

## CFIB's commitment

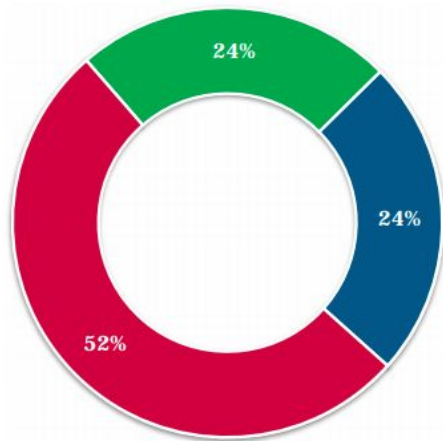
As the situation evolves  
our content will be  
updated [cfib.ca/covid19](https://cfib.ca/covid19)

We will never stop  
fighting on behalf of  
independent business!



**We are here to answer your  
individual questions, and  
listen to your concerns.  
You are not alone.  
Call us 1-888-234-2232**

Is your business currently doing online sales/ecommerce?  
(Select one answer only)



- Yes
- No, but we would consider it in the short term
- No, and we would not consider it in the short term

**1 in 4 interested  
in online sales/  
ecommerce in the  
short term**



# Get Your Store Online In Changing Times

Tim - Shopify



## Agenda

- 01** **Intro to Shopify**
- 02** **Start**
- 03** **Sell**
- 04** **Market**
- 05** **Customers**

**Make commerce  
better for everyone**

## Stats

**1M**

merchants

**4K+**

employees

**~175**

countries

**\$100B**

sales on Shopify

**Necessity is the  
mother of invention**

01

**Start**



## Create an account

# Start your free 90-day trial of Shopify

[Create your store](#)

## Home

shopify

Shop Class Shop Class

- Home
- Orders 3
- Products
- Customers
- Reports
- Discounts
- Apps


SALES CHANNELS

- Online Store
- Point of Sale

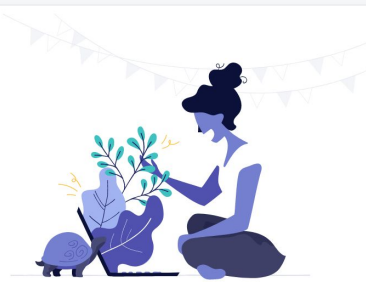
## Good afternoon, Shop.

Here's what's happening with your store today.

Today's total sales **\$0.00**      Today's visits **0**



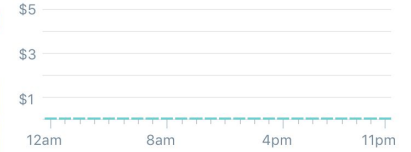
3 orders need to be fulfilled [View orders](#)



A fresh look to power your business

All channels      Today

**TOTAL SALES** Jun 9  
**\$0.00** 0 orders



**TOTAL SALES BY CHANNEL** Jun 9

Online Store [View dashboard](#)  
**\$0.00** 0 orders

Shopify POS (80 Spadina Avenue)  
**\$0.00** 0 orders

Other  
**\$0.00** 0 orders

**TOP PRODUCTS** Jun 9  
 There were no sales during this time.

# Pages

- Built in real-time editor
- Commonly used for About Us, Policies, FAQs, etc
- Often overlooked, for critical
- Help build trust with customers

The screenshot displays the Shopify admin interface for the 'Pages' section. The top navigation bar includes the Shopify logo, a search bar, and the user profile 'Shop Class'. The left sidebar lists various admin sections, with 'Pages' highlighted under the 'SALES CHANNELS' category. The main content area shows the 'Pages' management interface, including a search bar, a table of pages, and a call-to-action to learn more about pages.

Shopify

Search

Shop Class  
Shop Class

Home  
Orders  
Products  
Customers  
Reports  
Discounts  
Apps

SALES CHANNELS

Online Store  
Themes  
Blog posts  
Pages  
Navigation  
Domains  
Preferences

Point of Sale

Settings

Open in services/internal  
Logged in as Shopify

Online Store

Pages

Add page

All Pages

Filter pages - Start typing to search for pages...

<input type="checkbox"/>	Title -	Last Modified
<input type="checkbox"/>	Getting Started with Shopify	May 30, 12:04am

Learn more about pages at the Shopify Help Center.

https://shopclasscanada.myshopify.com/admin/pages

# Products

- Easy to add
- Can be physical or digital
- Can be set up with variants
- Built-in inventory tracking
- Grouped in collections

The screenshot displays the Shopify admin interface for a product titled 'Test'. The top navigation bar includes the store name 'Shopify Sea to Sky', a search bar, and the user profile 'Cassandra Ratcliffe'. The left sidebar contains a navigation menu with categories like Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS, and Settings. The main content area shows the product creation form with a 'Created Test' notification, a title field containing 'Test', a rich text editor for the description, and various product settings on the right such as 'Product availability', 'Organization', and 'COLLECTIONS'.

**Shopify Sea to Sky** Search Cassandra Ratcliffe

< Products >

## Test

[Duplicate](#) [View](#)

✓ **Created Test**  
[View on your online store](#) or [create another product](#).

**Title**

**Description**  
 A rich text editor with formatting options (A, B, I, U, list, link, unlink, image, video, embed) and a preview icon.

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

Online Store

**Organization**

Product type  
 ⌵

Vendor  
 ⌵

**COLLECTIONS**

Home page ✕

**Media** [Add media from URL](#)

# Collections

- Easy way to categorize products
- Created manually or automatically
- Helps customers browse
- More enjoyable shopping experience

The screenshot displays the Shopify admin interface. At the top, there is a dark blue header with the Shopify logo on the left, a search bar in the center, and a 'Shop Class' badge on the right. A left-hand navigation sidebar contains various menu items: Home, Orders (with a '3' notification badge), Products (with sub-items: All products, Transfers, Inventory, Collections (highlighted with a mouse cursor), and Gift cards), Customers, Reports, Discounts, and Apps. Below these are 'SALES CHANNELS' (Online Store and Point of Sale) and 'Settings'. At the bottom of the sidebar, it says 'Open in services/internal' and 'Logged in as Shopify'. The main content area is titled 'Collections' under the 'Products' section. It features a 'Create collection' button in the top right. Below this is a table titled 'All Collections' with a search filter and a search input field. The table has columns for 'Title' and 'Product conditions'. One collection is listed: 'Home page' with a blue link icon and a dash in the 'Product conditions' column. A help bubble at the bottom of the main area says 'Learn more about collections at the Shopify Help Center.'

# Themes

- 100+ themes available
- Free or paid
- All come with built-in theme editor
- No coding required (unless you want to!)

shopify themes

COLLECTIONS ▾ NEW THEMES

Shopify.com Log in Get started

FREE SHIPPING ON ORDERS OVER \$100

PIPELINE HOME SHOP BLOG ABOUT CART

CLOSE SHAVE

*Blast your face with cool  
Shaving like a samurai  
Razors are awesome.*

THE FOLLICLE SLICERS →

More details

< 1/6 >

All Free Paid All industries ▾ Sort by ▾

## Find the right theme for your online store

Explore our collection of free and paid ecommerce themes

# Payment Providers

- Shopify Payments
- Paypal
- Third Party payment providers
- Chase Merchant Services
- Manual Payments

Shopify Sea to Sky

Search

Cassandra Ratcliffe

Settings

## Payment providers

Payment providers

Accept [payments](#) through your store using providers like Shopify Payments, third-party services, or other payment methods.

Your store accepts payments with: PayPal Express Checkout and Shopify Payments.

**shopify payments** [Manage](#)

**Shopify Payments** You need to provide more information to start receiving payouts. [Complete Shopify Payments setup](#)

**Credit card rate**  
As low as 2% + CA\$0.30

**Transaction fee**  
0%

**Accepted payments**

VISA Mastercard AMEX O Pay Apple Pay G Pay

[View payouts](#) [Complete account setup](#)

**PayPal**

**Express Checkout**

**PayPal** After your first sale, PayPal will email you at [cassandra.ratcliffe@shopify.com](mailto:cassandra.ratcliffe@shopify.com) with instructions for setting up a PayPal business account and claiming your funds.












A button that enables customers to use PayPal directly from your checkout. Learn more about [PayPal Express Checkout](#).

02

Sell



## Sales channels

 <b>Online Store</b> Build a home for your business with a fully customizable online store >		 <b>Buy Button</b> Add your products to any site or blog using Buy Button >
 <b>Facebook Messenger</b> Sell products and send order notifications via Messenger >	 <b>Facebook Shop</b> Connect and sell to billions of users on Facebook >	 <b>Amazon</b> Easily list and sell your products on Amazon using Shopify >
 <b>Wanelo</b> Sell your products to millions of active shoppers on Wanelo >	 <b>Houzz</b> Get your products in front of 40M monthly active customers on Houzz >	 <b>Kik</b> Get Kik's GiftGuru to suggest your products to over 300M users >
 <b>eBay</b> Get your products in front of eBay's 170 million buyers >	 <b>Lyst</b> Reach over 65 million fashion lovers with Lyst >	 <b>Instagram</b> Sell on Instagram by tagging products in your posts & stories >

# Gift Cards

- Temporarily available on all plans
- Can sell like any other product
- Issue to customer as reward or incentive
- Customer receives unique gift card code after placing order

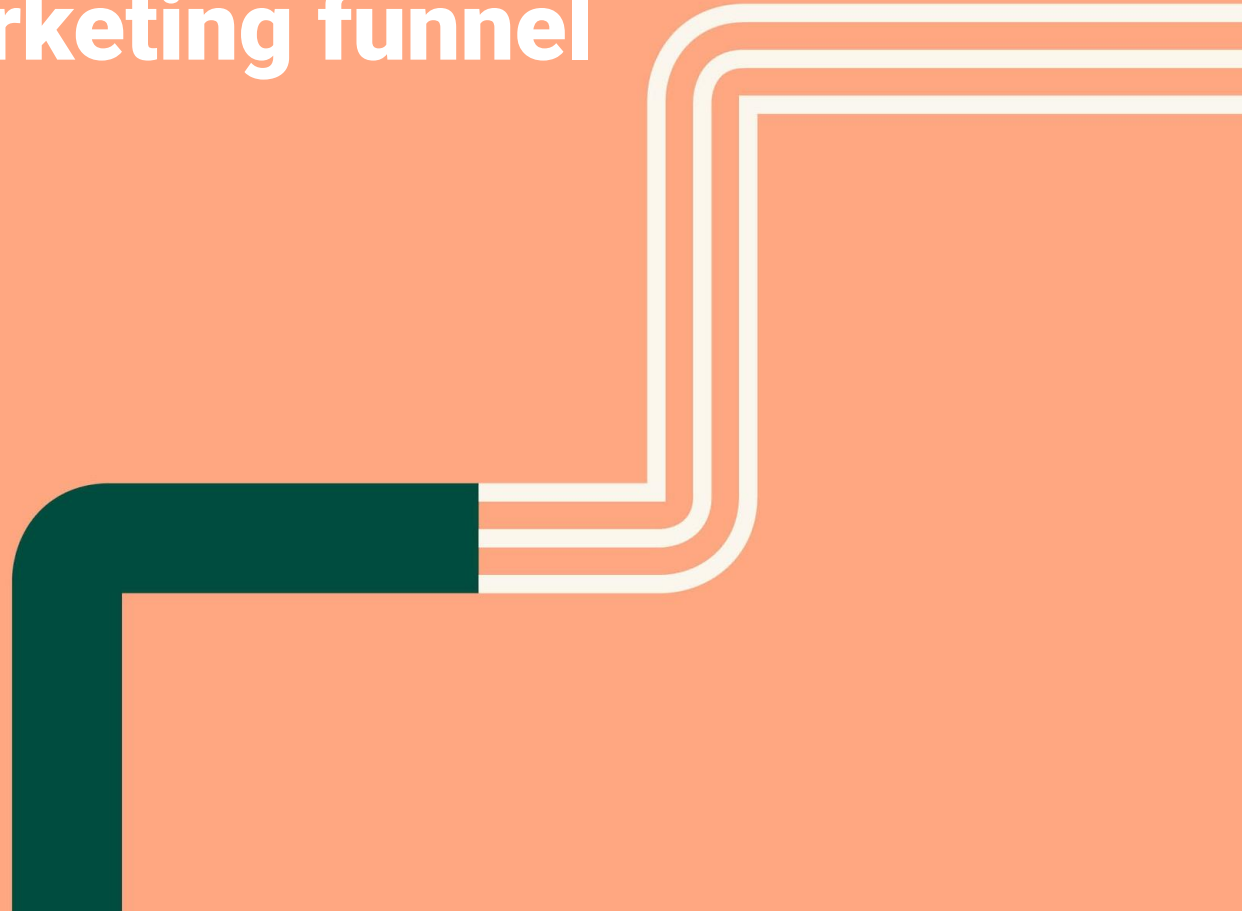
The screenshot displays the Shopify admin interface for creating a Gift Card product. The top navigation bar shows the store name 'peanutbuttertoast' and a search bar. The left sidebar contains navigation menus for Home, Orders, Products (with 'All products' selected), Customers, Analytics, Marketing, Discounts, and Apps. Below these are 'SALES CHANNELS' including Online Store, Facebook Shop, Instagram, and Amazon. The main content area is titled 'Gift Card' and includes a 'Created Gift Card' notification with a link to 'View on your online store' or 'create another product'. The product details form includes a 'Title' field with 'Gift Card', a 'Description' field with a rich text editor, and a 'Media' section with a red gift card image and an 'Add media' button. The right sidebar shows 'Product availability' (Available on 5 of 6 channels and apps) and 'Organization' settings.

03

# Market

# E-commerce strategy basics

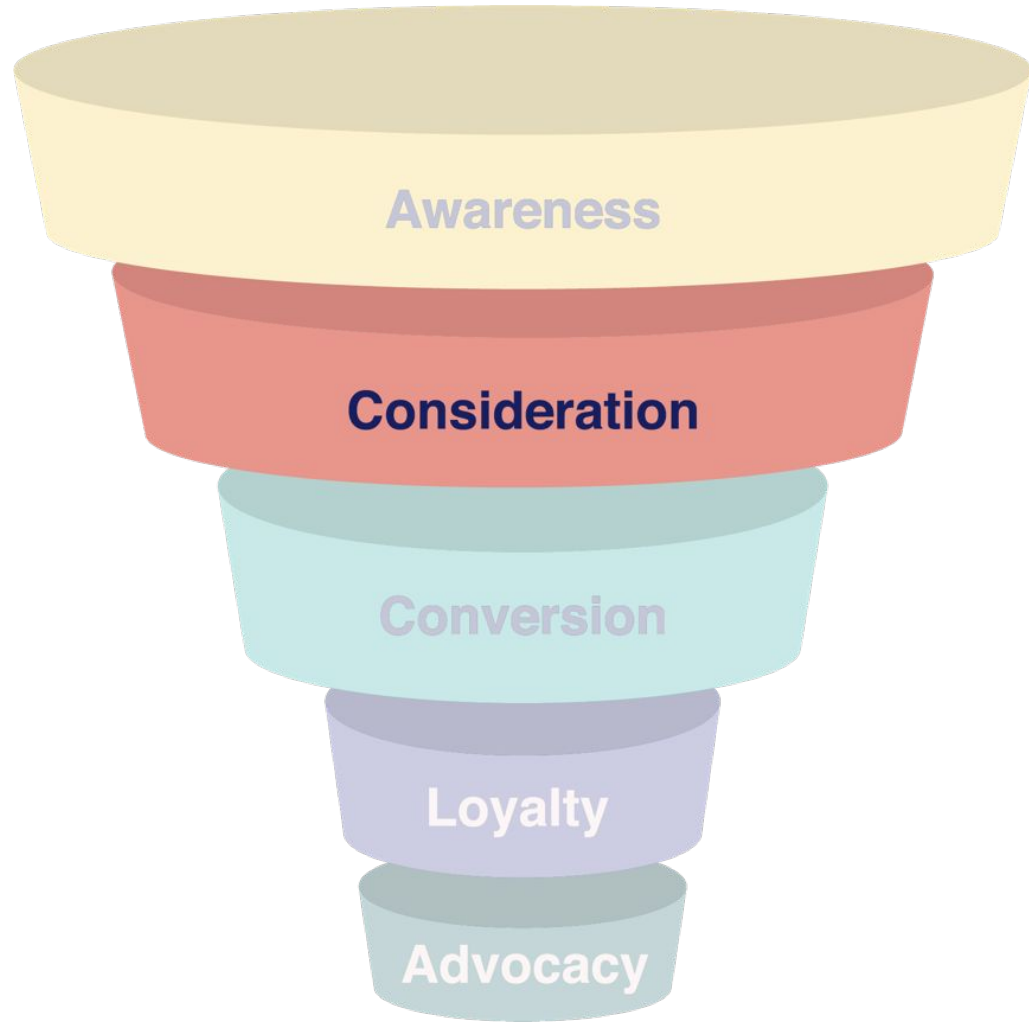
# The marketing funnel



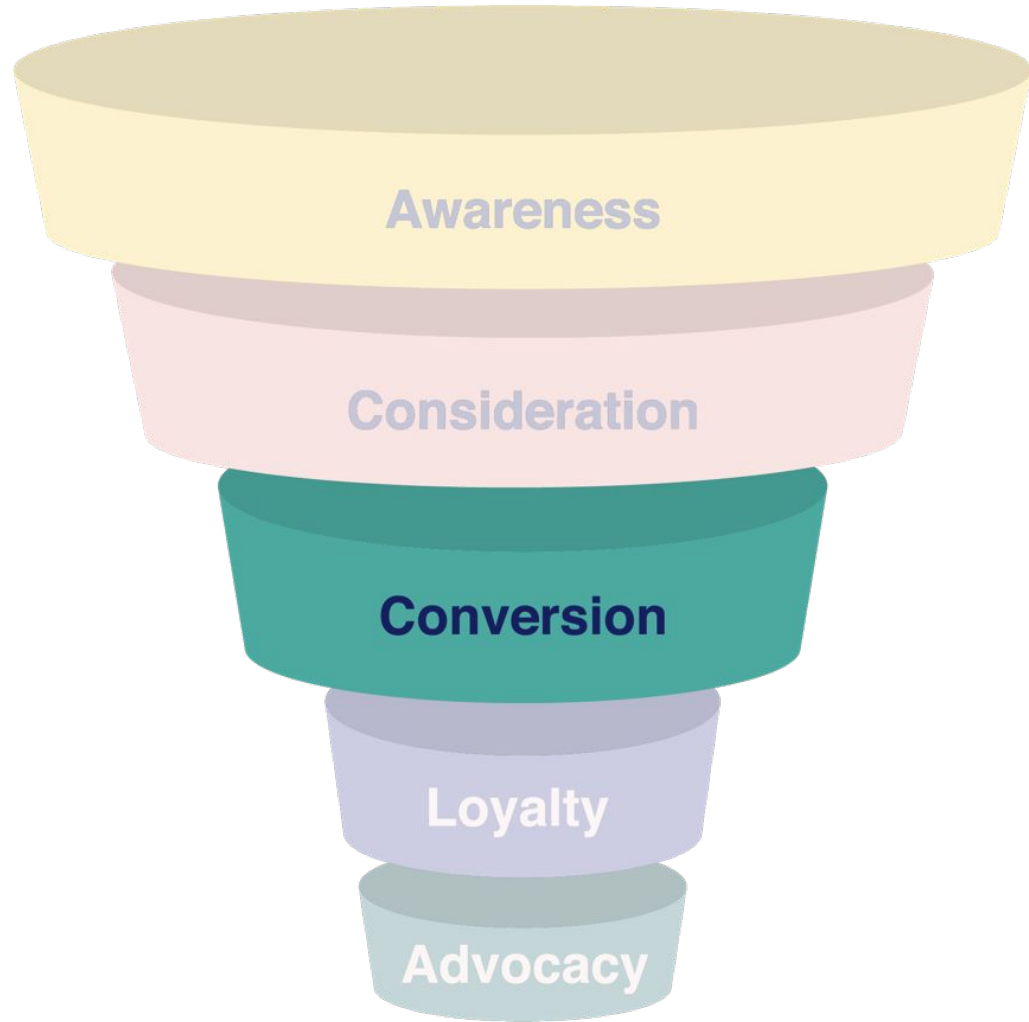
**The  
marketing  
funnel**



**The  
marketing  
funnel**



**The  
marketing  
funnel**





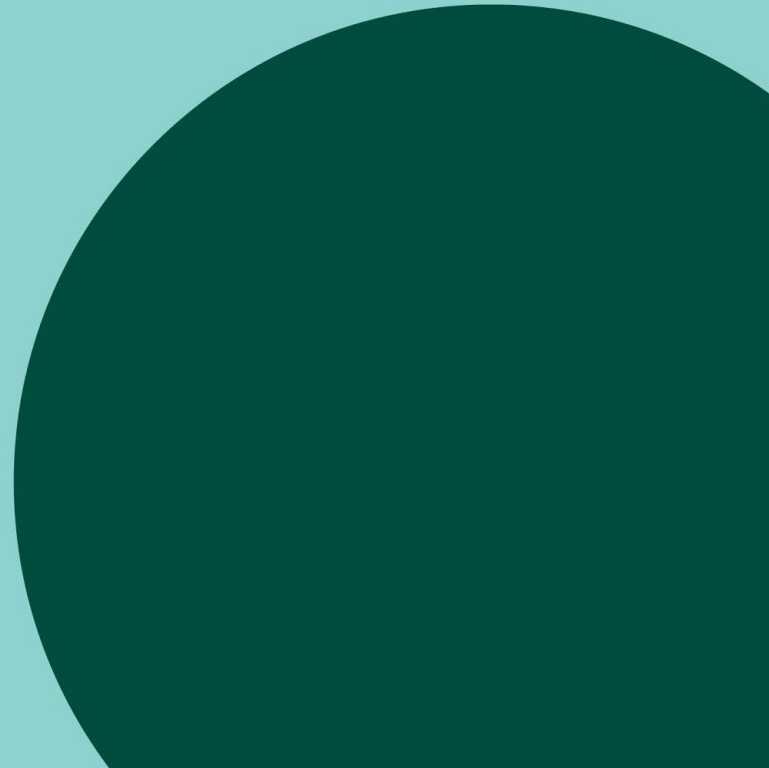
**The  
marketing  
funnel**





# The funnel is not **universal**

The customer journey varies based on the products you sell.



The marketing funnel

Acquisition

Awareness

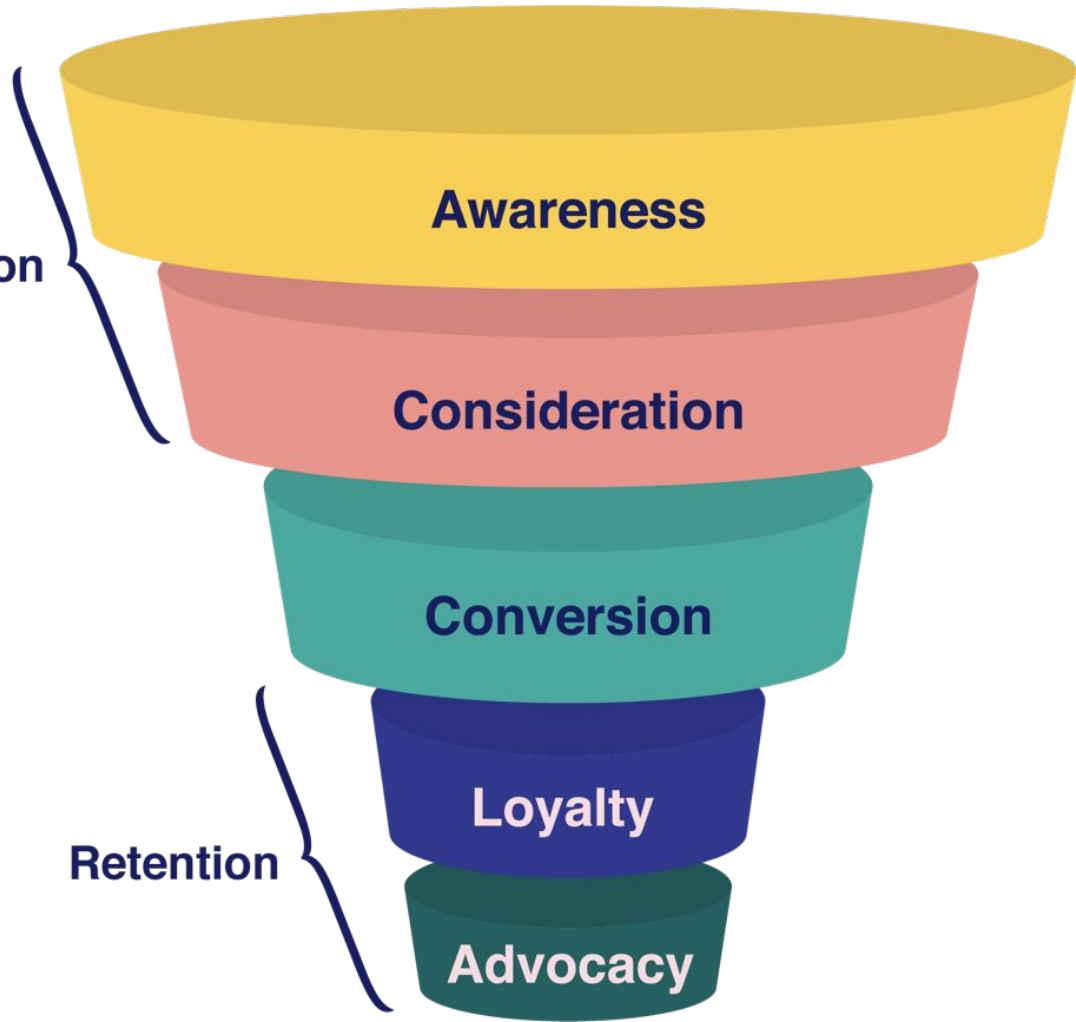
Consideration

Conversion

Retention

Loyalty

Advocacy

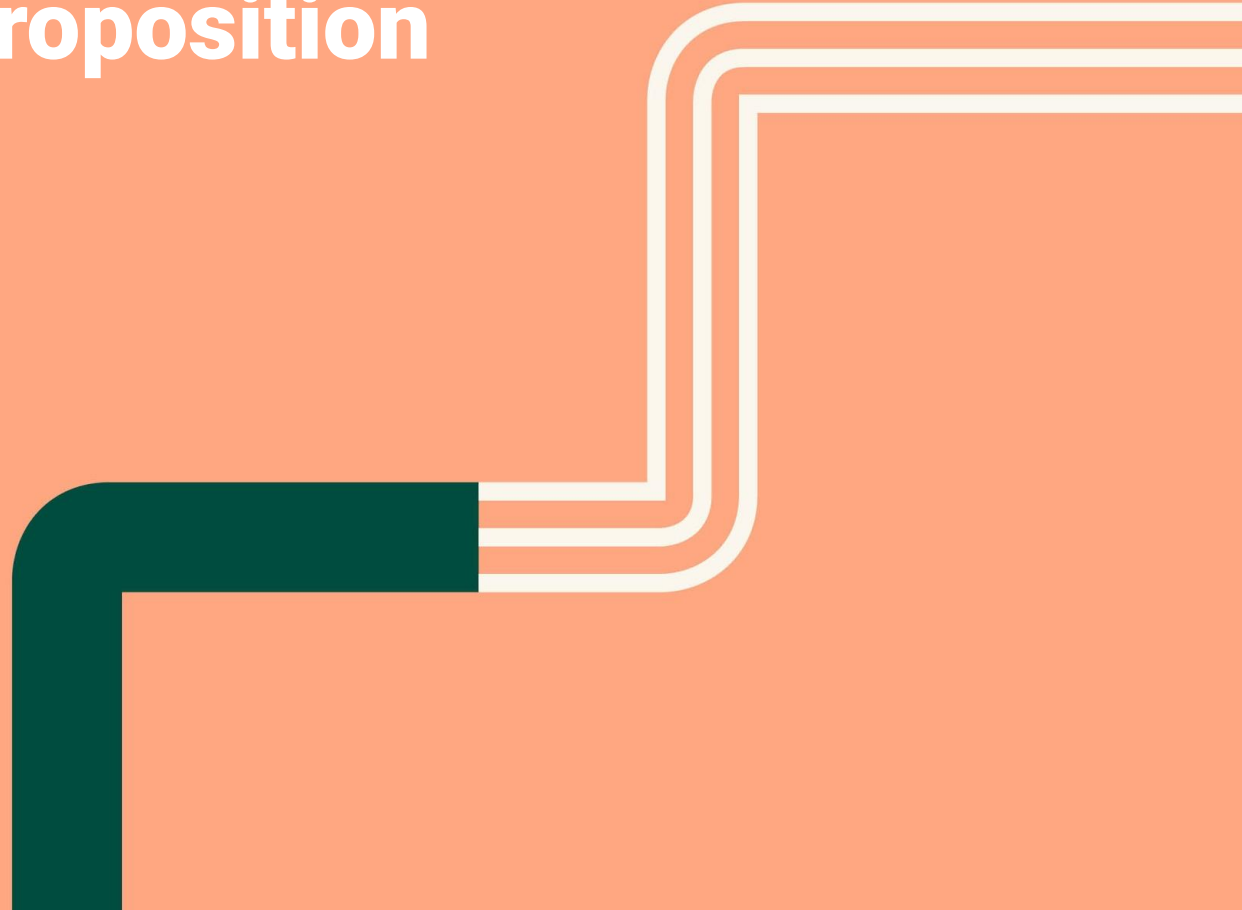


# 04

# Finding your ideal customer

**Acquisition: The process of  
persuading a consumer to  
purchase a company's goods  
or services.**

# Value Proposition



## Identify your target audience

- What problem does your product solve?
- Who is most likely to have this problem?
- Get specific about pain points

## Define your target audience

- Geographically
- Demographically
- Psychographically
- By generation
- By life stage



**Communicate your  
value proposition**

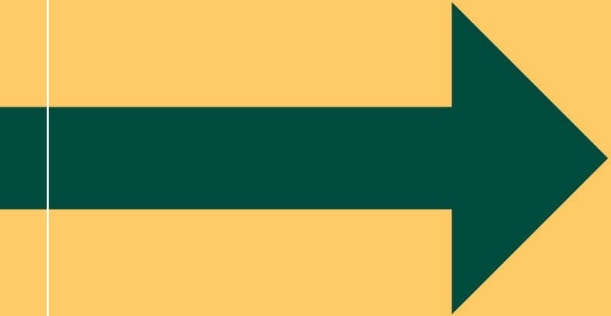


**Know your audience**

**70%**

Skim information before deciding  
to consume it

# How to reach **your customers**



# Blogging



## Facebook and Instagram

Most effective and profitable social media platforms on the market

Learn more at [academy.shopify.com](https://academy.shopify.com)



# Google

3 types of ads:

- Google Search Network
- Google Display Network
- Google Shopping

Learn more at [support.google.com](https://support.google.com) or [academy.shopify.com](https://academy.shopify.com)



# Shopify Marketing

- Create Facebook ads and Google Shopping campaigns
- Organize your marketing activities by campaign
- Recommendations to help you grow your business

The screenshot displays the Shopify Marketing dashboard. On the left is a navigation sidebar with categories like 'Home', 'Orders', 'Products', 'Customers', 'Analytics', 'Marketing', 'Discounts', and 'Apps'. Below these are 'SALES CHANNELS' including 'Online Store', 'Facebook', and 'Messenger'. The main area is titled 'Marketing' and 'Create a Facebook carousel ad'. It shows a campaign named 'Black Friday Cyber Monday' with a sub-campaign 'Hats (18-24, US)'. Under 'Select products', there is a search bar and a list of three hats: 'Brown Hat', 'Beige Hat', and 'Grey Hat'. To the right, a preview of the Facebook ad is shown, featuring two carousel cards for 'Men's Brown Hat' and 'Women's Brown Hat' with 'Shop Now' buttons and social media interaction icons.

# Email Marketing

One of the best channels for nurturing customer relationships over time.

Learn more at [academy.shopify.com](https://academy.shopify.com)

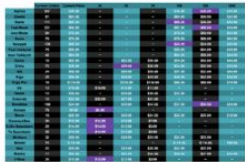
Shopify Email & Cyberimpact

**Massdrop**

## You left something behind.

Looks like you didn't finish checking out. If you'd still like the [Massdrop x MiTo SA Pulse Custom Keycap Set](#), join the drop before it **ends in 19 days**.

Join Drop





The marketing funnel

Acquisition

Awareness

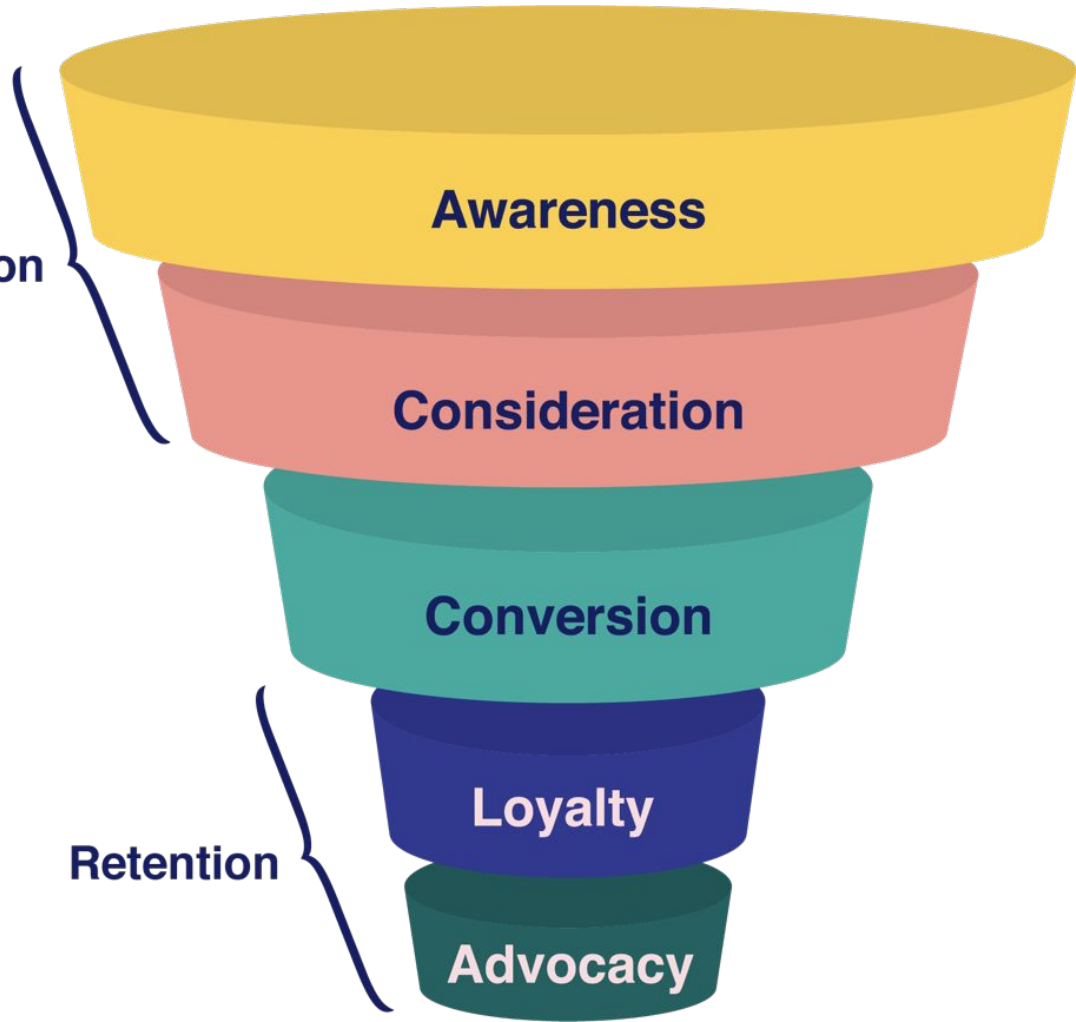
Consideration

Conversion

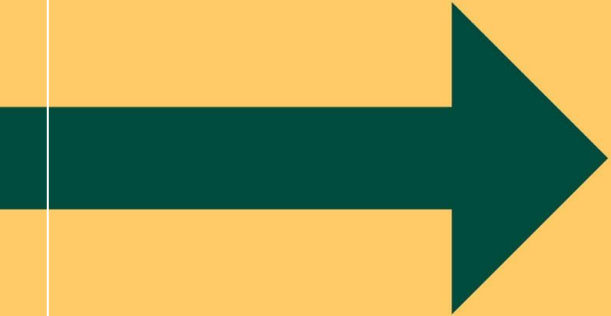
Retention

Loyalty

Advocacy



# The road ahead



# Resources

## Shopify Capital

- Skip the Application
- Get funding quickly
- Repay from sales


SHOPIFY CAPITAL

# Simplified, fast funding

In uncertain times, some financial support can go a long way. Shopify Capital is here for you with quick and easy access to funds.

[Log in to check eligibility](#)

Don't have a Shopify store? Due to the impact of COVID-19, Shopify is offering an extended [90-day free trial](#).



“After I received my offer from Shopify Capital, I was able to use that money for marketing the next day.”

Riaz Surti | Hearthly Foods



# Shopify App Store

- 2400+ apps available
- Free or paid
- Wide range of add-on functionality to help you manage your business

shopify themes COLLECTIONS ▾ NEW THEMES

Shopify.com Log in Get started

FREE SHIPPING ON ORDERS OVER \$100

PIPELINE HOME SHOP BLOG ABOUT CART

CLOSE SHAVE

*Blast your face with cool  
Shaving like a samurai  
Razors are awesome.*

THE FOLLICLE SLICERS →

More details

< 1/6 >

All Free Paid All industries ▾ Sort by ▾

## Find the right theme for your online store

Explore our collection of free and paid ecommerce themes


## Shopify Experts

- 780+ experts in our network
- Global program
- Wide range of services to suit your needs



# Hatchful





- Logo generator
- Business Name Generator
- Slogan Generator





 **shopify**





YOUR STORE NAME





Your Business Name

ICON





   


   

POSITION

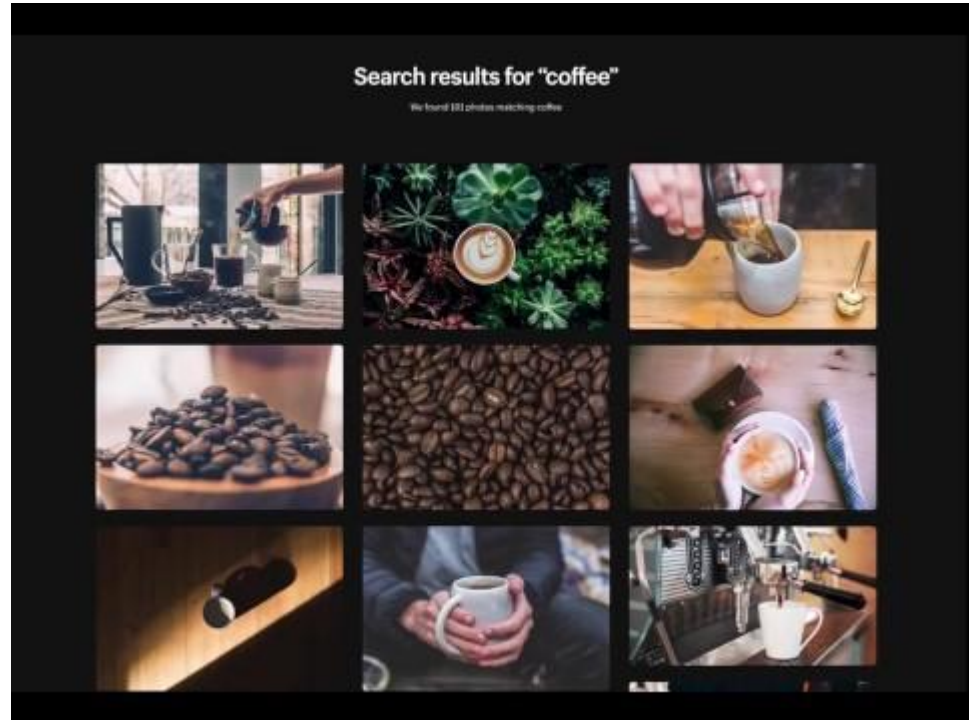
   

Get your logo

  
Your Business Name

## Burst

- No cost
- Royalty free
- High quality
- Thousands for photos





# Shopify Help Center

What are you looking for?



## Welcome to Shopify



### Introduction to Shopify

Follow the initial setup guide to start selling, get an overview of Shopify's platform and features, and learn ways that you can sell your products.



### Your account

Learn about your Shopify account and how to manage your staff's access, bills, and financing.



### Migrating to Shopify from another platform

Find tips for moving your online store to Shopify from another platform.



### Shopify community

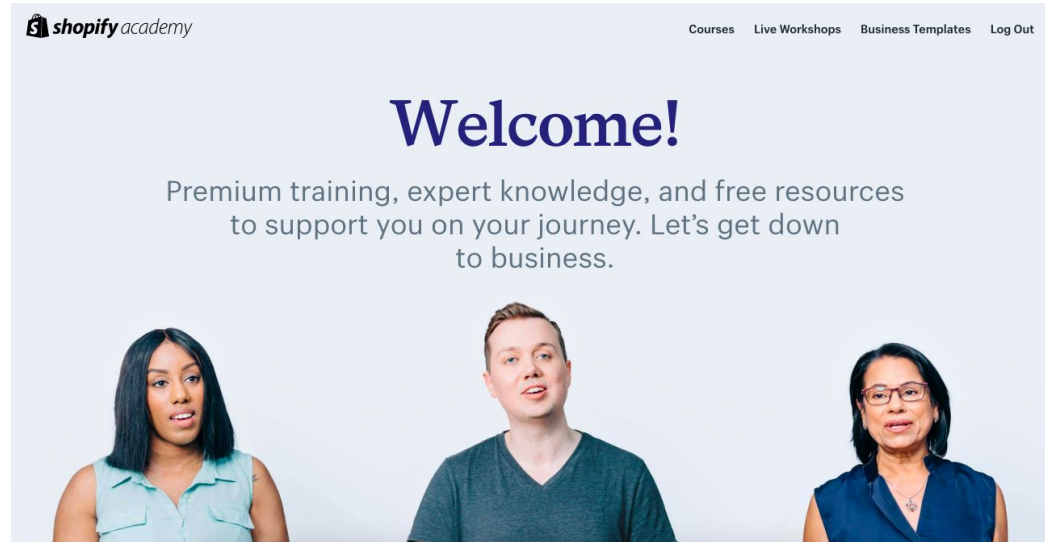
Access learning resources and discuss all things Shopify with other merchants.

## Support



**A dedicated support team - available 24/7**

1-888-shopify • live chat



shopify academy

Courses Live Workshops Business Templates Log Out

## Welcome!

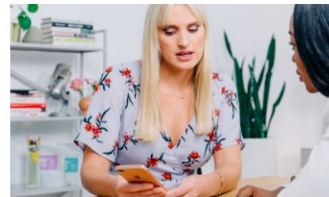
Premium training, expert knowledge, and free resources to support you on your journey. Let's get down to business.

Three headshots of diverse individuals are displayed below the text.



### Getting Started with Shopify

Entrepreneur and Shopify expert, Samantha Renée, guides you through getting setup on Shopify and launching your business. [Learn More](#)



### Grow Your Business with Instagram

Gretta van Riel shows you how she used Instagram to help create five multi-million dollar ecommerce businesses. [Learn More](#)



### How to Design Your Online Store (with Zero Design Experience)

Stephan Peralta shares his methods for building a brand and an online store that converts visitors into customers. [Learn More](#)

# Shopify Compass



Learn Live workshops Workshops Stories Progress

Login Sign up

## Learn while you build your business

Take the guesswork out of entrepreneurship with step-by-step guidance to help you launch and grow your business with confidence.

Join now



### Step-by-step guidance

Track your progress while learning the basics to starting and running a successful business.



### Online Business Courses

Learn from experts and founders who have done it before.



### Community of Entrepreneurs

Join the discussion and learn from other business owners.



### Special Events

Get access to workshops, special guest interviews, and online events.

We're with you

We're launching Compass early and making everything inside available for free, so that small business owners like you can navigate these challenging times.

“A goal without a plan **is just a dream.**”

Antoine de Saint-Exupéry



# Thanks!

[www.shopifytoronto.com](http://www.shopifytoronto.com)



## CFIB resources

- Go to [cfib.ca/covid19](https://cfib.ca/covid19) for FAQs, latest updates on government relief measures & templates
- Call the CFIB Business Helpline: **1-888-234-2232**
- Weekly email updates, webinars and surveys
- Follow us on social:



[CFIB](#)



[CFIB](#)



[CFIBbuzz](#)



[cfib fcei](#)

**CFIB** In business for your business.

## COVID-19

Dear CFIB member:

We know this is a difficult time for small businesses across the country. Information is changing rapidly and it can be difficult to find the help you need. To keep you informed on the latest government relief measures and provide up to date answers to your questions, we will be sending you a weekly newsletter for as long as COVID-19 poses various challenges.

On behalf of everyone at CFIB, I would like to offer you, your employees and your business our full support.

Dan Kelly  
President and CEO

### Answers to your COVID-19 questions

#### Find up to date info using our business owner FAQ

Our business counselors have fielded thousands of COVID-19 calls over the past several days alone. We are regularly updating our online Help Center based on your questions and the new information we are getting from governments. Visit our online FAQ to find answers to common questions including: "Can my business remain open?", "Are employees under quarantine eligible for EIT?" and "What should be done when business is slow and there isn't enough work for employees?"

[Get answers](#)

#### What's the government doing to help your business?

The COVID-19 crisis has brought a lot of uncertainty into our lives and our economy—and your business may need help getting through it. To date, announcements from the federal government include a 10% wage subsidy and deferring tax remittances. Find out what other relief measures the provincial and federal governments are implementing and how you can apply for them.

[See Ontario relief](#) [See federal relief](#)

# Thanks!

[www.shopifytoronto.com](http://www.shopifytoronto.com)

