How-To Guide:
Open an Online Store

Content Provided by Shopify

Open an Online Store

NYC BUSINESS SOLUTIONS

Contents:

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

What is eCommerce?

- 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

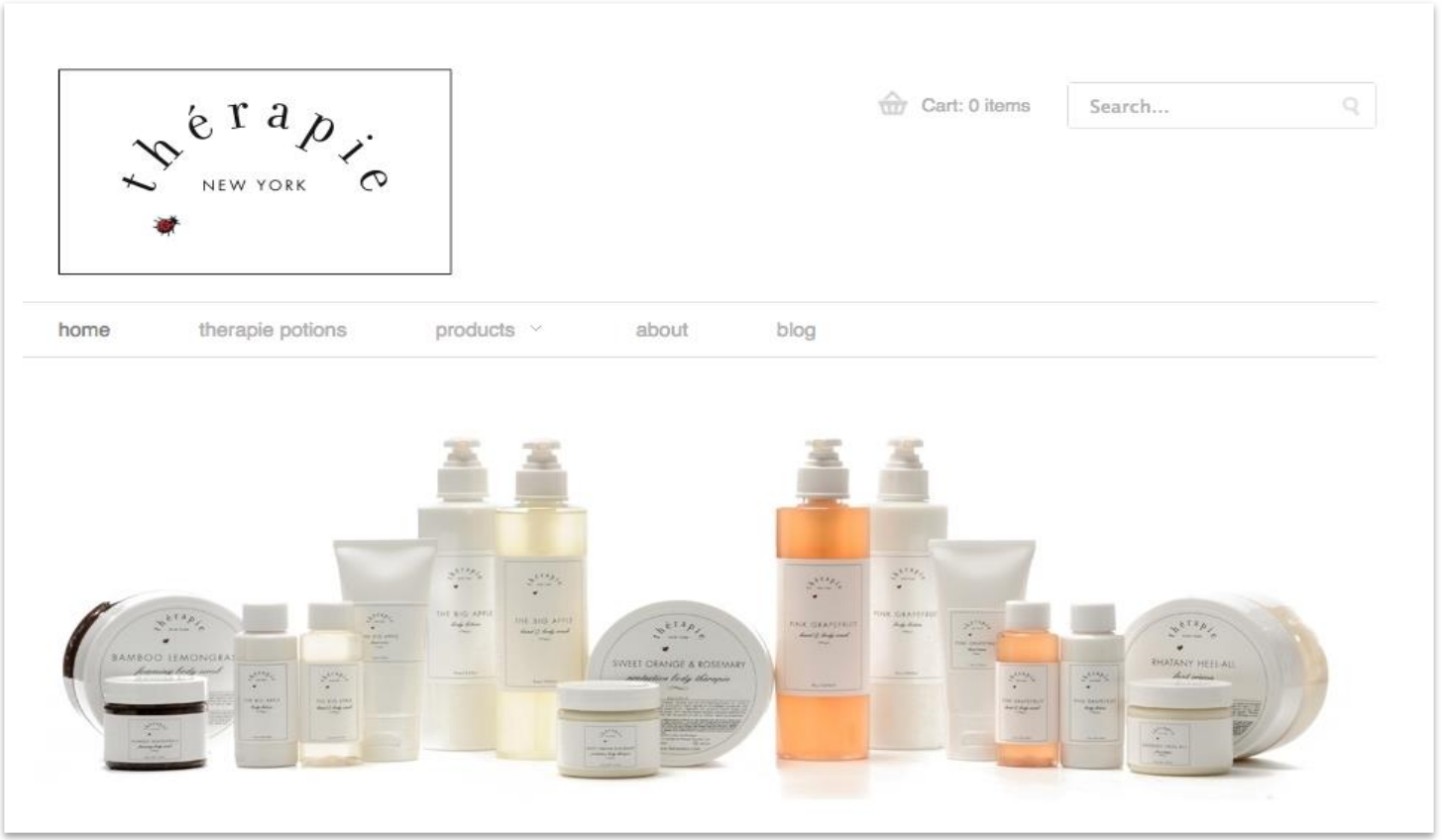
Marketplace Example: Amazon

- 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.

Shopify Store Example

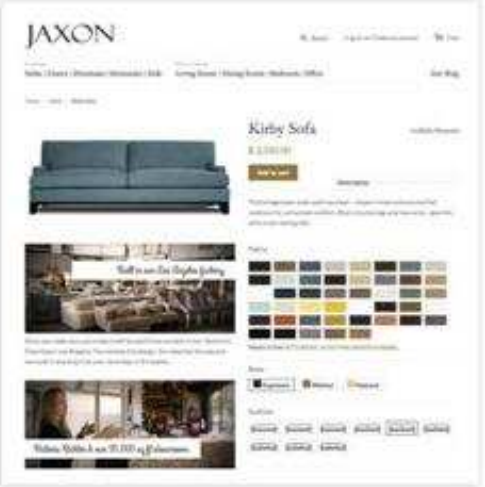
NYC BUSINESS SOLUTIONS

- 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

NYC BUSINESS SOLUTIONS



What do I Sell?

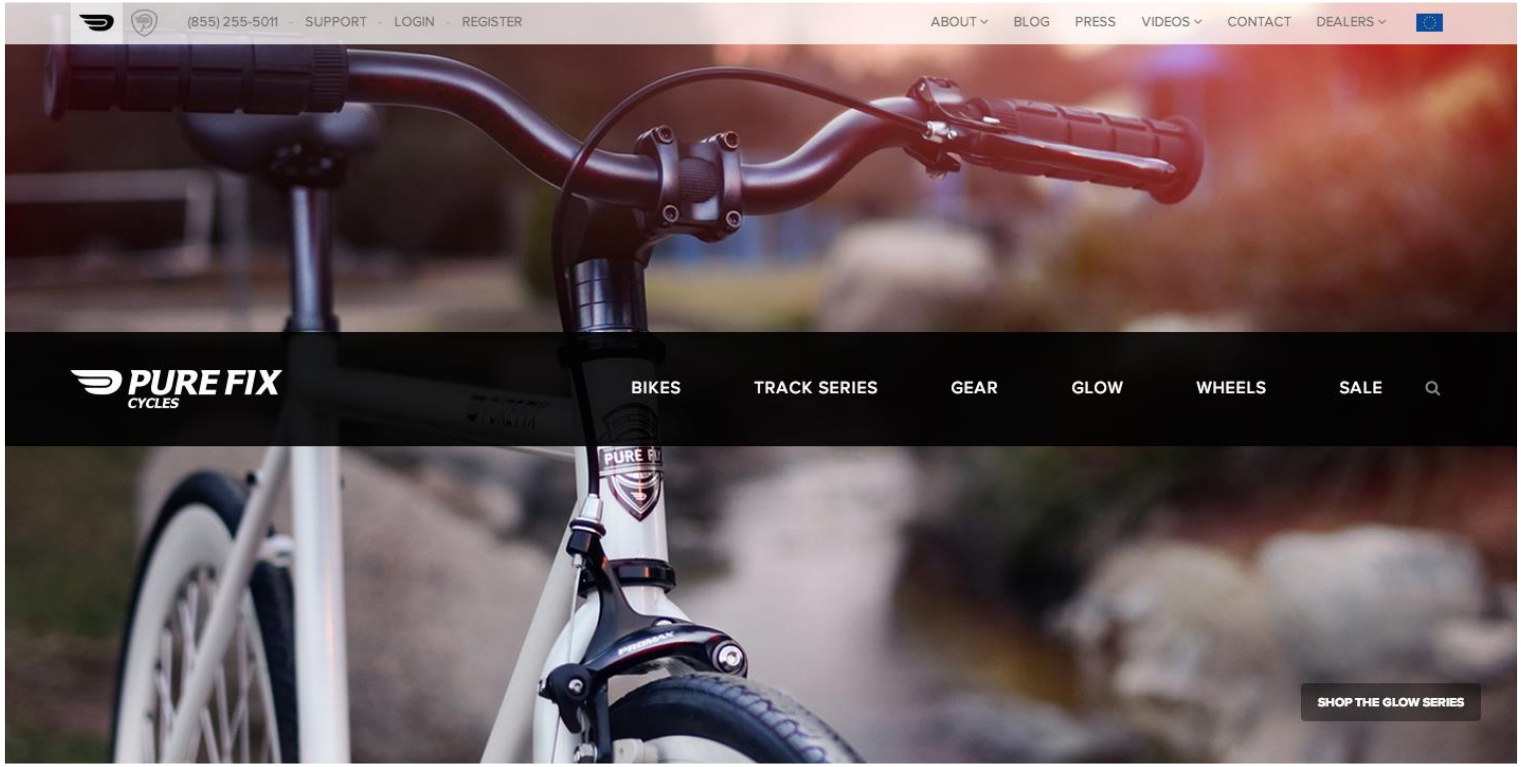
- You can sell physical products, services, and even digital downloads through an online store.
- The most successful online stores deliver unique value above and beyond the product itself.
- This is often through unique knowledge of the product, a strong connection between the brand and the customer,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

A Home for your Brand

NYC BUSINESS SOLUTIONS

- 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.

Engaging Customers with your Independent Brand – Telling your Story

NYC BUSINESS SOLUTIONS

ABOUT PURE FIX CYCLES

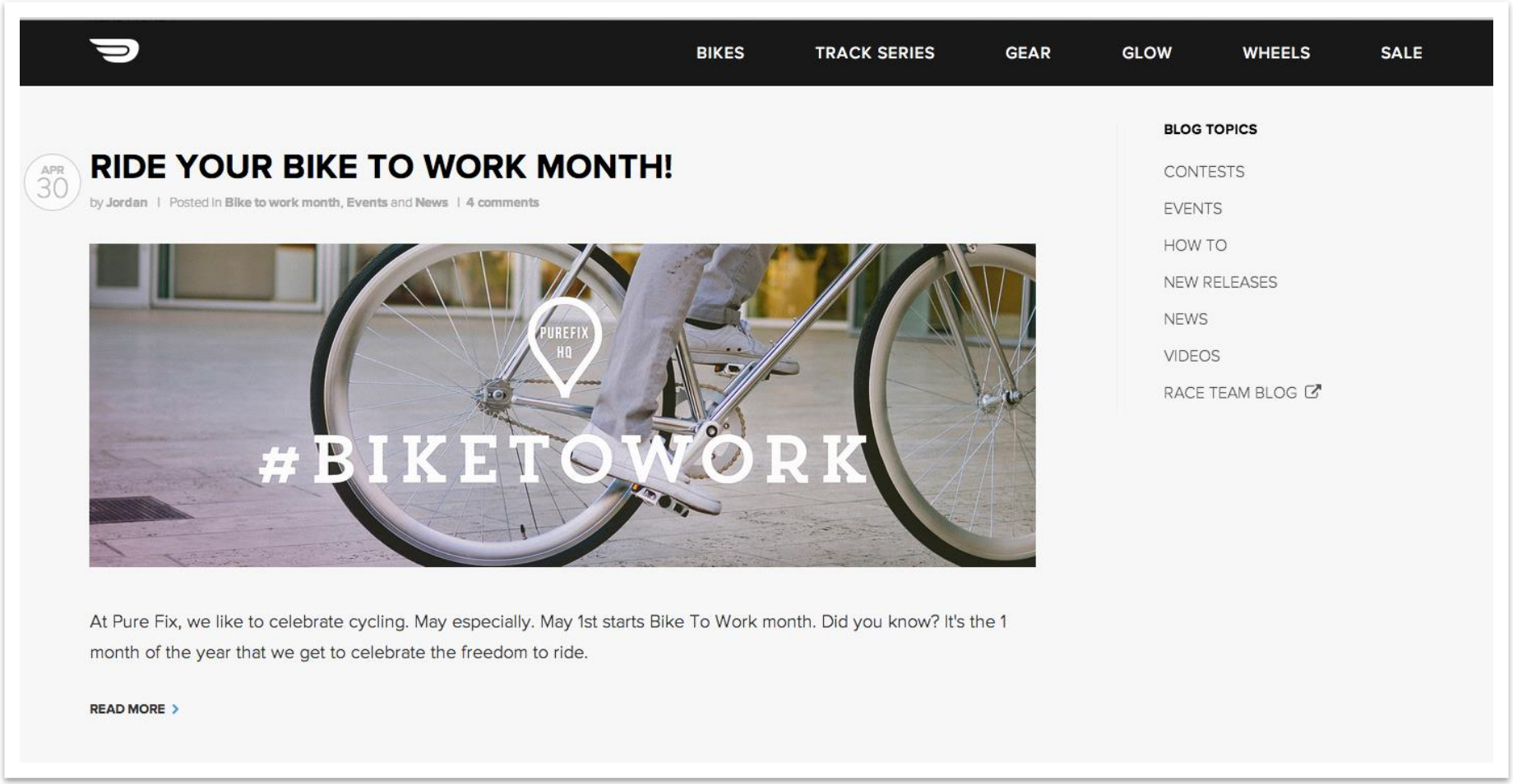
THE TEAM / THE BIZ / THE PRESS / THE FIXIES / PURE FIX U / COMMUNITY / CAREERS

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.

Engaging Customers with your Independent Brand – Producing Original Content

- 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.

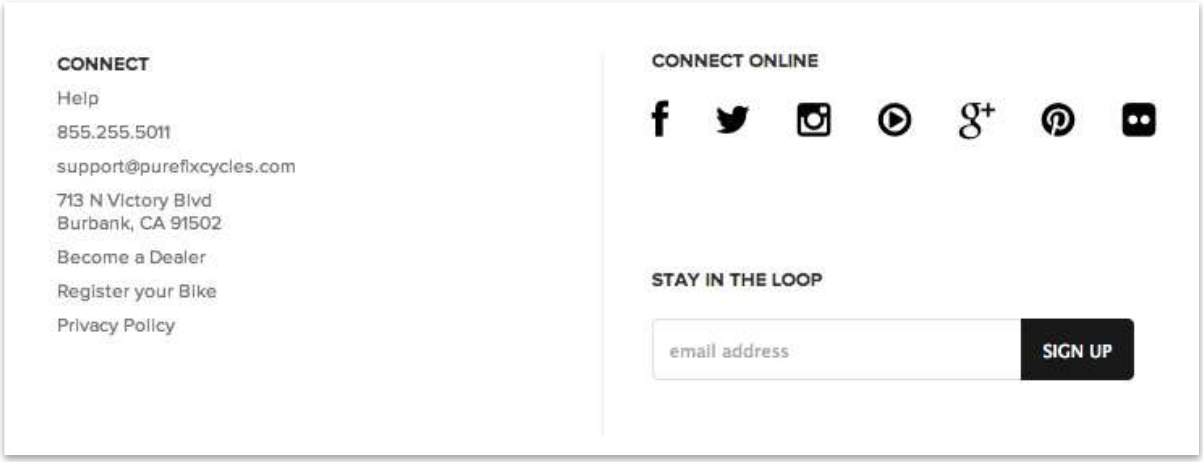


Engaging Customers with your Independent Brand – Social Media

- 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.

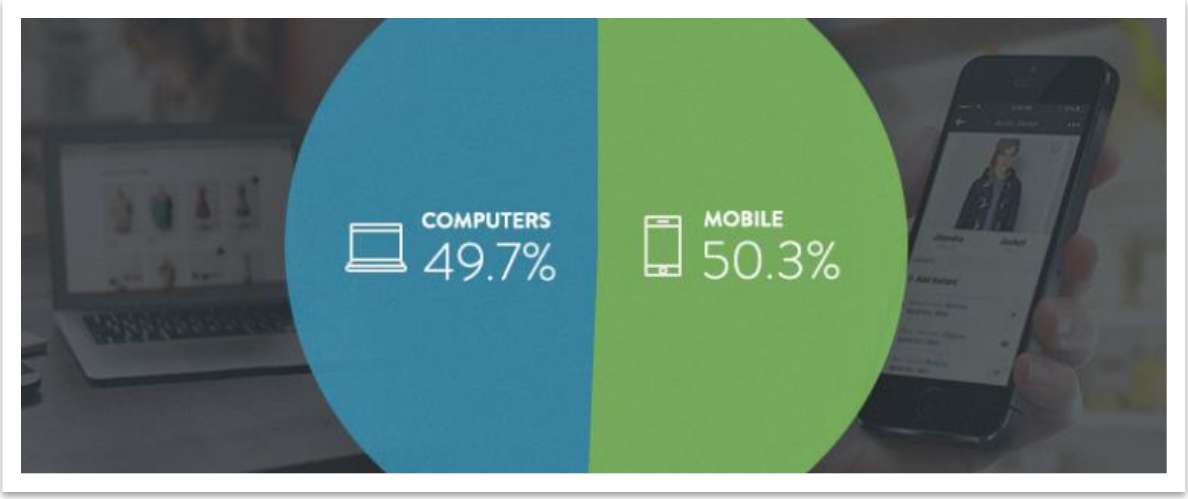


Bridging Online, Offline, and Mobile Sales

NYC BUSINESS SOLUTIONS

- 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.

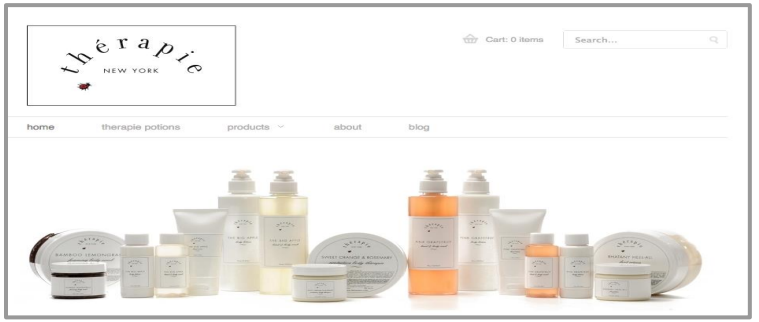
- There has been a huge shift towards mobile purchases. More than half of web traffic is now mobile.



Getting Started

On Shopify:

- Sell through your own online store



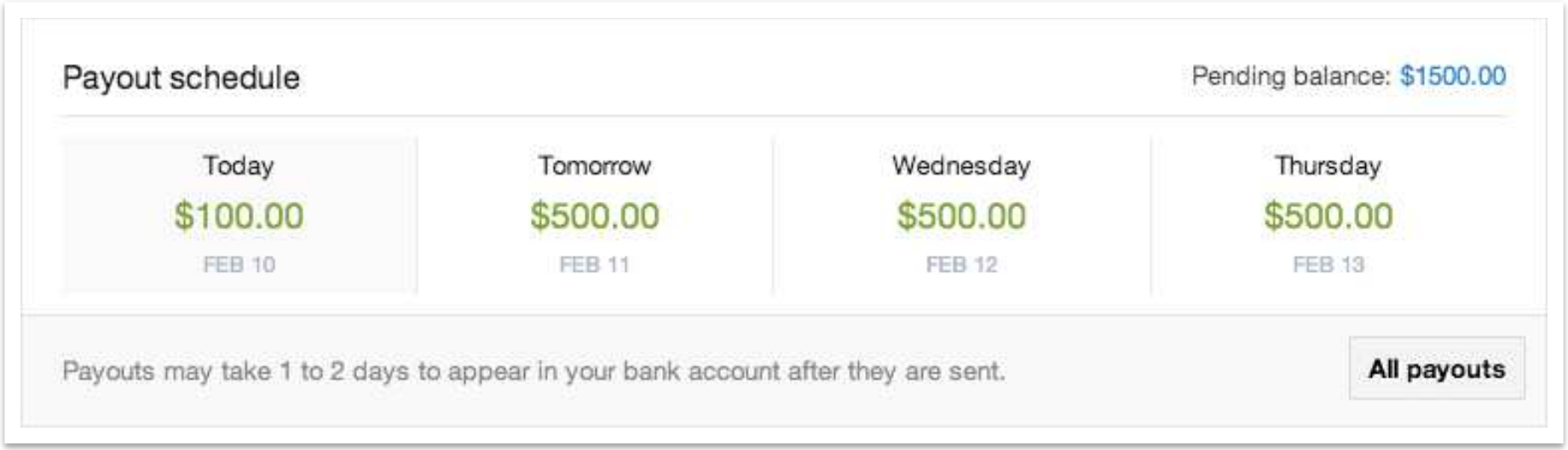
- Integrate your online and offline sales through Shopify's iPad-based Point of Sale

- Sell at trade shows, fairs, markets, etc. with Shopify Mobile

Processing Payments and Receiving Payouts on Shopify

NYC BUSINESS SOLUTIONS

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



Setting up a Shopify Account

NYC BUSINESS SOLUTIONS

- 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

NYC Business Solutions

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.**