Price

- 7. Set SKU of product (unique identifier) (see yellow cursor). In example uses “ssp” for Shopify Store Pro. You will eventually make a SKU for each variant of the product (e.g. based on color/size/style...)



This screenshot shows the 'Inventory' section of the Shopify product editor. The 'SKU (Stock Keeping Unit)' field is highlighted with a yellow circle and contains the text 'ssp'. The 'Compare at price' field is empty. The 'Inventory policy' dropdown is still set to 'Don't track inventory'. The 'Shipping' section below has a 'Weight' field set to '0.0'.

Step 7
Set SKU



- 8. Change the shipping weight according to item and make sure “This product requires shipping” is checked (see yellow cursor) *remember shipping matrix from before, t-shirts = 300kg shipping weight/cost
 - Here you can also track the inventory of your items

The screenshot shows the 'Inventory' and 'Shipping' sections of a Shopify product page. In the 'Inventory' section, the SKU is 'sap' and the inventory policy is 'Don't track inventory'. In the 'Shipping' section, the weight is '300.0' kg, and the checkbox 'This product requires shipping' is checked. A yellow circle highlights the checkbox. At the bottom, there is a 'Variants' section with a question 'Does this product come in multiple variations like size or color?' and an 'Add variants' button.

Step 8
Change shipping weight

- 9. Next you will want to click “Add variants” (see yellow cursor)

This screenshot is identical to the previous one, but the yellow circle now highlights the 'Add variants' button in the 'Variants' section.

Step 9
Add Variants



- 10. Enter the variants for your item such as style, color, and size as seen below, and all the different variants of your item will populate below. When adding multiple “option values” to an “option name” just type a comma between selections. e.g. S,M,L

Variant	Price	SKU	Barcode
Short Sleeve • Black • S	\$ 24.95	ssp-1	
Short Sleeve • Black • M	\$ 24.95	ssp-2	
Short Sleeve • Black • L	\$ 24.95	ssp-3	
Short Sleeve • Chocolate • S	\$ 24.95	ssp-4	
Short Sleeve • Chocolate • M	\$ 24.95	ssp-5	
Short Sleeve • Chocolate • L	\$ 24.95	ssp-6	
Short Sleeve • Green • S	\$ 24.95	ssp-7	

Step 10
Enter
Variants

- 11. You can either leave the SKUs to be numbered or you can give them meaningful, identifying names. In this example the SKU is ssp for Shopify Store Pro ss for short sleeve black for the color of the shirt, and s for small. (see yellow cursor)

Variant	Price	SKU	Barcode
Short Sleeve • Black • S	\$ 24.95	ssp-1	
Short Sleeve • Black • M	\$ 24.95	ssp-2	
Short Sleeve • Black • L	\$ 24.95	ssp-3	
Short Sleeve • Chocolate • S	\$ 24.95	ssp-4	
Short Sleeve • Chocolate • M	\$ 24.95	ssp-5	

Step 11
Edit SKUs

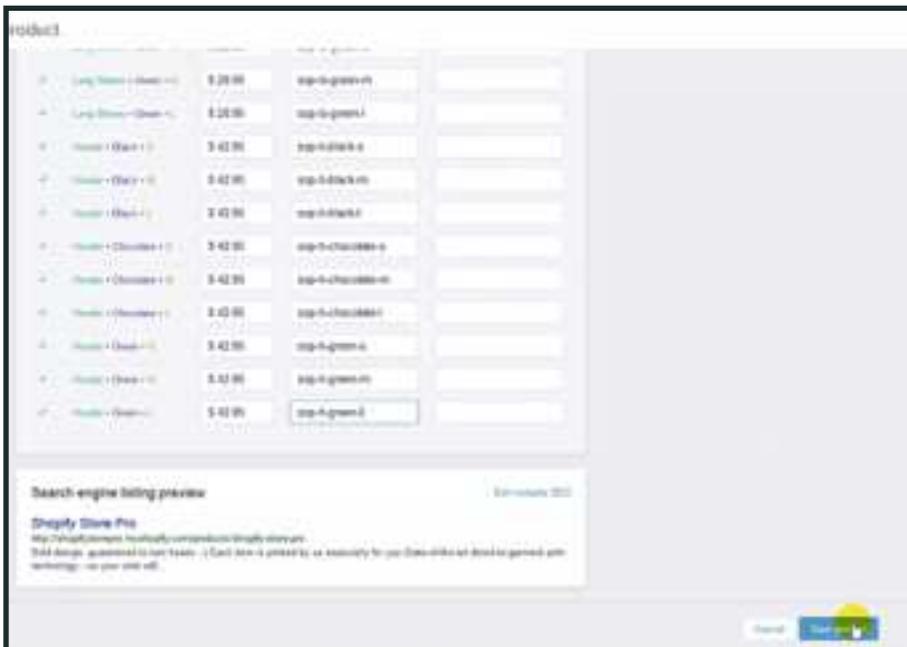


- 12. Make sure the prices are what you want them to be or change accordingly. See the price difference between short sleeve and long sleeve shirts



Step 12
Edit Prices

- 13. Once everything is filled out how you intend, click the "Save Product" button (see yellow cursor)

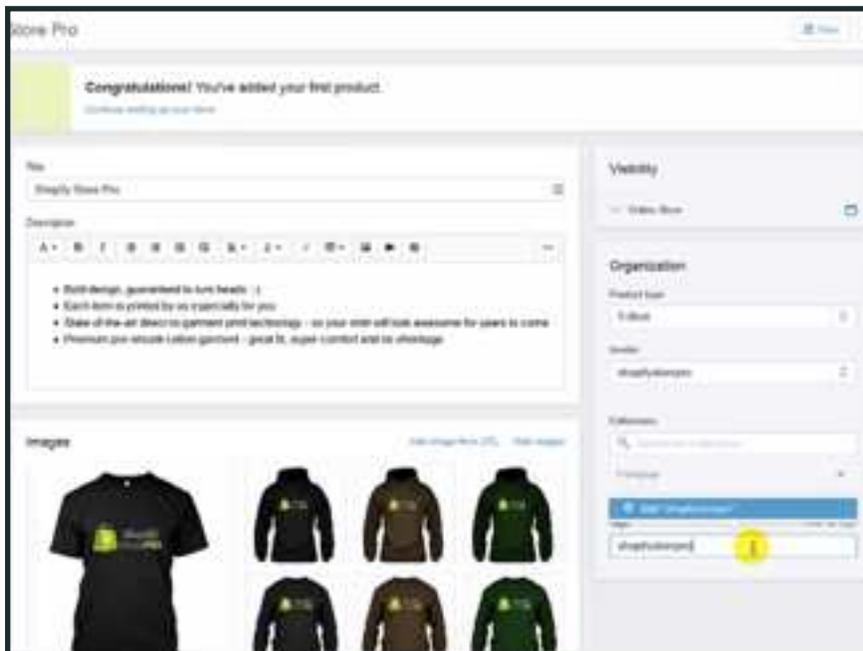


Step 13
Save Product



2.9 Adding a Collection

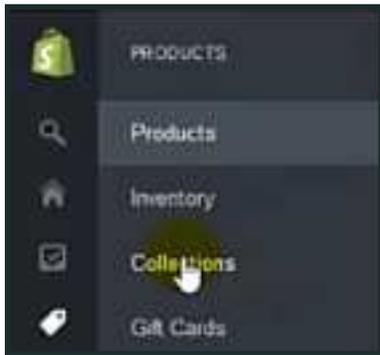
- A collection is a set of similar products
- You can use these in store navigation e.g. when someone visits your store goes to your “Catalog” they will be able to see different collections as submenus whether your collections consists of different articles of clothing (t-shirts, hoodies, hats) or by niche (fishing, hunting)
 - You can include items in collections based on the “Product Type” or by creating tags
 - 1. Add a tag to your product (see yellow cursor) type in desired tag and then click add



Step 1
Add Tag



- 2. Go to “Collections” in left hand toolbar (see yellow cursor)



Step 2
Go to Collections

- 3. Click “Add Collection” in top right corner



Step 3
Add Collection

- 4. Add a title to your collection e.g. T-Shirts (see yellow cursor)



Step 4
Add Title

- 5. Scroll down to the “Conditions” box and here you can either manually select products from your store one-by-one to add to the collection, or as show here, you

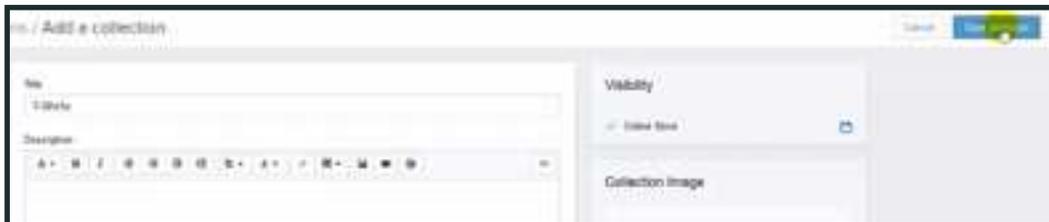


can set items to be automatically added to the collection based on certain properties.
e.g. is sorted by Product Type is equal to T-Shirt



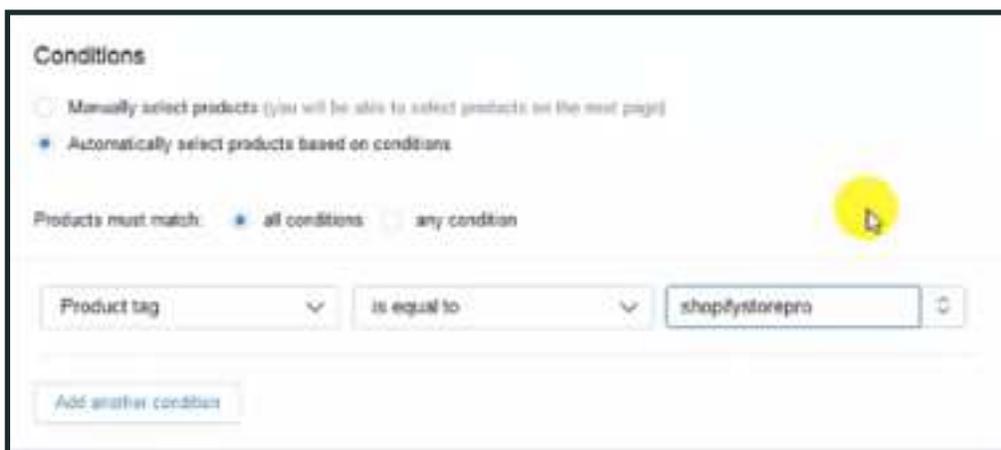
Step 5
Either manually add
items to collection or set conditions

- 6. Click "Save collection" in top right corner (see yellow cursor)



Step 6
Save
collection

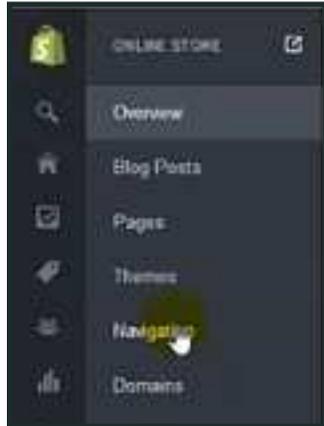
- 7. You can also start a collection based on tags as shown in the example below. Just repeat **Steps 2-6** replacing step 5 with what is shown below "Tag is equal to **tag**"



Step 7
Collection by Tag

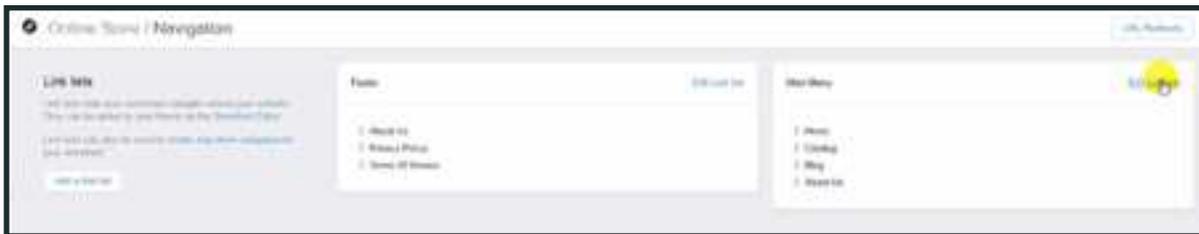


- 8. Go back to main Collections screen as shown in **Step 2** and you should see the Collections you just added listed on the page.
- Next we will add the Collections into our Navigation Menu
 - 1. In the left hand tool bar go to “Online Store” and then “Navigation” (see yellow cursor)



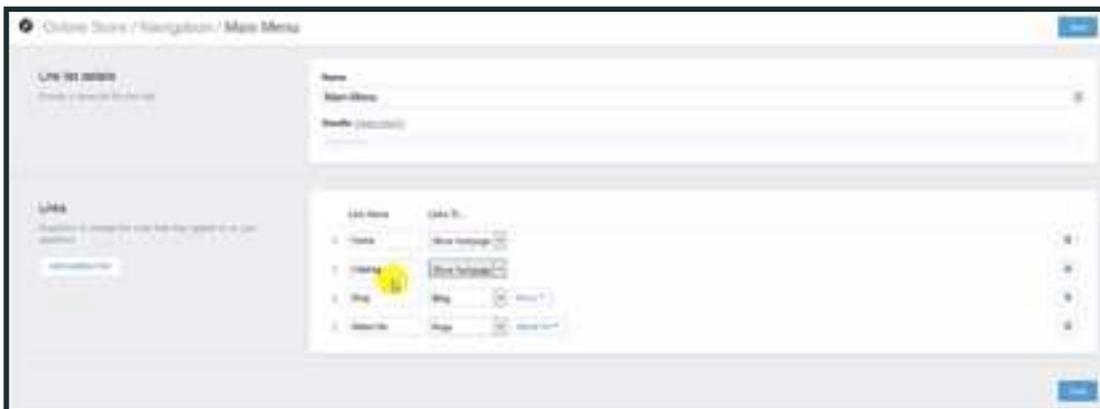
Step 1
Go to Navigation

- 2. On the right side you will see “Main Menu” and click “edit links” (see yellow cursor)



Step 2
Edit links

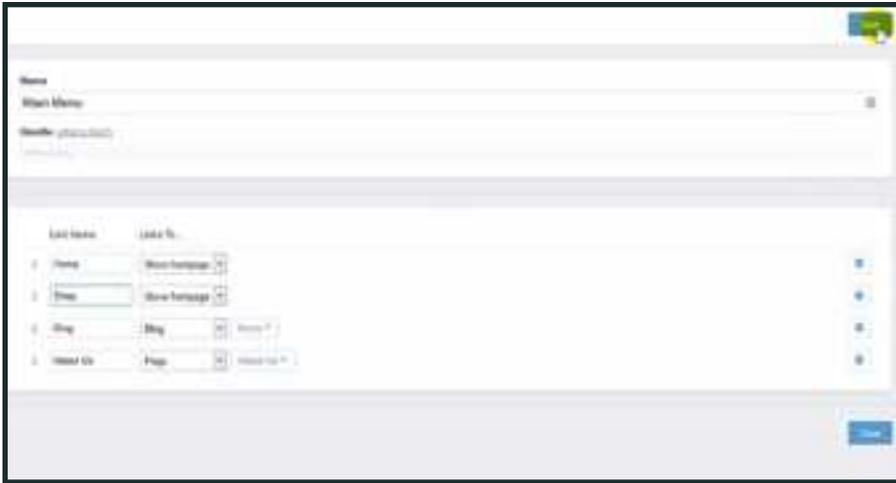
- 3. Change where Catalog links to website to “Store front page” (see yellow cursor) You can also change “Catalog” to “Shop” or whatever you prefer



Step 3
“Store Front Page”

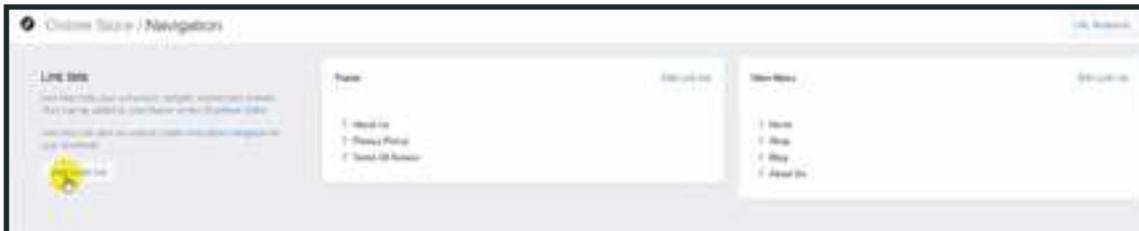


- 4. Save the menu changes by clicking “Save” in top right corner (see yellow cursor)



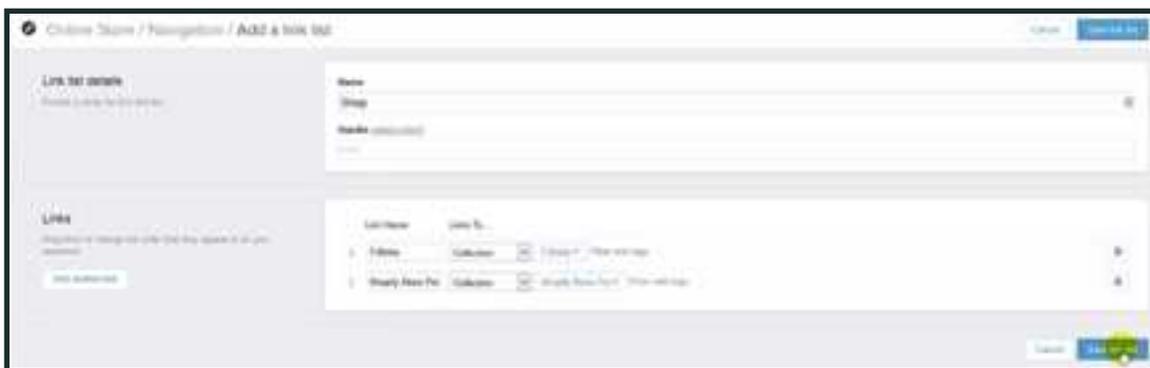
Step 4
Save

- 5. Go back to “Navigation” tab as shown in **Step 1**
- 4. Click on “Add New List” (see yellow cursor)



Step 4
Add New

- 5. Fill out according to photo below. Give your new list a name and add whatever collections you choose. Then save (see yellow cursor)



Step 5
Add
Collections to
List



- 6. If set up correctly, when you go to your store, in the navigation menu if you hover over “Shop” or “Catalog” you will see a drop down menu with your categories shown below (see yellow cursor)



Step 6
Check

Section 3

3.1 Sourcing & Fulfillment

- Print on Demand
 - T-shirts, phone cases, mugs, etc
 - You provide designs and you use a supplier who is able to print on demand when orders come through and then ship to customer
 - Easy to fulfill
 - No upfront costs (other than design)
 - Inventory never a problem
 - Easy to add new products
 - Just have to come up with a new design
- Drop Shipping
 - 3rd party supplier
 - Fulfilled on your behalf
 - No upfront costs



- No inventory issues
- More communication
- Wholesale & Fulfillment
 - Buy wholesale (domestically or internationally)
 - Create a process for:
 - Storing goods (in house or 3rd party fulfillment)
 - Fulfilling orders
 - Most moving parts
 - Goods purchased up-front
 - Keep track of inventory
- Strategy
 - Start with print on demand
 - Move into drop shipping when you have a store to show prospective partners, and a growing customer list
 - Reinvest profits in small orders of wholesale goods
 - Scale

3.2 Print on Demand

- Concept>Design>Fulfillment
- Design Inspiration
 - Market research
 - Already proven ideas:
 - T-shirt websites
 - [teescover.com](https://www.teescover.com) (teespring search)
 - [zazzle.com](https://www.zazzle.com)



- surfrog.com
- see resources for longer list
- Social Media
 - Facebook
 - Pintrest
 - look for things with a lot of likes or designs or sayings that have gone viral
- Hire a Designer
 - Don't take design on yourself
 - 99Designs
 - Launch a contest
 - Invite promising designers
 - Work with the best 5 designers to filter down to the winner(s)
 - UpWork
 - Post a job
 - Invite promising designers
 - Interview the best 5 and set a trial design task
 - Pick your favorite(s) to work with
- Engage a Print Shop for Fulfillment
 - List of companies in resources section
 - Find a private solution
 - Understand the fulfillment process
 - Shopify integration?
 - Spreadsheet orders (how often?)
 - Shipping times



- Products/styles/sizes/colors on offer
- Artwork requirements
- Mock-ups / size guides
- Return policy

3.2a Design Ideas Via Sharegrab

- sharegrab.com
- The basic idea here is you can add different Facebook pages to Sharegrab and then you can sort these pages into “pods” (up to 10 pages per pod) Once you have a pod made, you can see what the most “shared” content within that pod.
 - 1. Sign up and then go to “my account” (see yellow cursor)



Step 1
Sign up
Go to My
Account

- 2. Graph search in Facebook
 - <https://facebook.com/search/str/teespring.com+fishing/stories-keyword/intersect>
 - In the above link you can change “teespring.com” to any other store or site you like and the “fishing” to whatever niche you would like to search



- You'll be brought to a page that looks like this:



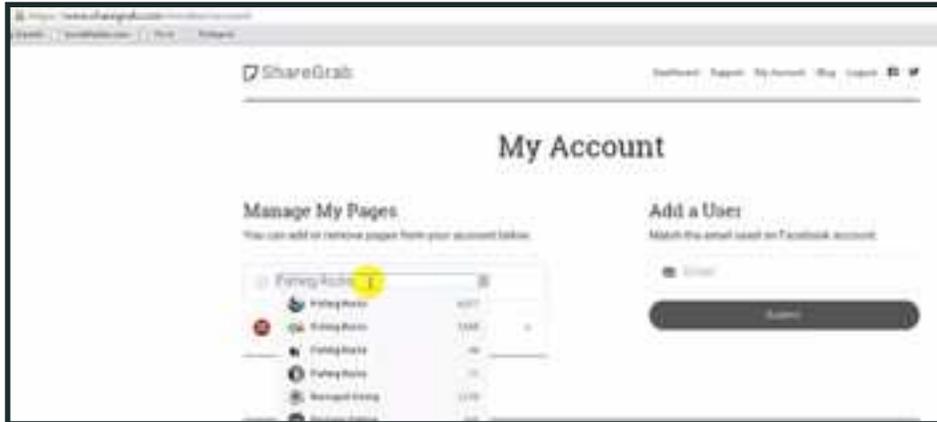
- 3. Scroll down to find shirts that have a decent amount of “likes” and “shares”
 - Once you find a page you think it suitable, copy the name of the page (see yellow cursor)



Step 3
Find suitable pages

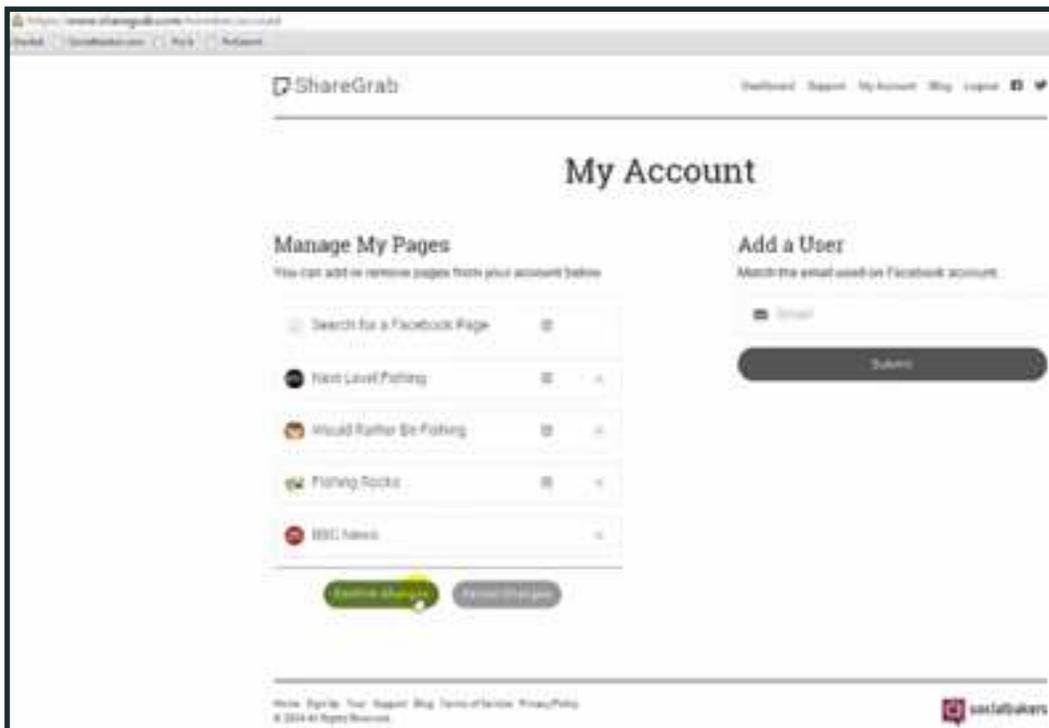


- 4. Go back to Sharegrab and search for that page (see yellow cursor) *Note might not be the first page that comes up



Step 4
Add pages in
Sharegrab

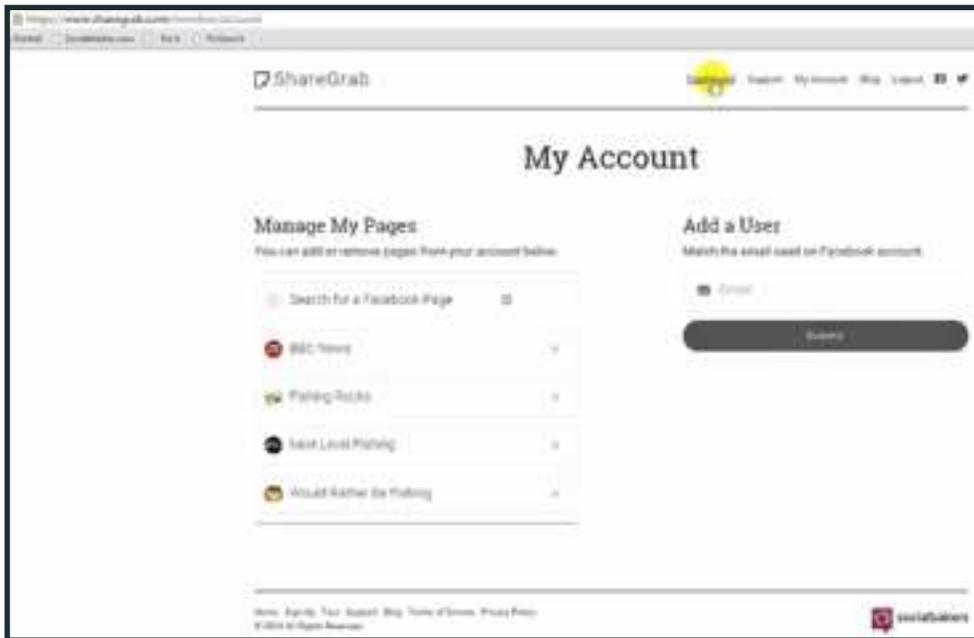
- 5. Repeat **Steps 2-4** and find as many pages as you like (remember only 10 per pod)
- 6. Once you have added all the pages you like, click on “Confirm Changes” (see yellow cursor)



Step 6
Confirm Changes



- 7. Next go to “Dashboard” in the top right navigation bar (see yellow cursor)



Step 7
Go to Dashboard

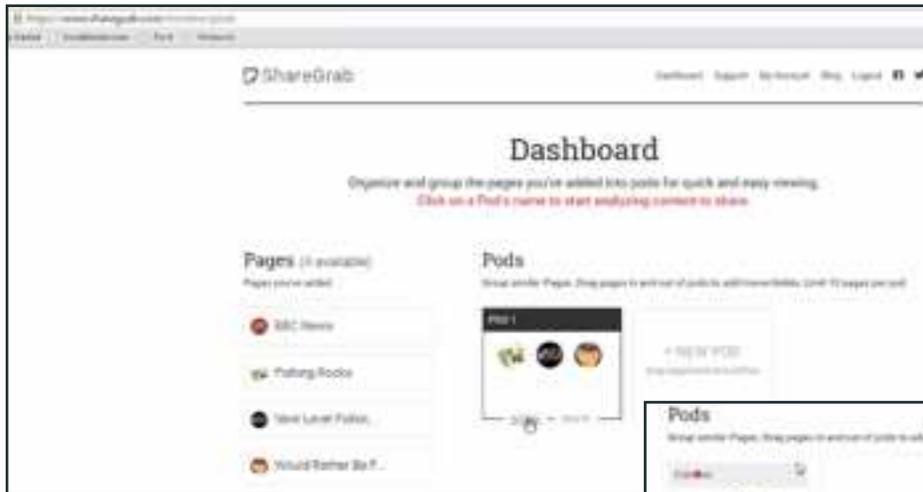
- 8. Once you're on the Dashboard page, drag and drop pages into "Pods"



Step 8
Drag and drop
into Pods



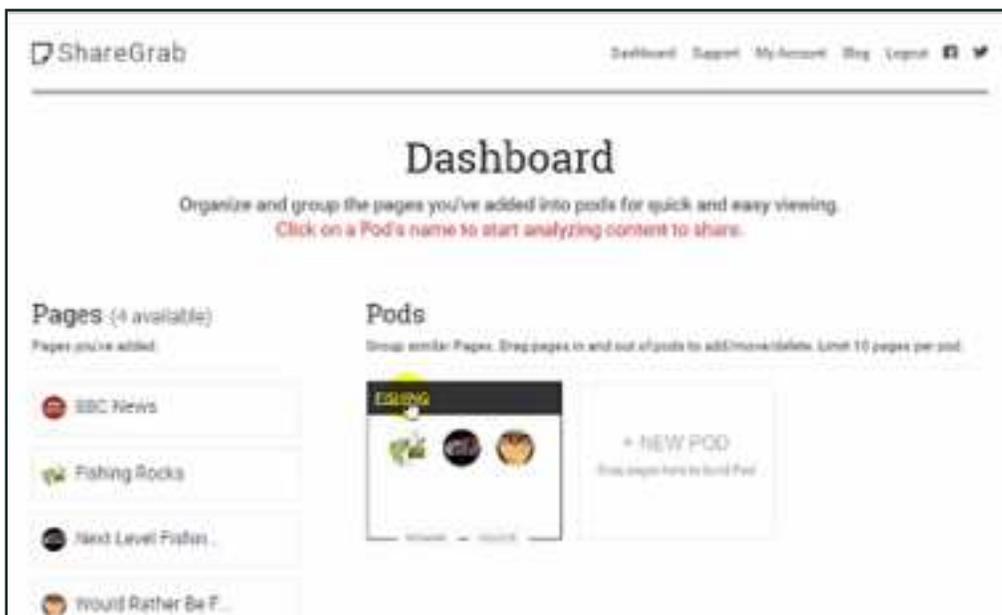
- 9. Rename your “Pod” (see cursor)



Step 9
Rename Pod



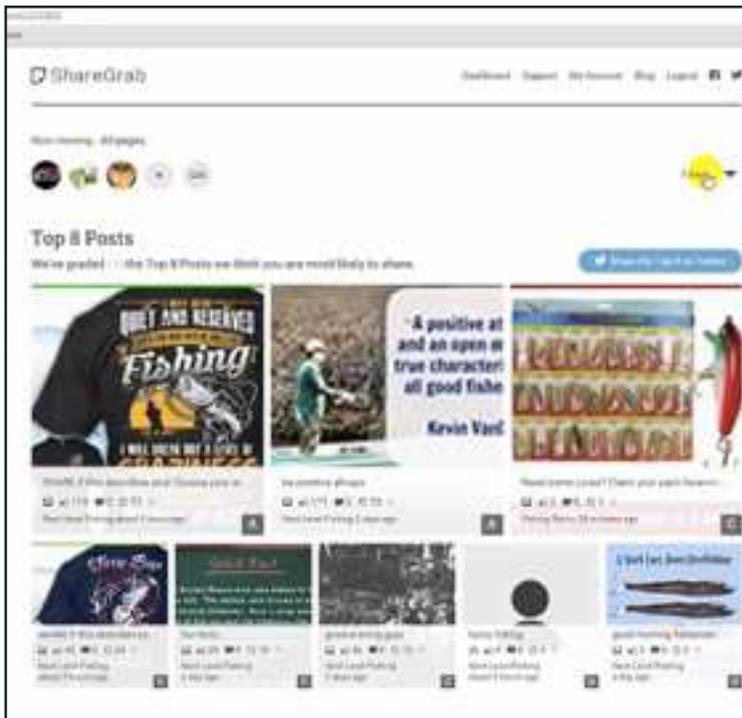
- 10. Enter the Pod by clicking on the name (see yellow cursor)



Step 10
Enter Pod



- 11. It will automatically be set to a 3 day time period but you can change what time period you want (recommended 1 month) (see yellow cursor)



Step 11
Set time frame

- 12. Once time frame is changed, scroll down to where you see “All Posts” and by clicking “shares” you can sort the posts by how many shares they have (see yellow cursor)



Step 12
Sort by Shares



- 13. Next you will get a whole list of items that have gone viral. Here you can click on the shirts and click the shirts to find the Facebook pages and then wherever the t-shirt is being sold. Gives you a resource for idea that have already been proven to sell.

Image	Text	Engagement	Grade
	Share on Facebook	11K, 1K, 3K	
	Girls do You Agree? Then Order Here ==>>> Share on Facebook	12K, 177, 6K	5726 A
	love Fishing? Order Here ==>>> Share on Facebook	9K, 182, 6K	5556 A
	for the love of the favorite lure Share on Facebook	1K, 25, 1K	1441 B
	Guys! Do You Agree? Then Order Here ==>>> Share on Facebook	862, 20, 609	809 C
	true Share on Facebook		687 C

Step 13
Look at items



3.2b Design Ideas Via Pin Search

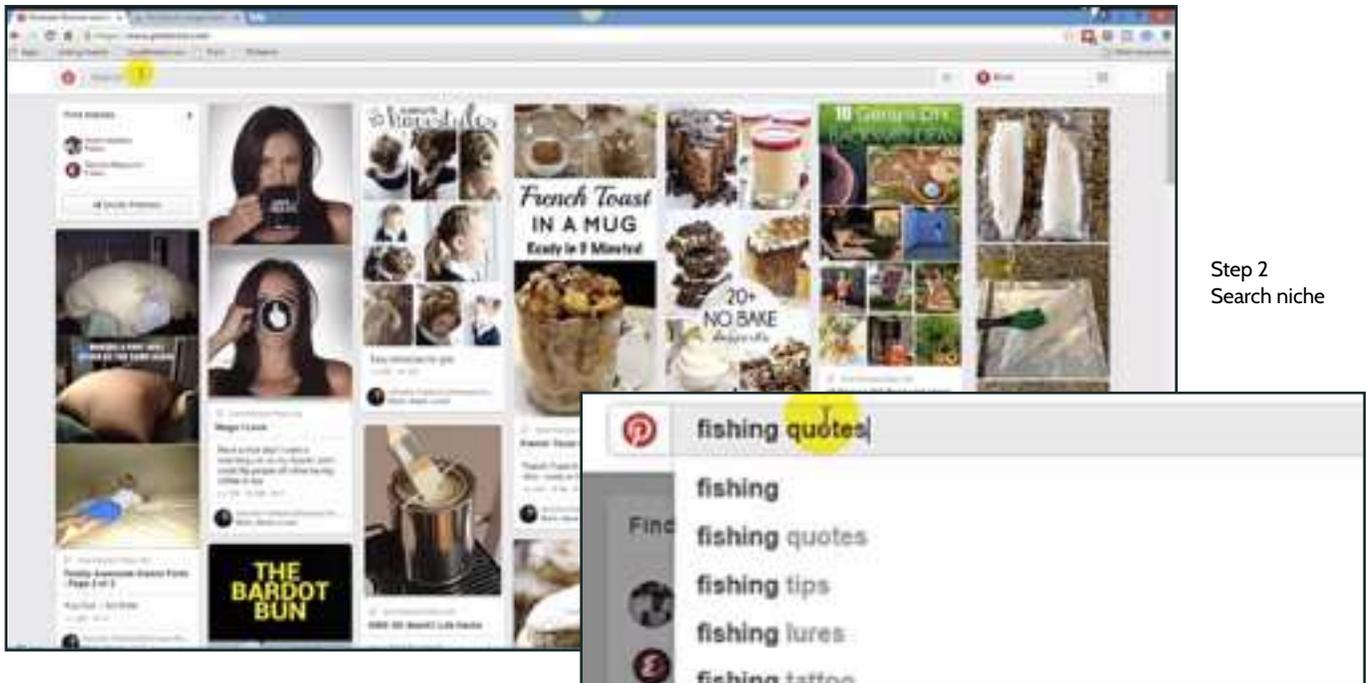
- Pin Search app that you can add to Chrome
 - <https://chrome.google.com/webstore/detail/pin-search-image-search-o/okiaciimfpgbpdhndllhdkicpmdoakm>



- Click blue “Add to Chrome” button in top right
 - **Note You must be using the Google Chrome browser for this application to work.
Download here: [google.com/chrome](https://chrome.google.com/chrome)
- 1. After you add Pin Search, go to pinterest.com

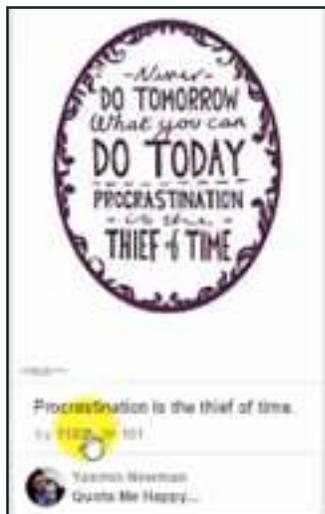


- 2. Search niche e.g “fishing” in Pintrest and then something along the lines of quotes, images, memes, funny, shirts etc.



Step 2
Search niche

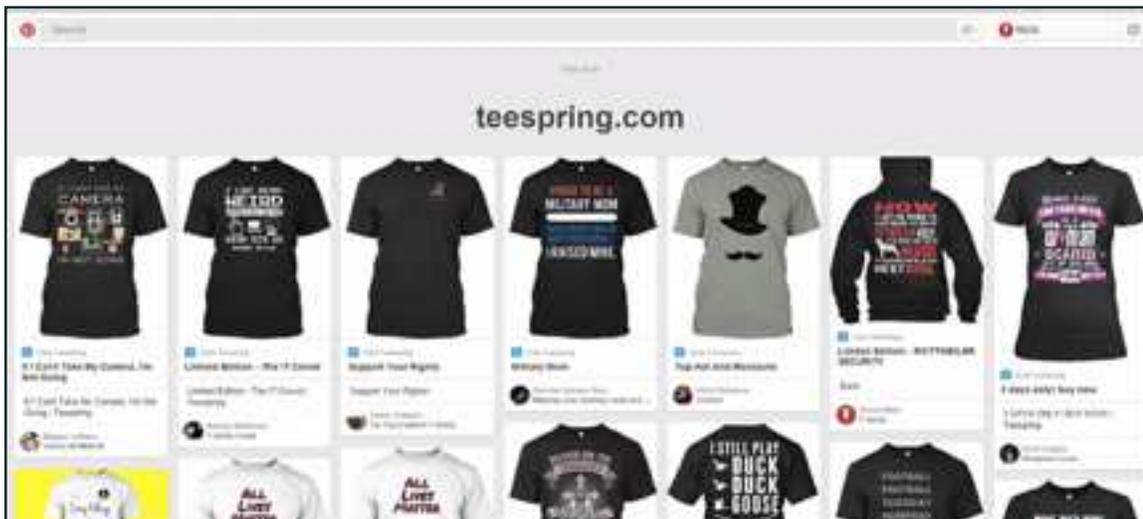
- 3. Search through Pins and notice those that have more repins (see yellow cursor) to see which are more popular and viral than the others



Step 3
Look at # of Repins



- 4. After going through the different searches mentioned above go to
 - pinterest.com/source/teespring.com
 - This shows you that the “source pin” came from teespring.com which means there, you will find the shirt for sale (assuming it is still up)
 - Again, you can replace Teespring with any shirt or store site that you want
 - You will get a page that looks like this:



Step 4
Search source
pins

- If you click on the pin, you will be brought to Teespring and there you can see how many of the shirts have sold
- 5. If you have the “Pin Search” Chrome Extension downloaded and are using Google Chrome, when you hover over an image, you will see the option to “Search” (see yellow cursor)



Step 5
“Pin Search”



- 6. This will search visually similar images in Google (see yellow cursor) Click link



Step 6
Search Visually
similar images

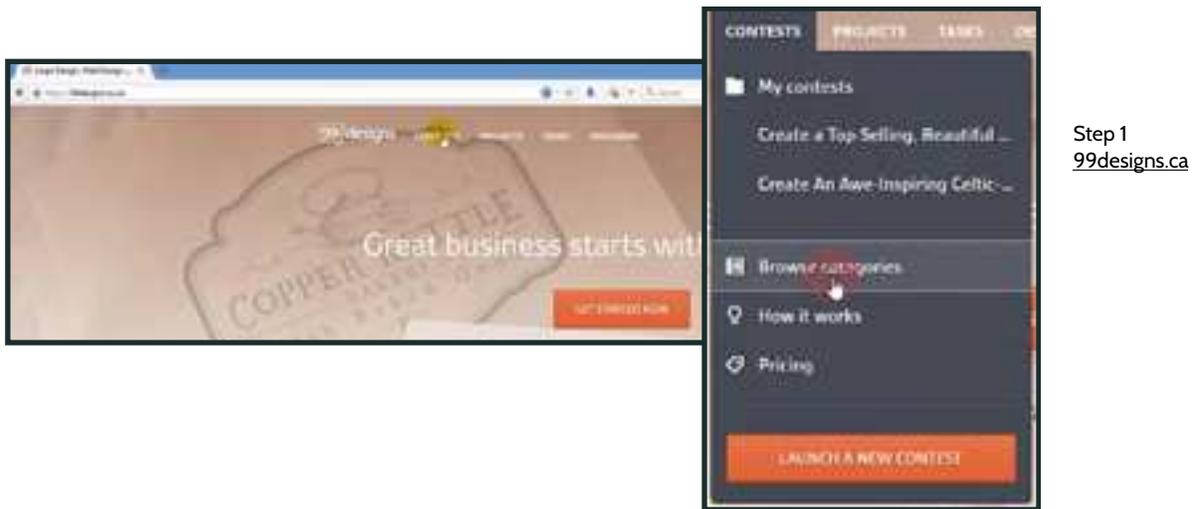


- 7. Continues this process to gather design ideas

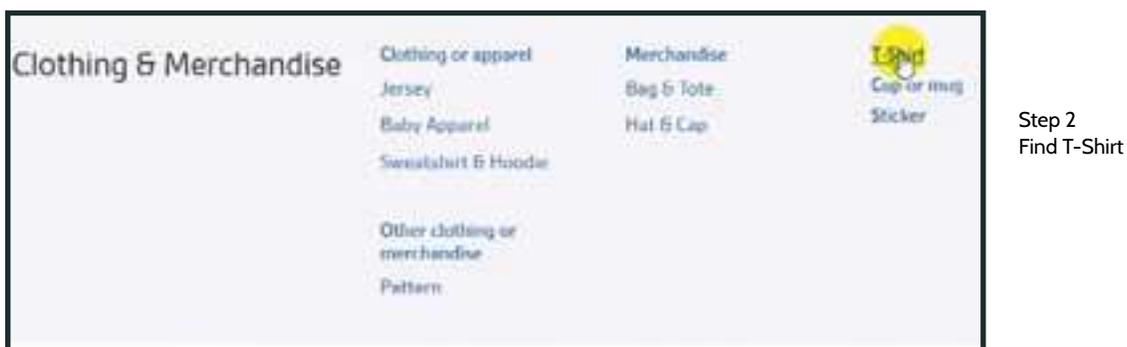


3.2c Hiring a Designer Via 99designs.ca

- 1. Go to 99designs.ca and click on “Contest” (see yellow cursor) and then click “Browse Categories”



- 2. Scroll down until you see “Clothing and Merchandise” and click T-Shirt (see yellow cursor)



- 3. You will be brought to a page that shows recent contests and you can go through and click them to see what types of things people posted in their contest.

Get a new t-shirt design from £119

[LEARN MORE ABOUT PRICING](#)

See t-shirt designs from recent contests below

<p>Have your Design printed on THOUSANDS of T-shirts! Uni-sex, stylish typography based/shape design! Will be printed on over 30,000 T-shirts in 2015! By theindiafarmer in T-Shirt</p>	43 Entries	£369 Minimum Price
<p>Rustic/Caroonish T-shirt for All Organic beard care line, Honest Amish By wolfpang in T-Shirt</p>	40 Entries	\$599 Minimum Price
<p>Create a kid, funny t-shirt, Luke Skywalker Flat design, catch phrase By theindiafarmer in T-Shirt</p>	19 Entries	£119 Minimum Price

- 4. Once you click a contest you can scroll down to their “brief” and see what kind of things they put in their description and so on when they made their contest

Visual style

Color preferences
Our current design sells well in white/yellow font - open to ideas!

Style/theme ideas for the t-shirt design
Must be stylish - would you wear it? Most importantly must be a uni-sex design that appeals to Men and Women - so nothing too girly or boyish.
Must be a typography heavy design.
We're open to anything as long as it fits the above criteria. The design on the black hoodies/white tee is what we are currently running well, the others are just what we've seen in this style similar.
We see a lot of designs sell well similar to designs like these: <http://goo.gl/5t2u8f>

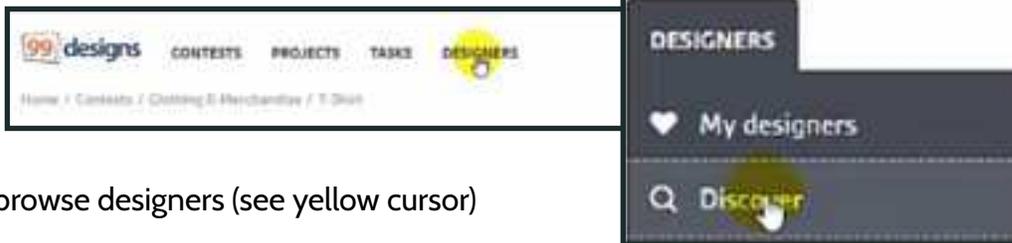
Content details

Requirements
The yellow/white example we have uploaded is what we are currently selling well (Over 30k units in 2014) - it's uni-sex and stylish however it's been ripped by many other sellers and now we want a new design to replace it.
The entire front of the shirt will include this slogan:
"I May Be Wrong But I Highly Doubt It. I Am A Lawyer"
(Lawyer being an example name!)

Step 4
View Contest
Brief



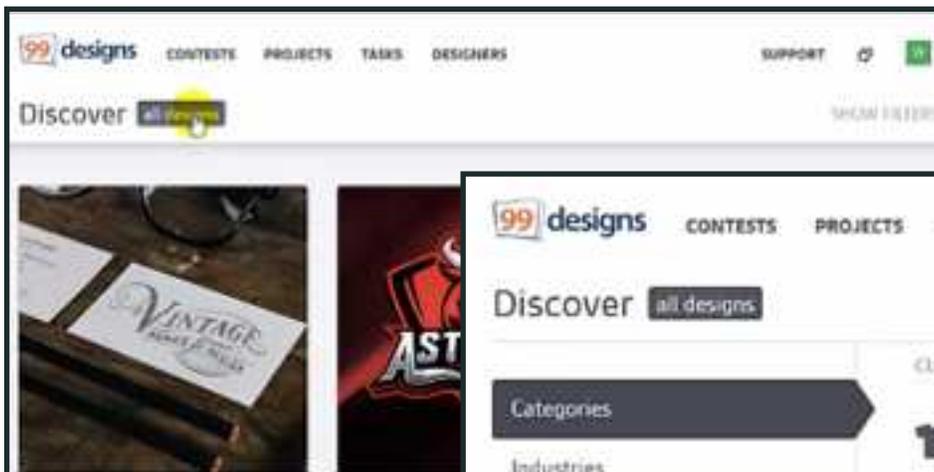
-5. Once you launch a contest you can also



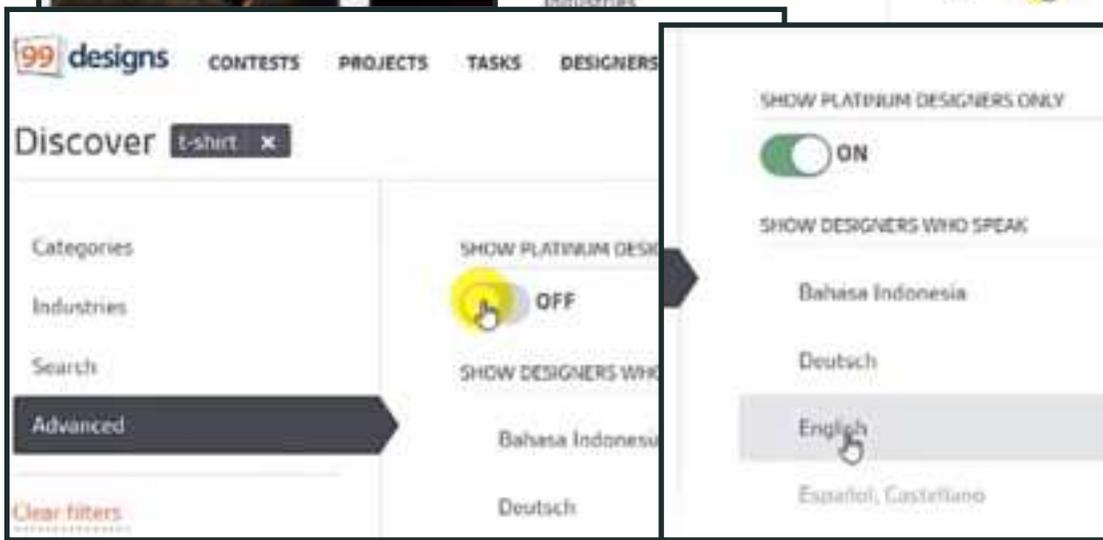
browse designers (see yellow cursor)

Step 5
Browse Designers

- 6. You can then search for T-Shirt designers specifically (see yellow cursor) and in “Advanced” you can choose to only be shown “Platinum Designers”- the best

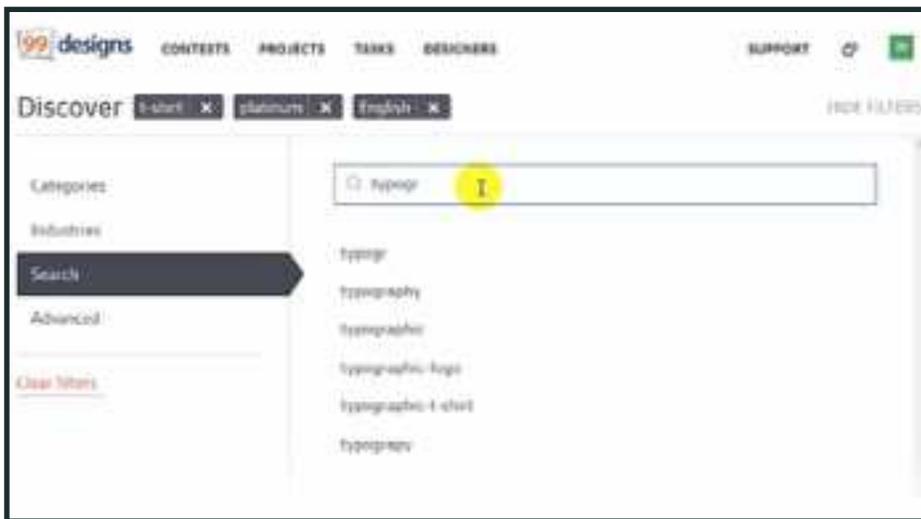


Step 6
Browse T-Shirt Designers



Step 6
Show Platinum
Designers only
and English Speakers

- 7. You can also enter specific keywords that you want to search for e.g. “typography”



Step 7.
Search Keywords

- 8. Browse designers and when you find designers you like, you can invite them to your contest

3.2d Hiring a Designer Via [upwork.com](https://www.upwork.com)

- 1. Go to [upwork.com](https://www.upwork.com) you will have to make an account and then go to “Jobs” in the top navigation bar and then to “Post Job”
- 2. Create a name for your job as well as a description
 - Example job description:

I am looking for a creative graphic designer/illustrator with previous experience in creating unique and eye-catching designs for t-shirts.



Shopify Store Pro Guided Notes

The work will be a combination of fairly simple slogan based t-shirt designs, and some more complex illustration designs.

The successful candidate will be:

- A creative and talented illustrator.
- Great at typography.
- Experienced in t-shirt design.
- A good communicator. Timely communication via IM is essential.
- Able to work creatively with minimal supervision.
- Capable of fast turnaround times and able to consistently hit deadlines.

If this sounds like you, please read on.

We will usually give you a saying or quotation to create a design from, with some simple instructions.

** Example Job **

URL To Model From: <https://www.pinterest.com/pin/214695107209489501/>

Instructions: Take this phrase and turn it into an amazing t-shirt design, with lots of subtle graphics that nurses would love (nurses hat, hearts, heartbeat images, stethoscope, syringe, etc.)

You will create 2 different styles for this and the designs need to consist of up to 3 colors only, to be printed on dark shirts (black/navy etc.).

If you fit these criteria, and this sounds like work you'd love to do on a part-time bases - please reply to this posting explaining why you are a good fit for the job.

We are looking for only the BEST, so if that's not you, please don't bother applying.

I look forward to seeing your application and portfolio, and starting an ongoing working relationship.

Thanks,

Name



- 3. Fill out form according to your needs, examples below

The image shows a screenshot of a Shopify form for hiring a freelancer. Several sections are highlighted with green boxes to indicate where to fill out information:

- Skills Section:** A dropdown menu for "Which applications should the Freelancer have experience with? (optional)" is shown with "adobe-photoshop" and "adobe-illustrator" selected. A green checkmark message states "You have entered the maximum number of skills".
- Project Type:** Radio buttons for "One-time project", "Ongoing work" (selected), and "I am not sure".
- Work Type:** A list of checkboxes for "Wireframer", "Brand Designer", "Website Designer", "Garment Designer" (checked), and "Other".
- Where will this work be used?:** A grid of checkboxes for "Web" (checked), "Mobile", "Print" (checked), "Billboard", "Magazine", and "Other".
- Where are you in the lifecycle of this project?:** A row of four buttons: "I have an idea", "I have designs", "I have specifications" (selected), and "N/A This doesn't apply".
- Are you experienced at hiring for this type of work?:** Two buttons: "Yes I understand how this type of work" (selected) and "No I am new to hiring for this type of work".



*Note selecting "Expert" doesn't mean you'll have to pay \$35

Rate and Availability

How would you like to pay?

Pay by the hour
 Pay a fixed cost

Desired Experience Level

ENTRY LEVEL	INTERMEDIATE	EXPERT
+ \$10.00 / hr I am looking for FREELANCERS with the least years	\$10.00 - \$20.00 / hr I am looking for a mix of experience and cost	+ \$20.00 / hr I am willing to pay higher rates for the most experienced freelancers

How long do you expect this job to last?

More than 6 months
 3 to 6 months
 1 to 2 months
 Less than 1 month
 Less than 1 week

What time commitment is required for this job?

More than 20 hrs/week
 Less than 20 hrs/week
 I don't know yet

Freelancer Preferences

Do you want freelancers to find and apply to your job?

**Note Change in English Level below

Do you want freelancers to find and apply to your job?

- I'm interested but not submit a proposal
- Only I'm interested and not find this job
- Only necessary I have looked over this job

Preferred Qualifications
Specify the qualifications you're looking for in a successful candidate. Freelancers may see this if they do not meet your preferences, but they will be clearly notified that they are at a disadvantage.

Write Qualifications

Preferred Type:

Minimum Feedback Score:

Hours Billed on Upwork:

Location:

English Level (self-assigned):

Cover Letter
Ask applicants to write a cover letter introducing themselves.
 Yes, require a cover letter.

Screening Questions
Add a few questions you'd like your candidates to answer when applying to your job.

What questions do you have about the project?

Preferred Type:

Minimum Feedback Score:

Hours Billed on Upwork:

Location:

English Level (self-assigned):

Cover Letter
Ask applicants to write a cover letter introducing themselves.
 Yes, require a cover letter.

Screening Questions
Add a few questions you'd like your candidates to answer when applying to your job.

What questions do you have about the project?

What type of experience do you have with assigning projects/leads?

Post Job

4. Post job with green "Post Job" button on bottom left as seen here

- 5. Go to top of page and click "Freelancers" in the top navigation bar (see yellow cursor)



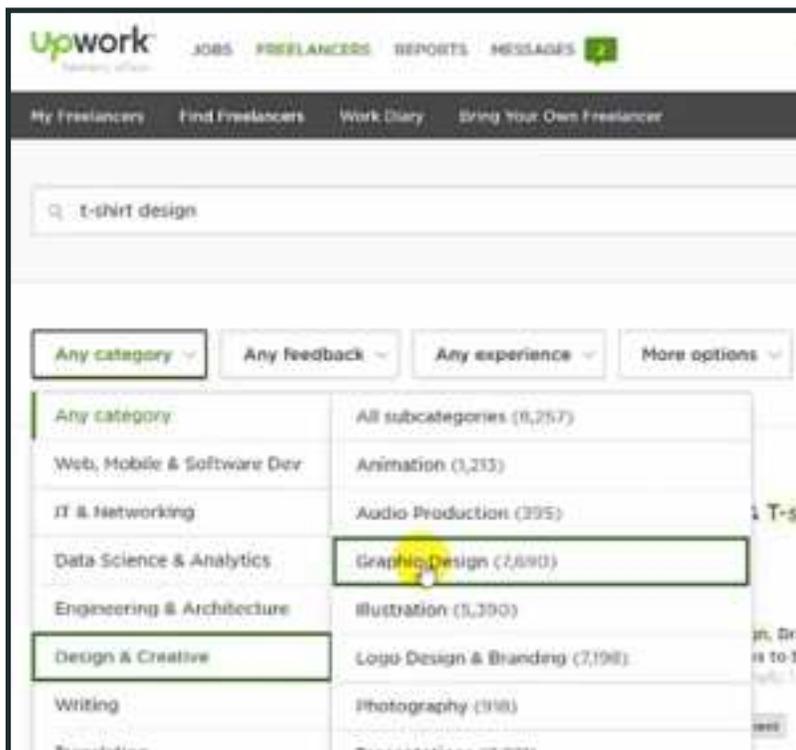
Step 5
Go to
Freelancers

- 6. Search whatever it is you need designed. E.g. T-Shirt Design (see yellow cursor)



Step 6
Search

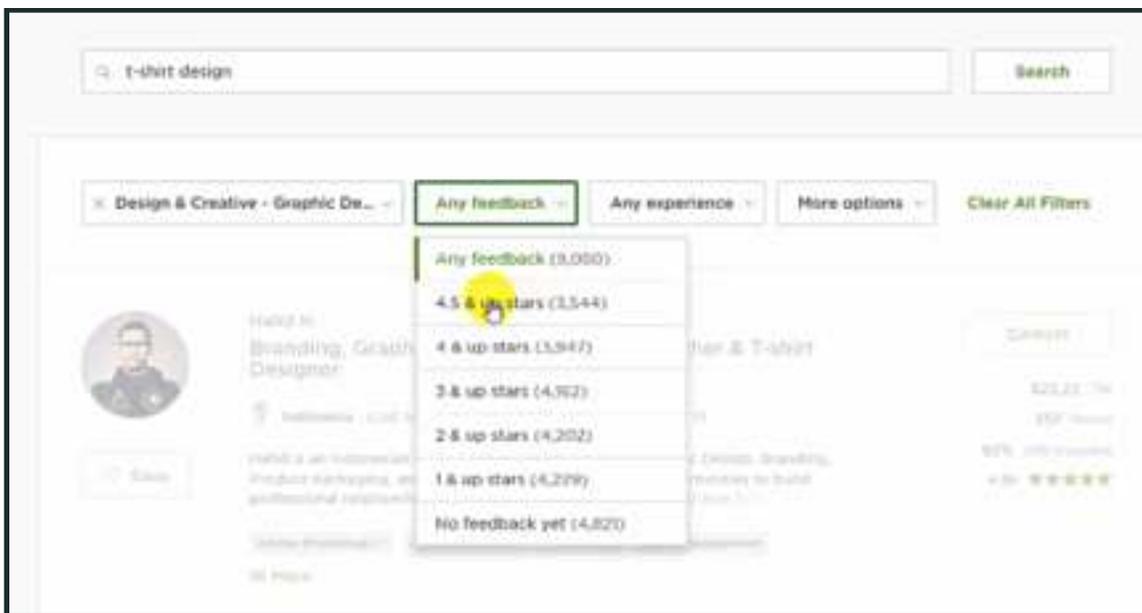
- 7. Filter Category (see yellow cursor)



Step 7
Filter Category

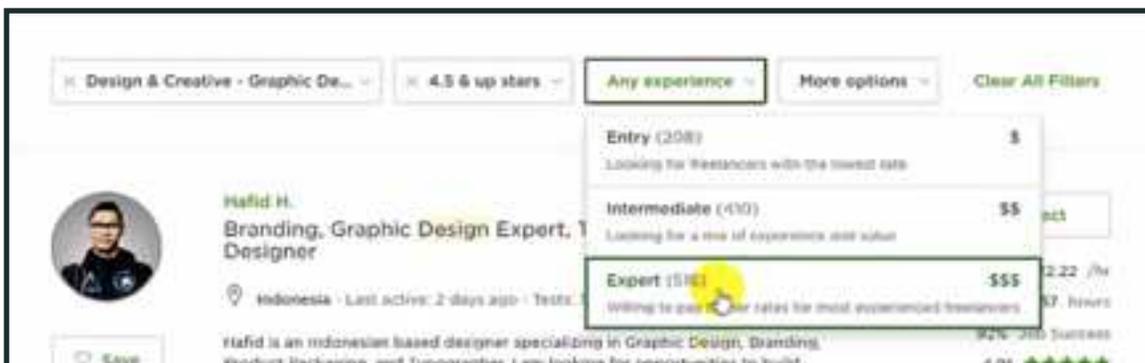


- 8. Filter Feedback (see yellow cursor)



Step 8
Filter
Feedback

- 9. Filter Experience (see yellow cursor)



Step 9
Filter
Experience

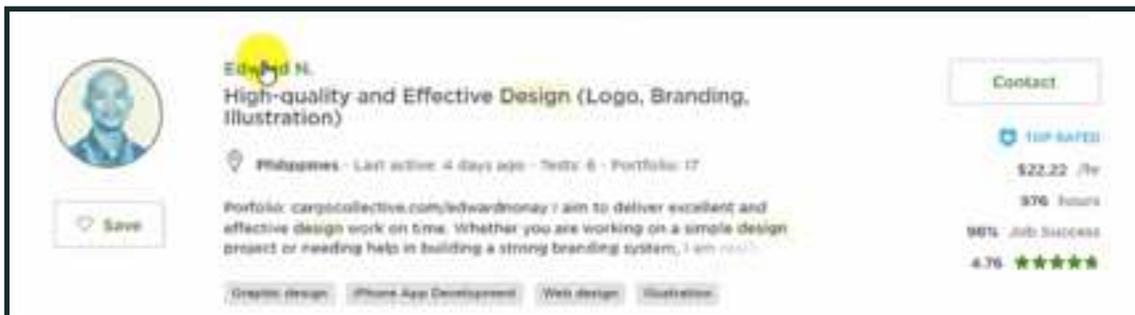


- 10. Filter More options (see yellow cursor)



Step 10
Filter more options

- 11. When you find a designer you like, click on their name to see their profile (see yellow cursor)



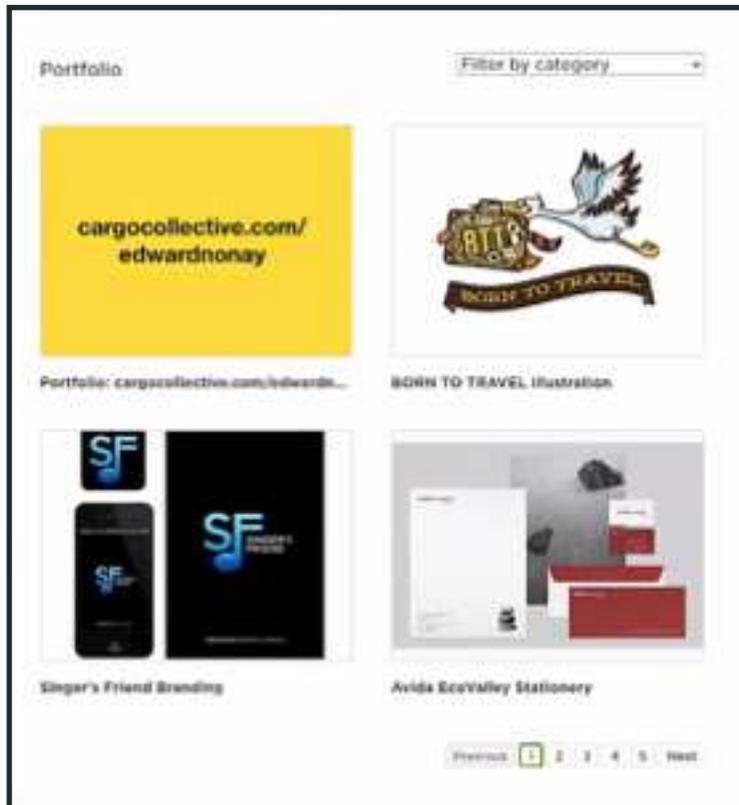
Step 11
Check out designers

- 12. Check out ratings and portfolio as shown below



Step 12 Check ratings and portfolio





- 13. Once you find a designer you like you can contact them by clicking the green “Contact” button in the upper right (see yellow cursor) you will then be taken to a job where you can invite them to apply to your posted job



Step 13
Contact
designer

- 14. Once you have a designer or few picked out that you have spoken with, you can send them a “Test Assignment” Hire a few designers (~5) to do the test assignment and then select the one(s) you like to start designing your shirts.

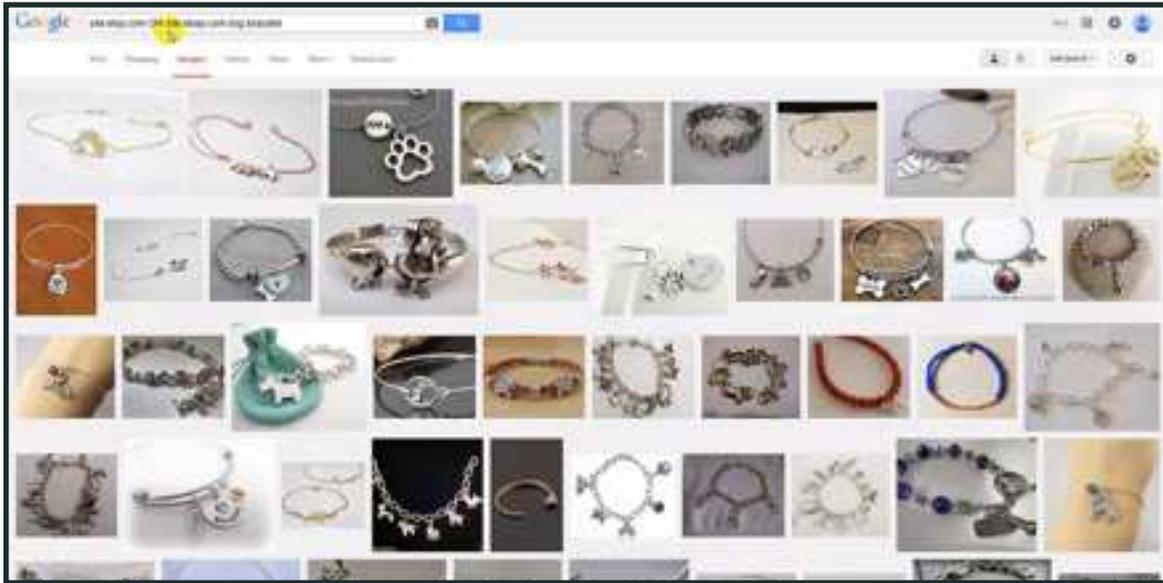


- Competitor websites
- Find a Supplier
 - Contact vendors directly on ebay, Etsy, etc
 - Google
 - <niche><product> drop ship
 - <niche><product> Fulfillment
 - <niche><product> wholesale
 - Worldwide Brands
 - worldwidebrands.com
 - \$299 one time fee for joining
- Considerations
 - Order process (spreadsheet - how often, format)
 - Shipping update process
 - Inventory
 - Shipping: time, methods, rates
 - Marketing materials
 - Payments

3.3a Locating Potential Drop Shippers Via Google Images

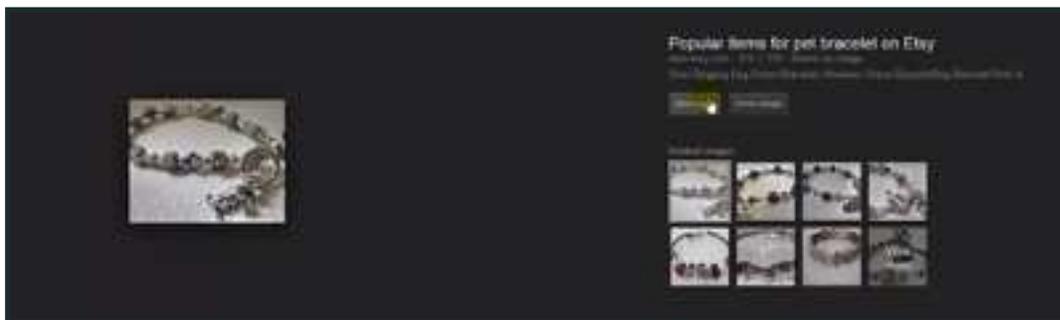
- 1. Google image search
 - site:ebay.com or site:etsy.com "niche product"
 - e.g. site:ebay.com or site:etsy.com dog bracelet





Step 1
Google
Image
Search

- 2. Once you find an item you like, click on it and then click "Visit Page" (see yellow cursor)



Step 2
Visit Page

- Search for the product on the page and once you find it, contact the seller through website
 - Example contact template

3.4 Wholesale Products

- Finding Products
 - Market Research
 - Find products that are already selling on other platforms



- ebay, etsy
- Social Media
 - Facebook, Pinterest
- Competitor websites
- Wholesale websites
 - Local
 - China
 - alibaba.com
 - aliexpress.com
 - dhgate.com
- Find a Supplier
 - Contact vendors directly on Ebay, Etsy, etc
 - Google
 - <niche><product> wholesale
 - Worldwide Brands
 - worldwidebrands.com
 - Wholesale marketplaces
 - alibaba.com
 - aliexpress.com
 - dhgate.com
 - Reverse Image Search
 - Example shown later
- Supplier Considerations
 - Due diligence



- Feedback/reviews
- Top-rated sellers
- Time in business
- Communication
 - Responsiveness
- Shipping
 - Time (1-3 days.. max 5)
 - Prices
- NEGOTIATE!
- Fulfilment
 - In house
 - Yourself
 - Staff
 - Fulfillment Company (list in resources)
 - They will receive goods and will warehouse them for you, take goods off shelves and send to your customers. You pay them based on their pricing model.
 - Due diligence
 - Pricing model that fits
 - Shopify integration
 - Communication

3.4a Locating Wholesale Suppliers

- TinEye Reverse Image Search chrome plugin
 - 1. Install TinEye by clicking the blue “Add to Chrome” button in top right corner





Step 1
Download TinEye

- 2. Next go to goofbid.com and in the top navigation bar next to the “Goofbid” logo, make sure the country in which you will be selling is selected (see yellow cursor)



Step 2
Select Country

- 3. Next in the top navigation bar go to “eBay Tools” and select “eBay Most Popular Tool” (see yellow cursor)



Step 3
Select
Most
Popular

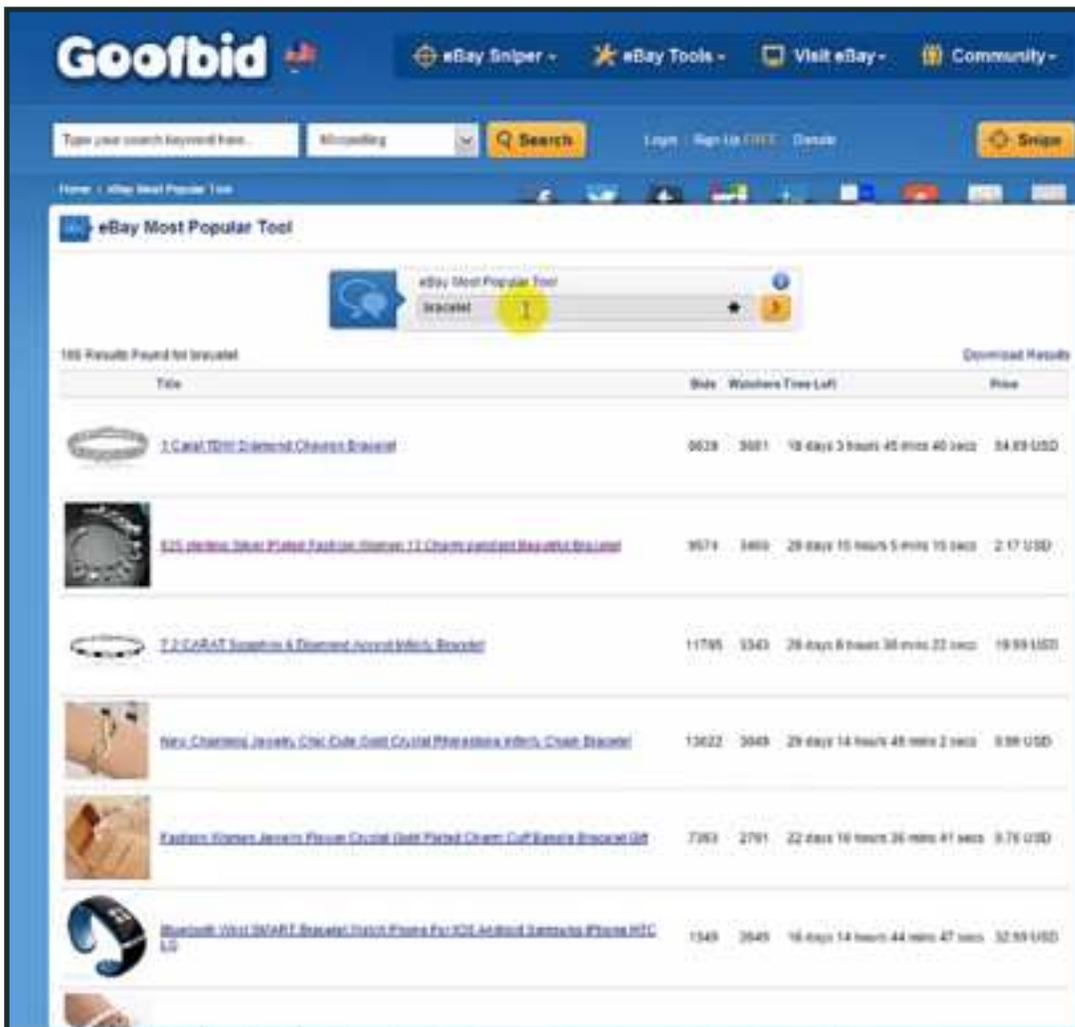


- 4. Type in a keyword in the search box e.g. “bracelet” (see yellow cursor)



Step 4
Type in
Keyword

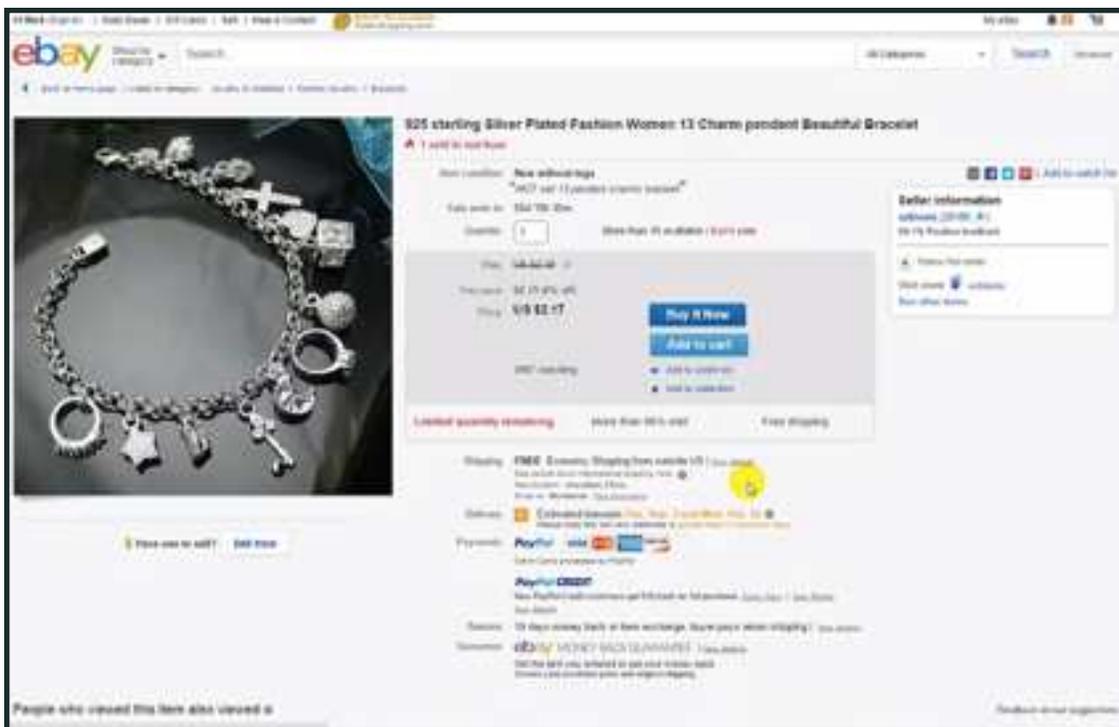
- 5. This will bring you to a page of the best selling items (e.g. bracelets) in eBay that is sorted by “bids” and “watches”



Step 5
Browse
best
selling
items



- 6. Click on an item that you like and you will be brought to the eBay page where the item is being sold. On this page you can see the shipping information and see where it is shipping from (see yellow cursor) in this case, the product is shipping straight from China

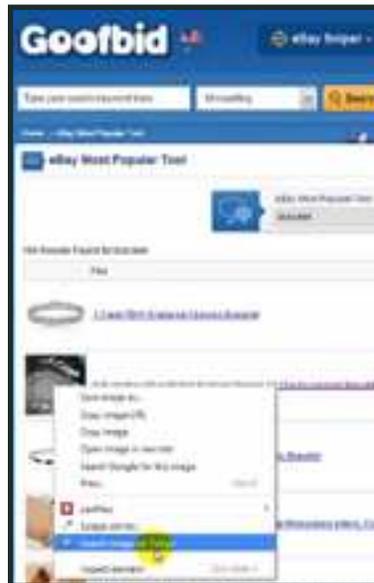


Step 6
See where
shipping
from

- 7. There are two ways to use this information, you could contact the seller and set up a drop shipping arrangement with them OR you can source the vendor of the product so you can buy wholesale



- Go back to go back to goofbid and right click the image of the product - then select search image on TinEye (see yellow cursor)



Step 7
Search image
with TinEye

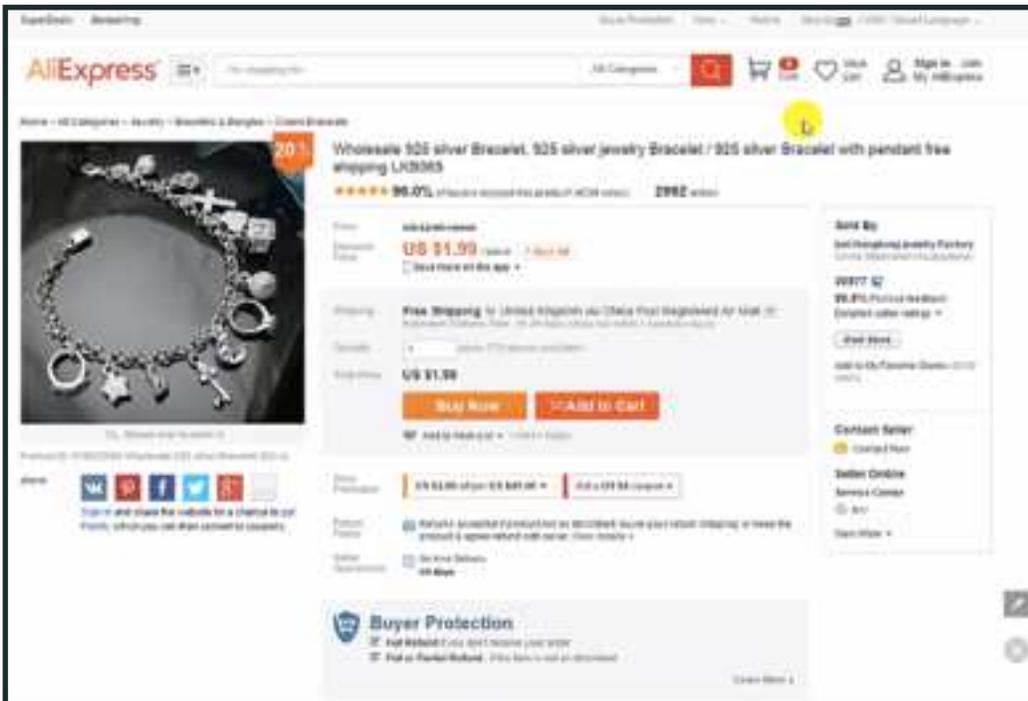
- 8. Scroll down and see where the image comes up on the wholesaling websites (aliexpress, alibaba, dhgate) (e.g. aliexpress see yellow cursor)



Step 8
Look for
Wholesaling
websites

- 9.. Once you find the item on one of the wholesaling websites, click the link and you will be brought to the listing. You can then contact the seller about buying in bulk and bring the price down and then sell items in your store.





Section 4

4.1 Facebook Pixels

- What is a Pixel
 - Snippet of code you will place on your website
 - Sending information back to Facebook when someone takes a specific action:
 - Visits a page
 - Views a particular product
 - Adds a product to their cart
 - Purchases a product
- Why do we use pixels?
 - Building audiences on Facebook



- Visitors
- People who add-to-cart (buyer intent)
- Customers
- Lookalike audiences
- Ad Optimization
- Pixel Set-Up Part 1- The Base Code (Don't worry, we'll go step by step in following lessons)
 - Get the code from your Facebook ad manager
 - "Custom Audience Pixel" section
 - Goes on every page that is to be tracked
 - theme.liquid
 - Checkout "additional content & scripts"
- Pixel Set-Up Part 2 - Even Specific Code
 - ViewContent
 - Visitor views a particular product
 - product.liquid
 - fbq('track', 'ViewContent');
 - AddToCart
 - Visitor adds a product(s) to their cart
 - cart.liquid
 - fbq('track', 'AddToCart');
 - Purchase
 - Visitor makes a purchase

```

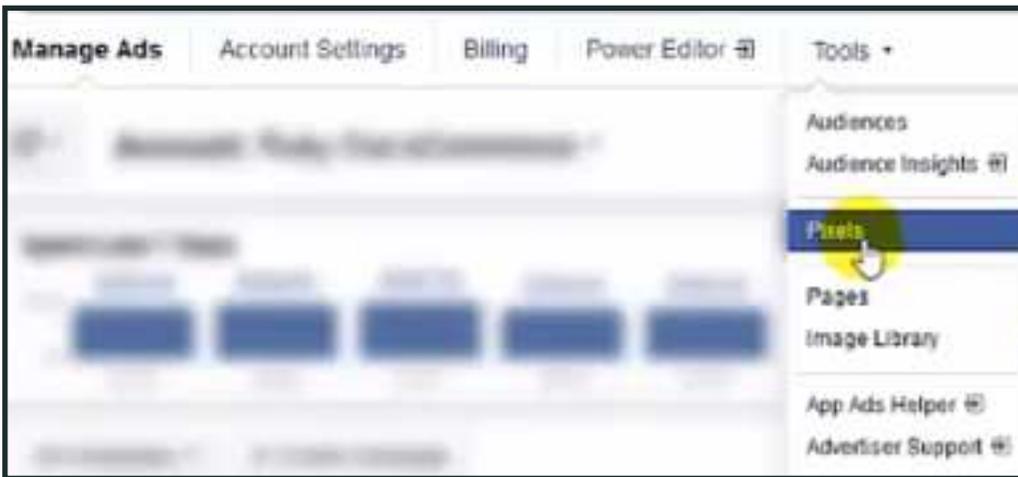
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,x,n,l,d){if(!fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};(if(!fbq)
n.push=[n.loaded=0,n.version='2.0',n.queue=[]],t=document.createElement('script').
asyn=0;
t.src=x;v=d.get('elementbytagname')||s.parentNode.insertBefore(t,window.
document,'script', '//connect.facebook.net/en_US/events.js');

fbq('init', '<YOUR FB PIXEL ID>');
fbq('track', 'PageView');

</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
    
```

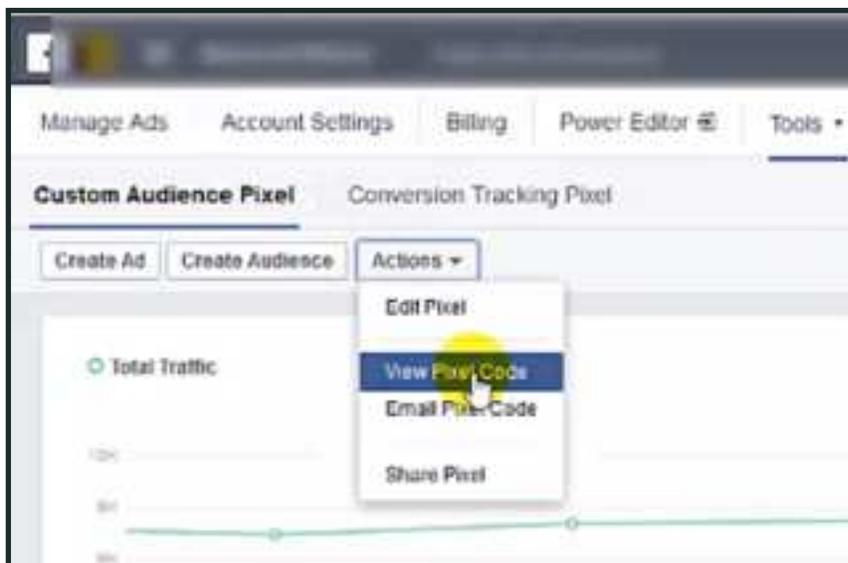


- “Addition Content & Scripts” in checkout admin
- fbq(‘track’, ‘Purchase’);
- Get basic pixels set up before you start any kind of Facebook advertising
- 1. Open your Facebook Ads Manager and in the navigation bar click “Tools” and “Pixels” (see yellow cursor)



Step 1
Open Pixels

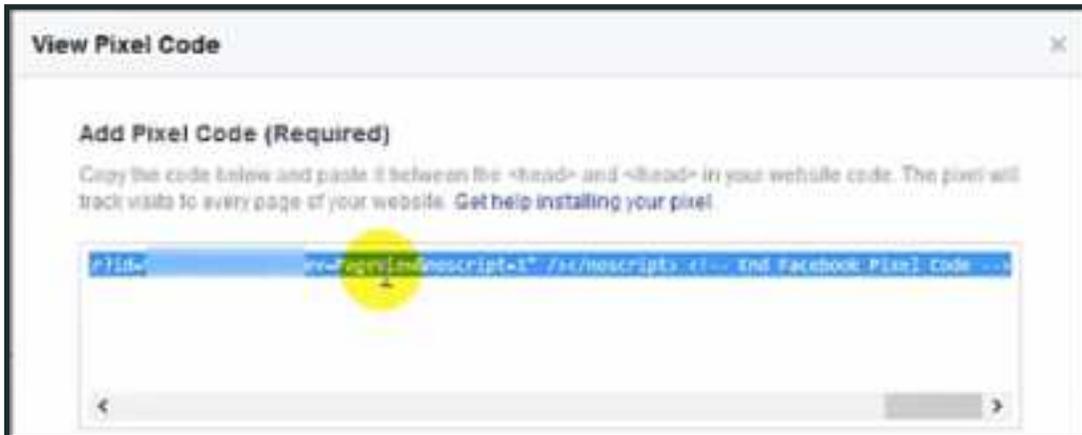
- 2. You will be brought to the “Custom Audience” page and from there you will click “Actions” and “View Pixel Code” (see yellow cursor)



Step 2
View Pixel Code

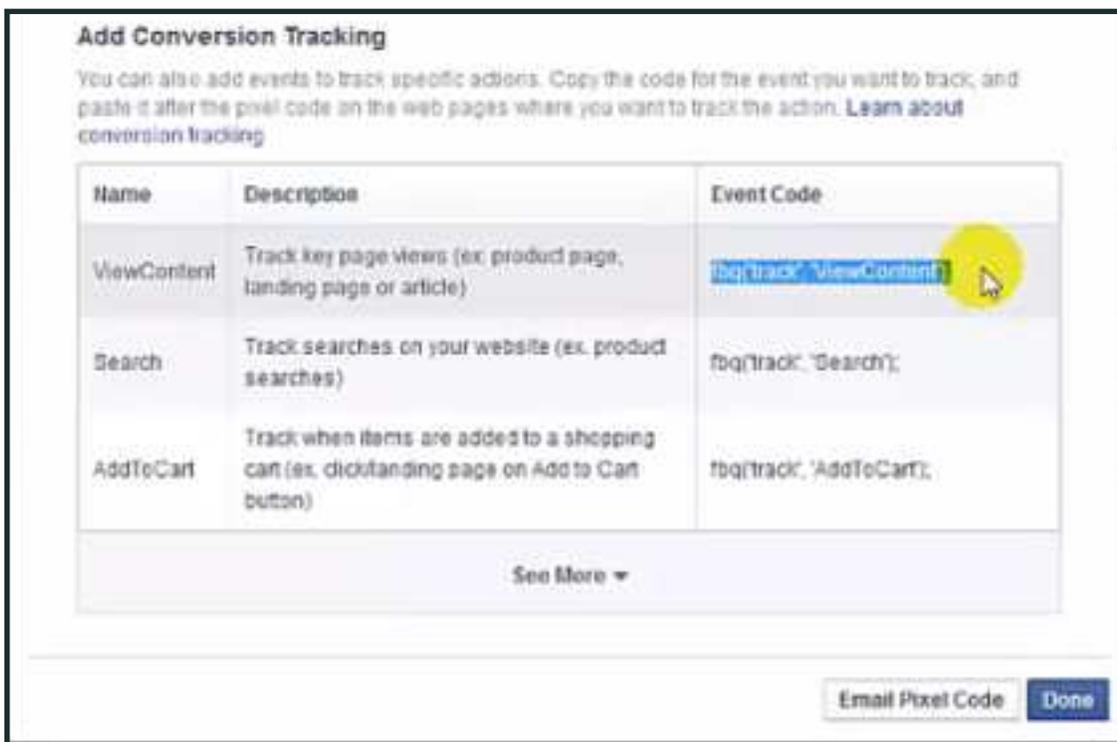


- 3. Copy base pixel code (see yellow cursor) and have a text editor open (notes/word/pages/wordpad) and paste the pixel to a blank document



Step 3
Copy Pixel
Paste to text
editor

- 4. Next copy the "ViewContent" code see yellow cursor) and also paste that in your text editor separately from previous code



Step 4
Copy
ViewContent
Code and
Paste in text
editor



- 5. Repeat **Step 4** with the “AddToCart” code (see yellow cursor)

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking](#)

Name	Description	Event Code
ViewContent	Track key page views (ex. product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex. clicking on Add to Cart button)	<code>fbq('track', 'AddToCart');</code>

[See More](#) ▼

[Email Pixel Code](#) [Done](#)

Step 5
Repeat with
AddToCart
code

- 6. Click “See More” at the bottom of the list of pixels (see yellow cursor) and scroll down until you find the “Purchase” code (see yellow cursor)

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking](#)

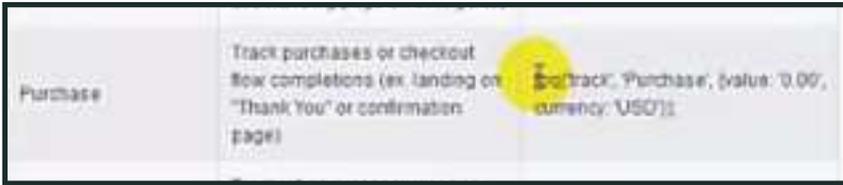
Name	Description	Event Code
ViewContent	Track key page views (ex. product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex. clicking on Add to Cart button)	<code>fbq('track', 'AddToCart');</code>

[See More](#) ▼

[Email Pixel Code](#) [Done](#)

Step 6
See More
Copy
Purchase
code





- 7. In your text editor, edit the “Purchase” pixel by replacing the ‘0.00’ with the following code : `{{total_price | money_without_currency }}` As seen below

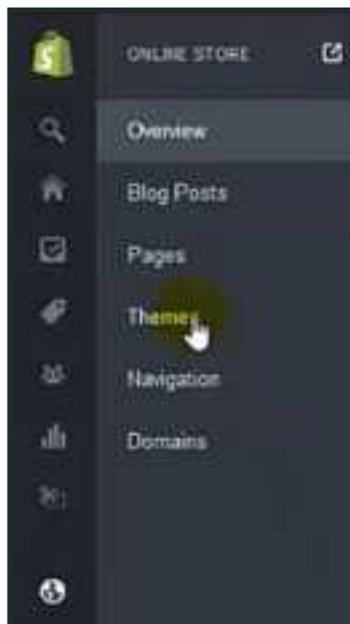
```
fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
```



Step 7 Edit Code

```
fbq('track', 'Purchase', {value: '{{ total_price | money_without_currency }}', currency: 'USD'});
```

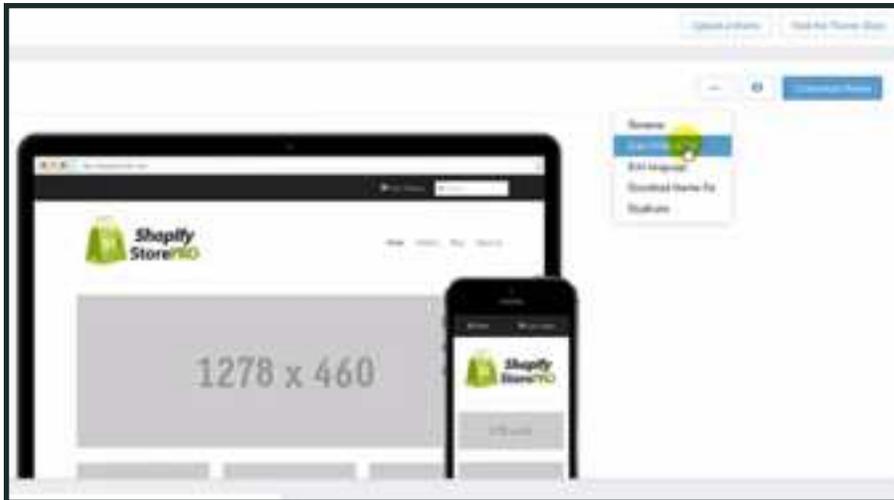
- 8. Start by copying the base pixel (long one that you first pasted in your text editor) and then going to Shopify - Online Store - Themes (see yellow cursor)



Step 8
Go to Shopify
Themes



- 9. In the top right corner you will see 3 dots, click, and then click “edit html/css” (see yellow cursor)



Step 9
Edit html/css

- 10. In the left column that appears you will see “theme.liquid”, click here (see yellow cursor)



Step 10
Click “theme.liquid”

- 11. When the page loads you will see a bunch of written code. In this code you will see a segment that starts with “<head>” in green text and if you scroll down you will see the



end of this segment “</head>” Post your base pixel code that you copied earlier right before the “</head>” as shown below (see yellow cursor)

```
31 {% if template contains 'customers' %}
32 {{ 'shopify_common.js' | shopify_asset_url | script_tag }}
33 {{ 'customer_area.js' | shopify_asset_url | script_tag }}
34 {% endif %}
35
36 <!-- Facebook Pixel Code -->
37 <script>
38 !function(f,b,e,v,n,t,s){if(!f.fbq)return;c=f.fbq=function(){n.callMethod?
39 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
40 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=n.createElement(e);t.async=!0;
41 t.src=v;s=b.getElementsByTagName(s)[0];s.parentNode.insertBefore(t,s)}(window,
42 document,"script","//connect.facebook.net/en_US/fbevents.js");
43
44 fbq('init', 'XXXXXXXXXXXX');
45 fbq('track', 'PageView');
46 </script>
47 <noscript></noscript>
49 <!-- End Facebook Pixel Code -->
50
51 </head>
```

Step 11
Paste Code

- 12 Click “Save” in the top right (see yellow cursor)



Step 12
Save

- 13. First Copy the “ViewContent” code from your text editor then go back to Shopify and find “product.liquid” in the list on the left side and click



Step 13
Copy ViewContent code
Find product.liquid

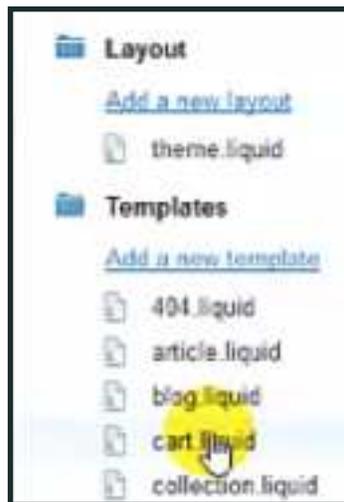


- 14. When the product.liquid code opens, scroll ALL THE WAY to the bottom of the code and at the end you will see “</div>” in green text, AFTER this code type “<script>” paste your “ViewContent” pixel and then type “</script>” as seen below. Then click “Save” in the top right corner as before

```
</div>  
  
<script>  
fbq('track', 'ViewContent');  
</script>
```

Step 14
Paste ViewContent
Pixel

- 15. Next copy your “AddToCart” pixel from your text editor and go back to Shopify, find cart.liquid in the left side menu and click (see yellow cursor)



Step 15
Find cart.liquid

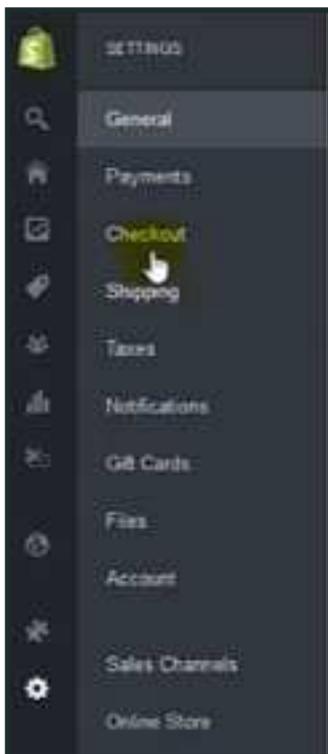
- 16. When the cart.liquid code opens, scroll ALL THE WAY to the bottom of the code and at the end you will see “</div>” in green text, AFTER this code type “<script>” paste your “AddToCart” pixel and then type “</script>” as seen below. Then click “Save” in the top right corner as before

```
104 <!-- End cart -->  
105 </div>  
106  
107 <script>  
108 fbq('track', 'AddToCart');  
109 </script>
```

Step 16
Paste AddToCart Pixel



- 17. Go back to your text editor and copy your base pixel code again and go back to Shopify - Settings - Checkout (see yellow cursor)

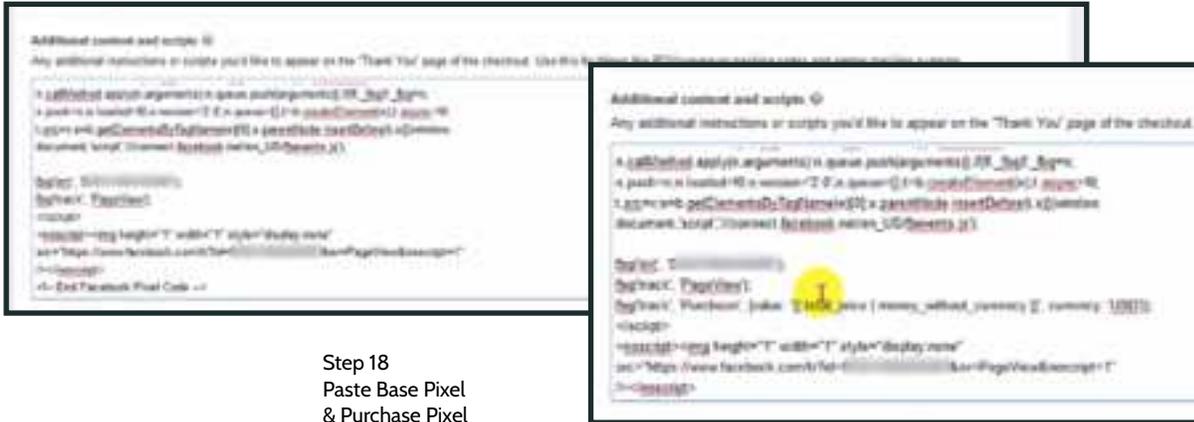


Step 17
Go to Shopify
Settings
Checkout

- 18. Scroll down to the “Order Processing” section and you will see an open text box for “addition content and scripts” in this box, paste your base pixel code as seen below, then go back to your text editor and copy the “Purchase” pixel (the one you edited the ‘0.00’



out of) and paste it right after the “PageView” event, also shown below (see yellow cursor). Then click “Save” in the top right corner



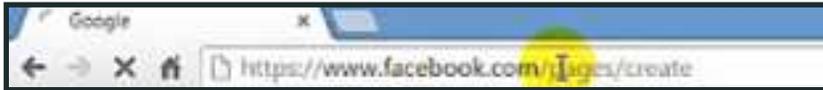
Step 18
Paste Base Pixel
& Purchase Pixel

4.2 Facebook Fan Pages

- Why?
 - Needed to run Facebook Ads
 - Branding
 - Create a community
 - Engage prospects/customers
 - Market research
 - Showcase products
 - Run polls
 - Lookalike audiences
- Page Per Store/Niche
 - Always have a main fan page for your brand



- When you find a profitable nice/sub-niche, build supporting pages
- Setting up a Facebook Fan Page
 - 1. go to [facebook.com/pages/create](https://www.facebook.com/pages/create)



- 2. Go to “Brand or Product” (see yellow cursor) and then “website” and enter the name of your brand then click “Get Started” (see yellow cursor)



- 3. Enter information about your page. Example below



Step 3
Enter info
About page

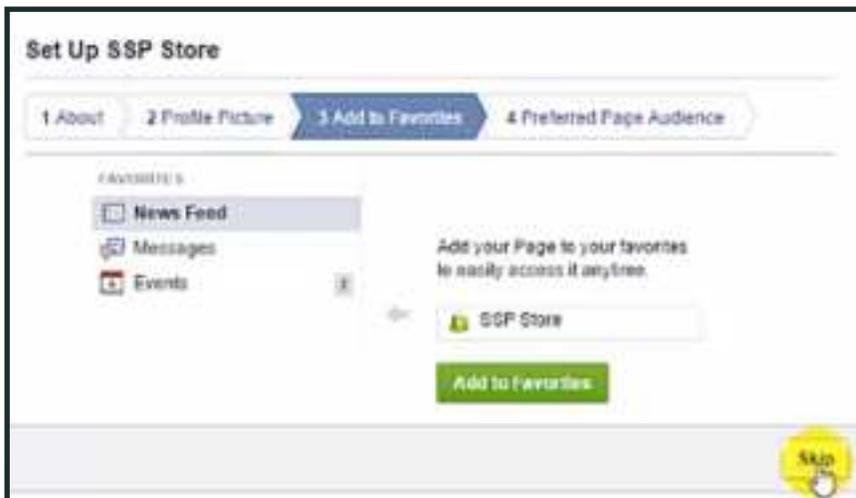


- 4. Upload your logo as your Profile Picture and click “Next”



Step 4
Upload
Profile Picture

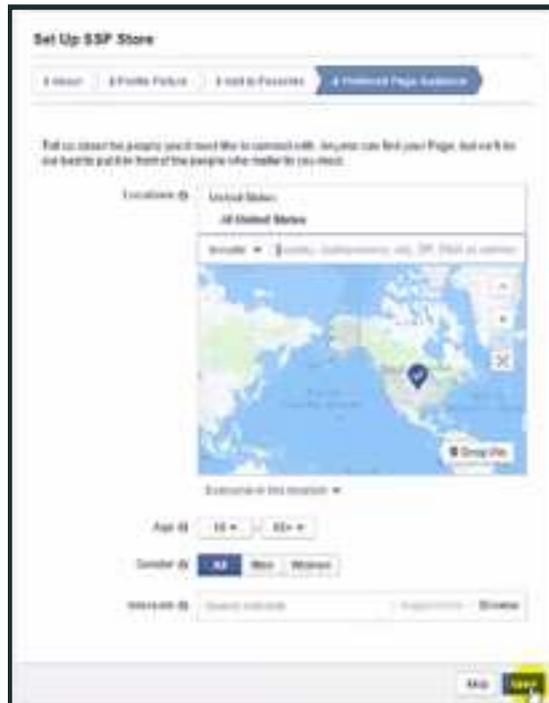
- 5. Skip next step



Step 5
Skip



- 6. Select country



Step 6
Select Country

- 7. Edit page as you like and you now have a fan page!

4.3 Facebook Business Manager

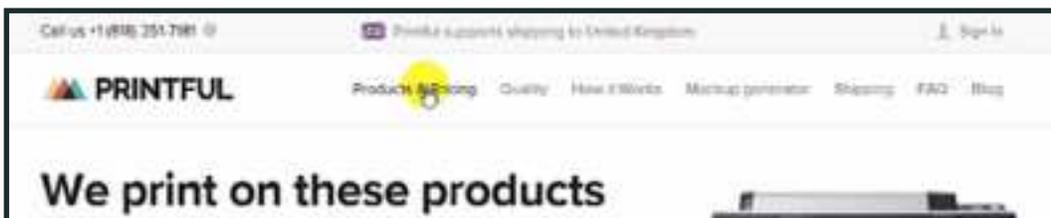
- Why?
 - Facebook Policy
 - Reduce the risk of losing your ad account
 - Outsourcing ad and fan page management
 - Necessary for uploading product catalog
- How?
 - Pre-requisites
 - Personal Facebook account
 - Facebook ad account



- Facebook fanpage
- Go to Facebook help - in resources
- Use the fan page you set up in the previous video as your Primary Facebook page

4.4 Ad Creative

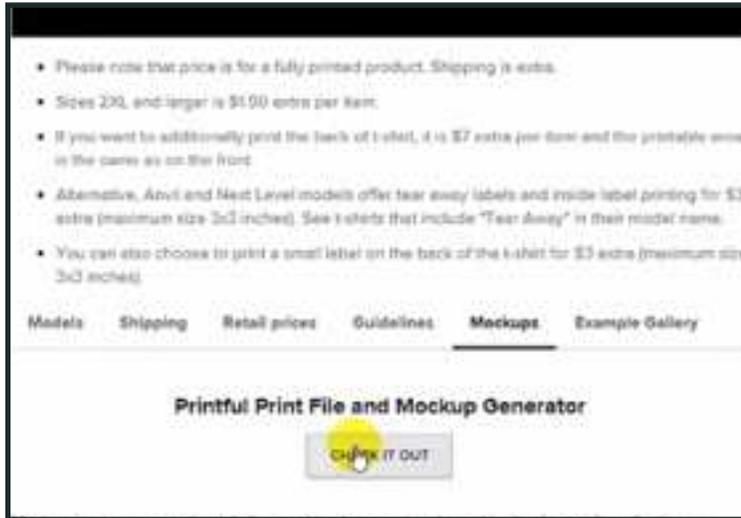
- How To Set It Up
 - Facebook image post
 - Posted directly to your fan page (single niche store)
 - Created as a dark post in Power Editor (multi-niche store)
 - Post test:
 - Call out your target market (closed question)
 - e.g. Would you wear our exclusive new tee, does this message resonate with you? would you wear this bracelet?
 - Stimulate engagement
 - Get yours here! -> link
 - Provide the sales page link
 - Image
 - 500 x 500px or larger
 - Include “viral” element
 - e.g. share with friends, like this? comment below
- 1. Go to printful.com and click “Products and Pricing” in the navigation bar (see yellow cursor)



Step 1
Go to printful.com

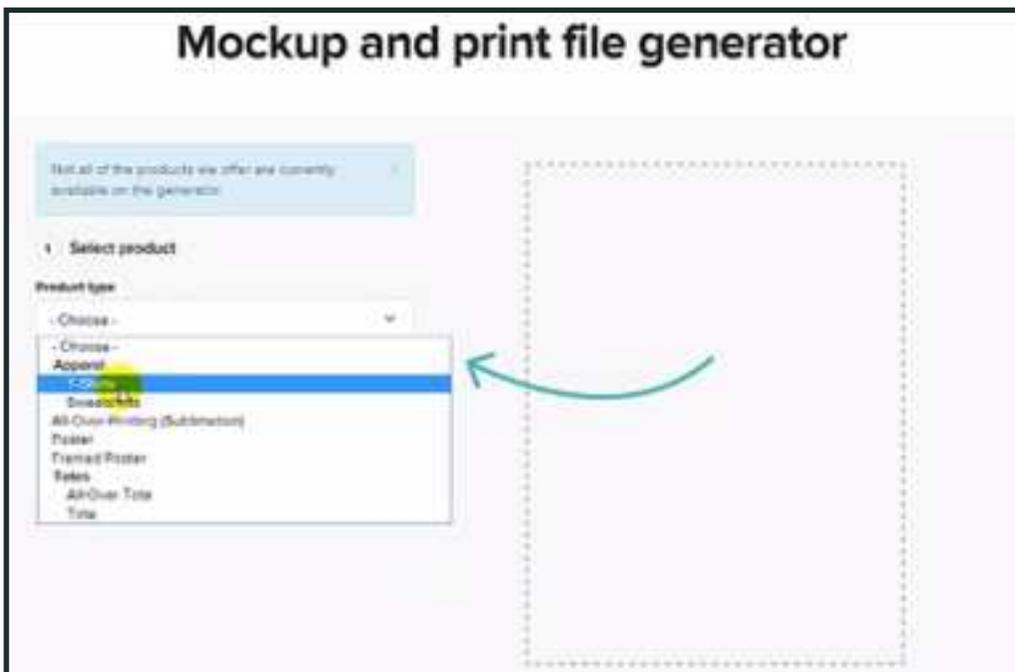


- 2. Scroll down and click “Check it out” (see yellow cursor) under “Mockups”



Step 2
“Check it out”

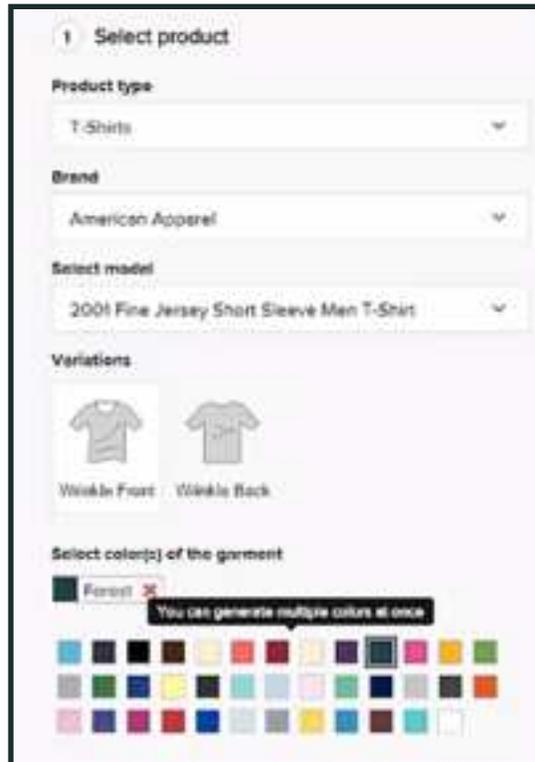
- 3. Select mockup type e.g. “T-Shirt” (see yellow cursor)



Step 3
Select Mockup
type



- 4. Select other preferences such as brand, model, variety, and color see example below:



Step 4
Select preferences

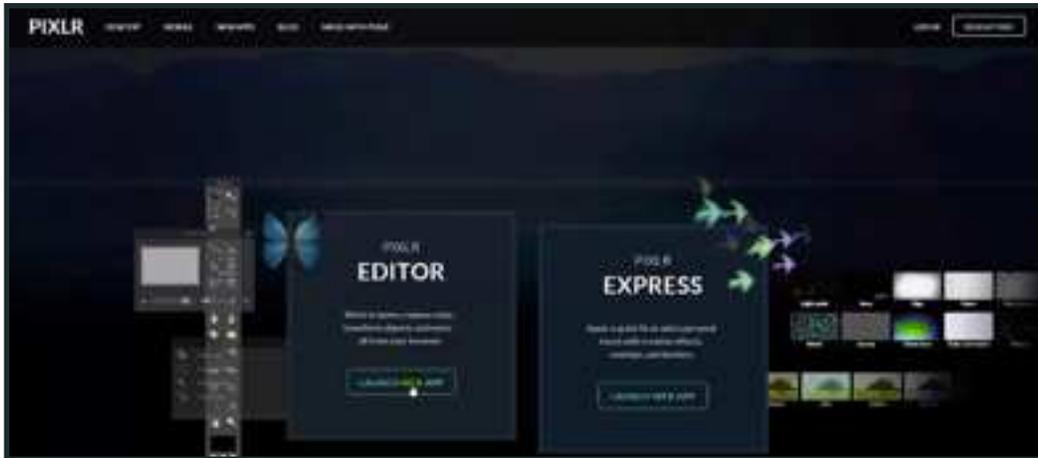
- 5. Right click image of T-shirt and select "Save Image As" (see cursor) and save image to your hard drive



Step 5
Save Mockup to hard drive



- 6. Next go to pixlr.com and scroll down to the editor and launch the web app (see yellow cursor)



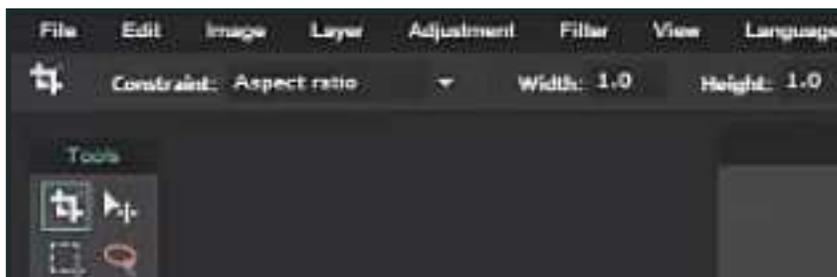
Step 6
Launch pixlr

- 7. Next go to “open image from computer” (see cursor) and upload the mockup image of the teeshirt you just saved from Printful



Step 7
Upload t-shirt
image to pixlr

- 8. Crop the picture to remove the white space. Do this by selecting the crop tool in the top left corner of the left hand tool bar then change the “constraint” to aspect ratio as seen below



Step 8
Crop picture settings

- 9. Crop picture by dragging cursor and making a box, double click to crop





Step 9
Crop t-shirt
image



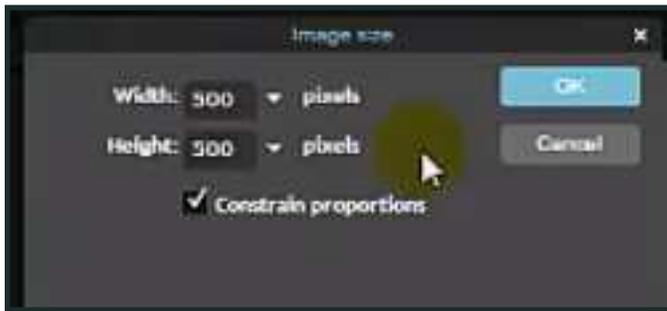
- 10. Next you will want to change the image size. To do so, go to the navigation bar at the top and select "image" and then select "image size" (see yellow cursor)



Step 10
Select image size

- 11. Change image size to 500px by 500px and click "OK"





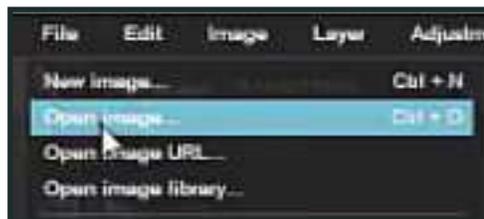
Step 11
Change image size

- 12. Zoom so the image is as large or small as you want by using the zoom tool on the right hand side (see yellow cursor)



Step 12
Zoom

- 13. Open your design by going to “file” then “open image” (see yellow cursor)



Step 13
Open design file

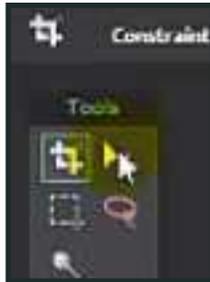
- 14. In click the right hand tool bar you will see “Layers” on the layer with your design (Layer 0) and drag it to the mockup of the t-shirt as shown below:



Step 14
Drag design to T-shirt



- 15. Select the cursor tool in the left hand tool bar as shown below:



Step 15
Select cursor tool

- 16. To adjust the size of your design go to the top navigation bar and select “edit” and “Free Transform” (see yellow cursor) Drag and adjust design until it fits onto T-shirt where you want it placed



Step 16
Select
Free transform

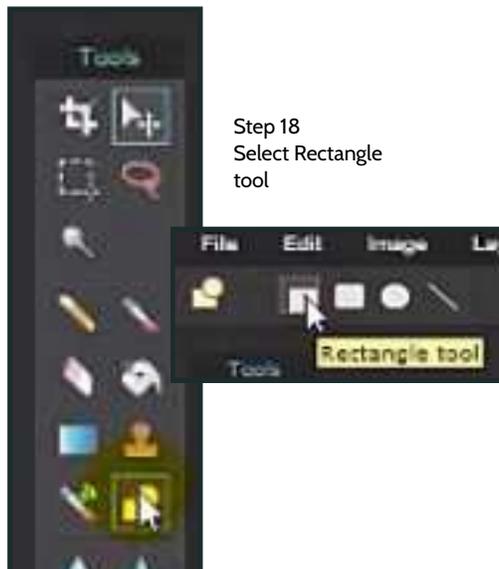


- 17. To apply changes, click outside of the images and then click “Yes” (see yellow cursor) to apply changes



Step 17
Apply changes

- 18. Next you will add the “viral element”. Go to the shapes tool in the left hand tool bar (see yellow cursor) and then select the rectangle tool (see yellow cursor)



Step 18
Select Rectangle
tool



- 19. Change the color of your rectangle (see yellow cursor) select the color of your rectangle (see yellow cursor **above logo) then click “Ok”



Step 19
Change
rectangle
color

- 20. Drag to create your rectangle



Step 20
Create rectangle



Shopify Store Pro Guided Notes

- 21. Select the Text tool in the left hand tool bar (see cursor) and drag cursor to make text box and then type what you want your viral element to be e.g. "Share with friends!" you can change font and color as well.



Step 21
Create text

- 22. Edit to your liking and click "Ok"



Step 22
Edit and Save



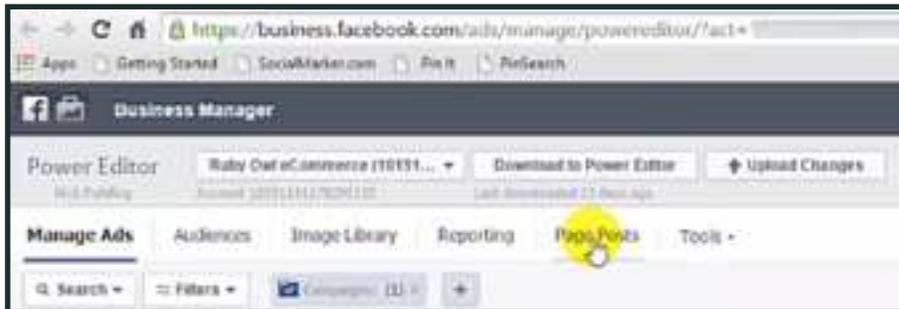
- 23. Save image as PNG to your hard drive and click “Ok”



- 24. Go to your Facebook fan page and create a new post with an image as shown below:

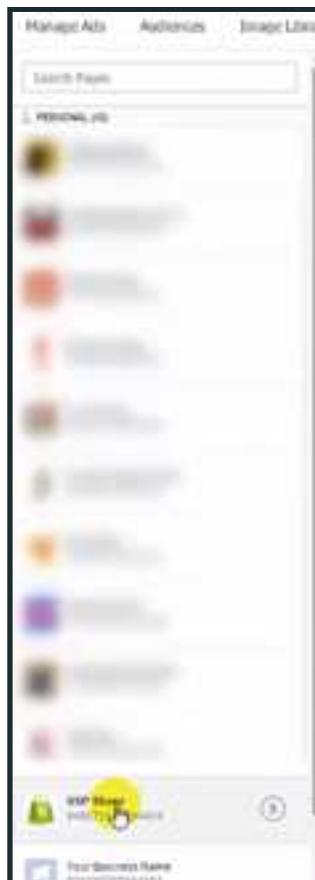


- 25. Publish post
- How to set up as a dark post
 - 1. Go to power editor in Facebook and select “Page Posts” (see yellow cursor)



Step 1
Go to
Page Posts

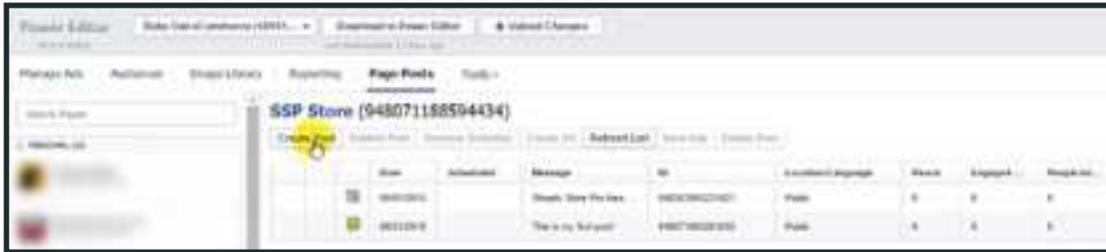
- 2. Find page in left side menu and select (see yellow cursor)



Step 2
Find and
select page

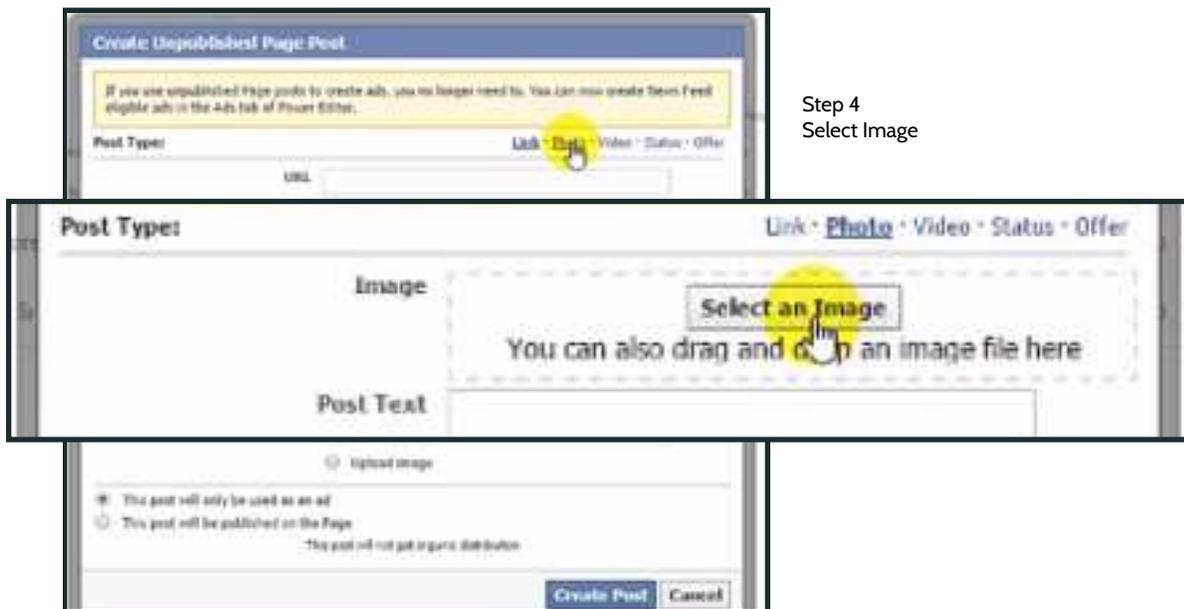


- 3. Go “Create Post” (see yellow cursor)



Step 3
Create post

- 4. Select image of your mockup t-shirt with design from pixlr (see yellow cursor)



Step 4
Select Image



- 5. Enter text similar to or exactly as the text you used in the fan page post in **Step 24** and click “Create Post” (**note make sure “This post will only be used as an ad” is checked as shown below)



Step 5
Add text
& Create post

4.5 Ad Philosophy

- Optimization Funnel
- Overall Concept
 - Let Facebook find your buyers
 - Run long term campaigns (think months not days)
 - Use Facebook's inbuilt ad tools and algorithms to your advantage
 - Move from prospects > visitors > those with purchase intent > buyers as efficiently as possible
 - Targeting (audience insights), pixels (ViewContent, AddToCart, Purchase), Facebook conversion optimized ads, Facebook custom audiences, Facebook lookalike audiences
- Optimization Funnel Stage 1
 - Input audiences:



- Broad interest targeting (e.g fishing)
- Precise interest grouped together (associations, magazines)
- Conversion optimized campaign
- Adsets optimized on ViewContent pixel
- Build custom audiences:
 - Visitor
 - AddToCart
 - Purchase
- Optimization Funnel Stage 2 (wait a few days (~5) after starting Stage 1 assuming all is going well)
 - Input audiences:
 - Lookalike audience (1%) build from Visitor custom audience
 - Broad interest targeting
 - Precise interests (Audience insights) grouped together
 - Same campaign
 - Adsets optimized on AddToCart pixel
- Optimization Funnel Stage 3 (Let Stage 2 run for a few days)
 - Input audiences:
 - Lookalike audience (1%) build from AddToCart custom audience
 - Lookalike audience (1%) build from Visitor custom audience
 - Broad interest targeting
 - Precise interests (Audience Insights) grouped together
 - Same campaign
 - Adsets optimized on Purchase pixel



- Scaling For Long Term Sales
 - Input audiences:
 - Lookalike audience
 - 1%-10%
 - Vistor/AddToCart/Purchase
 - Broad interest targeting
 - Precise interests (Audience Insights) grouped together
 - Demographics
 - Same campaign
 - Adsets optimized on AddToCart/Purchase pixel
 - Start 4-5 new assets every few days
 - Kill adsets that haven't preformed over the previous 7 days
-

4.6 Optimization Funnel Stage 1

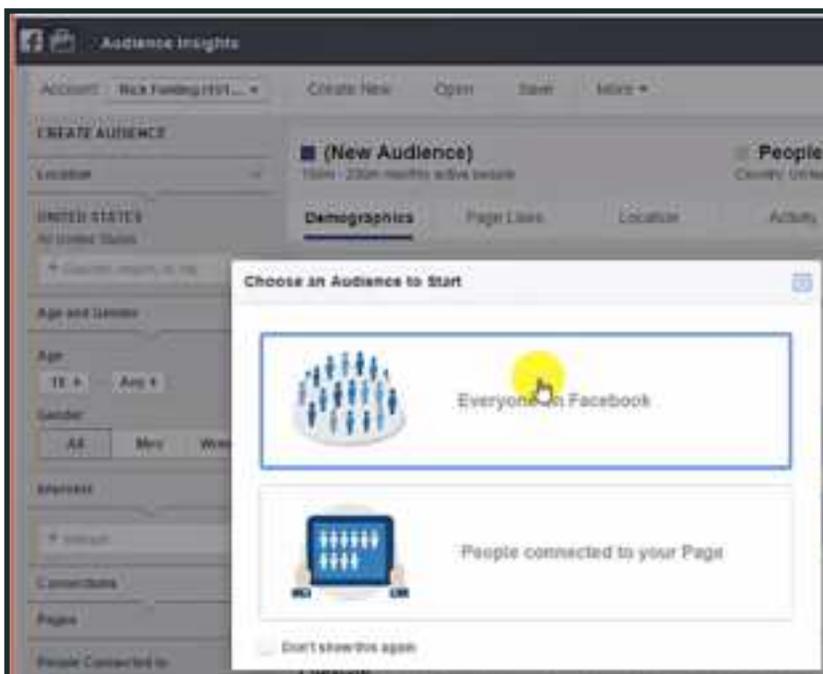
- Targeting
 - Targeting groups
 - Broad interests
 - Precise interests, grouped together
 - Tools for finding interests:
 - Facebook Audience Insights tool
 - Emarky Facebook Keyword Tool (emarky.net/fb-keyword-tool/)
 - Audiences:
 - >1 million in size
 - Minimum of 2 audiences (1 broad, 1 grouped precise) - ideally 4-5
- Ad Set-Up



- Conversion optimized campaign
- Adsets:
 - Optimized on ViewContent pixel
 - 1 adset per audience
 - \$5/day budget
 - Facebook automated bidding
- Custom Audiences
 - Visitors
 - AddToCarts
 - Purchases

4.6a1 Targeting - Audience Insights

- 1. Start in Audience Insights once you have your Facebook Business account set up this will be at business.facebook.com/ads/audience_insights and select “Everyone on Facebook” (see yellow cursor)



Step 1
Select Everyone
on Facebook



- 2. In the “Interest” search bar in the left hand tool bar enter your broad niche subject (e.g. fishing) (see yellow cursor) and hit enter



Step 2
Enter broad niche subject and search

- 3. At the top of the page under “New Audience” you will see the audience size (see yellow cursor) enter the broad nice subject and audience size into your spread sheet as shown below



Step 3
Enter Niche and size into spread sheet

	A	B
1	Fishing	20000000
2		
3		



- 4. Click on “Page Likes” (see yellow cursor) and scroll down to where it says “Pages Likes” (see yellow cursor)

Step 4
Go to Page Likes

(New Audience)
20m - 25m monthly active people

Demographics | **Page Likes**

Top Categories

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page Likes

Page	Relevance ↑	Audience	Facebook	Affinity ↑
Rare	1	2.4m	5.6m	1.5x
All_star	2	1.3m	2.5m	2.4x
Ugly Stick	3	885.9k	988.4k	3.2x
Fairness	4	2.4m	7m	1.6x
Money Club	5	661.7k	1.8m	2.4x
American Values	6	1.4m	3.1m	3x
Barney Fisking	7	458.3k	342.9k	3.3x
National Association for Gun Rights	8	1.5m	3.7m	1.8x
Parents RANXOR nTV	9	478.8k	692.9k	3.3x
CARD.com	10	188.7k	1.6m	3.3x

See More

- 5. Click on the pages that come up until you find one that is relevant (e.g. Ugly Stick) then copy the name of the page

Step 5
Open pages until you find one relevant

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page Likes

Page | Relevance ↑ | Audience | Facebook | Affinity ↑

Ugly Stick
The audience (2.4m people) likes Rare
This audience is 1.9x as likely to like this than the All Facebook audience

All_star

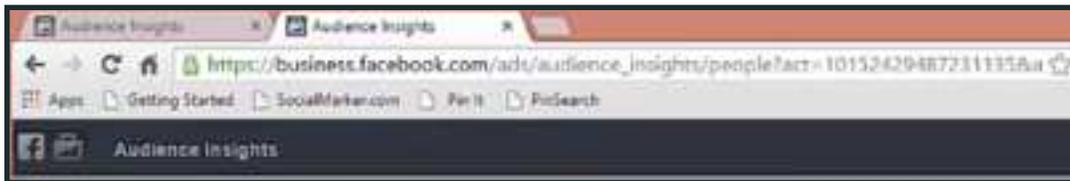
Ugly Stick

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page Likes

Page	Relevance ↑	Audience	Facebook	Affinity ↑
Rare	1	2.4m	5.6m	1.5x
All_star	2	1.3m	2.5m	2.4x
Ugly Stick	3	885.9k	988.4k	3.2x
Fairness	4	2.4m	7m	1.6x

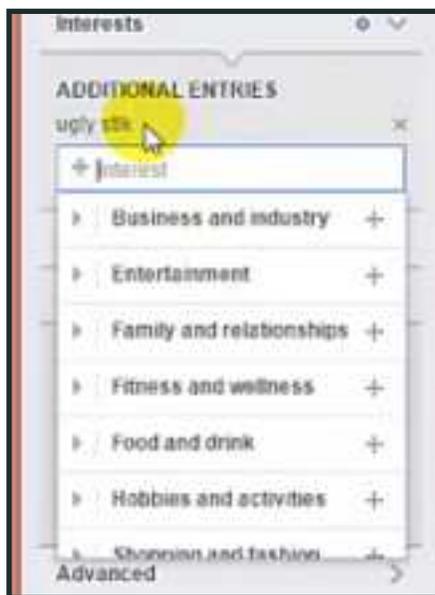


- 6. Open a new tab with Audience Insights



Step 6
Open new tab

- 7. To find out if that interest is actually targetable copy the name of the page and past it in the "Interest" section of the new Audience Insights tab (**Note if Facebook lets you enter it as an interest, then it is targetable by ads)



Step 7
Paste page in
Audience Insights

- 8. See what the audience size is for your new search(see yellow cursor) (e.g. Ugly Stick) and fill out spreadsheet accordingly (Name and audience size as shown)

(New Audience)
1.5m monthly active people

Demographics | Page Likes

Age and Gender
Self-reported information from people in the

People on Facebook
Country: United States of America

	A	B	C	D
1	Fishing	20000000	Ugly Stik	1000000
2				
3				

Step 8
Enter Name
& Size

134

- 9. Go to Page Likes and scroll down and you will now see pages that are similar to the page you searched (e.g. ugly stick) You will also notice that the “Affinity” scores are higher than your previous search. The Affinity score is how likely your audience is to like a given Page compared to everyone on Facebook.

The screenshot shows the Facebook 'Page Likes' section. A 'New Audience' overlay is present, indicating 1m - 1.5m monthly active people. Below it, there are tabs for 'Demographics' and 'Page Likes'. A table lists various fishing-related pages with their respective audience sizes and affinity scores. A tooltip for 'Berkley Fishing' shows that the audience is 26.2x as likely to like this than the average Facebook audience.

Page	Relevance	Audience	Similarity	Affinity
Ugly Stick	1	530.0K		
Berkley Fishing		83.3K	542.3K	26.2x
Abu Garcia		58.1K	394.1K	25.2x
Wired2Fish	4	194.1K	310.5K	23.2x
Stren	5	128.5K	153.5K	30.5x
FLW	6	168.7K	276.7K	22.6x
Shakespeare Fishing	7	128K	162.8K	29.1x
BASS	8	224.1K	902.5K	16.5x
Mossy Oak	9	441.2K	1.8m	8.9x
Fennick Fishing	10	119.3K	150.3K	29.8x

Step 9
See pages similar to page searched

- 10. Repeat Steps 6-9 with new selected interest from “Seed” interest “Ugly Stick” (e.g. “Berkley Fishing”) and fill out spreadsheet accordingly (**Note if Facebook will not let you paste the page into the interests box try typing it in, if it doesn’t come up in the drop down menu, that means it is not targetable with ads and you need to move onto a new page/ interest)

The screenshot shows a spreadsheet with two tables. The top table has columns A-F and rows 1-3. The bottom table has columns A-F and rows 1-4. The data in the tables is as follows:

	A	B	C	D	E	F
1	Fishing	20000000	Ugly Stik	1000000	Derley (fishing)	700000
2						
3						

	A	B	C	D	E	F
1	Fishing	20000000	Ugly Stik	1000000	Derley (fishing)	700000
2					Abu Garcia	400000
3					Wired2Fish	350000
4						

Step 10
Continue process and add to spreadsheet



- 11. Continue process until you have as many as you like the more the better. You can also change the first interest to another similar broad interest e.g. “fishing” vs “angling” or change you seed from e.g. “Ugly Stick” to e.g. “Berkley Fishing” while the spreadsheet progresses from left to right getting more and more targeted. You can take this as far as you want. You can try a broad audience or groups of more targeted audiences

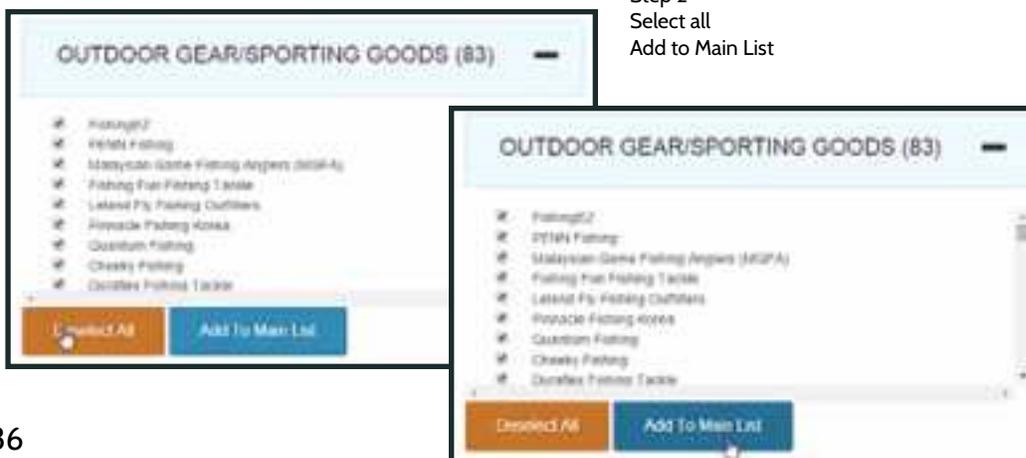
4.6a2 Targeting - Emarky Tool

- 1. Go to emarky.net/fb-keyword-tool and enter your “seed” keyword (e.g. “fishing”)



Step 1
Enter seed
keyword - search

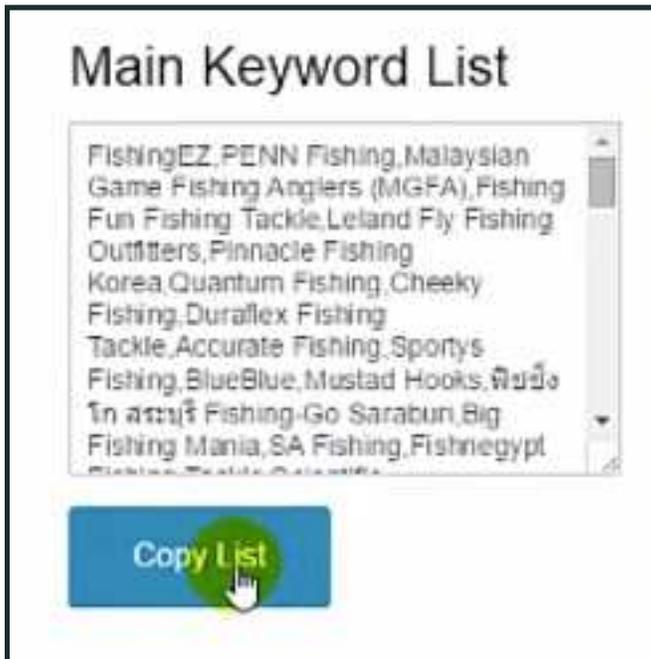
- 2. Find a category that makes sense (e.g. Outdoors Gear/Sporting Goods). Then click “Select All” and then click “Add to Main List”



Step 2
Select all
Add to Main List



- 3. Scroll up to Main List and click “Copy List”



Step 3
Copy List

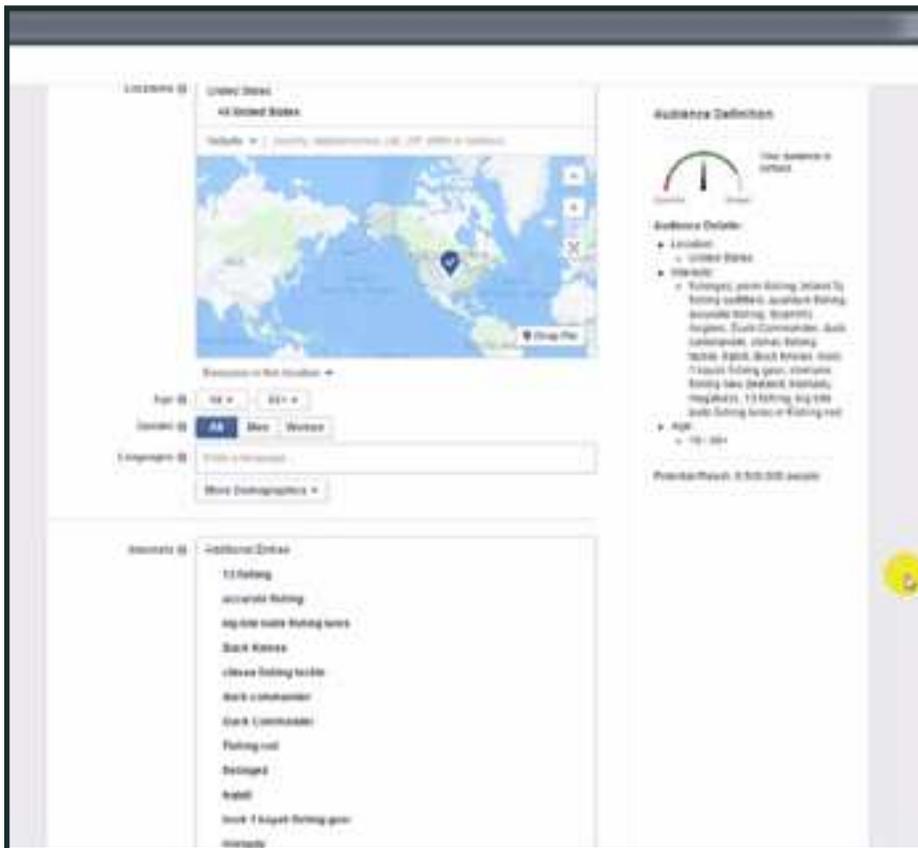
- 4. Go back to Audience Insights and paste into the interests box



Step 4
Paste into
Interests



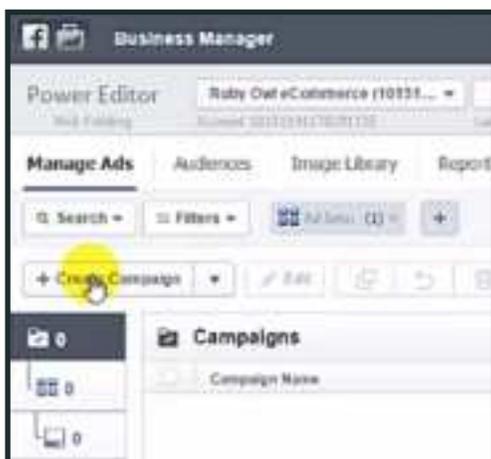
- 5. You can also paste this list into the interest box in ads manager



Step 5
Paste into Ads
Manager

4.6b Ad Set-Up (Power Editor)

- 1. Start in Power Editor business.facebook.com/ads/manage/powereditor and go to Create Campaign (see yellow cursor)



Step 1
Create Campaign

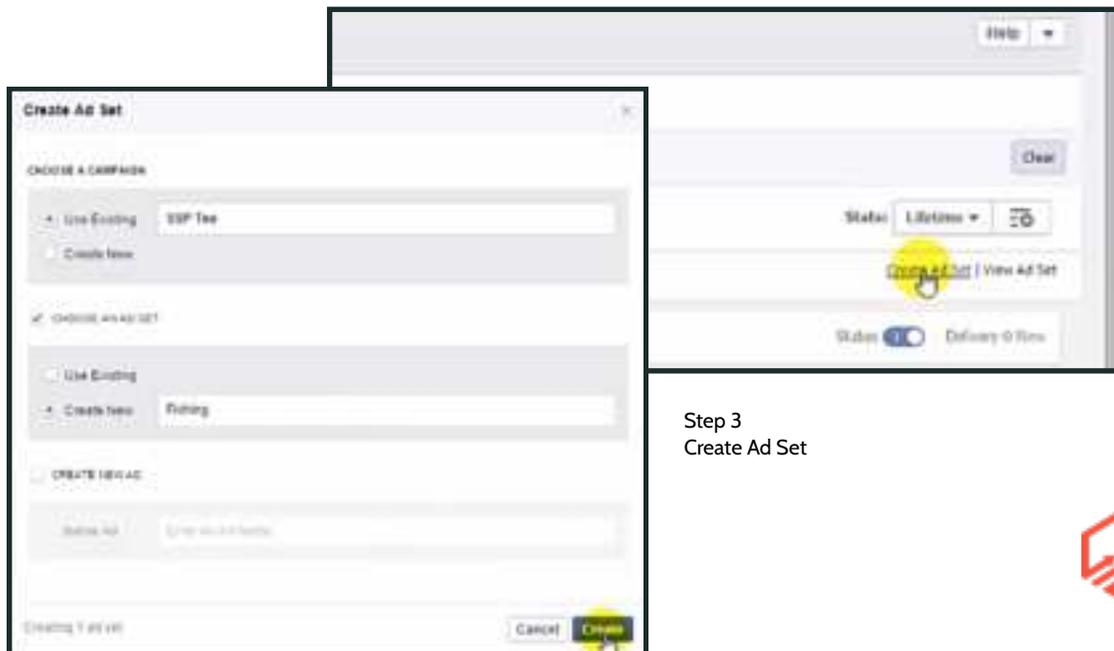


- 2. Enter name and select objective “Website Conversions”



Step 2
Edit Preferences

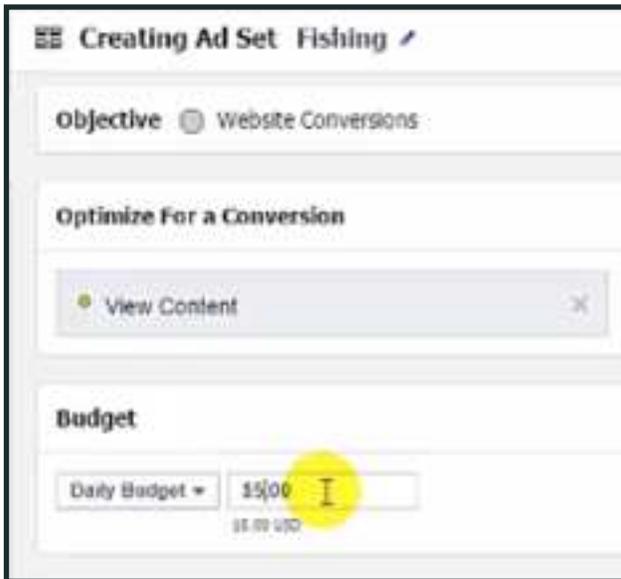
- 3. Click “Create ad set” in top right corner (see yellow cursor) and fill out as shown below:



Step 3
Create Ad Set

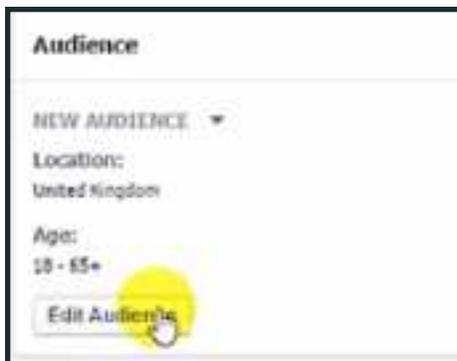


- 4. Edit the “Optimize For a Conversion” to “View Content” for Funnel Stage 1 and set daily budget to \$5



Step 4
Edit preferences

- 5. Scroll down to Audience and select “Edit Audience” (see yellow cursor) edit according to image below:



Step 5
Edit Audience



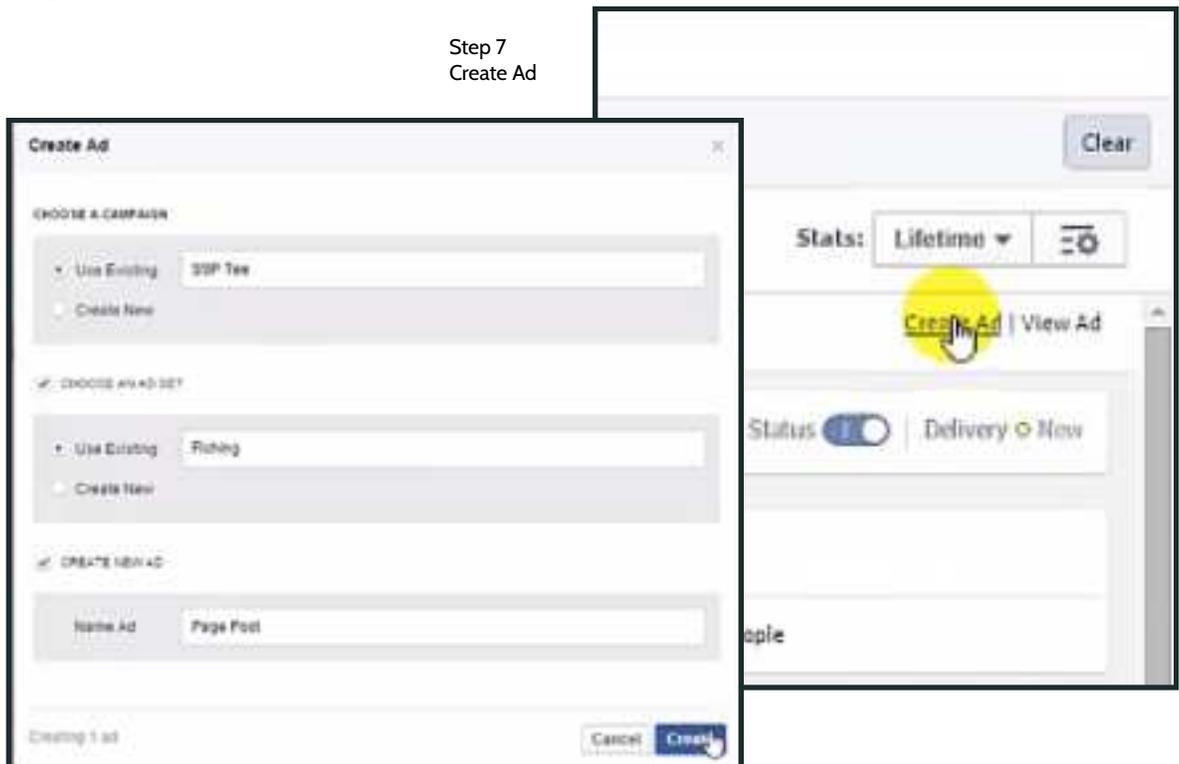
- 6. Edit "Placement" preferences as shown below



Step 6
Edit Placement

- 7. Scroll to top of page and select "create ad" in top right corner (see yellow cursor) then choose your campaign and name your ad (e.g. shown below)

Step 7
Create Ad



- 8. Make sure “Only show Pages connected to” is UNselected and then select the page which you will be running the ad from as shown below



Step 8
Chose
Facebook Page

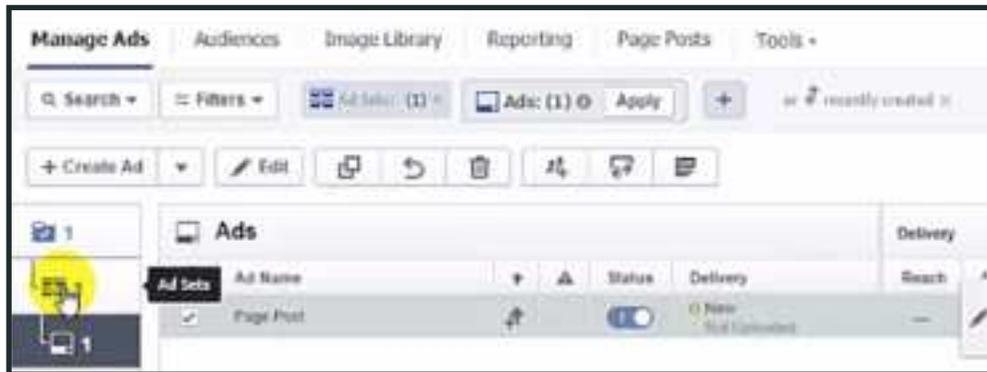
- 9. Select “Use Existing Post” and then select the “Dark Post” we created earlier it will say “Unpublished”



Step 9
Select post

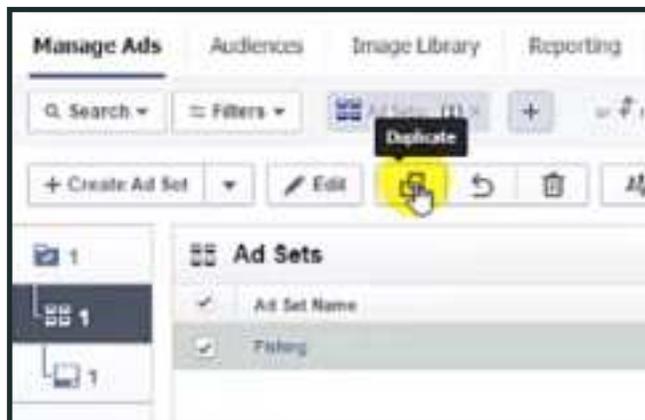


- 10. To create a new adset with the same ad but targeting a different audience go to the left hand tool bar and select ad sets (see yellow cursor)



Step 10
go to ad sets

- 11. With the “Fishing” ad highlighted you can select duplicate from the top tool bar (see yellow cursor)



Step 11
Duplicate Ad

- 12. Select “Keep Same Campaign” and click “Create” (see yellow cursor)



Step 12
Create



- 13. Edit name of new Ad



Step 13
Edit Name

- 14. Scroll down to Audience and click “Edit Audience”



Step 14
Edit Audience

- 15. Edit interests to new audience



Step 15
Edit Interests



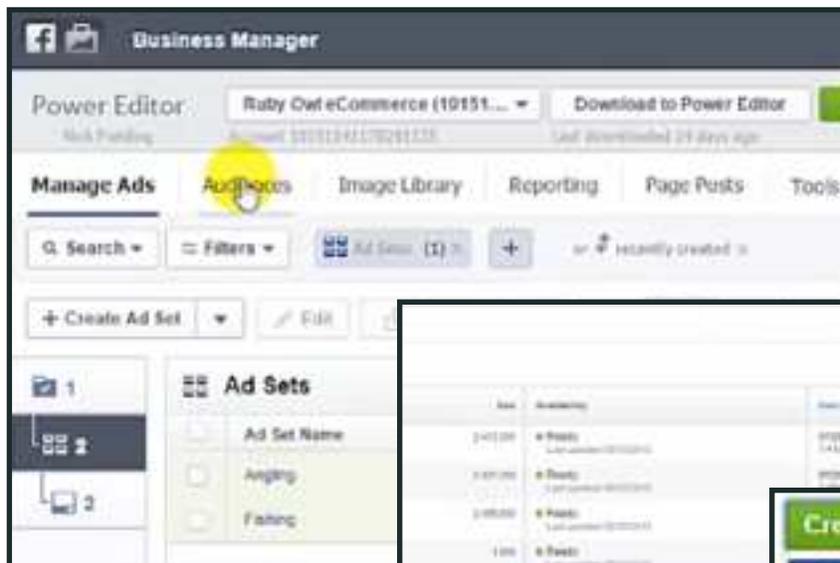
- 16. You can duplicate the ads for all of the audiences you want as we just did for “angling” and once you complete all the ads you click the green button “Upload Changes” at the top of the page (see yellow cursor)



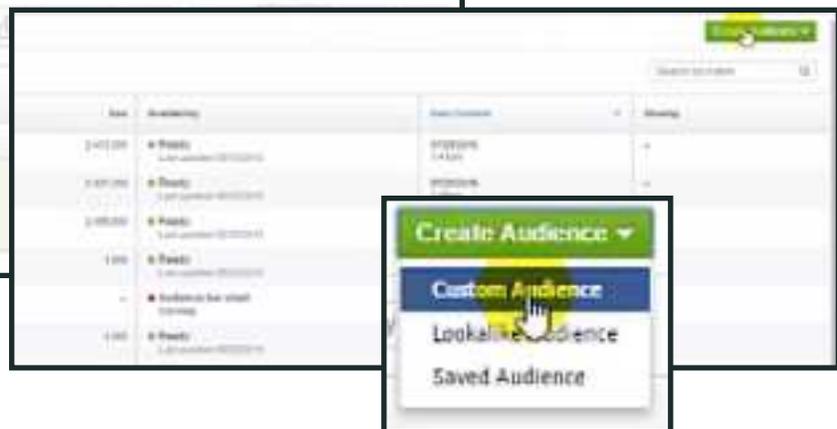
Step 16
Upload Changes

4.6c Custom Audiences

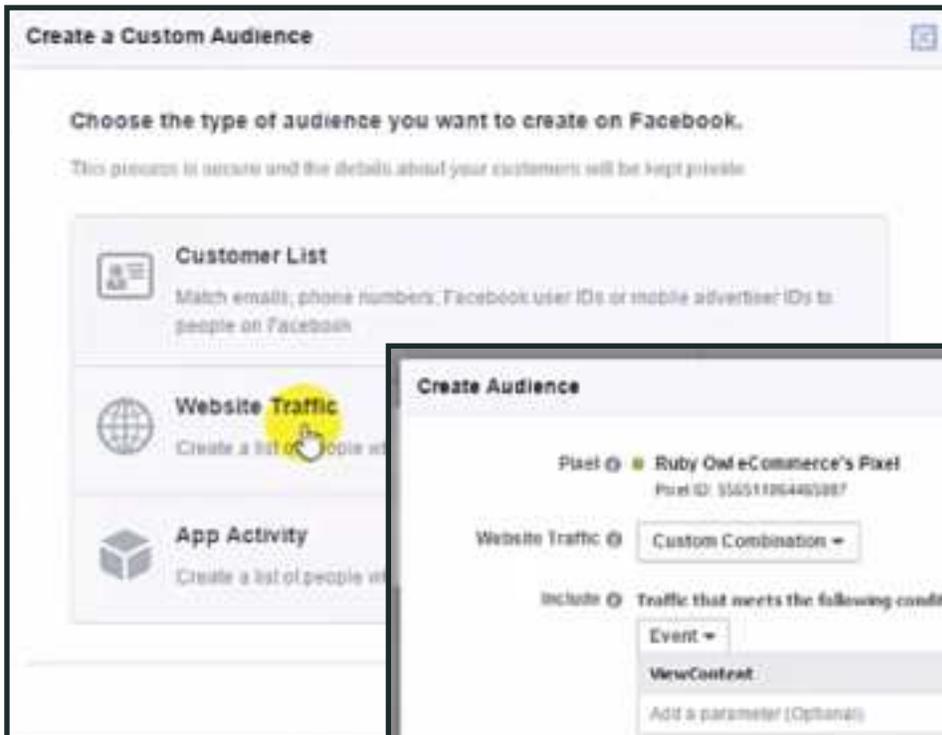
- 1. Start in Power Editor business.facebook.com/ads/manage/powereditor and go to “Audiences” in the top navigation bar (see yellow cursor) and then click green “Create Audience” button in top right corner (see yellow cursor) then “Custom Audience”



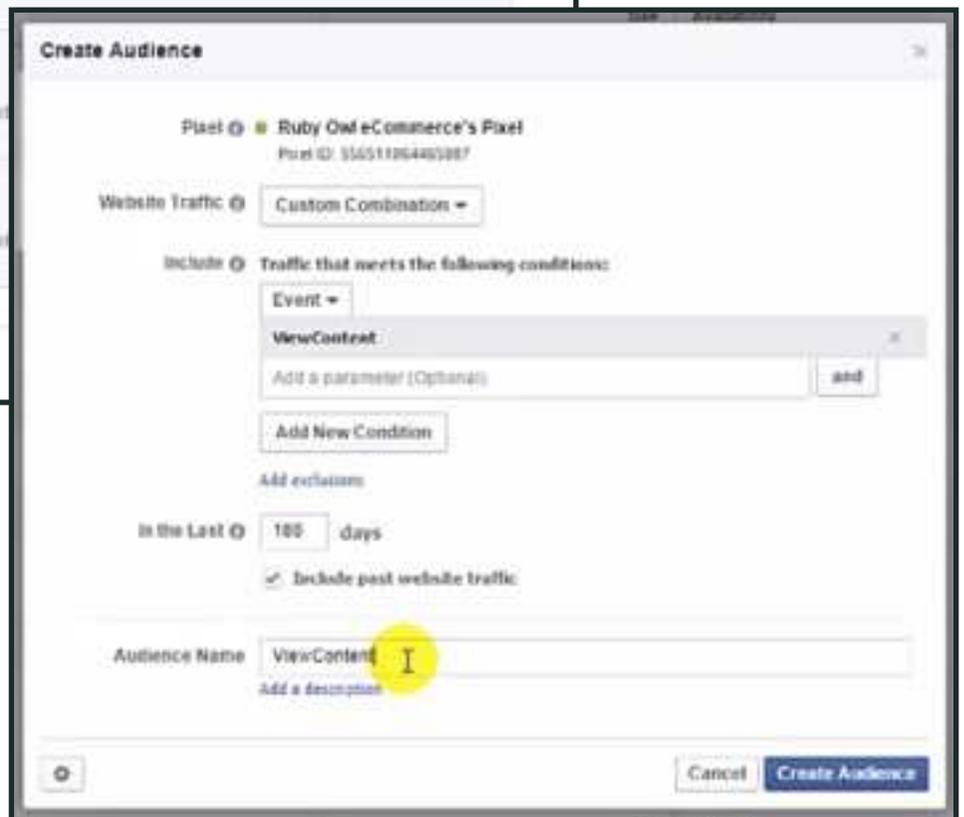
Step 1
Create Custom Audience



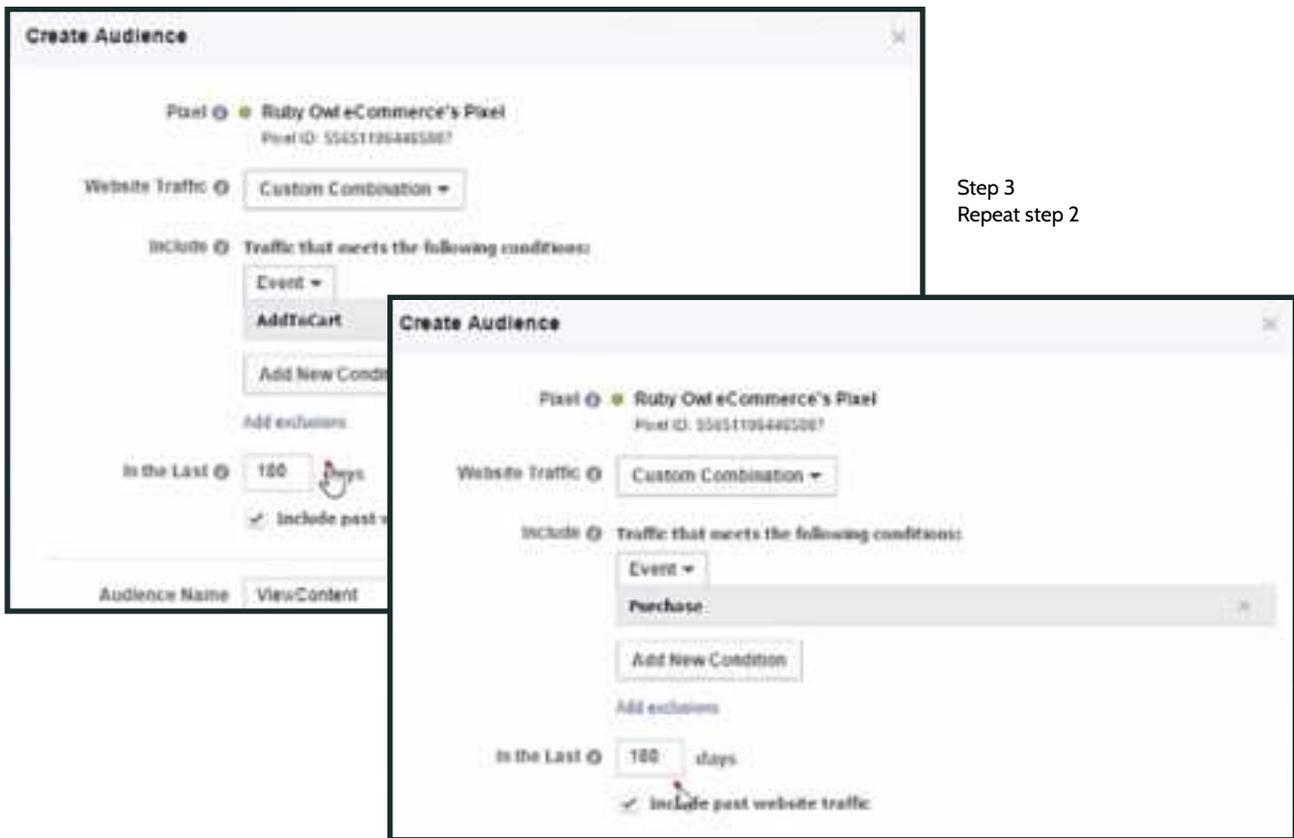
- 2. Select “Website Traffic” and fill out preferences as shown below for ViewContent Audience



Step 2
Create ViewContent
Custom Audience



- 3. Repeat **Step 2** for AddToCart and Purchase Audience (shown below)



4.7 Optimization Funnel Stage 2

- Criteria:
 - Let stage 1 run for 4-5 days
 - Break even or better on stage 1 (or at least within some adsets)
 - At least 100 clicks to the product page (max \$0.50 per visitor)
- Targeting



- Targeting groups:
 - Lookalike audience (1%) built off visitor custom audience (at least 100 people)
 - Broad interests
 - Precise interests, grouped together
- Audiences:
 - >1 million in size
 - 4-5 different audiences
- Ad Set-Up
 - Same campaign as stage 1
 - Adsets:
 - Optimized on AddToCart pixel
 - 1 adset per audience
 - \$5/day budget
 - Facebook automated bidding

4.7a Facebook Reports

- 1. Start in Ads Manager and go to right side drop down box “Filters” and go to “Create new Filter” (see yellow cursor)



- 2. Insert your campaign name (something similar to your product name) and click “Apply”



Step 2
Insert Name

- 3. Go to drop down box on left side that says “All Campaigns” and change to “All Ad sets”

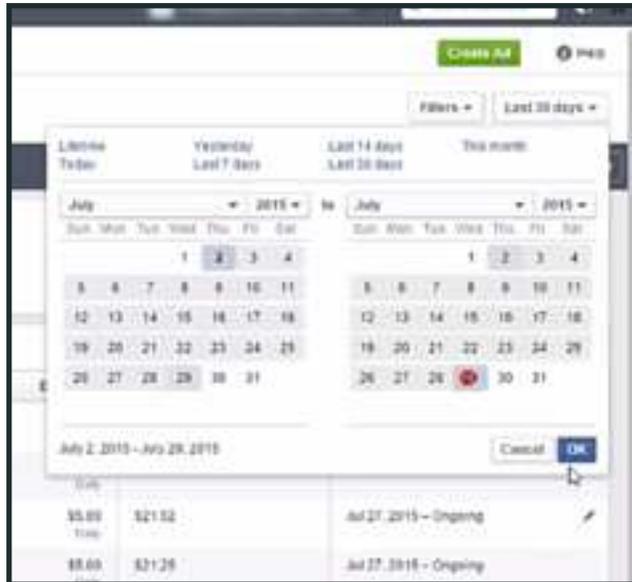


Step 3
All Ad sets



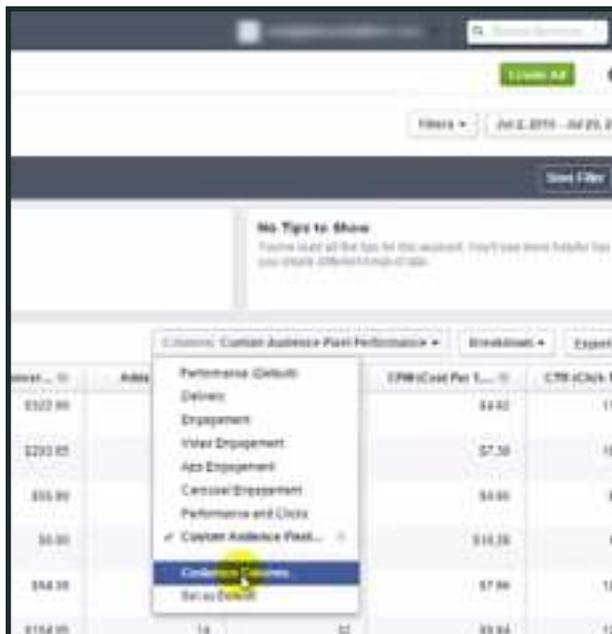
Shopify Store Pro Guided Notes

- 4. Go to top right corner drop down menu and change the date range to a 7 day period and click "OK"



Step 4
Change date range

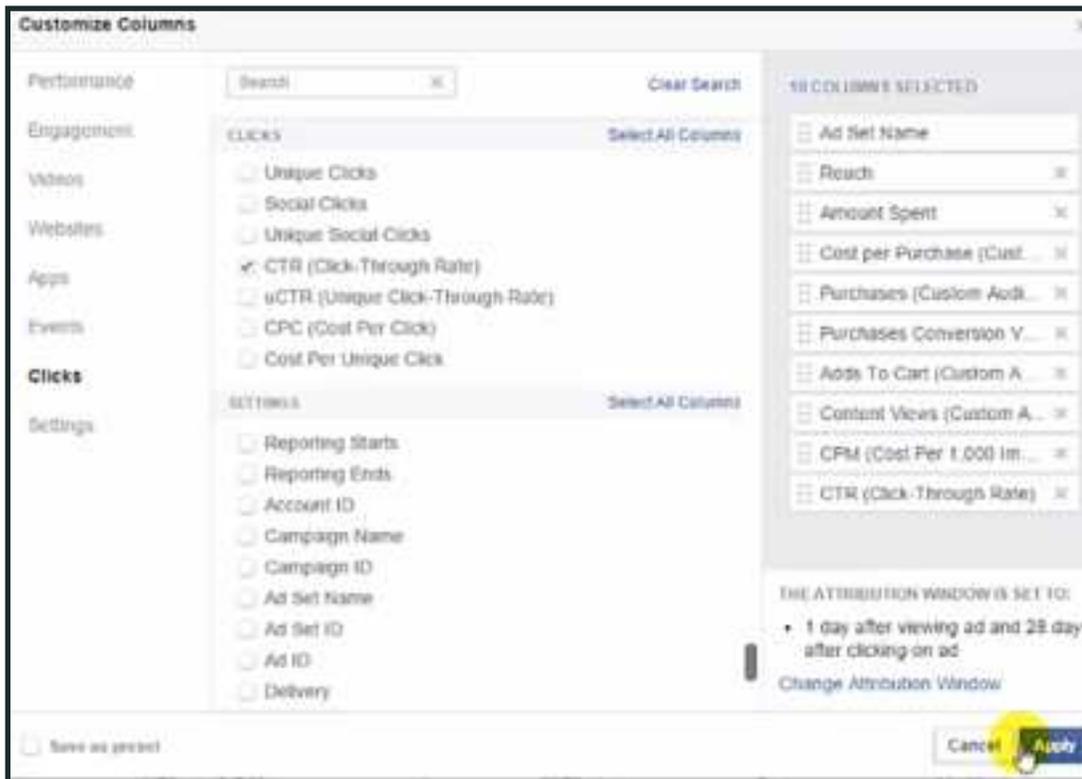
- 5. Go to right side drop down box that says "Columns" and click "Customize Columns"



Step 5
Customize columns



- 6. When window opens scroll through and make sure these and only these items are checked: Reach, CPM, Amount Spent, Purchases, Adds To Cart, and Content Views, Cost per Purchase, Purchases Conversion Value, CTR, and click apply. You can see everything that needs to be selected in the right side of the image below under “Columns Selected”



Step 6
Select
custom columns

- 7. Scroll to the bottom and you can see what you have spent on ads, how much you have made, etc (see yellow cursor)

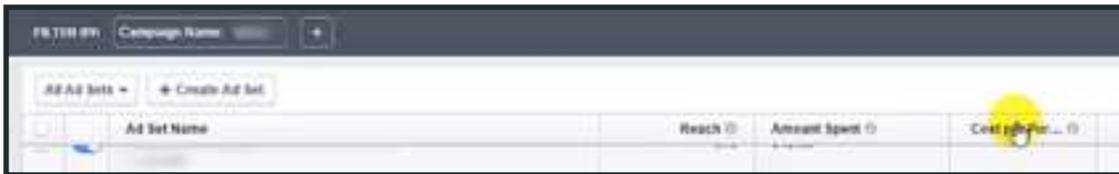
15,211	14,151	9,600	44	11,400.91	5%	889	95.88	7.27%
Revenue	Total Spent	Per Adset	Total	Total	Total	Total	Per 1,000 Impressions	Per Impressions

Step 7 See results

- 8. Sort on cost per purchase by clicking (see yellow cursor) twice to sort highest at top- see which ad sets are performing well. If it's been a week and the ads have made no purchases,

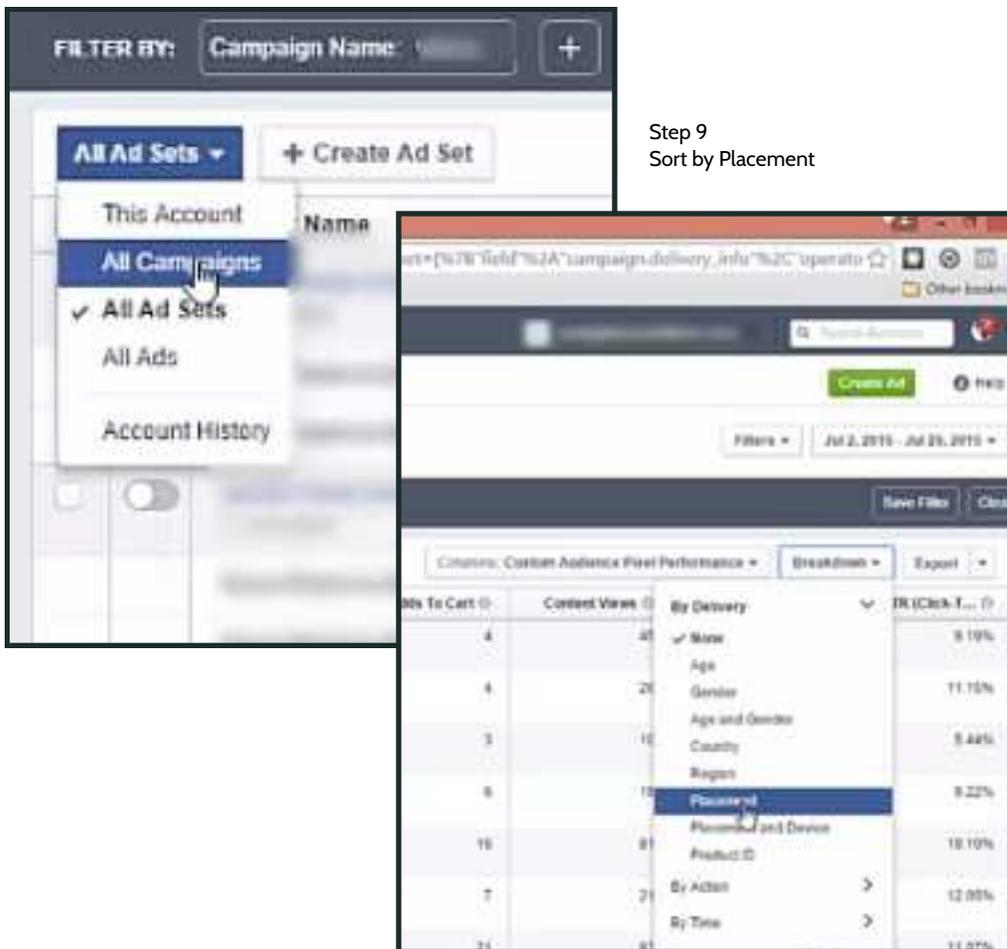


switch them off. Use high performing ads as basis for new ads. Kill ads with very high cost per purchase (ads at top)



Step 8
Sort by Cost per Purchase

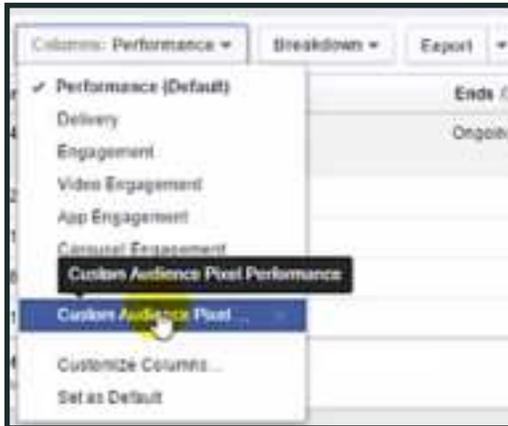
- 9. You can also sort by placement. Go to left hand drop down menu and select “All campaigns” and then go to the drop down menu on the right called “Breakdown” and choose “Placement” as shown below:



Step 9
Sort by Placement

- 10. Select your custom audience pixel performance in “Columns” again:





Step 10
Select Custom Audience

- 11. Now you can see what you are spending and what you are earning based on where ads are placed as seen below. In example below you could start splitting ads by mobile and desktop to see if the pattern continued.

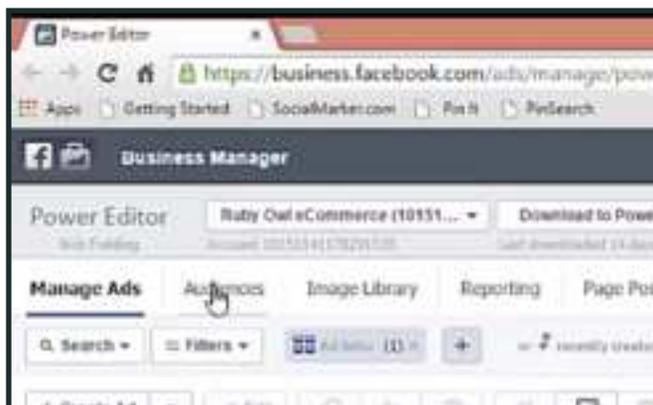
A screenshot of the Facebook Ads Performance report table. The table has columns for 'Advertiser Name', 'Reach', 'Impressions', 'Cost per Result', 'Percentage', 'Ad Spend (USD)', 'CPA (USD)', 'Conversion Value (USD)', 'CPA (USD)', and 'ROAS (%)'. A yellow highlight is on the 'Ad Spend (USD)' column for the 'Reach Feed in-stream Sponsored' row.

Advertiser Name	Reach	Impressions	Cost per Result	Percentage	Ad Spend (USD)	CPA (USD)	Conversion Value (USD)	CPA (USD)	ROAS (%)
Advertiser	10,000	100,000	\$0.00	100	\$1,000.00	\$10.00	\$10.00	\$10.00	1.00x
Reach Feed in-stream Sponsored	10,000	100,000	\$0.00	20	\$200.00	\$10.00	\$10.00	\$10.00	1.00x
Reach Feed in-stream Stories	10,000	100,000	\$10.00	10	\$100.00	\$10.00	\$10.00	\$10.00	1.00x
Right Column ad on Desktop Computer	1,000	10,000	\$0.00	1	\$0.00	\$0.00	\$0.00	\$0.00	0.00x
Right Column ad on Desktop Computer	1,000	10,000	\$0.00	1	\$0.00	\$0.00	\$0.00	\$0.00	0.00x
Mobile News Feed Sponsored	10,000	100,000	\$0.00	40	\$400.00	\$10.00	\$10.00	\$10.00	1.00x

- 12. You can also sort by age and gender or whatever you like to see who is purchasing your products.

4.7b Lookalike Audience Set-Up

- For stage 2 and 3 of optimization funnel as well as evergreen scaling
- 1. Start in Power Editor and go to Audiences as shown below



Step 1
Go to Audiences



- 2. Next click the green Create Audience button in top right corner and select Lookalike Audience as shown below:



Step 2
Create Lookalike Audience

- 3. Enter your source audience which will be one of the custom audiences you have already made. Choose country you are targeting and then chose the size (furthest left is the 1% and furthest right is 10%) then create. **Note source audience must have at least 100 people in it This will dynamically update as your source audience changes e.g. if you use a custom audience based off of people who have visited your website, as more people visit your website, your source audience grows and your lookalike audience changes.



Step 3
Create
Lookalike
Audience



- 4.8 Optimization Funnel Stage 3

- Criteria:

- Let Stage 2 run for 4-5 days
- Break even or better on stage 2 (or at least within some ad sets)
- At least 100 people in our AddToCart custom audience
- Let other stages keep running when you enter a new stage as long as they are performing

- Targeting:

- Targeting groups:
 - Lookalike audience (1%) build off AddToCart custom audience
 - Lookalike audience (1%) built off Visitor custom audience
 - Broad interests
 - Precise interests, grouped together
- Audiences:
 - >1million in size
 - 4-5 different audiences

- Ad Set-up

- Same campaign as stage 1 and 2
- Ad sets:
 - Optimized on Purchase pixel
 - 1 ad set per audience
 - \$5/day budget
 - Facebook automated bidding



4.9 Evergreen Scaling

- Criteria:
 - Let stage 3 run for a minimum 4-5 days
 - Profiting on stage 3 (or at least within some ad sets)
 - At least 100 people in our Purchase custom audience
- Targeting
 - Targeting groups:
 - Lookalike audience (1%-10%) built off Visitor/AddToCart/Purchase custom audiences
 - Broad interests
 - Precise interests, grouped together
 - Combinations
 - Demographic
 - Ad sets optimized on AddToCart/Purchase pixel
 - Start 4-5 new assets every few days
 - Kill assets that haven't performed over the previous 7 days

Section 5

5.1 Retargeting

- Facebook Basic Retargeting Ads
 - Single product
 - ViewContent event custom audience for that specific product
 - Image/Link type post in same campaign
 - Simple photo of product
 - Optimize on ViewContent/AddToCart/Conversion pixel



- “Forgot to take advantage of our offer?” / “Time is running out”
- Mobile Newsfeed, Desktop Newsfeed/RHS
- Mamaya!
 - gomamaya.com
- Using Your Retargeting Lists
 - Visitor lists
 - All visitors
 - Category
 - AddToCart/Customer lists
 - Promoting new products
 - Ad set for each audience
- Facebook Dynamic Product Ads
 - Single product
 - Multi-product
 - Audience selection:
 - Visitors
 - AddToCarts
 - Purchasers
 - Placements:
 - Mobile Newsfeed
 - Desktop Newsfeed
 - Desktop RHS (right hand side)
- Facebook Video Retargeting Ads
 - Single products/collections



- Product images/background music
- Video Retargeter
 - videoretarger.com
- Audience selection:
 - Visitors
 - AddToCarts
 - Purchasers
- Placements:
 - Mobile Newsfeed
 - Desktop Newsfeed
 - Desktop RHS
- 3rd Party Retargeting
 - Perfect Audience
 - perfectaudience.com
 - Banner ads across display network
 - Adroll
 - adroll.com
 - Google Dynamic Retargeting
 - YouTube

5.2 Email Marketing

- Klaviyo *recommended*
 - klaviyo.com
- Remarkety
 - remarkety.com



- Automated Email Sequences
 - Cart abandon
 - 5 email sequence
 - New customer
 - 4 email sequence
 - Dormant customer reactivation
 - 5 email sequence
- Cart Abandon
 - Email 1 (2 hours after starting checkout)
 - Problem?
 - Email 2 (1 day)
 - Reminder
 - Email 3 (3 days)
 - Discount coupon
 - Email 4 (5 days)
 - Coupon scarcity
 - Email 5 (6 days)
 - Final scarcity play
- New Customer
 - Email 1 (1 hour after completing checkout)
 - Welcome & new customer discount coupon
 - Email 2 (2 days)
 - Discount reminder
 - Email 3 (4 days)



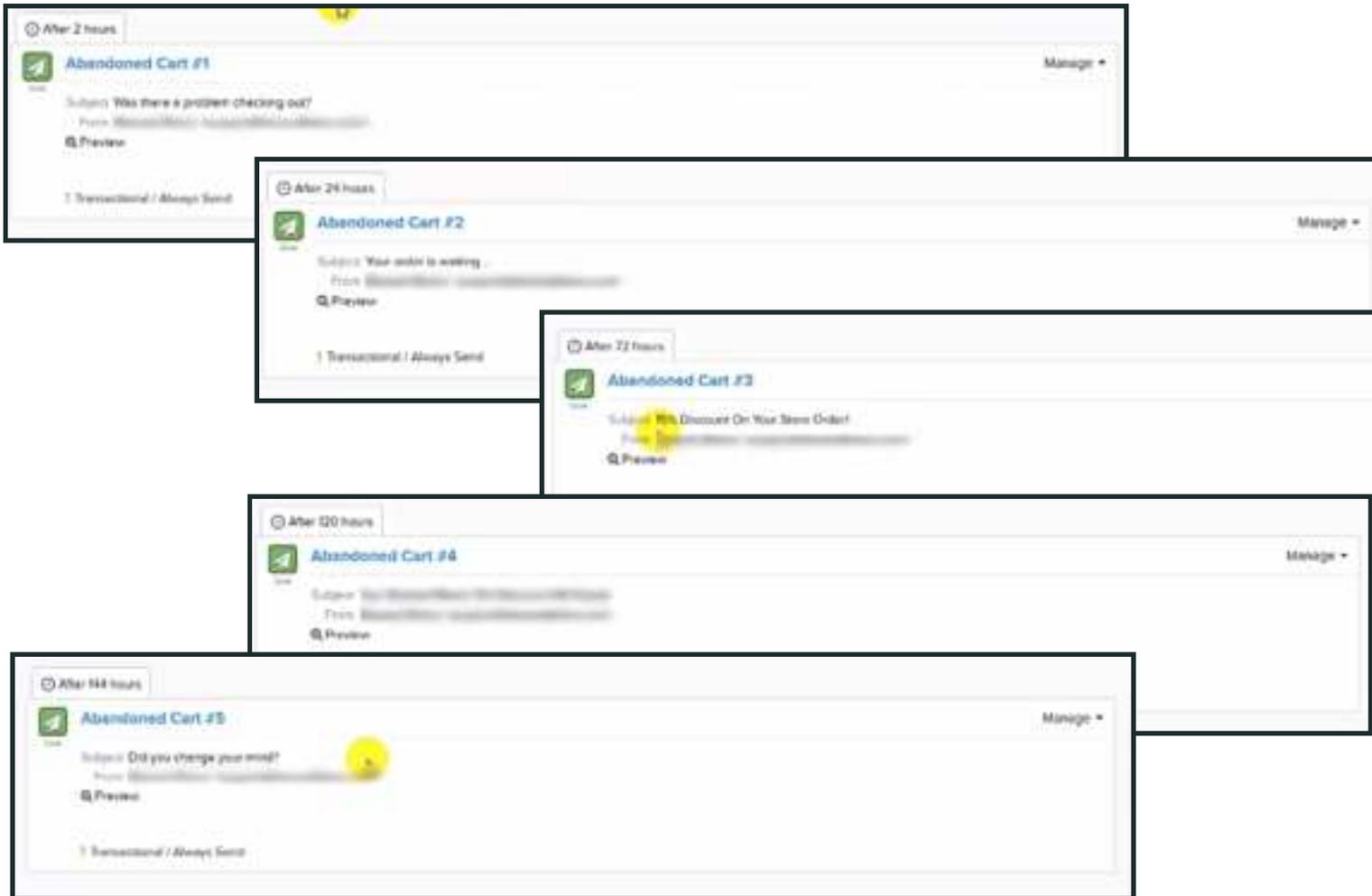
- Coupon scarcity
- Email 4 (6 days)
 - Final scarcity play
- Dormant Customer Reactivation
 - Email 1 (75 days after last purchase)
 - Problem?
 - Show related products
 - Email 2 (2 days later)
 - 10% discount
 - Email 3 (2 days later)
 - Discount reminder show related products
 - Email 4(2 days later)
 - 15% discount, 24 hours only
 - Email 5 (1 day later)
 - Final scarcity play
- Broadcasts
 - New Products
 - Flash Sales
 - Holidays
 - Special occasions

5.2a Inside Kaviyo

- Event driven email sequences (flows)
- 1. Example of Abandoned Cart Flow see Trigger, Trigger Filter, and Flow Filters



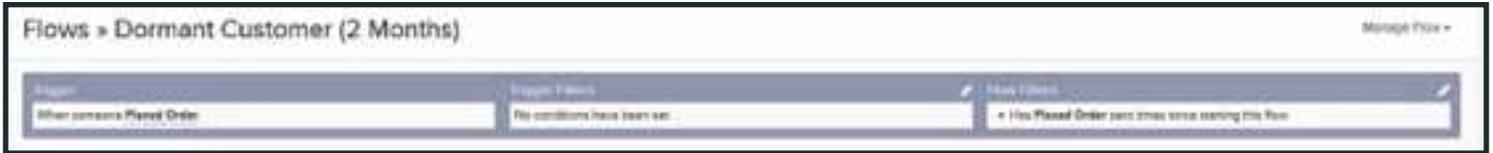
- 2. Examples of each email in the Abandoned Cart Flow, notice when each is sent and the subject. Also see previous section outlining Abandoned Cart email sequence



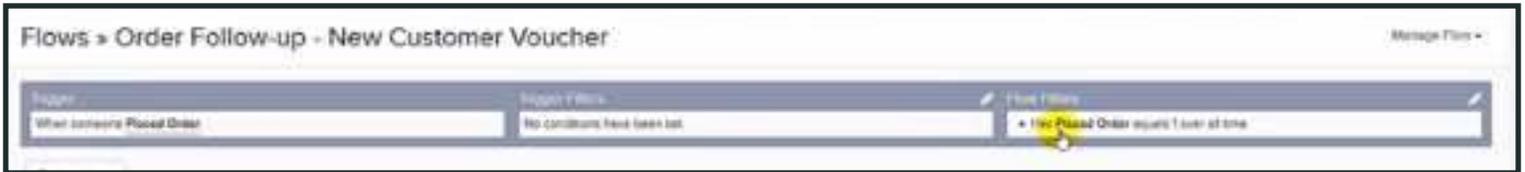
- 3. Statistics for Abandoned Cart Flow. Notice revenue generated by each email







- 4. Dormant Customer email sequence Trigger, Trigger Filters, and Flow Filters
- 5. Order Follow-up - New Customer Vouchers email sequence Trigger, Trigger Filters, and Flow Filters



**More statistics and detail included in video

Section 6

6.1 The Facebook Super-Pixel

- Old Pixel
 - Two Pixel types:
 - Website custom audience pixel
 - Conversion pixel
 - “Generic” conversion pixel
 - Multiple conversion pixels in your checkout
- New Custom Audience Pixel
 - Single pixel, split into 2 parts:
 - Base pixel code (on all tracked pages)
 - Event-specific pixel code

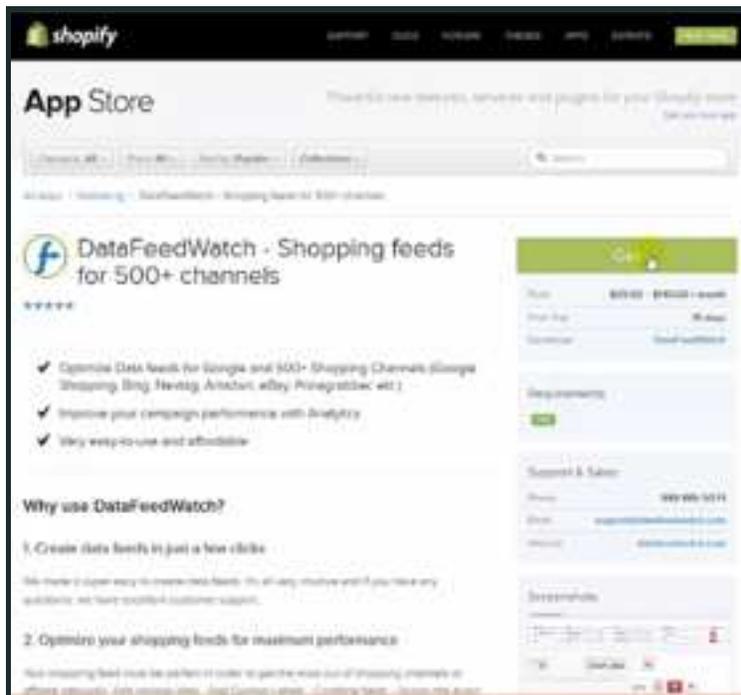


- ViewContent (product page)
- AddToCart (cart page)
- Purchase (thank you page)
- Product-specific information
 - Synchronize our product catalog with Facebook
 - Add information to the event-specific code
- How Do We Set It Up?
 - Upload product catalog to Facebook
 - Create product data feed from Shopify using DataFeedWatch
 - Create product catalog in Facebook business manager and upload the data feed
 - Add product-specific information to the event-specific pixel code on Shopify
- Benefits
 - Cleaner code
 - Next-level optimization
 - Google shopping categories in data feed
 - Allows Facebook to recognize that you are trying to optimize on people who are likely to buy that category of product, helps to optimize your campaign
 - Enhanced custom audiences
 - Event-based
 - Product based
 - Dynamic product ads
 - Automated retargeting
 - Automated cross-selling
 - Automated cart abandon recovery



6.2 Creating the Product Data Feed

- 1. Go to apps.shopify.com/datafeedwatch and click “Get” (\$29/mo)



Step 1
Get DataFeedWatch

- 2. Add your shop by clicking “Add Shop” in top bar



Step 2
Add Shop

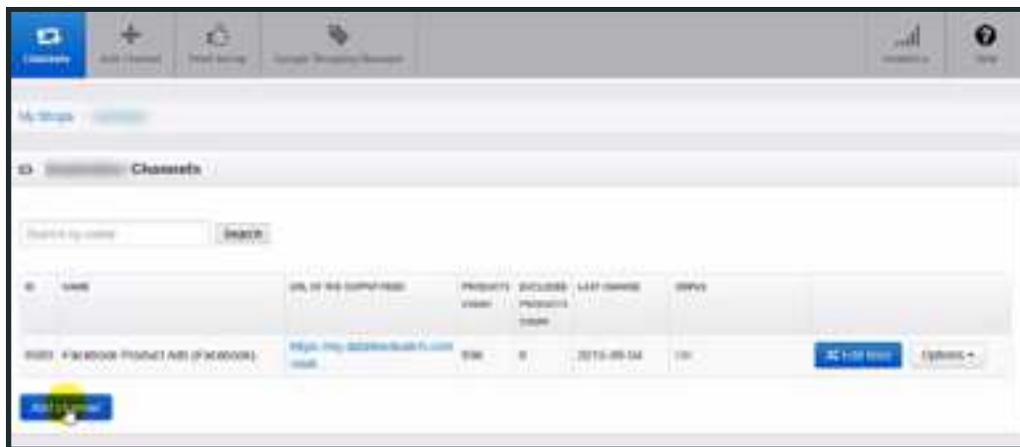


- 3. Once your shop is added click “Channels”



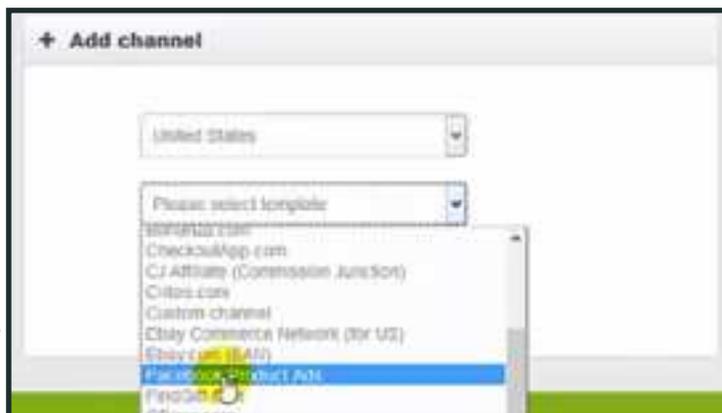
Step 3
Channels

- 4. Click “Add a new Channel” button



Step 4
Add New
Channel

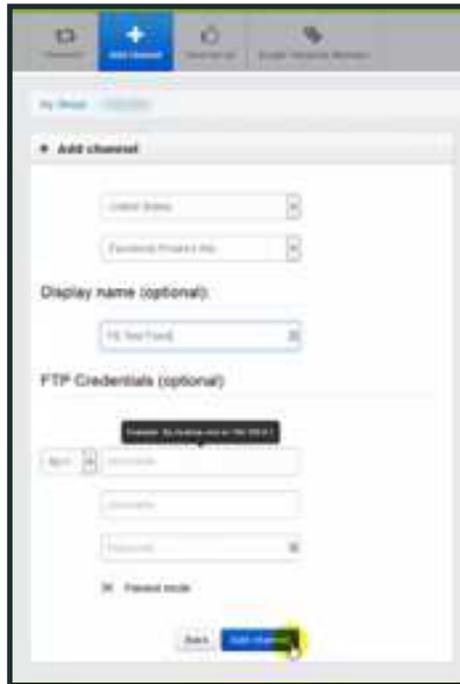
- 5. Select country and then “Facebook Product Ads” as shown below



Step 5
select country
& template



- 6. Give channel a display name and then click “Add Channel”



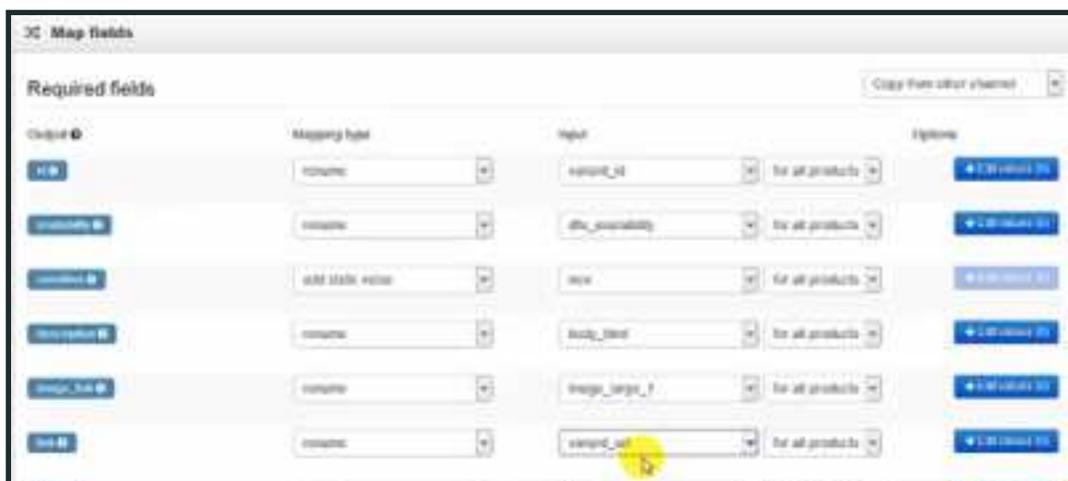
Step 6
Give name

- 7. You will now see that your channel is “processing” Next click “Edit Feed” as shown below



Step 7 Edit Feed

- 8. First you will change the Link Input from URL to variant URL as shown below (see yellow cursor)



Step 8
Change Link
Input



- 9. If you have a custom domain rather than just your Shopify URL you will also want to click the blue “Edit Values (O)” button on the right for “link” and then change to “replace” - shopify link - with - your domain name (e.g. below)



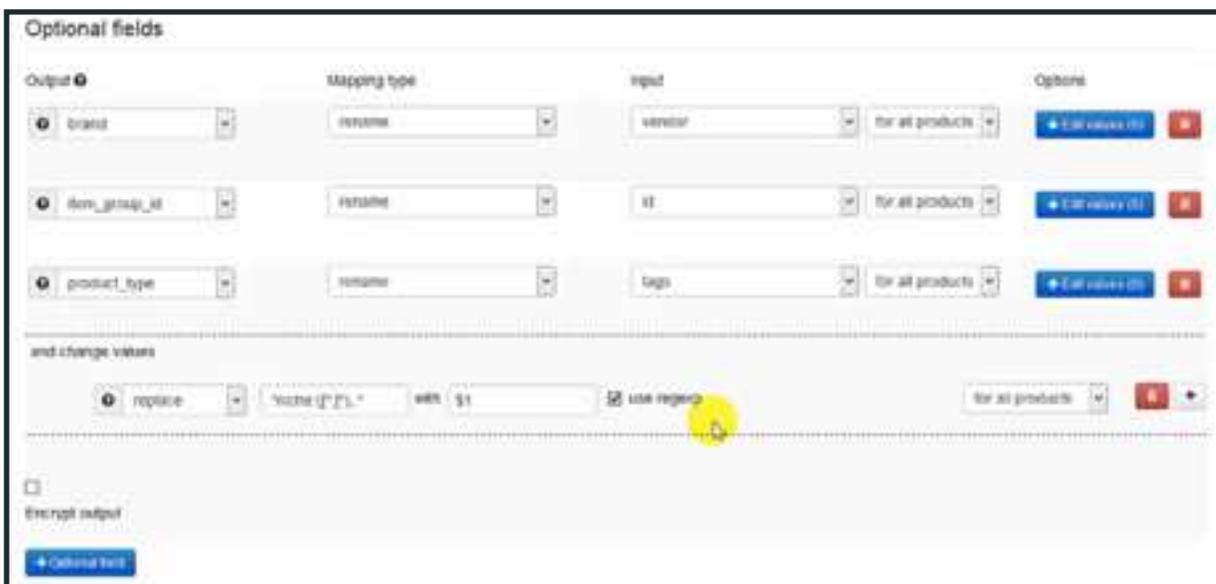
Step 9
Custom
Domain

- 10. Next click “Edit Values (O)” next to “price” and then add suffix “ USD” **Note make sure there is a space before USD



Step 10
Edit Price

- 11. Scroll to the bottom and click the blue “Optional Field” button on the bottom left and select “product_type” for the Output and change input to “tags” then click the blue “Edit values(O)” button on the right of product_type. Change to replace - .*niche:([^\,]*),.* - with \$1 and make sure use regexp is checked. See image below



Step 11
Add
optional
field
Product
Type

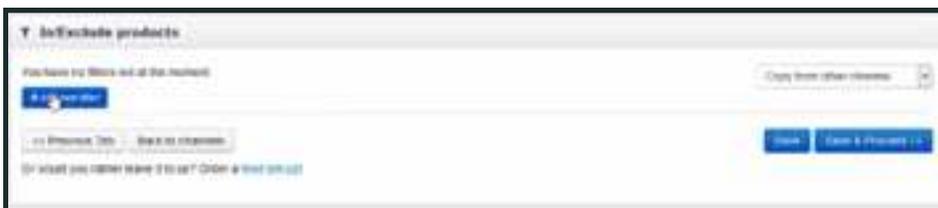


- 12. Click the blue “Save” button on the bottom right
- 13. Next you want to go to “Optional” in the top navigation bar as shown below this is if you want to exclude items that you have on sale



Step 13
Click Optional

- 14. Next click the blue “Add new filter” button as shown below



Step 14
Add New Filter

- 15. If you have your sale items tagged with something such as “discount” you can then exclude them by filling out the form below accordingly.



Step 15
Exclude
Sale
Items



- 16. Next you will set up the Google shopping categories for each product in your store so Facebook knows exactly what type of products people are purchasing from your store. Go to “Optional Categories” in the top navigation bar as shown below (see yellow cursor)



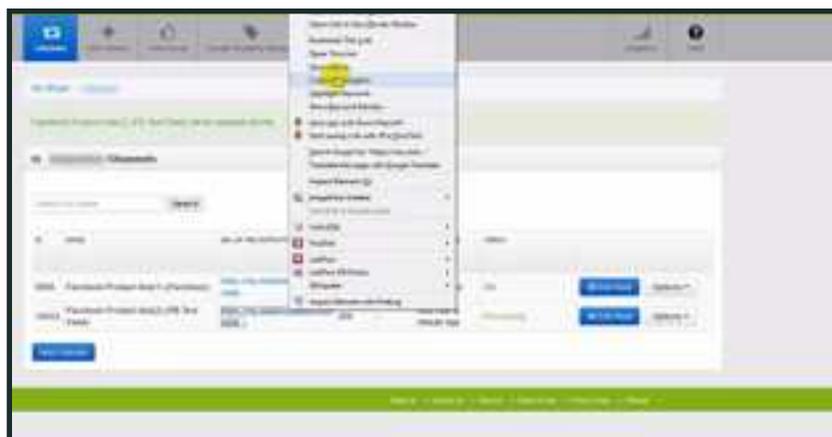
Step 16
Go to Optional Categories

- 17. Once you start typing in your product type the field will automatically fill with the Google shopping category. Fill out form accordingly example shown below then click the blue “Save and Finish” button in the bottom right corner.



Step 17
Add Google shopping categories

- 18. Next right click the “URL of the output field” and “Copy link location” (Will use in next section)

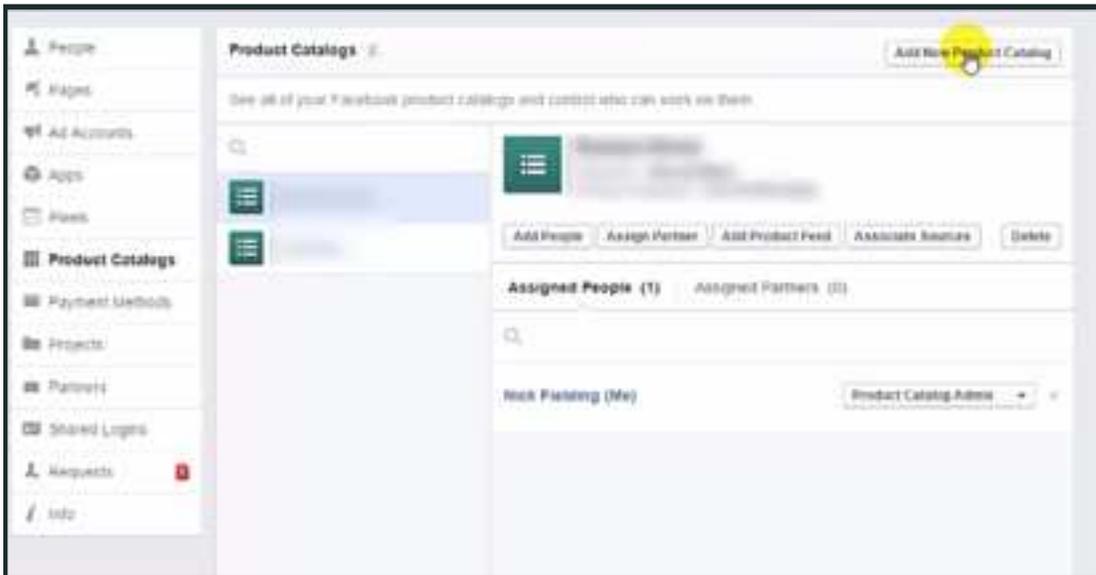


Step 18
Copy link location



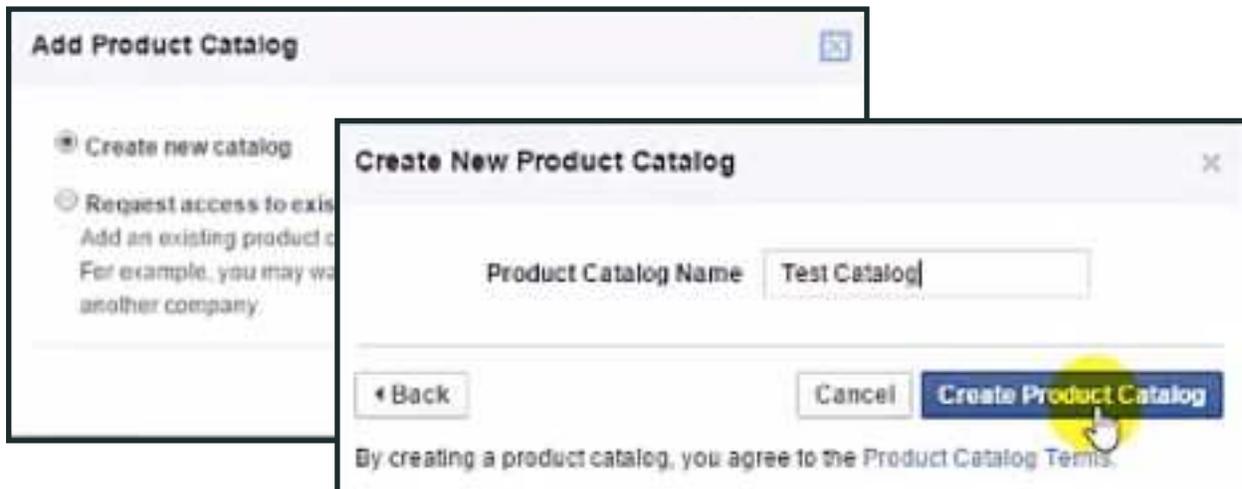
6.3 Uploading Data Feed to Facebook

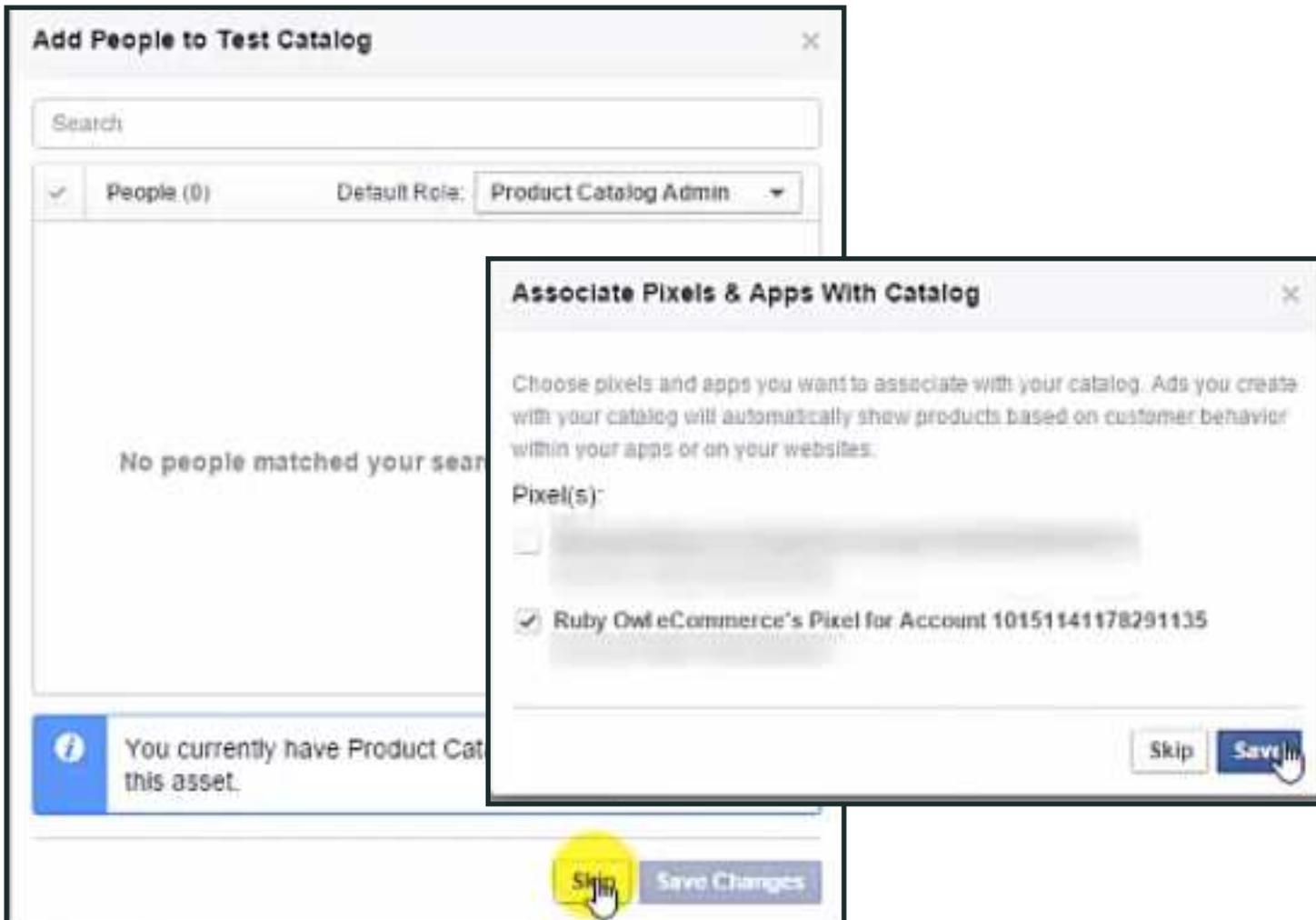
- 1. Go to business.facebook.com/settings/product-catalogs
- 2. In the top right corner click "Add New Product Catalog" (see yellow cursor)



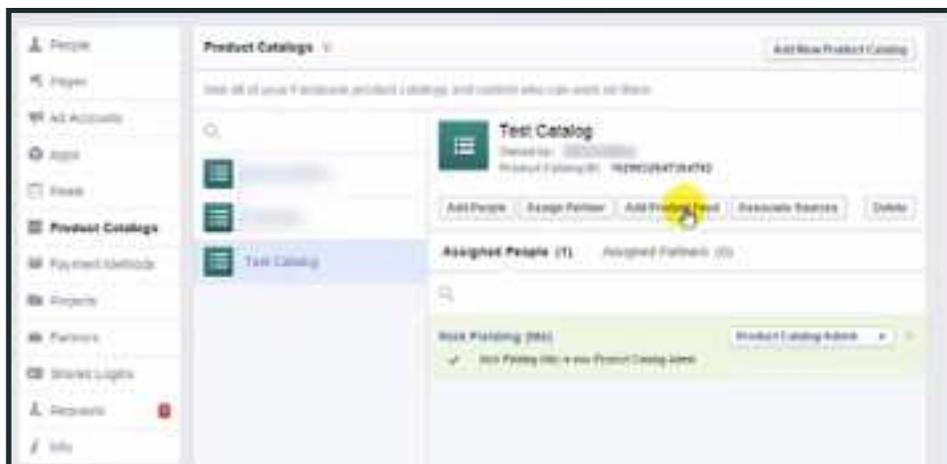
Step 2
Click Add New
Product Catalog

- 3. Follow the steps & yellow cursor below. Make sure to pick the pixel that you are implementing in your store





- 4. Click on "Add Product Feed" (see yellow cursor)



Step 4
Add Product Feed



- 5. Give your feed a name, make sure “Auto-Upload” is checked, paste the URL you copied in the last section from DataFeedWatch into the “feed URL”, change Upload Frequency to “Daily” and then click the blue “Schedule Upload” button in bottom right. See below for reference

Add New Feed [X]

Feed Name
MyStore Feed

Auto-Upload With URL (Recommended)
Use a URL to link to the product database on your server. This will let you schedule regular, automatic updates to your product feed. Your feed will be immediately updated the first time.

Feed URL
https://my.datafeedwatch.com/static/files/4282/a0cd... c4.xml

Supported protocols: http, https, ftp, sftp

Credentials (required for FTP and SFTP)
Username: []
Password: []

Encoding: Auto Detect [v]
Delimiter: Auto Detect [v]
 Use quoted fields

Upload Date: 8/5/2015 at 4:28 PM

Upload Frequency: Daily [v]

Upload File Manually
Upload your products and update your product feed manually.
Choose File []

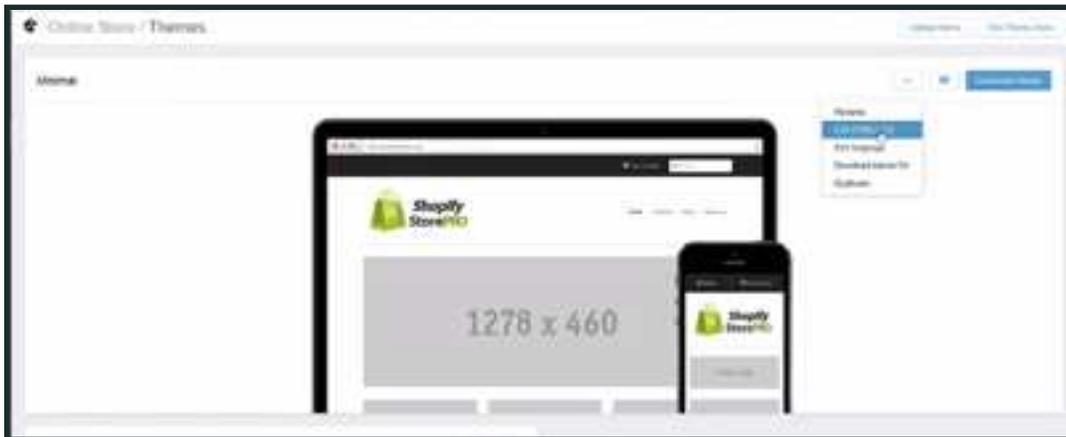
Cancel Schedule Upload

Step 5
Schedule Upload



6.4 Implementing the FB Super Pixel

- 1. Start in Shopify and go to Online Store -Themes in the top right there will be a button with 3 dots, click and then go to “Edit HTML/CSS” as shown below



Step 1
Edit HTML/CSS

- 2. Go to the theme.liquid file in the left hand side where you posted your base pixel code



Step 2
Go to
theme.liquid

- 3. Scroll to the bottom of the code where you previously pasted your “ViewContent” code and paste , [content_ids: ['{{ product.id }}'], content_type: 'product_group', value: [{{ product.price | money_without_currency }}, currency: 'USD'] directly after ‘ViewContent’ as shown below



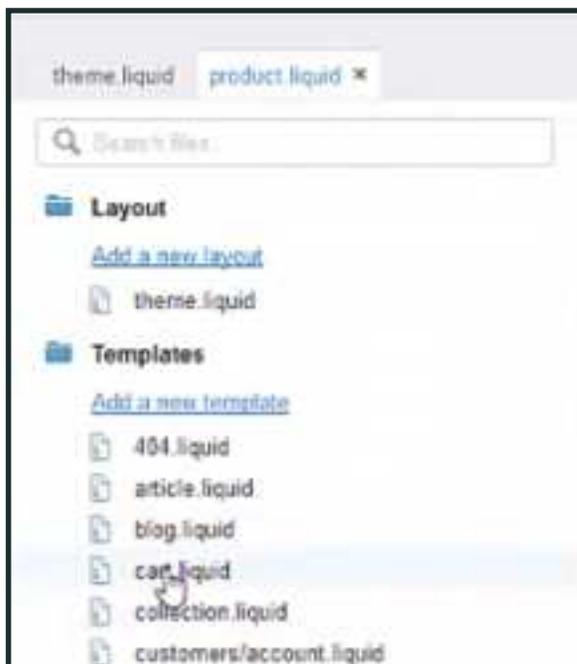
```

163
164 * <script>
165 * fbq('track', 'ViewContent', {
166   content_ids: ['{{ product.id }}'],
167   content_type: 'product_group',
168   value: [{{ product.price | money_without_currency }}],
169   currency: 'USD'
170 });
171 </script>

```

Step 3
Paste new pixel

- 4. Click “Save” button in top right corner
- 5. Next go to cart.liquid in left hand menu



Step 5
go to cart.liquid

- 6. Scroll to bottom where you pasted the “AddToCart” pixel and paste , { content_ids: [{{% for item in cart.items %}}>{{item.variant_id}},{{% endfor%}}], value: [{{ cart.total_price | money_without_currency }}], currency: ‘USD’} directly after ‘AddToCart’ as shown below



```

100     {% endunless %}
101     {% endif %}
102
103   </div>
104   <!-- End cart -->
105 </div>
106
107 <script>
108 fbq('track', 'AddToCart', {
109   content_ids: [{% for item in cart.items %}'{{item.variant_id}}',{% endfor %}],
110   content_type: 'product',
111   value: {{ cart.total_price | money_without_currency }},
112   currency: 'USD'
113 });
114 </script>

```

- 7. Click “Save” button in top right corner
- 8. Go to Settings - Check Out and then scroll down to “additional content and scripts” and paste , { content_ids: [{% for line_item in order.line_items %}{{ line_item.variant_id }}' content_type: 'product', value: {{ total_price | money_without_currency }}, currency: 'USD' in place of ,{value: '{{ total_price | money_without_currency }}, currency: 'USD'} as shown below

Step 8
Paste New Pixel

Additional content and scripts 

Any additional instructions or scripts you'd like to appear on the "Thank You" page of the checkout.

```

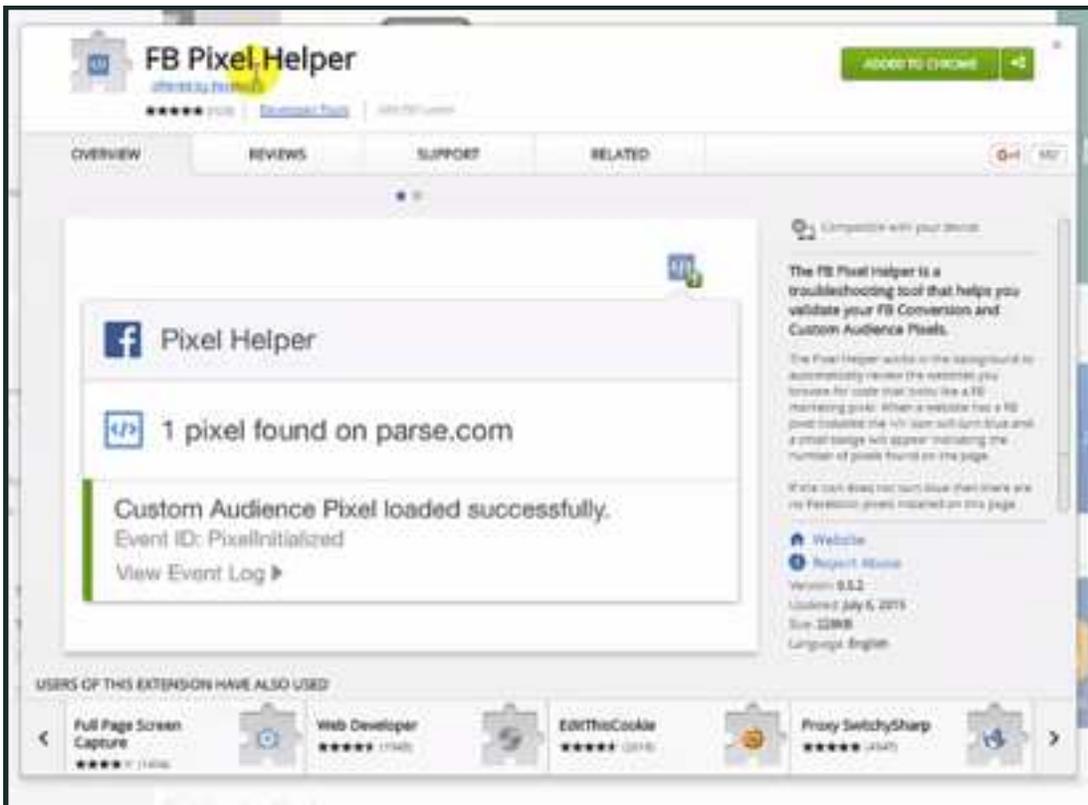
<!-- Facebook Pixel Code -->
<script>
function(f,b,e,x,n,l,s){if(!f._fbq)return f._fbq=function(){n.callMethod?n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq._fqn)
n.push([n.loaded=!0,n.version=2.0,n.queue=[]]);b.createElement(e).l.async=!0;
f.src=cs+b.getElementsByTagName(e)[0].parentNode.insertBefore(s)(window,
document,'script').connect.facebook.net/en_US/fbevents.js);

fbq('init', '<YOUR PIXEL ID>');
fbq('track', 'PageView');
fbq('track', 'Purchase', {
content_ids: [{% for line_item in order.line_items %}'{{ line_item.variant_id }}',{% endfor %}],
content_type: 'product',
value: {{ total_price | money_without_currency }},
currency: 'USD'
});
</script>
<script></script>
<!-- End Facebook Pixel Code -->

```

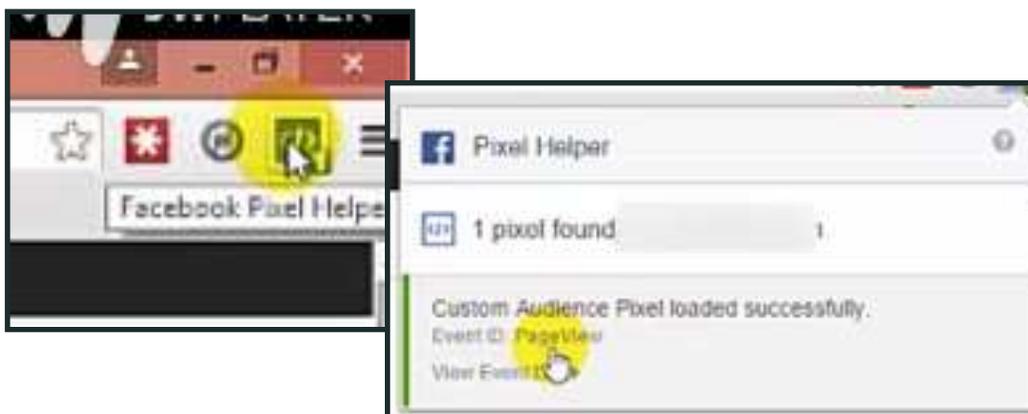


- 9. Click "Save" in top right corner
- 10. Install FB Pixel Helper extension in chrome



Step 10
Install FB Pixel
Helper

- 11. Go to the homepage of your Shopify store and you will now see the FB Pixel Helper in your chrome toolbar (see yellow cursor) click on the extension and you will see how many pixels are on your page, what pixels they are, and if they are working as seen below



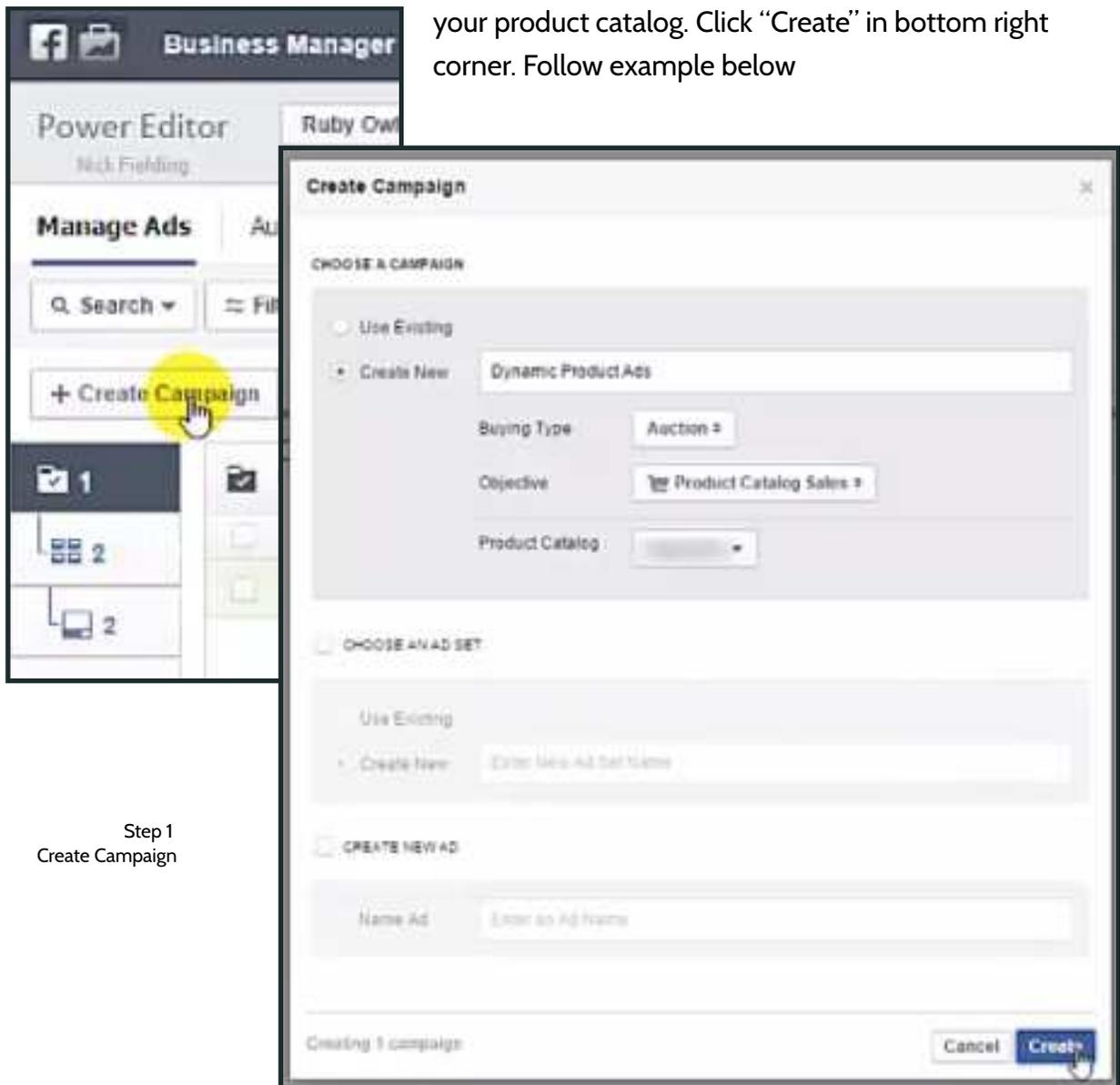
Step 11
Check
Pixels



- 12. Check all pages that have pixels (product pages, cart page, thank you page etc)

6.5 Dynamic Product Ads in Facebook

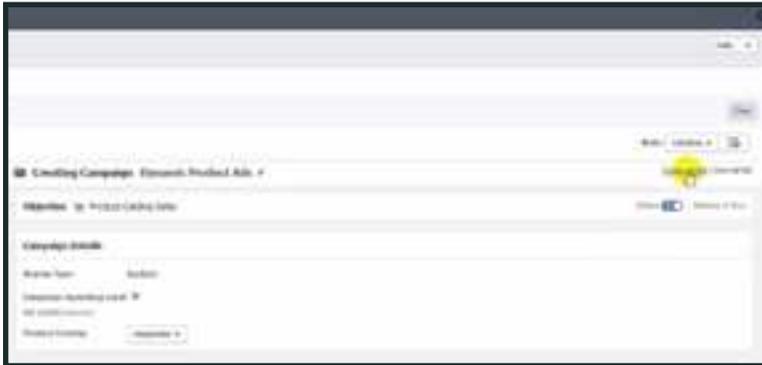
- 1. Start in Power Editor go to Create Campaign as shown below then select “Create New” objective “Product Catalog Sales” and then choose your product catalog. Click “Create” in bottom right corner. Follow example below



Step 1
Create Campaign

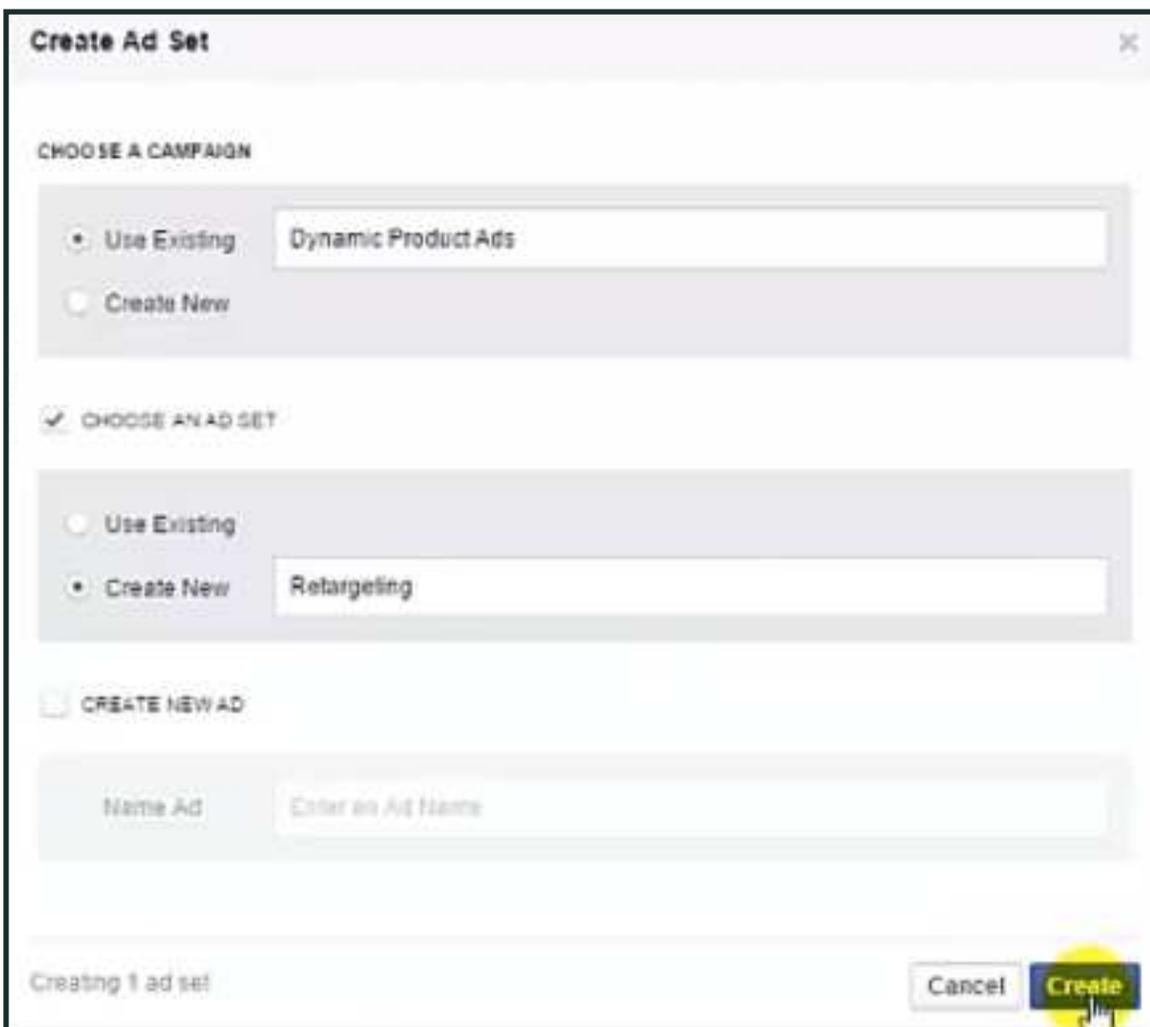


- 2. Go to “Create Ad Set” in top right corner as shown below (see yellow cursor)



Step 2
Create Ad Set

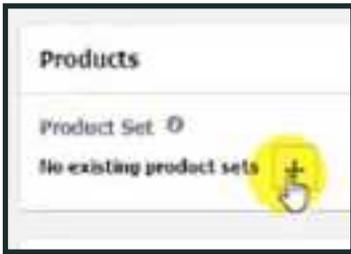
- 3. Create new ad set called “retargeting” as shown below. Click “create”



Step 3
Create Ad Set

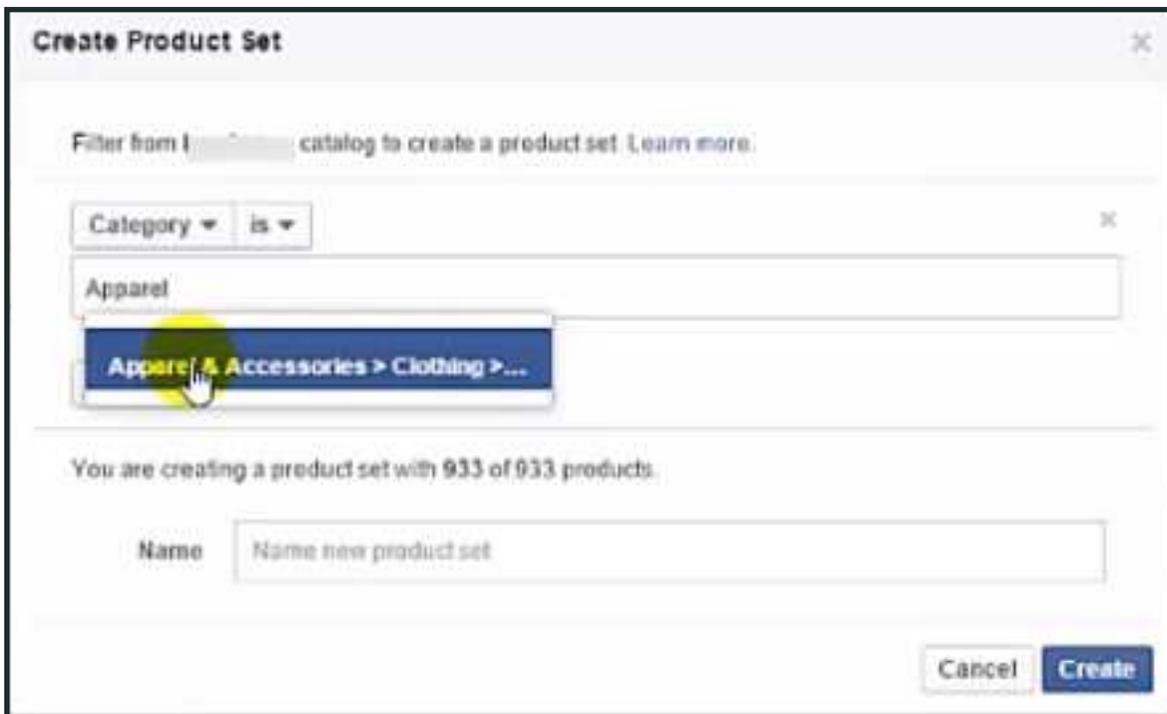


- 4. Under Products add a new product set (see yellow cursor)



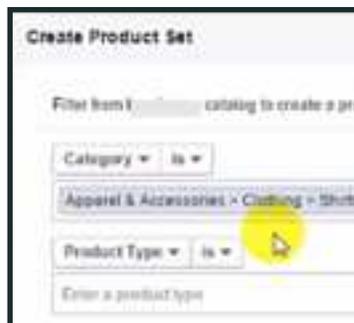
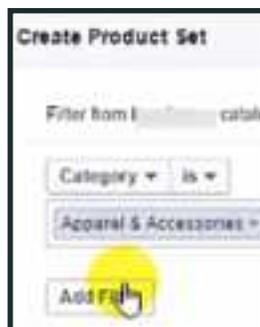
Step 4
Add product set

- 5. Change to “Category” “is” and then start typing in whatever category your item falls into e.g. t-shirt shown below



Step 5
Edit
Product
Set

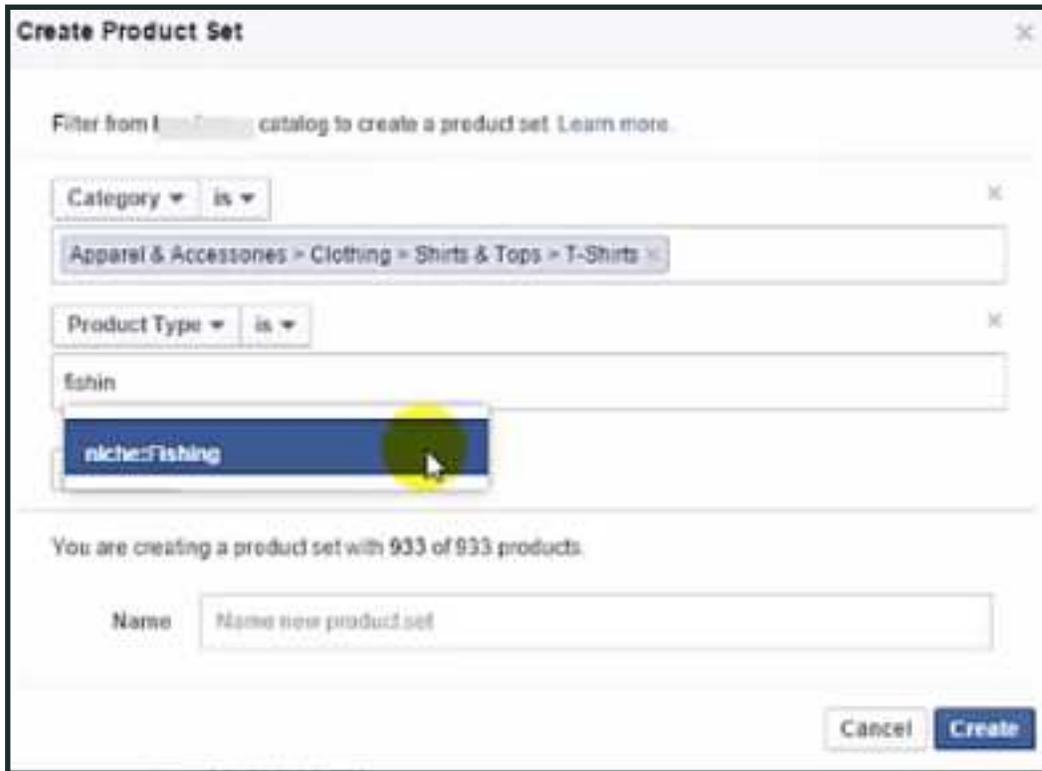
- 6. Click on “Add Filter” and change to”Product Type” “is”



Step 6
Create Product
Type Filter

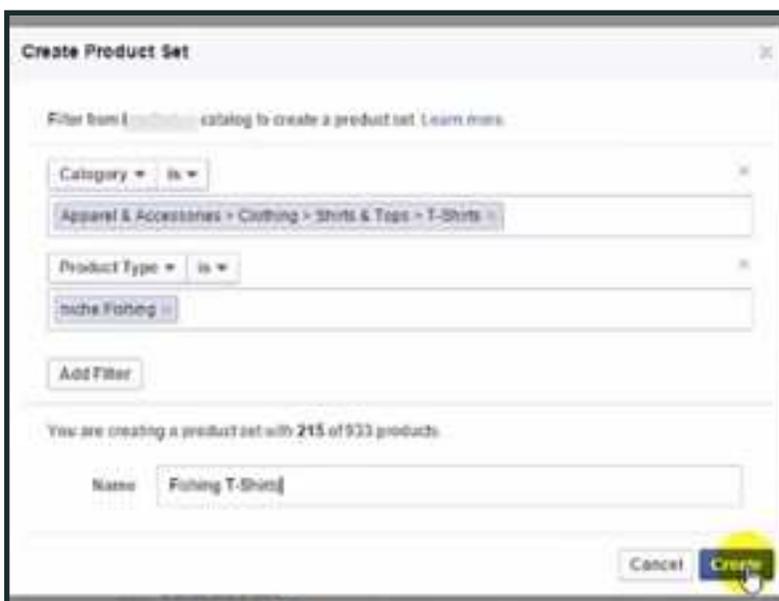


- 7. Start typing the niche you want to target and it should pop up. See example below



Step 7
enter niche in
product type

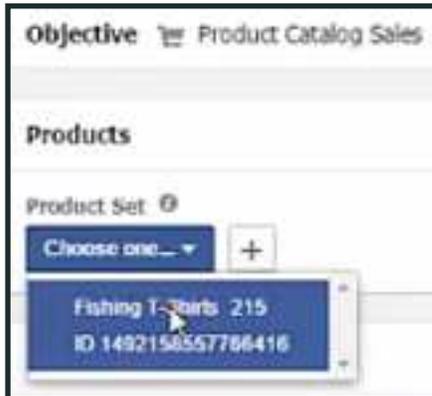
- 8. Now you have created a product set (in example) of fishing t-shirts. Name your product set and click “Create”



Step 8
Give product set name
& save



- 9. Next choose product set - choose set you just made (e.g. fishing t-shirts)



Step 9
Choose Product Set

- 10. Set daily budget to \$5



Step 10
Set budget

- 11. When you get to the Audience section you can see that you are now able to segment. So now you are able to segment ads for certain product types and you can also segment ads for people that have viewed your products but not added to cart, those who have added to cart but not purchased, and then also your existing customers.



Step 11
Segment Audience



- 12. Also edit country and placement according to your needs and what we have done in previous examples.
- 13. Set up a bunch of low budget ads, keep the ones that work and delete the ones that don't.
- 14. Go to "Create Ad" in the top right corner



Step 14
Create Ad

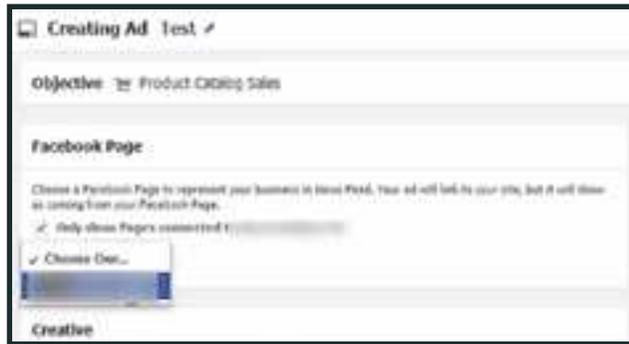
- 15. Name your Ad and then click "Create"



Step 15
Name & Create Ad

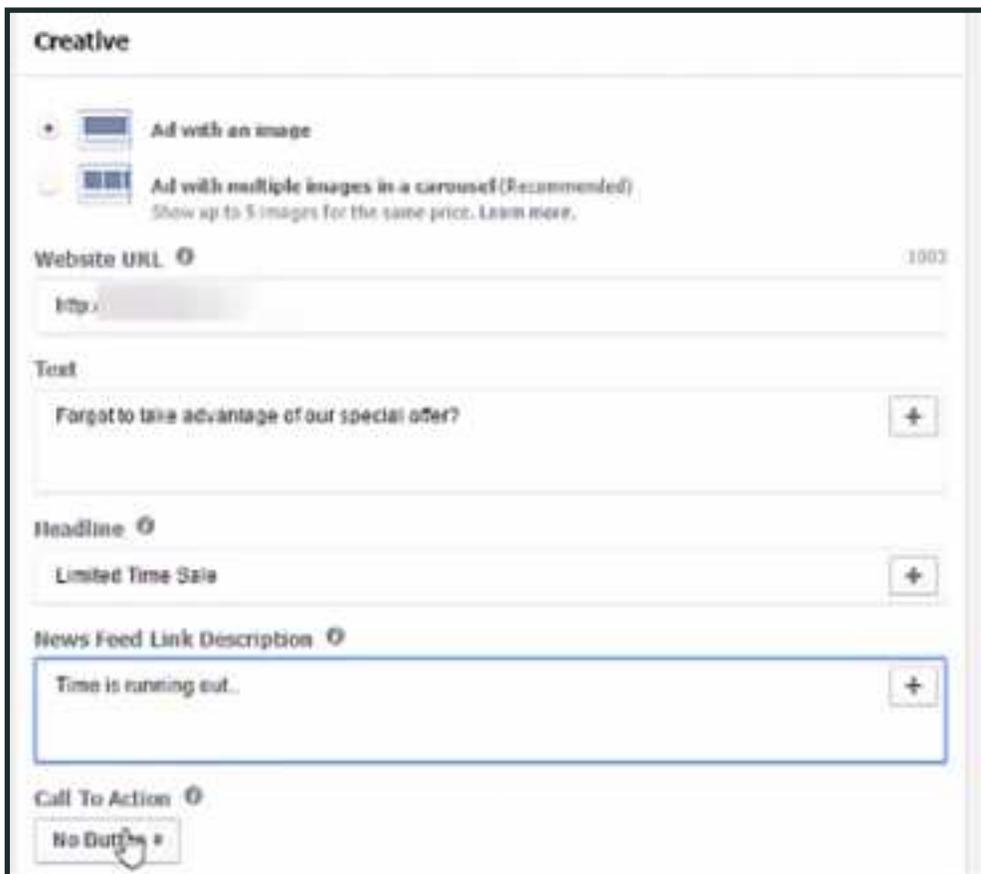


- 16. Select a Fan Page for Ad to run off of



Step 16
Select Fan Page

- 17. Fill out the Creative section with the type of image you want to use, enter the URL of your website, enter text for ad, headline for ad, and news feed link description, select "Shop Now" call to action button. See image below



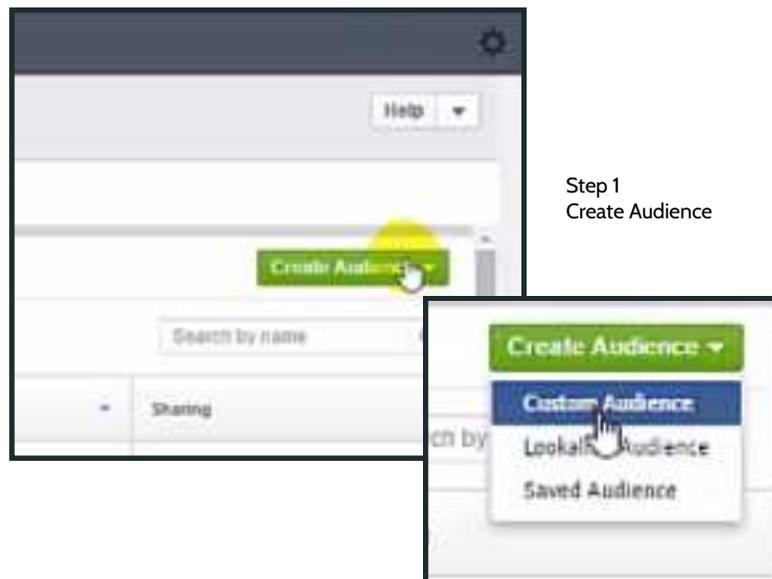
Step 17
Fill our Creative



- 18. You can make similar ads for abandoned cart, etc.

6.6 Event Driven Custom Audiences

- 1. Start in Power Editor business.facebook.com/ads/manage/powereditor and click green “Create Audience” button in top right corner



- 2. Select website traffic - custom combination (see yellow cursor)



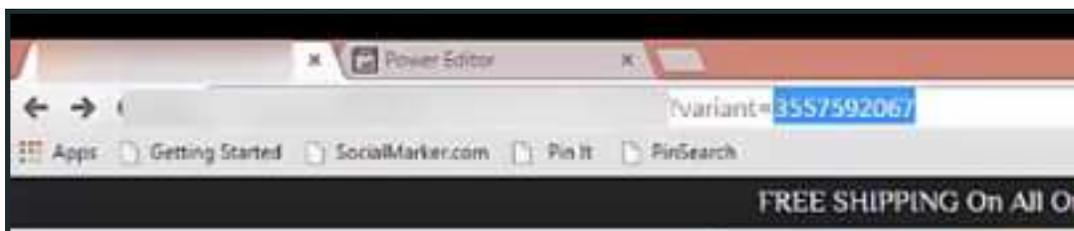
Step 2
Create Custom Combination



- 3. Choose an event, for this example we will use “AddToCart”



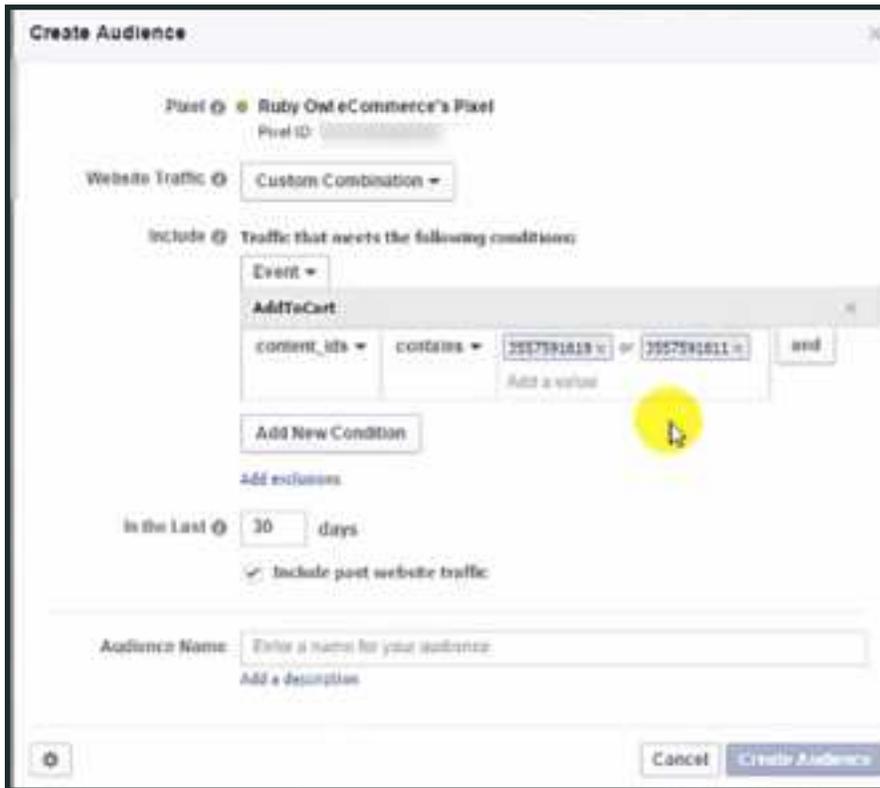
- 4. Open product in Shopify and the variant ID will be in the URL as shown below. When you change the options on the page such as size, color, etc this number will change



Step 4
Locate variant
ID in URL



- 5. Copy variant id and paste into “content id” box as shown below. Repeat this step for every variant of the item (s,m,l,xl//every color, etc)



Step 5
Paste all variant Ids

- 6. You can then create lookalike audiences based off of these highly targeted, segmented, and event driven audiences

Section 7

7.1 Day-to-day Operations

- Customer Service
 - Low volume
 - Email support support@yourstore.com
 - High Volume



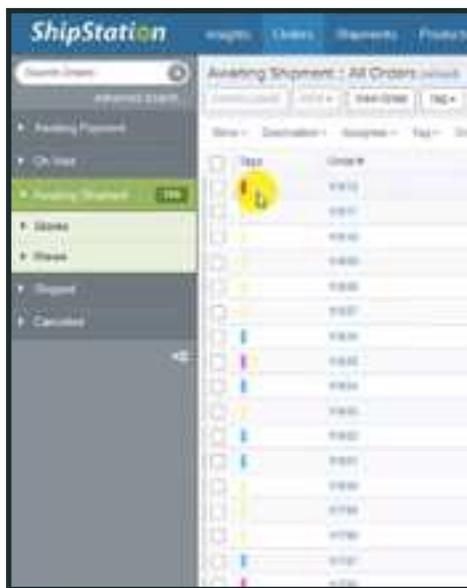
- Support app (can set up template answers)
 - Robin robinhq.com/shopify
 - Reamaze reamaze.com
- Over-deliver!
- Order Processing
 - Two Parts
 - Send over to suppliers
 - Sending confirmations and tracking back to customers
 - Automated
 - Shopify integrations
 - Manual
 - Low volume
 - Shopify spreadsheet export
 - Manually fulfilling orders in Shopify
 - High volume
 - ShipStation
- Outsourcing
 - Outsource “day-to-day” as soon as possible
 - Outsourcing websites
 - upwork.com
 - hiremymom.com
 - Set tasks for applicants
 - Customer service
 - Spreadsheet based



- Use task management software
 - [teamwork.com](https://www.teamwork.com)
 - [hubstaff.com](https://www.hubstaff.com)

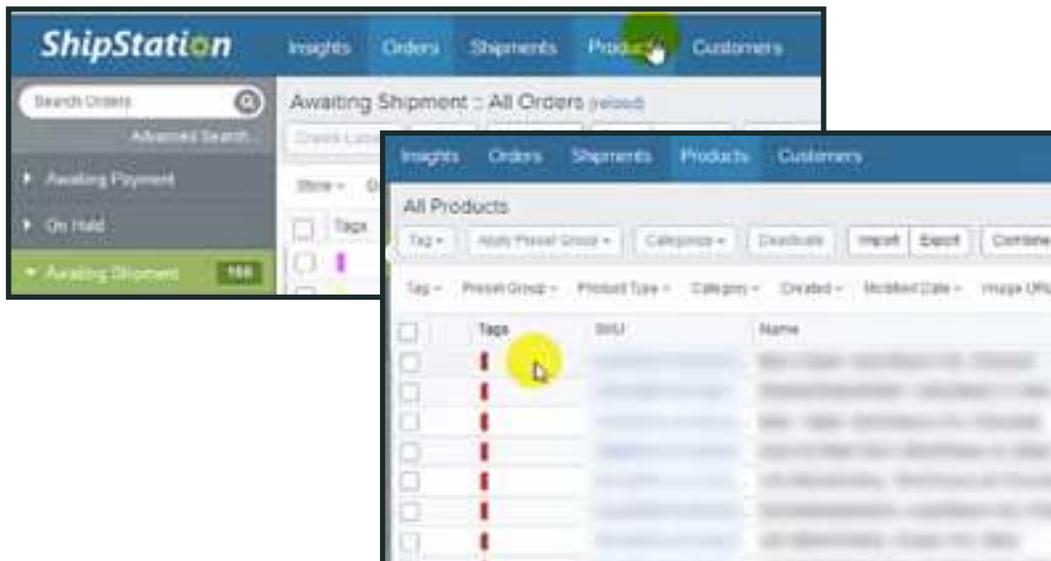
7.2 Inside Ship Station

- Synchronizes with open orders in your Shopify store
- Colored tags correspond to different suppliers



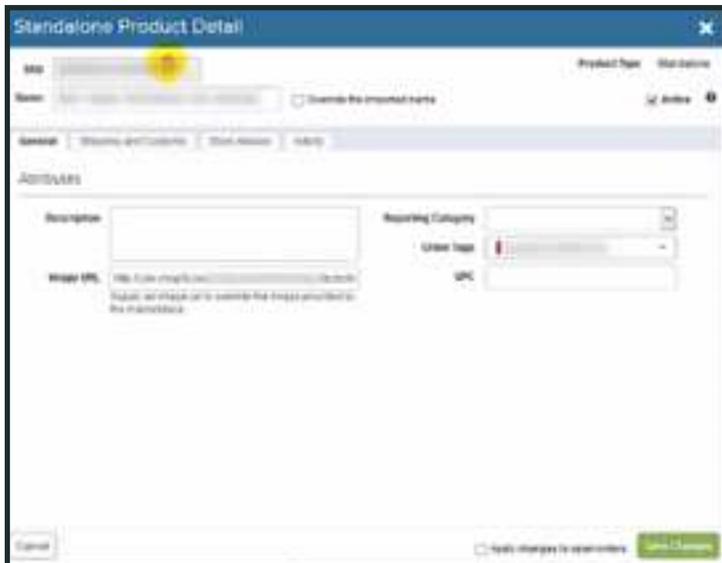
See colored tags

- If you go to the Products tab in the top navigation bar (see yellow cursor) the products that are not assigned a tag, products that haven't been seen before, will be listed at the top (no example unassigned product)



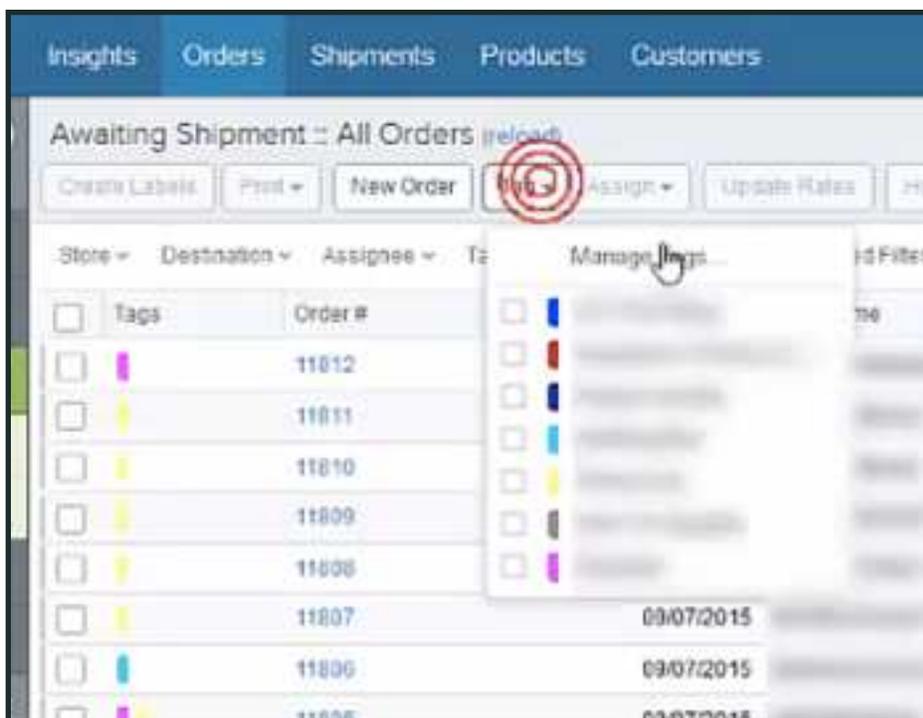
Shopify Store Pro Guided Notes

- When a new product comes in and does not have a tag, just click on the product and then edit as shown below to assign the correct tag from drop down list



Edit product details

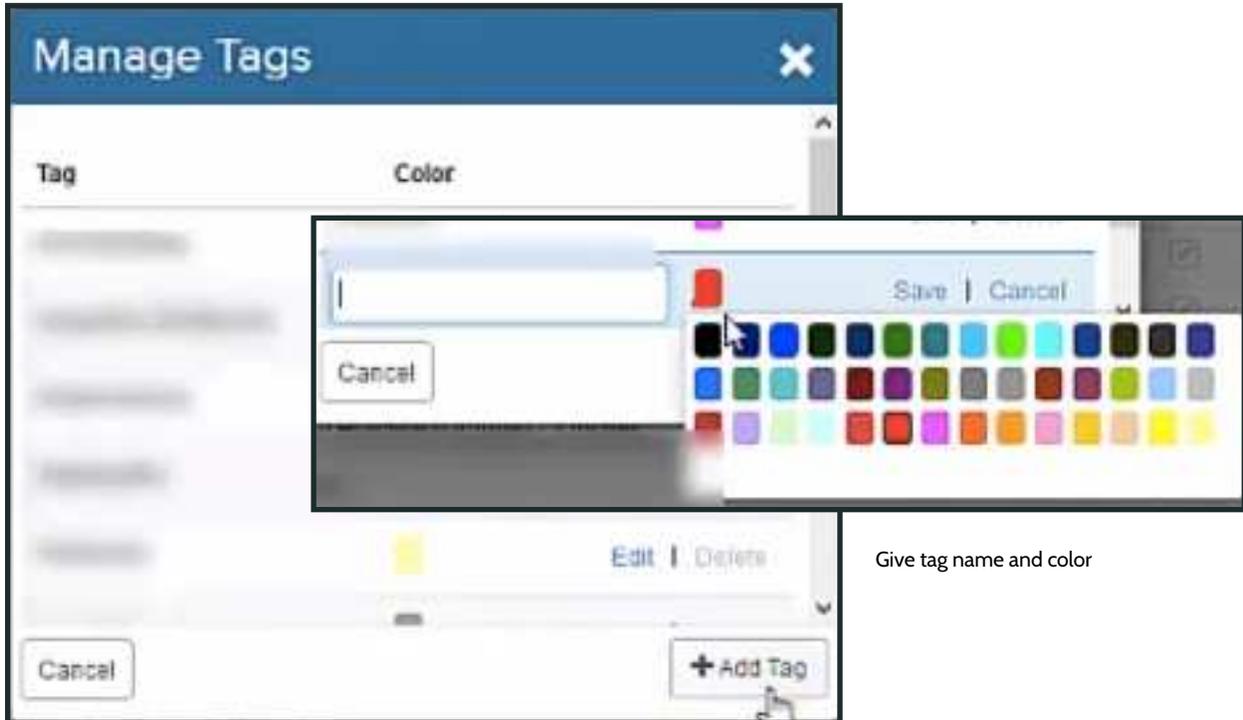
- If you go back to the “Orders” section in the top navigation bar you can create new tags for new suppliers- Tags - Manage Tags



Manage tags

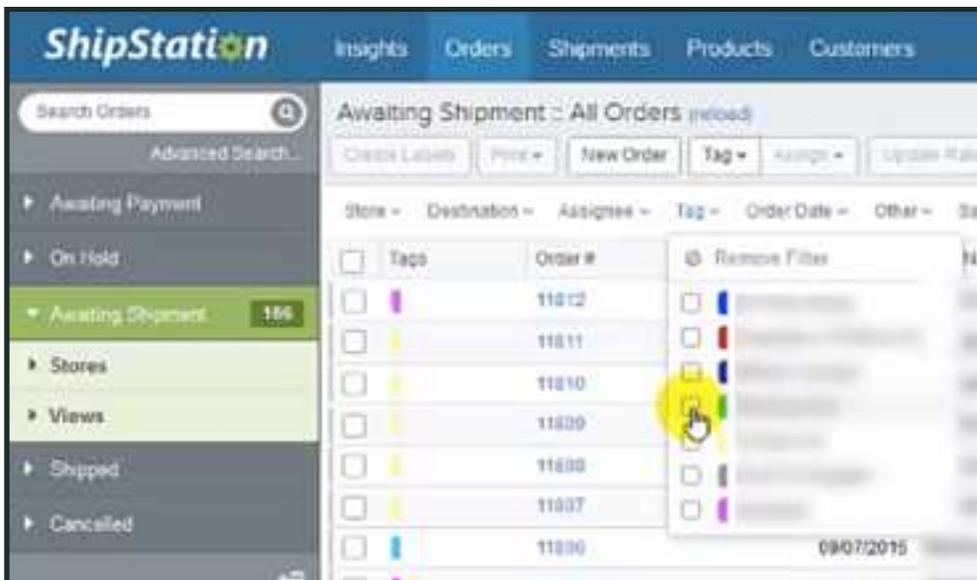


- Scroll down to “+Add Tag” and then fill in the name of the supplier and give the tag a color



Give tag name and color

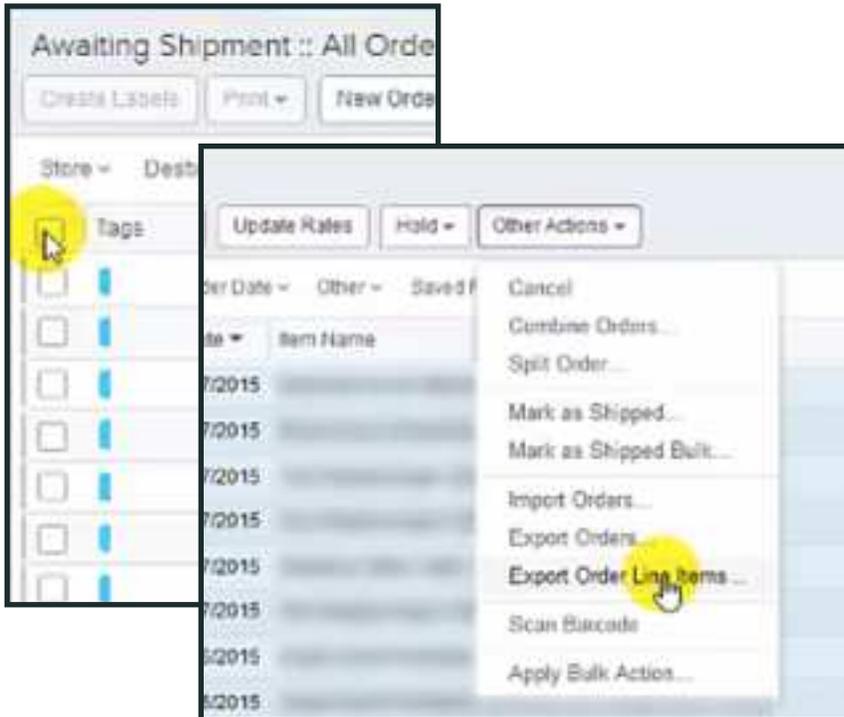
- Next you can filter by tags



Filter by tag

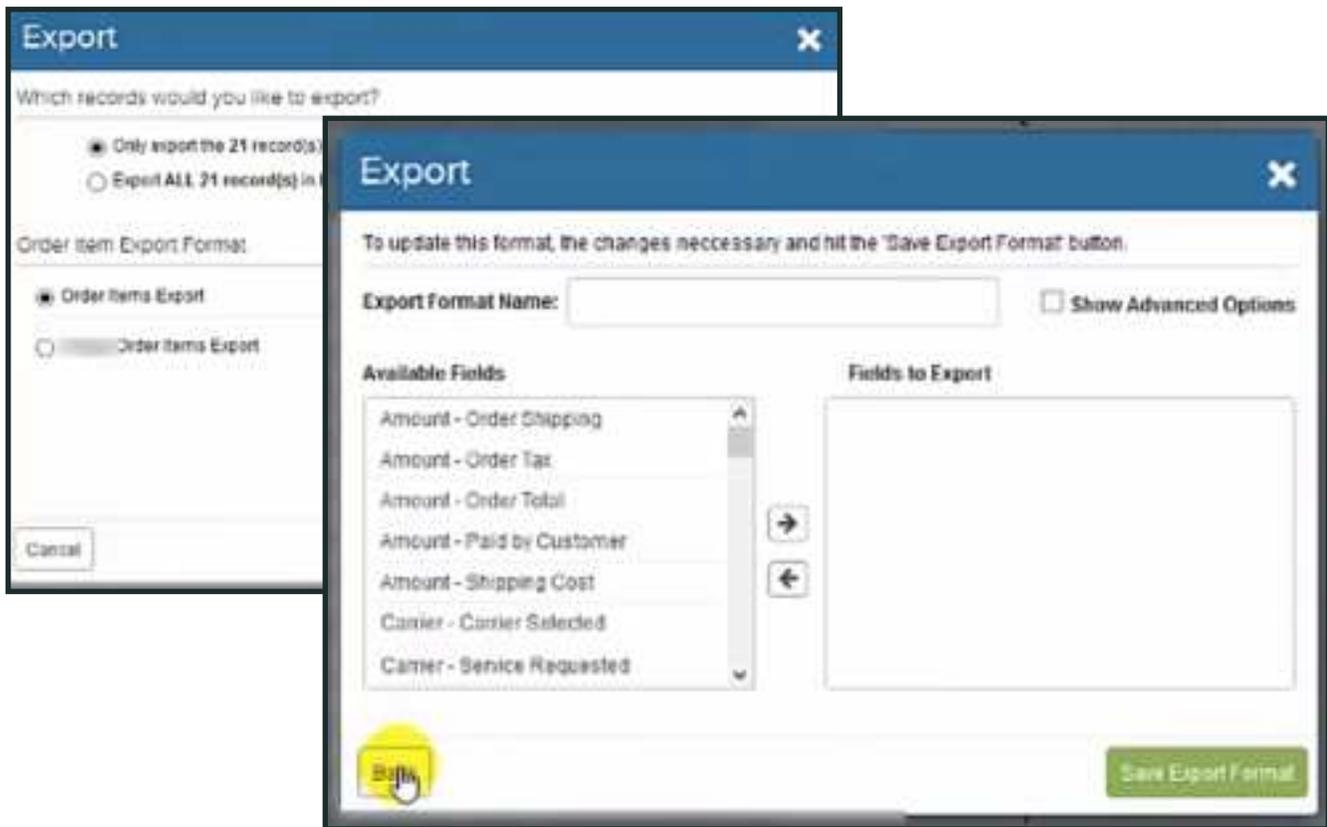


- You can then select all orders from that supplier and export them as shown below



- You can create whatever format you want or the supplier requires as shown below. Choose fields and click right arrow to choose them then click "Save Export Format"

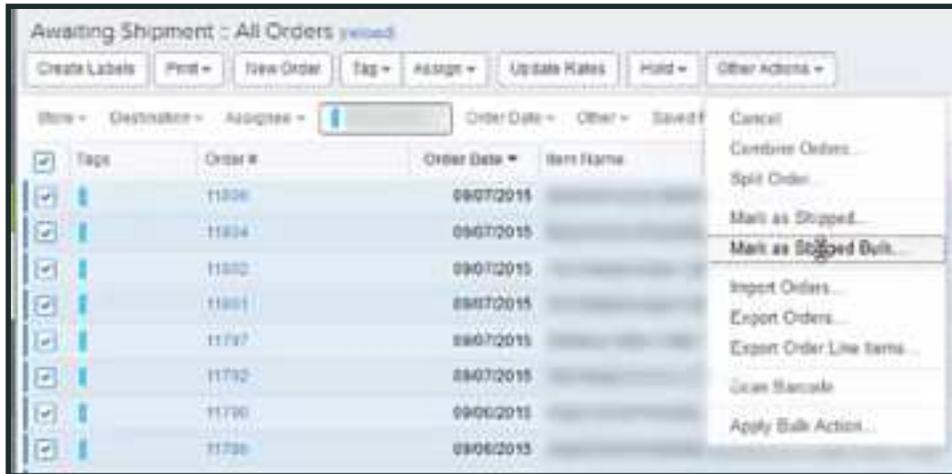




- You will then have a nice spreadsheet exported for your own records or to send to your suppliers.



- Another thing you can do it once the supplier tells you the items have been shipped and gives you the tracking numbers, you can mark all of the items as shipped as shown below



- Enter all the order numbers and corresponding tracking numbers in text box shown below and click “Validate Orders”



7.3 Shopify Apps

- Bold Apps
 - Product Discount
 - Scarcity through time limited discounts with countdown timers
 - Product Upsell
 - Maximizing AOV (average order value) through related upsells at checkout
 - Quantity Breaks
 - Maximizing AOV by using volume discounts to encourage large orders
- Day-To-Day
 - Customer Service
 - Robin
 - Reamaze
 - Email Marketing
 - Klaviyo
 - Remarkety
- Store Maintenance
 - Edit order
 - Create/edit order functionality
 - Updater
 - Bulk product updates
- Integrations
 - DataFeedWatch
 - Product data feed management
 - Mamaya



- 1-click Facebook dynamic retargeting
 - Pipermonk
 - Connect Shopify to accounting software (quickbooks/xero)
 - Boosting Business
 - Yotpo
 - Customer reviews
 - ReferralCandy
 - Incentivized referral program
 - Notify
 - Creates urgency by popping up “Latest Sales” box
-

7.4 Going Forward

- Get To Market
 - Identify Niche(s)
 - Create Store
 - Research and create/source product(s)
 - Populate your store
 - Run some ads
 - Take and fulfill orders
 - AS QUICKLY AS POSSIBLE
- Systemize
 - Do everything in your store for 1-2 months
 - Turn everything you do into repeatable tasks
 - Add tasks into task management software
 - [teamwork.com](https://www.teamwork.com)



- Run store using only your task list for 2 weeks
- Outsource
 - Outsourcing website
 - upwork
 - hiremymom
 - Set up job for a store manager (customer service & order processing etc.)
 - Interview and set tasks for applicants
 - Pick a winner
 - Slowly drip-feed your task list to your employee
 - Work closely with them until they have the process down
- Scale
 - Enhance website (split testing)
 - Improve/increase your product offerings
 - Increase traffic
 - More learning/testing
 - New ad platforms
 - New stores
- GO DO IT!

