

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

Where to research

- Amazon.com http://www.amazon.com/gp/site-directory
- Wikipedia https://en.wikipedia.org/wiki/List_of_hobbies
- Facebook https://www.facebook.com/search/interest/pages
- Wish.com http://www.wish.com/
- Amazon (site directory) <u>www.amazon.com/gp/site-directory</u>
 - 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. <u>business.facebook.com/ads/audienceinsights</u>





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



- 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).



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



Step 5 Remove previous search





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



- 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)

f fly fishing	Q.	Nick Ho
 In Q. By fishing If Q. By fishing tackle 	ste P	hoto Album

- 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/<u>watchcount.com</u>
 - 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)



- <u>AliExpress.com</u>



- 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:
 - <u>fiverr.com</u>, 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



- <u>namecheap.com</u> 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, <u>fivver.com</u>
 - 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
 - <u>sendmycall.com</u>
 - \$2.95/mo
 - Set up voicemail directing customers to your email support
- Setting up store
 - 1. Start free trial (see yellow cursor)







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

Step 2 Enter Email Address, Password, & Store Name

• 3. Select "Online Store" - Next



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

	-	• • •		
FIRST NAME		LAST HAME		
Nick		Fielding		
STREET ADDRESS				
123 Fake St				Step Fill ou
citte		ZIP/POSTAL CODE		Addre
Beverley Hills		90210		
COUNTRY		STATE		
United States	~	California	~	
PHONE HUMBER				
1235436				



• 5. Fill out accordingly - Enter

fell us a little about you	rself
ARE TOU ALREADT SELLING!	
I haven't yet started selling products	Step 5 Fill out accor
HOW MUCH REVENUE DOES YOUR BUSINESS CURRENTLY MAKE IN A YEAR?	
\$0 (I'm just getting started)	· •
ARE TOU SETTING UP & STORE FOR & CLIENT?	
Tes. In designing developing a store for a client	
< Back	Enter my store

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

Columby-	A Hone		
		Welcome to Shopify Nick	
	-		Step 6 Dashbo
•			
<i>a.</i>			
A CONTRACTOR OF			

bard

• 7.



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

- 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)



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

Under processing (State and examined and examined and (State and examples are associated are ass	Website the intervent is detecting and We have been present to the sequence present to sequence and the entern to the sequence of t	Step 10
	Construction and the application of the second se	Promotiona email default
	The set operation is bell any other collections Here are units for from helling anti-anti- Control of a set on the fill	
	Additional concernment and service in Any additional concernment and appendix on a game on the Tank Tan' app of the research in the first line and an excernment and appendix and particularity particular	

• 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)
 - <u>http://www.irs.gov/Businesses/Small-Businesses-&-Self-Employed/How-to-</u> <u>Apply-for-an-EIN</u>
 - 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)



24





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

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



- 4. Activate PayPal (see yellow cursor)

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		Payments the Contention pay by code card in your stars, or they can pay with PayPat or Did Ma Later® on PayPat com, <u>Cases music</u>	
		PayPar Express Outloar	Step 4 Activate
2	Conditional sale Sector Promote	Terus Instructions	PayPal
×	Processing the Pro-	The want have a Play" of bostness account and you report point throughly diverpanty API account to prior PlayPair politic 1. Choiceg Accounts will reduce you be your PlayPair account. 2. Choiceg Accounts Provide been on the PlayPair account. 3. Also gravitage provincies, you'll be indivated built to the plays with place PlayPair account balling and	

- 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

i sense ing at one to set of because on lost secon			
- We will not other your basic information, card information, or parameters with Triagaly <u>Triagram</u> for PayPat	Log in with Payl	Ford and a second secon	Step 5 Enter P informa
Refuer to Standy			

• Setting up Shopify Payments



- **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)

shopily payments	Next store excepts world south density through through through Refer on carcinetic many time pair sizes to provide a count, we rend pair to provide or with additional density by margining the sense of your account. Large time plant (heigh), Provide a size the count of provide.	Step 1 Setup Shopify
units Maply Payments	Control Transfer and American Street and American S	Payments

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

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What itsel of products or services will pass for selfing?			
The state are say in a second second		<u></u>	
		(i	Step 2
ingel between onter			Enter Info & EIN
Dir per ID			
12 C .			
Success pathons			
:Difet b			
Burning State	Aug No.		
interes (b)			

 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)

Paracrat catals	frame.	(Laking)	
The rank descent of the second study of the latter	Test I	Twing	Step 3
	New of state performances in the state of any local state of the state of any local state of the state State of any local state of the state of th		Enter SSN



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

Barling (Metallar An open per la contra d'ar anteres)	Resta Santa	second and another law	Step 4 Enter Banking info
--	-------------	------------------------	------------------------------------

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

Barriers of American The Sector process and Add American Sector 1	Basing Santon Animer Santon	And a state of the	Step 5 Complete setup
A			

 ** 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)

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-		-	10010-0010	 in [.] sh
	(interest)	A Designed and the second		
	No. of Concession, and Concession, Name	Trans State States	0.000 kg 0.000 kg	
lainteen.				

ional

• 2. Click Remove (see yellow cursor *will say "remove"*)



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

Webed States Inthin Liberty		Add a unagoing rate
mer fan hege	2.266 kg - 3.674 kg	\$19.40
Dancied Drawing	-0.002 +g - 2.27 +g	\$8.00



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



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

The United Sumer - International States	And a second second	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

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Samini unit wight -	88 10	21.8 14
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 Anala Anala Anala Anala Anala Anala Anala Anala Anala 	10 10 10 10	





A	1.1	e	D.	÷	÷.	6	н	i i	×
1 Hern Type	e.e.	Weight (k.g.)			Super-Lightwei	ght		Light, Medium & Hea	Mainter
2 Free Shipping	-	0	1		Total Shopping Cart Weight	Shipping Price		Total Shopping Cart Weight	Shipping Price
Super-lightweight	Stickers	1	-		1-1.99	2.95		100 - 199.99	3.95
4 Lightweight	Pendant	100			2-2.99	2.95		200 - 299.99	4.45
Medium weight	T-Shirt	300			3-3.99	8.45		300 - 399.99	4.95
i Heavyweight	Hoodie	600			4-4.99	3.45		400 - 459.79	3.45
1			-		5-5.99	3.55		500 - 559.59	5.95
8			0		6-6.99	8.95		600 - 659.99	6.45
5			100		7-7.99	4,45		700 - 799.99	6.95
10					8-8.99	4.45		800 - 859.59	7,45
11					9-9.99	4.55		502 - 999.99	7,95
12					30 - 10.99	4.55		1000 - 1099.99	8.43
13					11 - 99.93	0		1100-1199.99	8.95
14								1200 - 1299.99	9,45
15								1900 - 1399.99	9.95
18								1400 - 1499.99	10,45
17								1500 - 1599.99	10.35
18								1600 - 1699.99	11,45
19								1700 - 1799.99	11.95
10								1800 - 1899.99	12.45
8								1900 +	0

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

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



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)

Shipping rate name			^	
USPS		8		
Criteria	Weight range			
Based on order weight $$	1 kg	1.99 kg		
Shipping price				
\$ 2.95				
 Alabama Alaska 	5 0 5 0	52 95 (50.00) 52 95 (50.00)	Shop	oify
🧭 American Samoa	5 0	\$2.95 (50.00)		
I Arizona	0.0	52 95 (50.00)		
🕑 Arkansas	5.0	\$2.95 (\$0.60)		
Armed Forces Americas	5.0	\$2.95 (56.00)		
		-	~	



- *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 O. See below.

Shipping rate name			^	
FREE Shipping			0	
Critoria	Weight range			
Based on order weight $$	0.0 NO	0 kg		
Shipping price				
sq				
Pater for anti-taking spinors				
You can adjust shineins rates for	regions within United S	talas.		
Region	Adjust Rate	Final	Rate	Step 12 Setting EREE shini
🧭 Alabama	5.0	50.00 (5)	.00)	
🥪 Alaska	\$ 0	50.00 (50	.003	
🖌 American Samoa	S 0	50.00 (\$0	(00)	
🥥 Arizona	S 0	\$0.00 (\$e	.00)	
🖃 Arkansas	S 0	50.00 (30	(00)	
Armed Forces Americas	\$ 0	50.00 (50	.00)	
	Length 1			

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



Light, Medium & Hea	nyweight	
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	Step 13
900 - 999.99	7.95	Repeat process with these item
1000 - 1099.99	8.45	with these item
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	

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

- *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.



Shipping rate harne			- ini
USPS			
Criteria	Weight range		
Based on order weight 🗸 🗸	100 kg	199.99 kg	
Shipping price			
\$ 3.95			
Rates for individual regions You can adjust shipping rates for i Region	egions within United States. Adjust Rate	Final Rate	Repeat process with chart from
🥜 Alabama	50	53 96 (50.00)	
🖉 Alaska	8.0	\$3.95 (\$0.00)	
	50	\$3.95 (\$8.00)	
 American Samoa 		53 96 (<u>10.00</u>)	
Arizona	30		
 American Samoa Arizona Arizona Arizona 	50	\$3.95 (\$0.00)	
 American Samoa Arizona Arkansas Armed Forces Americas 	5 0 5 0 5 0	53.95 (\$0.00) 53.95 (\$0.00)	

• 14. Repeat Step 12 with the cart pictured above

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)



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



C Otine Store / Themes		magen were	- 1000 (
Laurobative		- 0	-
	A44		
	shopifystorepro		
	we long be long		Step 2 Upload
	shopitystore	pt	u dienie

• 3. Click "browse" to select a theme from your hard rive (see yellow cursor) select the theme and click "upload" in bottom right corner

Upload A Theme	×	
Upload a .zip file of your Shopify theme. Uploaded themes will be unpublished by default. Brogen. No file selected		Step 3 Browse and upload theme
You can get more themes from the Shopify Theme Store.		
Cancel Up	bad	

•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)



• 5. Search for a Theme you like



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

👩 shopify 🛛 Name Dare	- Heard	Step 6 Search for
AZ Tree Pression Alticidenties - Set by -	G. cennel	a theme



• 7. Click on whichever theme you decide on



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



• 9. Make sure the theme is going to download to the correct shop and then click "Publish as my shop's theme" (ee yellow cursor)



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



- 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)





• 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)



• 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









• 5. Click "Save Changes" at bottom of right toolbar (see yellow cursor)

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: <u>namecheap.com</u>
 - Slightly cheaper (~\$10/year)
 - Email hosting
 - Configure it yourself: <u>docs.shopify.com/manual/settings/domains/third-party-</u> <u>domains/popular-providers</u>
- Setting up your domain name in Shopify
 - 1. In the left hand tool bar click "Online Store" and then "Domains" (see yellow cursor)



• 2. To add an existing domain, click "Add an existing domain" in top right corner (see yellow cursor)

Colory Tory (Dataset		
	Add a custom domain to get started	J
	ATTA development representation	

Step 2 Use an existing domain



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

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http://			
Need help with domains?	Cancel	(Add)domain	

- *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

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- 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)

1
1



• 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)

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Where available, storwains purchased from Shepi USD/year). Your personal information will not be	Ry reclude WHOIS privacy (approximate value \$4 displayed on public domain registration records	
Need help with domains?	Canon Dest printing	Ĩ

• 6. Click on "Check availability" (see yellow cursor)

Add a domain	ж	ß
I want to Pregister a new domain name Add a domain name I already own What domain name would you like to regi	istar?	Step 6 Check availability
torge II [test core]	.com (\$13.00 USDrysar =	í
Where available, domains purchased from She USD/year). Your personal information will not it	oply include WHORS privacy (approximate value \$4 be displayed on public domain registration records.	
I lived help with docusins?	Carcel Deck available	

• 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)



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

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Particle privacy and 100 millions	Marcana.	(and an order of the	Step 2 Generate Sample
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		(and an interest of	G

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



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



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





• 6. Click on "Add new page" in top right corner (see yellow cursor)

Ø Ontro Sare / Papel		
El trans		Step 6 Add new page
Annual Approximate and a second second Annual Annual	100000 F 71000 100000 A	
The second se		

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

Colore Sirve J Propert / Adri a pege		
Wife your page	File Image: Planty Image: Planty	

Save

• 8. Repeat Step 2 for "Terms of Service" (see yellow cursor)





- 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)



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

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in the second se	1 mars.		1.00	

Step 2 "Edit link text"



• 3. Click on "Add another link" on left side (see cursor)

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CON MICROARY Annual Annual	fans Joner Nederaus		Step 3
300 	inchen Hilfe 1 Bank Sugar Einerer	*	"Add another link"

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

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• 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)



• 8. In first drop down menu "Choose Menu" select "Footer" (see cursor)





• 9. Save changes (see yellow cursor)



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)

	and the second	
Add your first product to get started		
		Stop 2
		Add Product
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Barran Santa		
	Add your first product to get started	Add your first product to get started

• 3. Add a Title and Description

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Promp Proc. Second all proc. Ref. 1 * Despites of the antice		

 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.

Product type		
T-Shirt	4	0
Vendor		Step 5
Nike		Fill ou
Collections	Vortis	Produ
Collections Q. Search In collect Add this product to a colle store	ions oction so it's easy to find in y	Produ



 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)

Pricing	Congues at price	
\$ 24.95	s D	
Charge taxes on this product		
Inventory		Step 6 Set Base Pric
\$902 (Stuck Keeping Unit)	Bacode (ISBN: UPC etc.)	
inventory palicy		
Don't track inventory		
Shipping		
Weight		
0.0 b ~		

• 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...)

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Dree fits posted takes in conjugation from the		and and a second	



- 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

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inventory pelicy				
Don't track inventory	~			Step Chai
Shipping				weig
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Bis product requires shipping				
			-	
			A.C	

• 9. Next you will want to click "Add variants" (see yellow cursor)

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Durit track invertory 🗸 🗸		
Shipping		
Weight		
300.0 kg ∼		
This product requires shipping		
Variants		
Open this predact come in multiple variations like sure or calo?	Charles Control of Con	

• 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

Stv	le 📰	hot Sleeve x	Long Sierum x Hoo	de x	
Cei	or E	lack × Choco	late × Green ×		
Sizi			1		
odił	y the variants to be created Variant	Price	SKU	Barcode	
e	Short Sienve • Black • S	\$ 24.95	ssp-1		
~	Shart Sleeve - Black - M	\$ 24.95	ssp-2		
Ş.	Short Sleeve • Black • L	\$ 24.95	ssp-3		
2	Shart Sienve - Chocolate	\$ 24.95	ssp-4		
	Short Sleeve - Chocolate	\$ 24.95	ssp-5		
e.					
16. 3	Short Skrew, • Chocolate • 1	\$ 24.95	ssp-6		

• 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)

	Sanare	Pece	SKU	Baroula	
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æ.	That Show + Diack + M	\$ 24.95	sup-2		E
ě.	Stat Sheet + Black + L	\$ 24.95	55p-3		
25	Bhart Blens - Decolate	\$ 24.95	sip-4		
2	Sheet Steins - Checolate	\$ 24.95	esp-5		1

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



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

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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





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



- 3.Click "Add Collection" in top right corner

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# Column			Step 3
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1.8			
		Commission and commission of the Articles In the Articles	

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

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Continues		
	Despen	Despen

- 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

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Products must match	a at continue (any condition	¥	T-Stef	

ep 5 ther manually add ms to collection or set conditions

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

- Add e collection			- 12]
ба Тания Энерен А +	Vability = taxe taxe Galaction image	8		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**"

Conditions						
Manually action product	ta (you will be	able to adduct product).	to the most page	4		
· Automatically select pr	ducts based	on conditions				
Products must match:	all condition	ns 📋 any condition			4	Step 7 Collectio
Product tag	×	is equal to	Ŷ	shopilystorepro	0	

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)



• 2. On the right side you will see "Main Menu" and click "edit links" (see yellow cursor)

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• 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

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	1 month frage (2 month)		



• 4. Save the menu changes by clicking "Save" in top right corner (see yellow cursor)

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

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

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• 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)



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 & Fulfilment
 - Buy wholesale (domestically or internationally)
 - Create a process for:
 - Storing goods (in hours 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 (teespring search)
 - <u>zazzle.com</u>



- <u>surfrog.com</u>
- 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 trail 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)



- 2. Graph search in Facebook
 - https://facebook.com/search/str/teespring.com+fishing/stories-keyword/intersect
 - In the above link you can change "<u>teespring.com</u>" 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

- 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)

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

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







• 9. Rename your "Pod" (see cursor)

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





• 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)



• 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)



• 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.





3.2b Design Ideas Via Pin Search

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



- 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: <u>google.com/chrome</u>
- 1. After you add Pin Search, go to pintrest.com





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



 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 <u>teespring.com</u> 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



- 7. Continues this process to gather design ideas



3.2c Hiring a Designer Via 99designs.ca

- 1. Go to <u>99designs.ca</u> 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 £1	19	
Whard HIGHLY	Have your Design printed on THOUSANDS of T-shirts! Uni-sex stylish typography based/shape design! Will be printed an over 30,000 T-shirts in 2015! By mecadiamies in T-Shet	43	£369 Patana Para
۵. o	Rustic/Cartoonish T-shirt for All Organic beard care line, Honest Arnish Breathang (= 1.0m)	40	\$599 Parmen Parm
a 🔵	Create a kid, funny t-shirt, Luke Skywalker flat design, catch please By Interdemocra 3 Shirt	19 tarea	£119

 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





- 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 Show Platinum Designers only and English Speakers

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



 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

- I. Go to <u>upwork.com</u> 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.



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

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



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

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Hy Freelancers	Find Freeland	ars Work Dury	lining Your Own Freelancer			Step
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- 7. Filter Category (see yellow cursor)

ty freelancers Find Preelancers	Work Diary Shing Your Own Freelan	
୍କ t-shirt design		
Any category - Any feed	back ~ Any experience ~	More options 👳
Any category	All subcategories (8,257)	Step 7 Filter Catego
Web, Mobile & Software Dev	Animation (1,253)	
IT & Hetworking	Audio Production (295)	1 T-st
Data Science & Analytics	Graphig Design (2,690)	
Engineering & Architecture	Illustration (5,350)	
Deogn & Creative	Logo Design & Branding (7,198)	pr. Dra in to bi
Writing	Photography (198)	
2010/01/01		9998

- 8. Filter Feedback (see yellow cursor)

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	Property in the second	No feedback yet (4.8)	70		

- 9. Filter Experience (see yellow cursor)



Step 9 Filter Experience



- 10. Filter More options (see yellow cursor)



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



- 12. Check out ratings and portfolio as shown below

		Field at seathersteries	and the second se	
0	Edward N.	\$22.22/hr	Contact	
(R)	High-quality and Effective Design (Logo, Brending, Illustration)		Ittine Mow	
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Over the last to	even years that I worked in the decare field. I have develop	without and a substantial the	TIR Jobs	1 1





 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



 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.



• e.g:



3.3 Drop Shipping

- Finding Products
 - Market research
 - Find Products that are already selling on other platforms
 - Ebay
 - Etsy
 - Social Media
 - Facebook (sharegrab)
 - Pintrest



- 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





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



- 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
 - <u>alibaba.com</u>
 - <u>aliexpress.com</u>
 - <u>dhgate.com</u>
 - 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





• 2. Next go to <u>goofbid.com</u> 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)





• 4. Type in a keyword in the search box e.g. "bracelet" (see yellow cursor)

• 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"

Tops your yourch Keyword Have.	Muniter 2	Q Search	terr i Ber	-	e Contra	O Snige
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 6. Click on an item that you like and you will be brought to the eBay page where the item in 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



• 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)

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allary Heat Propular Tool	Step 7
The second secon	Search image with TInEye
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• 8. Scroll down and see where the image comes up on the wholesaling websites (aliexpress, alibaba, dhgate) (e.g. aliexpress see yellow cursor)

Prot Tankiba as ra Compare Main	maliexpeoss.com Image: entraleum 125 diver Bratalist 025 diver poemy Braxeld Page: c.Regery 200000000000 access Sangles Constant of 2015/05-04	Step 8 Look for Wholesaling
Pris. Interdat. 23.2 AR Gergans Wath	www.dhgate.com Image: 1.thermitag Mage: standards and statictics coccoling-whenese Mage: standard of 101+10 m	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





- "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)



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





• 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

Name	Description	Event Code	
ViewContent	Track key page views (ex product page, landing page or article)	Inderstation and P	
Search	Track searches on your website (ex. product searches)	fbq(Track', 'Dearch');	Step Copy View
AddToCarl	Track when items are added to a shopping cart (ex, dick/tanding page on Add to Cart button)	tbq(track, 'AddToCart);	Code Paste edito
	See Hore w		

Name	Description	Event Code	
VewConterv	Track key page views (ex. product page, tanding page or article)	fbq(frack, ViewContent);	Ste
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');	Add
AddToCart	Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)		
	See More 🔻		

• 5. Repeat Step 4 with the "AddToCart" code (see yellow cursor)

• 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)

Name	Description	Event Code	St Se
ViewContent	Track key page views (ex. product page, tanding page or article)	fbg[track, ViewContent];	Cc Pu co
Search	Track searches on your website (ex. product searches)	foq(track, 'Search').	
AddToCarl	Track when items are added to a shopping cart (ex, click/landing page on Add to Cart button)	methack AddToCart)	

Purchase	Track purchases or checkout flow completions (ex. landing or "Thank You" or confirmation bage)	Eghack, Purchase, (value 10.00), comency: USO();

• 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

	bq('track',	'Purchase',	(value:	·0.00',	currency:	'USD'));	
Step 7 Edit (ode		\bigvee^{\prod}				
fbq('track', 'Pu	rchase', (valu	e: '([total_]	orice mor	ney_witho	ut_currency))*, currency	נ(ויספטי וי

• 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)





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



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



Click "theme.liquid"

• 11. When the page loads you will see a bunch or 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)



• 12 Click "Save" in the top right (see yellow cursor)

(manual) (manual)	
	Step 12 Save
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and a second and a second state of a second stat	

• 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



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)



 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

<!-- End gart --> 0.4 185 </dity> STACK' 09 </script

Step 16 Paste AddToCart Pixel



109

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



• 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



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



• 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)

tep 2 tart page	f Course Page		(Sector) Sectors	
Brand or Product			No	
257 Store		 Comes, Openant o Induler.	Based on Product	
By clicking Get Started, you a Facilitate Pager Terms	gree Is the			

• 3. Enter information about your page. Example below

1,200	2 Profile Picture	3 Add to Favorites	4 Preferred Page Audie	10.00	
Tig: Add a de	scription and wabsil	e to improve the ranking	ol your Page in search.		
Add a teo ce search result	ntences to tell people s. You will be able to	e ohat jour Page is abo add more details faler f	ot. This will help it show us rans your Page sullings	in the right	
This is a pa	ge für all <u>Shapity</u> Sto	re Pro tans.			Step
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http://storead	idress com				
Choose a un set, il can ori	que Facebook web y be changed once.	addvess to make it easie	r fur people to find your Pa	ige. Once this is	
	maken it could show	Kologenanikee			



- Set Up SSP Store

 1 Adda 2000 PSSB 3 Add to Facebase (A tradenice Page Accesse)

 Upfoad From Computer

 Website
- 4. Upload your logo as your Profile Picture and click "Next"

• 5. Skip next 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)





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



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



Step 3 Select Mockup type



Product type		
T-Shirts	.*	
Brand		
American Apparel	. W.	
Select model		
2001 Fine Jersey Short Sleeve Men T-Shirt	- Y-	Step 4
Weekle Front Wiekle Back		
Select color(z) of the garment		
Fortiell X You can generate multiple colors at once		
Forest X Yok cas provers mobility colors at each		

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

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



Step 5 Same Mockup to hard drive



- 6. Next go to <u>pixlr.com</u> 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



 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





- 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)



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





- 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)



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



Step 13 Open design file

the right hand tool bar you will see "Layers" on the layer with your design (Layer O) and

click

- 14. In

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





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





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



- 20. Drag to create your rectangle



Step 20 Create rectangle



- 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)





• 3. Go "Create Post" (see yellow cursor)

Preside Lifeture Robe States and and			-1000 4	Value Changes						
Parasi No. Asterne Strept Mo	SSP Stor	Fage For ne (948071	158594434)							Step 3 Create post
1 8019.10	See.2	Same free		Normal Subsection		ter.	-			
-		12		Shark Story Pro Sec.	-			1	1	

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

elipble ads in the Ads tub of Priver Elitter. Peol Type: URL	Step 4 Select Image
Post Type:	Unk * Photo * Video * Status * Offer
Image	Select an Image You can also drag and d p an image file here
Post Text	
O Tablad ange	



 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)



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 <u>business.facebook.com/ads/audience_insights</u> and select "Everyone on Facebook" (see yellow cursor)







- 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

Audience Insights	
Account: Neck Fielding (101 +	
CREATE AUDIENCE	
Location 👻	
UNITED STATES AF United States	Step 2 Enter broad nich subject and sear
+ Caurley, regim, or cly	Subject and Sear
Age and Gender 🛛 👻	
Apr	
15 * Any *	
Gender	
All Men Women	
Antoresta 🗸 🗸	
Subled 1	
Fishing	

 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





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

	Step 4	Page Likes						
	Go to Page Llkes	Page	Balavance # +	Autom	Fatabask	Allwhy P		
		Ban		244	E dan	1.0-		
(New Audience) 20m - 25m monthly active people		AL, INC.	1	134	25m	20.0		
		1101-046		886.04	111 M.	3.0+		
		Factoretia		145	3911	144		
Demographics	Page (Likes	Minory Cali		9857N	1.00	2.6 82		
		American States		100	3.19)	10.000		
Top Categories		Ramon Finning		4884	342.04	31- 80		
		National Association for Day Highls	×	194	3.791	10-10-0		
		Patiente RUNUODE 1779	×	enie	10230	Alt B		
		C/A0 eem		1020	1.50	234 8		
				Res Marc				

- 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

Page Likes Facebook Pages that are likely to be relevan	no your audience taas	ed on Paceboo	c Page Mex.				
hage -	Belevatice # +	Audience.	Facebook	Affinity 9			
The authence (2.4m people) liters I This authence is 1.0k as likely to liter Vectory	are Page ethistian Facebo	Likes of Pages Data	re Skely to be relev	ant'le your aucience ba	ord on Pacaboo	s Page Blass	
ygy dae a	Page			Relevance 🖲 🗸	Audience	Facebook	Affinity #
	Raw			*	2.4%	5.64	15- 83
Step	A#_#++	e .		2	3.34	25n	24
Open pages until you find one relevant	l vant	CTALL COLOR		3	635.94	108 AK	3.2+ 80
	Fairwas	e e			2.415	210	1.64 85



- 6. Open a new tab with Audience Insights

Autorice bugets x Autorice bugets x	
🗧 🔿 😋 🐔 🙆 https://business.facebook.com/ads/audience_insights/people?act=10152429487211135Au 🙄	Step 6
El Appe D Getting Started D SocialMartancom D Piete D Pieleanch	Open new ta
🖬 El Audience Insights	

- 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)

- 1	Me	
	Destroyer and industries	-40
	business and industry	Ŧ
ł.	Entertainment	÷
•	Family and relationships	+
• 1	Fitness and wellness	+
F.)	Food and drink	÷
	Hobbies and activities	+
dvi	Shoppion and faishion	+

ige in e 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)	_		Country United State	Facebook s af America V		
Demographics Page Likes	1	A	в	c	D	Step 8
	1	Fishing	20000000	Ugly Stik	1000000	Enter N & Size
Age and Gender Self-reported information from people in t	N N					
134	5					

 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.

Page Likes Facebook Page	: Shat are likely to be relevi	ed to pour auditence basi	Im - 1.5m monthly active people			
Page		Notevance # +	Audien	Demographics		Pade likes
Ugy sta	Agriv IDNA		539.4K			Contraction of the second
henrytatos	The audience (383.8K	people/lites Berkley	83.2%	542.38	25.24	
Abu Darcia	This audience is 26.2x as likely to like this than the AX Painteent audience 4		58.1K	294.1%	25.24	
Weed2Fon			104.16	310.5K	23.2× 🖿	Step 9 See pages simila
3240		8	125.5K	153.5K	30.5× 🖬	to page searched
FLW		1	168.710	276.3%	22.61	
Sharaspeare Pro	nng	7	128K	162.8K	29.11	
8400		. E	224.16	902.5K	16.5+	
Marry Cell			441.28	3.0m	8.3 < 6	-
Ferreick Fishing		10	518.36	150.36	29.64	

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)

2		A	1.1	1	8		C	D		E	F		ep 10 ontinue process od add to
1	Fist	hin	g	200	000000	Ugly S	itik	1000000	Derkle	y (fishing)	7000	00 st	preadsheet
2	Ηr	1		A	В		c		D	£		F	
-12		1	Fist	ning	200	00000	Ugly Stik	10	00000	Deridey (fishin	(g)	70000	00
		2								Abu Garcia		40000	00
		3								Wired2Fish	-	35000	00
		4									A	1	



- 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 an 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")

5Aarky	anna anna manaira a Aasut S	
Гач	EDUOK AUS NEYWOLU TUUI	
	Scop wanting "transvers" interpose hashoot, ide core by one	
	Interned add hum/brols at the same time	Step 1 Enter seed keyword - sear
Simply O enter you and	Jerroren beiser, da selest the keywordt yns warn woner and it parer frem into won Footwok Ada ner internet. Tarebook will then associationly earch these that can be targeted. Meel rever publics? Weith this laser to video faret.	
neid		
-		

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

OUTDOOR GEAR/SPORTING GOO	DS (83) - Step 2 Select all Add to Main List	
Processor Venue France Venue France Manyaan Same France Angers (MSH-A) Social Angers Same	OUTDOOR GEAR/SPORTING GOODS (83)	-
Salasz Pag Falang Curthers Ansuza Paderg Kolka Coasty Palerg Coasty Palerg Coasty Palerg Coasty Palerg Coasty Palerg Auto Tu Mare Ltd		1
6	Descent Al Add To Main List	



- 3. Scroll up to Main List and click "Copy List"



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



Step 4 Paste into Interests



Lintens () April Lintens () Lintens () Lintens ()	Univer States History States History Tables History Tables History Tables History Tables History Tables History Tables History Tables History Tables History Tables History Tables	Autorea Solaria Autorea Solaria Autore	Step 5 Paste into Ads Manager
	cites are instang tackine dear is constrained for its Constrained for its grant Participal August Instang of Instangel Instangel Instangel		

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

4.6b Ad Set-Up (Power Editor)

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





Create Campaign	lg.			
CHOOSE & GRIMANEN				
Use Evolog				
+ Create New	DSP 7ee			
	Buying Type	Autum #		
	Operate	() Website Conservations *		Step 2
C DHOCEE ANNA D S				Edit Preferences
sectoring.				
1.59941994	for several		_	
C PARTENENTS				
have Ad.	See in the	é 4		
			1.00000000	

- 2. Enter name and select objective "Website Conversions"

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

	10		Create Ad Set
Over			CHOOSE & CAMPAGE
Statai Likelinu +. 25	1	13P Inc	A line failing
Ching Added View Added			Course Innor
Riden 💷 Defeery 9 Res			2.0000444038
11 - 11 - 11 - 11 - 11 - 11 - 11 - 11	-		Classing
Step 3 Croate Ad Set		Reag	- Cashileo
			CHEATE HERALE
		(construction)	inera la

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

E Creating Ad Set Fishing /	
Objective 🔘 Website Conversions	
Optimize For a Conversion	Step 4 Edit preferences
• View Content ×	
Budget	
Darty Bodget + 15(00 I	

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





- 6. Edit "Placement" preferences as shown below

-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)

Create Ad				C
CHOOSE & CAMPAIGN		State	Lifetime *	
• Use Evolvy 30P Tee	-	210121	Circuited +	20
Cristit New			Creatin Ad 1	View Ad
# Chocks #140.187			~	
• Use Existing Runling	St	itus at	Delivery o	Man
Create New				
≥ 04478 i8×40				
Name Ad Page Post	opi	e		

141

- 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

Facebook Page	Step 8
Choose a Facebook Page to represent your business in News Feed. Your ad will line as coming from your Facebook Page.	to your site, but it will show Facebook Page
Only show Pages connected to O	
SSP Store =	
or Don't Connect a Facebook Page (will disable fiews Feed ads).	

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



- 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)

Manage Ads	Audience	s briege	Library	Rept	pitting	Page	Posta	Tools +			
Q. Search +	≈.Fitters.+	33 (d. 14	-(1)-	Ad	s: (1) (Apply] 🛨	ar I marth	(initial)(ε	Step 10
+ Create Ad	• 16	Q N	5	8	л,	57					go to ad se
811	📮 Ads								Delivery		
E3.1	Added Ad I	-				Status	Delivery	(Reath.		
	2 hp	Post		4		00	Q.Norm	-	-	1	

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



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



- 13. Edit name of new Ad

Creating Ad Set Fis	Step 13 Edit Name	e
Objective iii Website Cor	BB Creating Ad Set	Angling
	Objective Website	Conversions

- 14. Scroll down to Audience and click "Edit Audience"

Audience	
NEW AUDIENCE -	Step 14 Edit Audienc
Interests: Pishog	
Age: 16 - 65 +	
Edit Auflance	

- 15. Edit interests to new audience

Internatio 6	Augling	
	Frank Constant	: hoppistama i Biliara
	Remational Holeng	+
	Platong New	+
	Hig Ridning	+

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)



4.6c Custom Audiences

 1. Start in Power Editor <u>business.facebook.com/ads/manage/powereditor</u> 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"



 2. Select "Website Traffic" and fill out preferences as shown below for ViewContent Audience





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

Create Audience			*		
Pael O	Ruby OwLeCor Point ID: 5565112	nmerce's Pixel			
Website Traffic Ø	Custom Combi	nation +		Step 3 Repeat step 2	
Incluite Ø	Traffic that meets	s the following conditions:		Repeat step 2	
	AddTeCart	Create Audience			2
	Add New Condi	Fixel Q	Ruby Owl eCommerce's Plast Pluer (2): 356511064465500?		
is the Last @	100 Anys	Website Traffic Ø	Custom Combination +		
	2	Include O	Traffic that meets the following condits	oesi:	
Audience Name	ViewContent		Purchase		1.00
		In the Last Ø	And New Condition Add exclusion 180 stays 2 include past website traffic		

- 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"



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

FILTER BY: Camp	aign Name: 4	(±]			
Spent Last 7 Da \$397.19	ys \$355.23	\$352.53	\$357.52	\$381.89	\$36	
52 mig 1	66.78	06.24	ROR	00.01	09	Sten 3
All Campaigns 👻	+ Create	Campaign				All Ad sets
This Account	lign Name					
All Ad Sets	s from 1 Ca	mpelgn				
Account History	/	2012/2017/07				



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

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											124		1	ad 20	iiji +	1	
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	349				. •	- 2	11 -	94	[.be						- (1)	11	
	244	144	348	1000	The state	10	14		2,0	Nati	110	1000	114	711	14		
	1.		. 7		4	16			1.		. 7.			18			
-	14	13	14	16	18	17	18		12	-13	14	18	16	17	18		
	-19	20	-21	32	33	34	.8		18	20	21	27	25	34	21		
. 8	21	27	28	29	10	31			3	21	28	0	30	3)			
	Art 2	201	5NO	29.2	115								Č.	ed.	OK.		
	- 12	ĊŢ				-							-	-	4		Step 4
	35.8	5	821	12					442	291	-01	aine			1		Change date range
	12.0	6	1211	29.1					34122		- 04	-					

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

Perturnance	Dearch	1.06	Clear Search	SECOLIMME SELECTED	
Engagement.	CLEAS		Select All Columns	E Ad Set Name	
Videos	Unique Cloba			E Reuch #	
Webstern	Social Cicka	nine i		H Arrount Spent X	
a construction of	 CTB (CRA-Th 	cuots rough Rathri		🗄 Cost per Porchase (Cust	
Apps	Unique	Click-Through Rube	i.	E Purchases (Custom Audi	
Events.	CPC (Cost Per	Click)		E Purchases Conversion V	Step 6
Clicks	Cost Per Unip	UE CREB.		🗄 Adds To Cart (Custom A 🛛 🗉	custom columns
Puttining.	6211040.5		Select All Columna	E Content Views (Cuntom A =	
beauge.	Reporting Star	ts.		CPM (Cost Per 1,000 Im =	
	Reporting End Account ID Campage Nai	ne		🗄 CTR (Click-Through Rate) 😑	
	Ad Set Name			THE ATTRUEUTION WINDOW IN SECTO:	
	Ad Set ID			 1 day after viewing ad and 28 days after clicking on ad 	
	Deben			Change Attribution Window	

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



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)

THE Property Laws			
#Ad Sets + Create Ad Set			
Ad Set Name	Reach ()	Amount Spect O	complex_0

Cost chase

- 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:



- 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.

-	I manufacture in the strength of the strength									
-	e continue any frontation for	Q						273		0
8- 4	acoust: Ruby Ciel #Commerce -								(man) and	an sonan+
	Supplier									Anning Trees
385-00							Constant in	-		4 (Maile)
	Converse Reality	mark-1	downand family 12	Contact No 11	Permitted C	Automations, 0	And below to	Constituted in the	concorrent.	(Halash, o
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	Reptilization and advantage Propints Stationer Languages	1990	10100			29.09		+	- 847	1016
	descent from a laterature	Salate Victor	Adde for This Party	1 04-104	140	4.000	100	-		- taby

 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





 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.

Create Lookalike Au	dience	ж	
Reacti new peop a country below,	e who are similar to an audience you care about. Select a source and then choose an optimization.		Step 3
Source	Valors		Lookalike Audience
Country	United States (US)		
Size	2.4M Size range is based on the tuta audience in the country you shoese. Smaller audiences most clearly exacts your source audience. Creating a larger audience increases your potential reach, but roduces the level of similarity to your source.		
	Cancel Create Audion	æ	

- 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 preforming
- 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
 - videoretargeter.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
 - <u>adroll.com</u>
 - Google Dynamic Retargeting
 - YouTube

5.2 Email Marketing

- Klaviyo *recommended*
 - <u>klaviyo.com</u>
- 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

S ALANIPO -	100 (1994)		Sur-i arrytees	12 mar
	Flows + Abandoned Cart			Manage Frank
d (magn)	What answer Desited Barbel	An optimal has been en	a the Design of Designed are then one more that the	

- 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

@After 2 hours	C. C.		
Abendoned	Cert #1	Manager •	
Subject Was the Proceedings	ne è proper chècarg od?		
1 Trynactional	Allongs Send C Allor 24 Instat Abendoned Carl #2 Subject Visio only is writing , Price I Q.Preview		Manage -
	1 Transcommal / Always Send	C Alter 22 frames Alternational Cart #2 Sector Res Discount On War Steen Onderf Q. Preven	
	Q After \$20 heurs		
	Abandoneil Carl #4		Manage -
	Transla From In Q. Payana		
O Alter Hill Yours			
Abandone Induct Did	ed Cart #B (No Charge your model)	Manage *	
6 Present	al Rees Long		

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

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-	- 200 40 Hz.	Constant and Const



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78		ED \$3173.90
0%		A 0.1*
Abandor	ned Cart #3	(Builting Aug Built
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æ	30.9*	14.5°
*	76	[0] \$2268.14
*	0%	A CC
	*	AA U
	Abandoned Cert #4	
	Abandoned Cart #4	Furthers, how Armer
	Abandoned Carl #4	The first free free free free free free free fre
	Abandoned Cart #4	مري متداخير الدينية. مري متداخير الدينية متوريقاً، عروا، متداولية أن عراق متازلية المالي و عالي إن متازي التلك أن غرابًا
	Abandoned Carl #4	مريد مقادلين المناسبين من معريفات عريات مقال المالي و عداد الإراطالية في المالي و معادلين المالي المالي المالي مريد مقادلين المال على مات متورفات عريات مقال المالي و عداد الإراطالية في المالي
	Abandoned Carl #4	
	Abandoned Carl #4 ************************************	Image:
	Abandoned Cart #4	Image:
	Abandoned Cart #4 Planeting Victory 25.5% * 29 * 29 * 0% Abandoned Cart #5 * 1000000000000000000000000000000000000	
	Abandoned Carl #4	
	Abandoned Carl #4	
	Abandoned Cart #4	

Flows » Dormant Customer (2	! Months)	Monope Prov -
Harr .	loge lines	A Antonia A
Infrar sumains Planet Order	Per contente real year an	 Figs Passed Driver part their strid intering the fise

- 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

Flows » Order Follow-up - New Cust	tomer Voucher		Metage Film +
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**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)



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





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				2010.02.04	-		Column 1	

- 3. Once your shop is added click "Channels"

Step 3 Channels

- 4. Click "Add a new Channel" button

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-							
D Channels							
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- 5. Select country and then "Facebook Product Ads" as shown below

+ /	Add channel		
	Under States	9	Step 5 select country
	Picase select torgible	-	a template
166	CheckbullApp.com Cr Attiume (Contrision JuneSon) Critericore Custom-channel Etialy Contribution Network (for UZ)		
	Findship (Children)		



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FTFG	Dedentials (optional)		
	time to serve on the	1000	
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	(married	×	
	and a franch in the		

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

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

10534 Facebook Product Ads(2) (FB Test - Feed)	÷	÷	less then a minute ago	Processing	27 Elif Neel Options -
---	---	---	---------------------------	------------	------------------------

Step 7 Edit Feed

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

30 Map fields						
Required fields				018	y five allot chernel (a)	
there a	Mapping Spin		inger .		1980-9	
(10)	rowne	(*)	1000.0	😸 te argentato 🔄	ACCOUNT OF	Step 8
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-	course.	(7)	event, at	Section 1	*imment	
Lattered to				A Real Product and the second second		1

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)

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

-				outure.	1	hur?e	a statistical in the second second	1	elien:	1	
and sharp	a caj		 								Step 10 Edit Price
		10111-0	100				Ner	athumate A		٠	

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

April O		марриц туре		repid			Ophone
o brant		(unphiles		vendor.	9	tor all products [+]	+titesett
• devi_prod_)d	В	raname	P	0.	9	ter el products 📳	+termonti 🔝
o postat_type	8	10000		tags	2	for all products [*]	*(#100000)
end change values	10.02			12 una marco		Taran	

- 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



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



- 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.





 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)



 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.

E Categorian					
Default category				True from a	the statement (a)
· Appare & Accession - Chill	ng i den a Sant To	Non C			
Detailed categories					
eteller mark					
Lawrence L		tens	contract (-	
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and the second	+local +hos				
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				-	Apres
in wants you rather trave it is up	Color a loss an art				10

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)

	P at 0 the second secon	
	anter class	
Step 18	Transmittaneous (1) for the second data and a second data and a second data and a second data and a second data	
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	And a series priority of the series of the s	



1

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)

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III Product Catalogs		And series _ verify better _ verify	Product Pers Associate Sources	Product Cata
E Payment Memory		Assigned People (1) Assigned	Farmers (II)	
la Projecto		Q		
m Parovis		Nucl Factory (Me)	Product Calolog Admit	5. E. F.
Shared Logen				
L Harparts 8				
1 sate				

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

Add Product Catalog		
Create new catalog	Create New Product Catalog	×
Request access to exis Add an existing product o For example, you may wa another company	Product Catalog Name	Test Catalog
	• Back By creating a product catalog, you age	Cancel Create Product Catalog

Sec	nch	
e.	People (0) Default Role:	Product Catalog Admin 👻
		Associate Pixels & Apps With Catalog
	No people matched your sea	Choose pixels and apps you want to associate with your catalog. Ads you creat with your catalog will automatically show products based on customer behavior within your apps or on your websites. Pixel(s): Ruby Owl eCommerce's Pixel for Account 10151141178291135

- 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		×
Feed Name		
MyStore Feed		
Auto-Upload With URL (Recommend	ied)	
Use a URL to link to the product database on updates to your product feed. Your feed will b	your server. This will let you schedule regular, autom e immediately apdated the first time.	ate
Feed URL		
https://my.datateedwatch.com/static/bles/428	2/a0cd c4	Step 5 Schedule Uploa
Bupperted prefector: Http:, Https:, Rp; sttp: Credentials (required for FTP and SFTP) Unions Password ** Upload Date 9/5/2015 • If Eco PM Upload Frequency Daily * Upload File Manually Upload File Manually Upload File Manually	Encoding Auto Detect • Auto Detect • Use quoted fields	



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



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



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





Step 3 Paste new pixel

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



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



```
(% endunless %)
101
         (% endif %)
102
103
       </div>
104
       <!-- Ind cart -->
105
     c/divs
104
107 * <script>
108 * thq('track', 'AddToCart', [
     content ids: [(% for item in cart.items %)"[(item.variant id))", (% endfor %)],
109
110
     content type: 'product',
111
     value: [[ cart.total price | noney without currency ]],
     currency: 'USD'
112
133
     312
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

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



 - 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





- 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"





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

-	
jer sel sees (3) sees	Step 2 Create Ad Set
and D and the	

- 3. Create new ad set called "retargetting" as shown below. Click "create"

Create Ad Set		×.	
CHOO SE A CAMPAIGN			
Use Existing Create New	Dynamic Product Ads		
2 CHOOSE AN AD SI	L¥		Step 3 Create Ad Set
Use Existing			Set
• Create New	Retargeting		
CREATE NEW AD			
Name Ad	Enter in Ad liams		
Creating 1 ad set		Cancel Create	



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



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

ate Product	Set	×
Filter from I	catalog to create a product set Learn more.	
Category +	is •	ж
Apparel		
Appare	Accessories > Clothing >	
lou we create	a a module set with 911 of 912 products	
ou are crease	d a fuence service ass or ass fuences	
Name	Name new product set	
		Company of
		Cancel Create

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






reate Product	l Set	×	
Filter from I	catalog to create a preduct set Learn more.		
Category +	in •	N.	
Apparet & Ac	cessories - Clothing - Shirts & Tops - T-Shirts -		Step 7
Product Type	e 🕶 🛛 is 🕶	ж.	enter nich product ty
fishin			
inkheifish			
You are creating	ng a product set with 933 of 933 products.		
Name	Name new productiset		
		Cancel Create	

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

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

eate Product	t Set		
Filer bars I	catalog to create a product set. Learn many		
Calopary +	in w	8	
Append & Ac	constances - Civilling - Shirts & Tops - T-Shirts -		Step 8
Product Typ	e.* is *	× .	Give product set name & save
nute Fotor	8 H		
AddTitler			
You are create	ng n predicat set with 215 of 933 products		
Name	Futing T-Shitt)		
		Cancel Creeke	



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



- 10. Set daily budget to \$5

Budget			Step 10 Set budget
Daity Budget +	\$5.00	1	
	18.00 U0D		

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.

Associate a Casto	w Audeoca parai or app	with your ca	ing i	o show more relevant products to your autience	
wanting a post of an	ages associated west yo	ot canorog.			
Instate Betwee	Vewed product =	in the last	10	days =	Step 11
	Added to cart +	IV THE LESS	10	Service -	Segment Audience
	Add inclusion				0
Exclude Behavior	Purchased product +	Intelast	10	4611	
	+ Add exclusion				
Lications: Intel Kingdom					
Apre					
18-45+					
East Automa					1



- 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"





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

Creating Ad 1est	
Objective 'H' Product Catalog Sales	
Facebook Poge	Step 16 Select Fan Page
Cleaned & Parcelandi Page to represent year humanic in times Pard, Tear of sell look its year year, but it well times as unside them your Parallele Page.	Sciect Tarriage
✓ shelp shown Papers committeed to	
v Chase Out	
Creative	

T7. 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

Creative		
Ad with an image Ad with multiple images in a carousef (Recommended) Show up to 5 images for the same price. Learn more. Websate URL 0	1003	
http:/		Stop 17
Text		Fill our Creative
Forgot to take advantage of our special offer?	+	
Headline Ø		
Limited Time Sale	+	
News Feed Link Description 0		
Time is running out.	+	
Call To Action 0		
No Dutting #		



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

6.6 Event Driven Custom Audiences

- 1. Start in Power Editor <u>business.facebook.com/ads/manage/powereditor</u> and click green "Create Audience" button in top right corner



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



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

Create Audience	
Puel Ø	Ruby Owl eCommerce's Pixel Pixel ID
Website Traffic ()	Custom Comtination -
include @	Traffic that meets the following conditions:
	AddTeCert * contains + Accention and
	Add New Condition
In the Last Ø	30 days ∠ Include past website traffic
Authence Name	Enter a name for your automos Add a description
0	Cancel Grants Andrews

- 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





Create Audience					- 24	
Part O	Ruby Owl eCom Pirel ID	merce's Pixel				
Website Traffic O	Custom Combin	# nots				
include ()	Traffic that meets	the following s	roomaliit istorenzi			Step 5
	AddTeCart					Paste all variant Ids
	content_ids =	contains +	[2557591818 v] # [25575 Add a volum	** state	4	
	Add New Conditi	an	4			
in the Last Q	Add eschannes 30 days					
Aufinnes Kame	Tata a name for	ebsile traffic			-	
	Add a department					
0			Can	cel Crede A	-	

 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)

- 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 <u>robinhq.com/shopify</u>
 - 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
 - <u>upwork.com</u>
 - hiremymom.com
 - Set tasks for applicants
 - Customer service
 - Spreadsheet based



- Use task management software
 - teamwork.com
 - hubstaff.com

7.2 Inside Ship Station

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

ShipStation	- segment the	an Barerte Person	
Samelyan 0	Aviating The	ment : All Orders	
******1118***	(instantion of a	and a Constant (No.	
 Annual Taxant 	Star Inte	der daupen faj- 20	
* Online	17 Per	0.07	
Annual Daniel 5113	12.63	100	
A DOME	10.00	100	
No. of N	10.1	12.0	
P. Hann	10	140	See colored tags
T Second L	12.5	188	
1 Charles	0	76F .	
	10.1	18.00	
	0.0	184	
	10.1	1000	
	10 m	780.	
	101.1	180	
	10 1	P101	
	19.1	199	
	101	1710	
	10/1	1780	
	10.1	and an and a second sec	
	10°L 4	4.730	

- 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)



- 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



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

Insights C	orders Shipments I	Products Customers		
Awaiting S Crem Lebels	hipment :: All Orders	Assign + Update P	Gilas] [Ho	
Store - Det	itnation - Assignee - Ta	Manage Jegs	HdFilten	
Tags	Order#		71-0	Manage tags
0	11012		-	Munuge tug.
0	11811		(dense)	
0	11810		(Sec.)	
O I	11809		1000	
0 1	11608		10000	
0	11807	09/07/2015	-	
0	11806	09/07/2015		
	11005	03072015	_	





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

- Next you can filter by tags





- 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"



Which records would you like to exp	port?			_
 Only import the 21 record(s) Expert ALL 21 record(s) in the second second	Export			×
Order item Export Format	To update this format, the changes	neccessary and	hit the Save Export Fo	imat builton.
Order Items Export Order Items Export	Export Format Name:		Q.	Show Advanced Options
2	Available Fields		Fields to Export	
	Amount - Order Shipping	*		
	Amount - Order Tat	-		
Cantal	Amount - Paid by Customer	+		
	Attrount - Shipping Cost	*		
	Carrier - Carrier Selected			
	Camer - Service Requested			

- 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

Awa	mng Shi	pment : All Orders	preset	
Creat	a Labels	Peret = Toew Oxdet	Tag + Assign + Up sale Hates Huld +	Other Action 4
(ber	- Destr	ulter - Assigner -	DreerDate + Otter + Saved	Cancel
0	Taps	Ormer #	Order Date - Bert Name	Contrine Online:
2	1	11306	6807(2015	oper Crose
0	1	11004	0907/2015	Mail 45 Stipped
1	1	11812.1	09/07/2015	Mark av bogged ben
2	1	11001	89417(2015	Import Orders
-	1	11712	88072015	Export Order Line Terris
E	i i	11712	8807(2015	Second Reports
1	1	11720	09/06/2018	
-		11720	09/06/2013	Apply that Action

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

umbers should be separa heped and optionally not	ited by a TAB. The orders will be found in S fy the marketplace and/or customers about	nipStation by order number. The next step will allow you to mark the orders as the shipments.
Find Orders in Store:	a	Unders will be instimed by store and inder number)
1] ipnole any orders beliew that cause emp	19
Paole order numbers (and	d optionally tracking numbers) below:	
-Otder Humber>	«Tracking humbers	â
«Order Humber»	«Tracking Humber»	
-Order Nations-	«Tracking Number»	
«Order humber»	«Tracking Number»	
«Order number»	«Tracking filmber»	
«Order Nymber»	«Tracking Humber»	
«Order Number»	«Ynacking Number»	
«Order Number»	«Tracking number»	
-Order Numbers-	«Tracking Humber»	
«Order Number»-	«Tracking Number»	
«Center Namber»	«Totacking Bumber/»	-



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 upsets 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
 - <u>teamwork.com</u>



- 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!