



How-To Guide: Open an Online Store

Content Provided by Shopify

Contents:

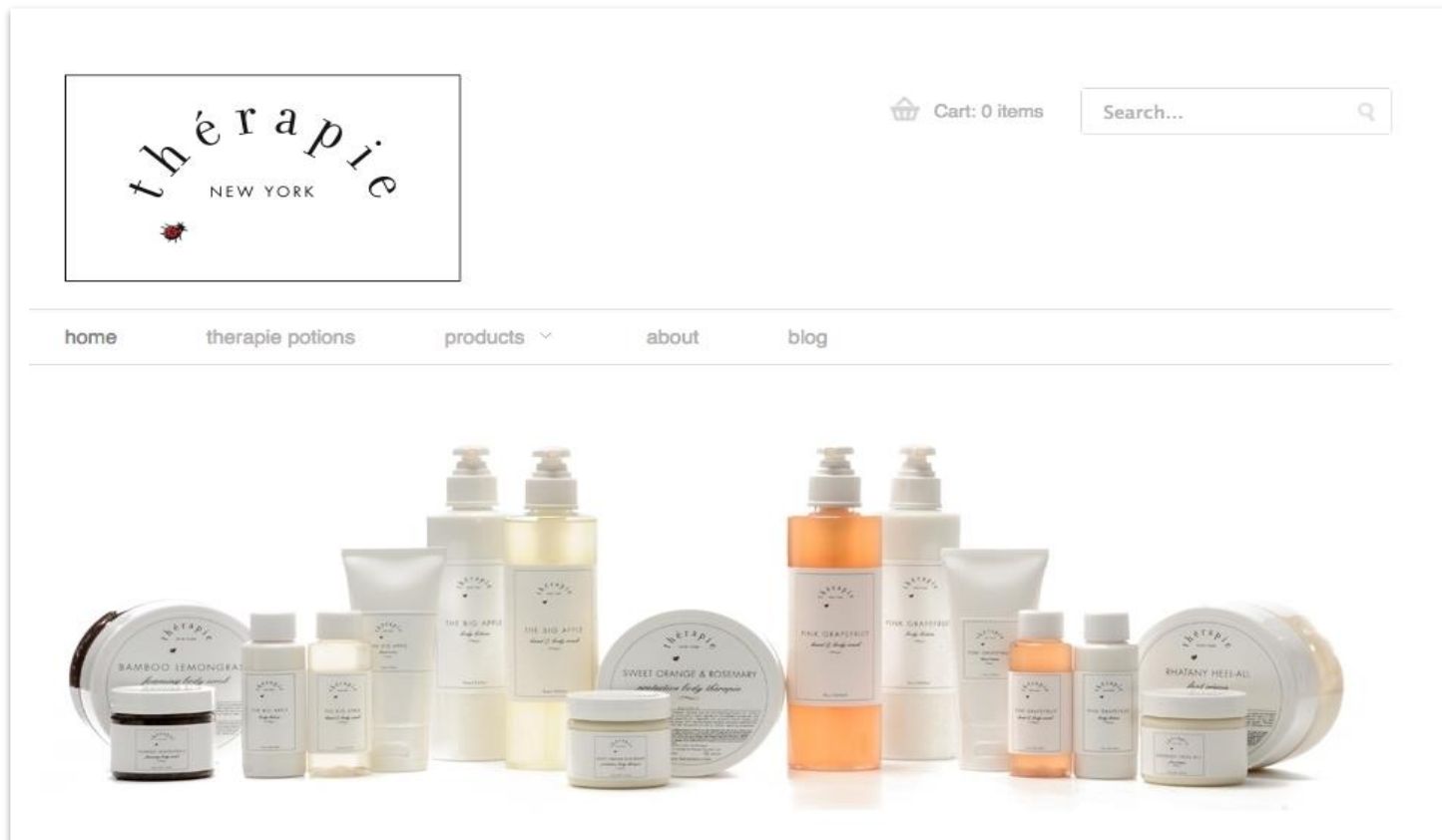
- eCommerce
- What do I sell?
- A home for your brand
- Bridging online and offline sales
- Getting started

- Selling products or services online
- Combination of marketplaces (eBay, Amazon, etc.) and independent stores (examples [here](#) and [here](#))
- Sell your own products or source from wholesalers
- Products can be physical, digital, or service based

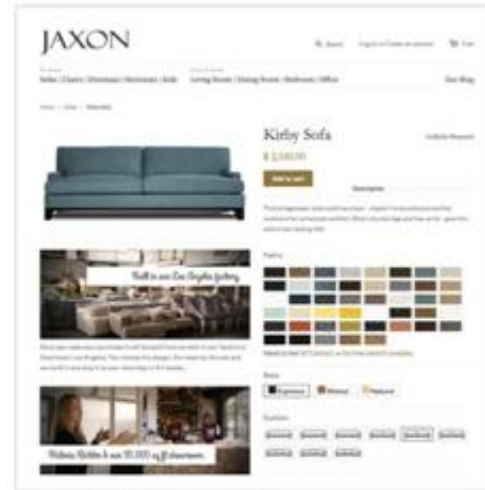
- Marketplaces like Amazon don't let a business represent its brand or deliver unique value. As seen in the example below, a business owner also has no control over how its product is presented. This results in price becoming the only differentiator between one seller and another. This is not an ideal strategy for small business owners as they usually cannot compete solely on price.

The screenshot shows the Amazon.ca website interface. At the top, the Amazon logo is on the left, and navigation links for 'Your Store', 'Deals Store', 'Gift Certificates', 'Sell', 'Help', and 'en français' are on the right. Below the logo is a search bar with 'Electronics' selected and a 'Go' button. To the right of the search bar is a user account link: 'Hello, Sign in Your Account'. A horizontal menu below the search bar lists categories: 'Electronics', 'Best Sellers', 'Camera & Photo', 'Computers & Tablets', 'Televisions & Video', 'Home & Portable Audio', 'GPS', and 'Deals'. The main product area features a large image of an LG Smart TV with the text 'LG Smart TV' on the screen. To the left of the main image is a vertical strip of smaller thumbnail images. Below the main image is the text 'Roll over image to zoom in'. To the right of the image, the product title is 'LG Electronics 50LN5750 50-Inch 1080p 120Hz LED-LCD HDTV with Smart TV' by LG. Below the title is a star rating of 4.5 stars and '27 customer reviews'. A green banner states 'Available from these sellers.' Below that, it says '2 new from CDN\$ 1,379.99'. A 'Size name: 50-Inch' label is followed by a row of size selection buttons: '39-Inch', '42-Inch', '47-Inch', '50-Inch' (highlighted with an orange border), '55-Inch', and '60-Inch'. Below the size selection is a list of features: 'SMART Capability', 'You won't believe your eyes. LG's LED technology delivers amazing brightness, clarity and color detail.', and 'TruMotion 120Hz technology lets you see sports, video games and high-speed action with virtually no motion blur. Now your TV can keep up with your fast moving entertainment.' Below the features is a section titled 'Ships in Original Packaging:' with a note that the item ships separately and in its original packaging. At the bottom of the page, the 'amazonstudent' logo is displayed next to the text 'Free Two-Day Shipping for University Students' and a link to 'Learn more'.

- An independent online store lets a business effectively represent its own brand while delivering unique value through products, services, specialized knowledge, or expertise.



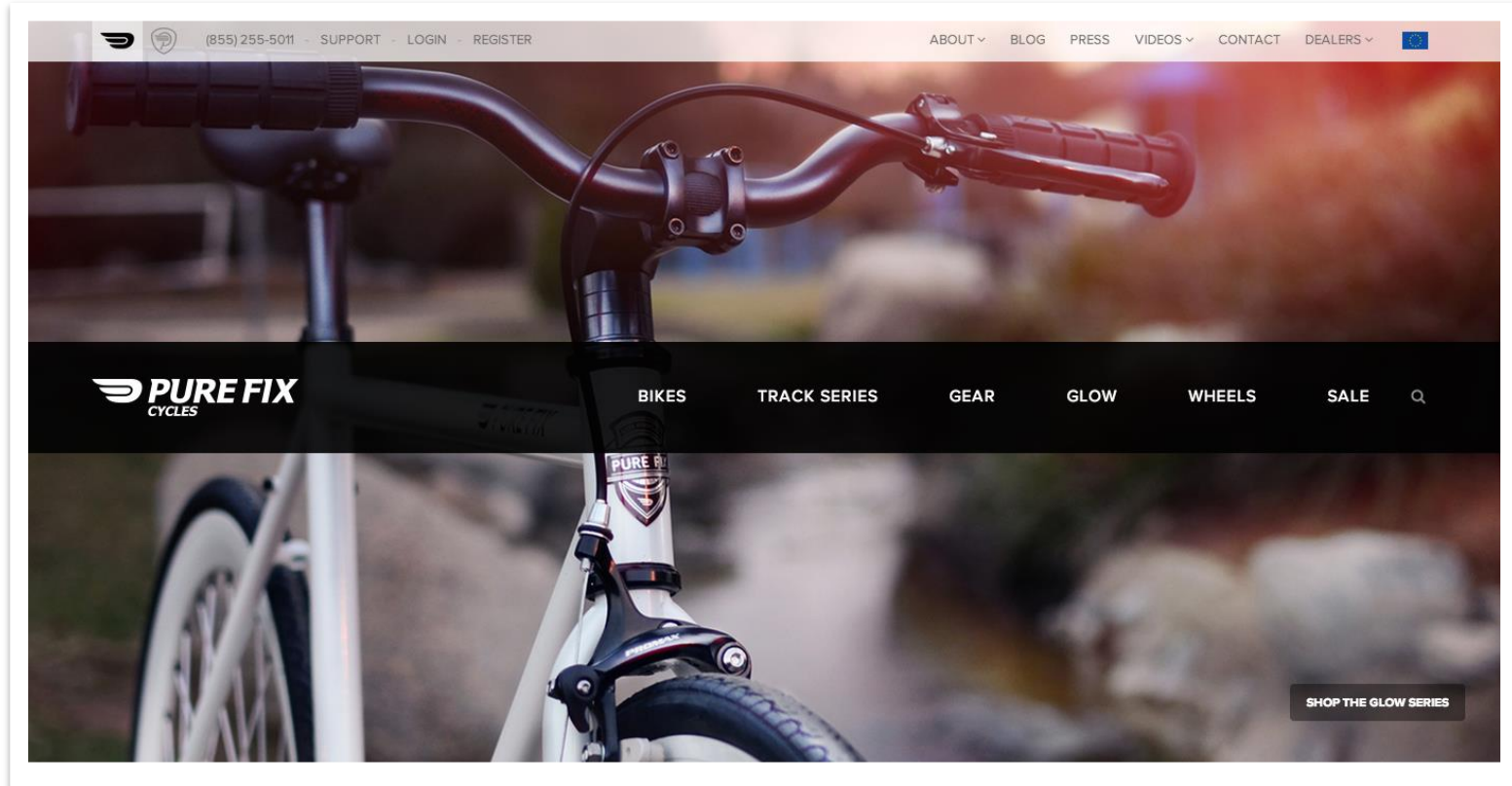
Additional Shopify Store Examples



- You can sell physical products, services, and even digital downloads through an online store.
- The most successful online stores deliver unique value above and beyond the product itself.
- This is often through unique knowledge of the product, a strong connection between the brand and the customer, or through support that extends beyond the day of purchase.

- Many independent businesses struggle to sell in marketplaces because they cannot compete on price.
- In response, they create their own online stores to sell their products.
- In doing this, they are creating a home for their brand. This is a place to sell their products, tell their story, and demonstrate how they deliver unique value.

Example of Strong, Independent Branding



- Pure Fix Cycles has distinguished itself from more established brands, and created an advantage as a result. Customers can connect with the brand through the company's history, social media, and other unique content offered on the online store. The business owners can also explain their product in detail, and how it differs from competitors.
- These tools create a powerful and personal connection to the brand, and the people behind it. Ultimately, this establishes a strong relationship with a loyal customer.

ABOUT PURE FIX CYCLES

[THE TEAM](#) / [THE BIZ](#) / [THE PRESS](#) / [THE FIXIES](#) / [PURE FIX U](#) / [COMMUNITY](#) / [CAREERS](#)

Pure Fix Cycles is our celebration of bicycling for all that it offers: *transportation, health, and righteous good times*. With our economy cooled and our planet warming, there is no better way to get around than riding, cost and carbon free, on a fixed gear bike. In a city where transportation is always a challenge, we can help make your transit something you look forward to.

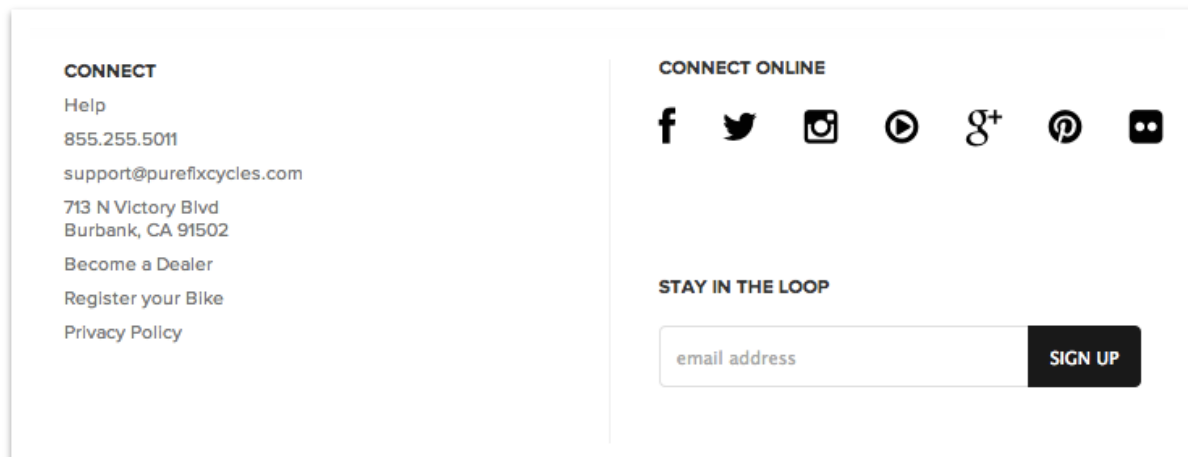
Our name captures our mission: cycling at its purest. Quality-built fixed gear bikes, directly from the manufacturer to you. That means no frills, no middle men, and best of all, a product that is as easy to use as it is affordable. An unbeatable price tag doesn't have to mean a compromise in aesthetics, though. We feel that simplicity and efficiency are beautiful ideas, and likewise, can easily translate into stylish motifs. Our bicycles come in a variety of attractive color schemes, from classic to avant-garde, and our selection is always rotating.



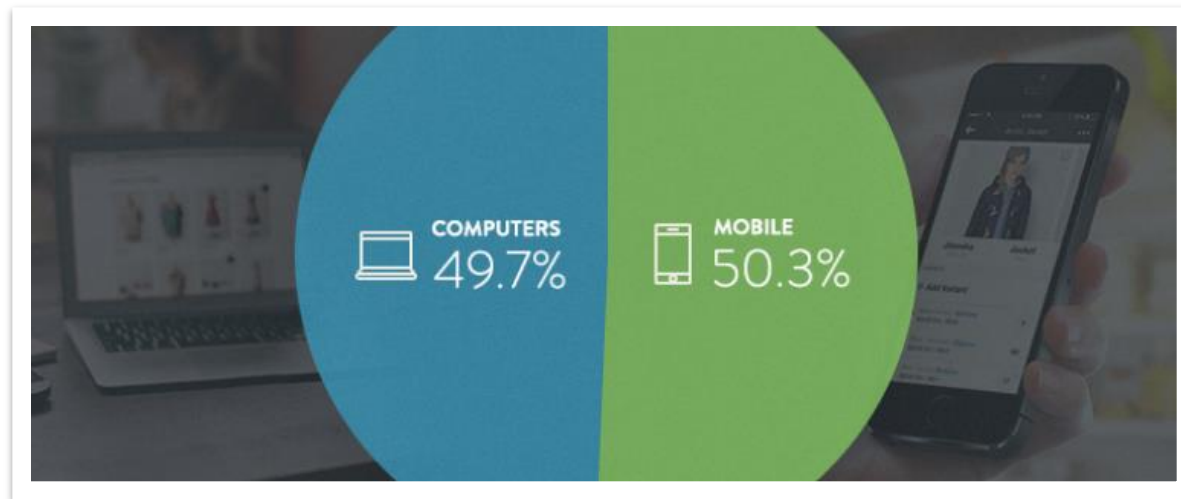
- The Purefix Blog on their online store is updated regularly with original content tailored to their audience. This is a great tool for maintaining engagement.

The screenshot shows the Purefix website's blog interface. At the top is a dark navigation bar with the Purefix logo on the left and menu items: BIKES, TRACK SERIES, GEAR, GLOW, WHEELS, and SALE. The main content area features a blog post titled "RIDE YOUR BIKE TO WORK MONTH!" with a date badge for "APR 30". Below the title, it says "by Jordan | Posted in Bike to work month, Events and News | 4 comments". The post's featured image shows a person's legs on a bicycle with a "PUREFIX HQ" location pin and the hashtag "#BIKETOWORK" overlaid. To the right of the post is a "BLOG TOPICS" sidebar with links for CONTESTS, EVENTS, HOW TO, NEW RELEASES, NEWS, VIDEOS, and RACE TEAM BLOG (with an external link icon). At the bottom of the post is a "READ MORE >" link.

- An independent online store with Shopify lets you connect all of your social media channels in one place
- This helps prospective customers find your brand through their own social media channels while enabling existing customers to stay engaged.
- As seen below, Purefix Cycles has integrated their social media channels and contact info with their online store.

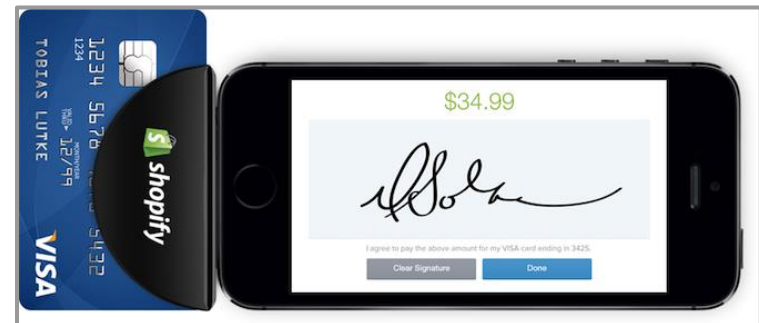
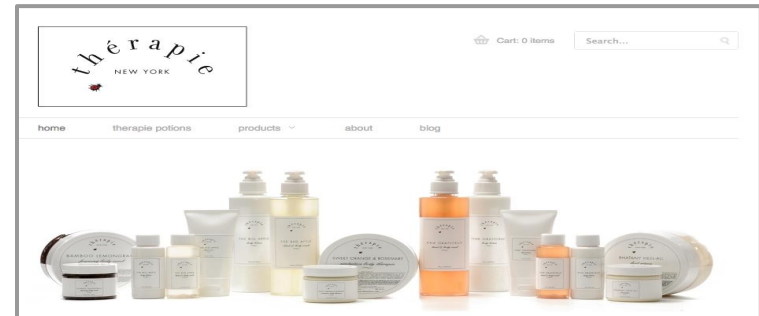


- Online and offline sales are no longer mutually exclusive. Many independent businesses have found success by merging their sales from online, offline, and even mobile sources.
- There has been a huge shift towards mobile purchases. More than half of web traffic is now mobile.



On Shopify:

- Sell through your own online store
- Integrate your online and offline sales through Shopify's iPad-based Point of Sale
- Sell at trade shows, fairs, markets, etc. with Shopify Mobile



- Customers pay you directly with any major credit card
- No approvals or complex setup required
- Payouts are deposited directly to your account

Payout schedule

Pending balance: **\$1500.00**

Today \$100.00 FEB 10	Tomorrow \$500.00 FEB 11	Wednesday \$500.00 FEB 12	Thursday \$500.00 FEB 13
---	--	---	--

Payouts may take 1 to 2 days to appear in your bank account after they are sent.

[All payouts](#)

- You can start a free 14-day trial of Shopify at any time. All plans include free 24/7 support via phone, chat, or email.
- Sign up through the special link below to receive **an exclusive 20% discount** as an NYC SBS business.
- http://www.shopify.com/?ref=nyc-sbs&signup_code=nycsbs20



shopify

About

NYC Business Solutions is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: www.nyc.gov/nycbusiness.



BUSINESS COURSES
learn business skills



FINANCING ASSISTANCE
access a loan



TRAINING
boost staff skills



RECRUITMENT
save money when hiring



CERTIFICATION
become M/WBE certified



LEGAL ASSISTANCE
receive legal advice



INCENTIVES
access tax credits & other incentives



NAVIGATING GOVERNMENT
cut through red tape