



# **How-To Guide: Open an Online Store**

Content Provided by Shopify

## Contents:

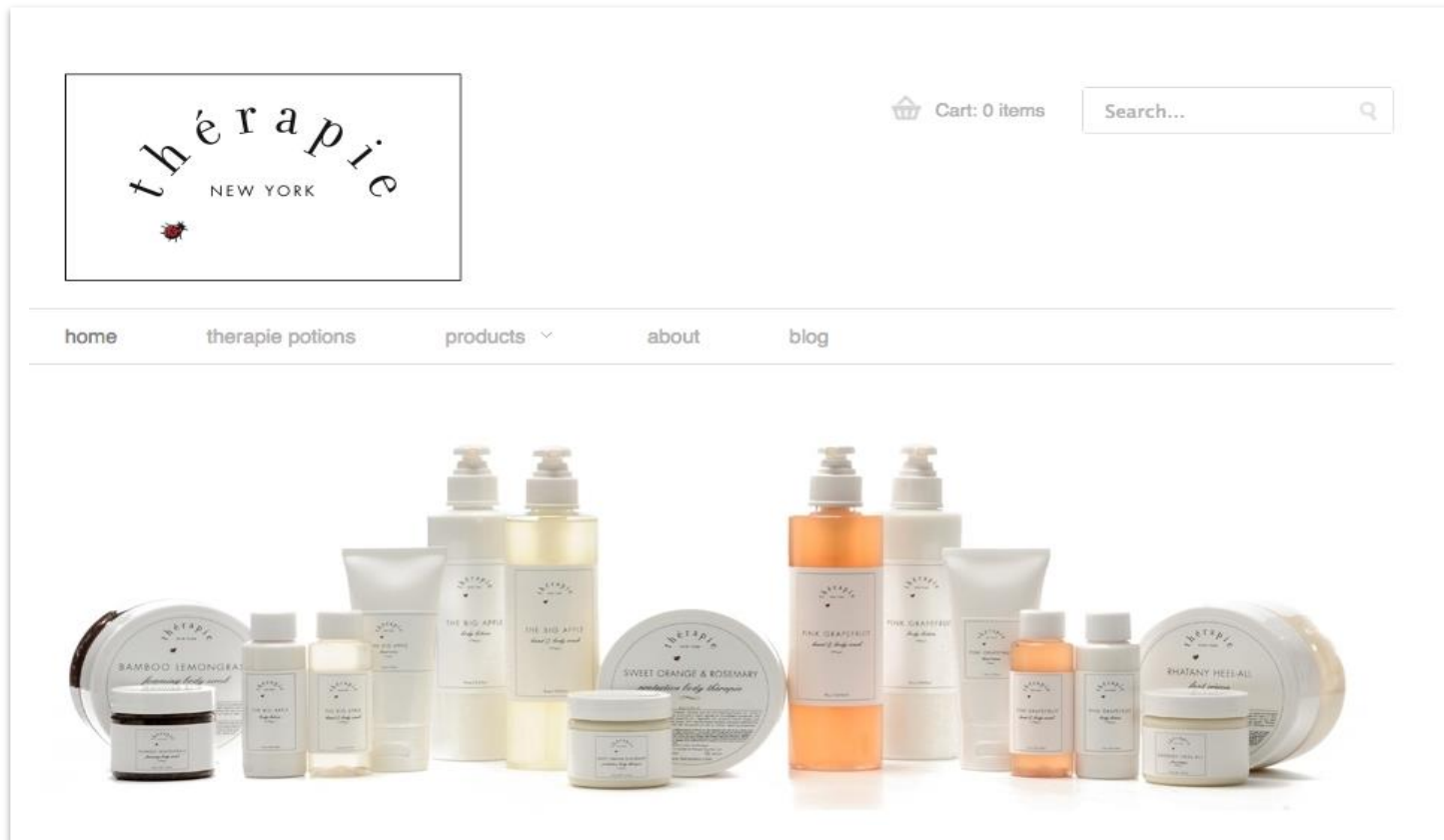
- eCommerce
- What do I sell?
- A home for your brand
- Bridging online and offline sales
- Getting started

- 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

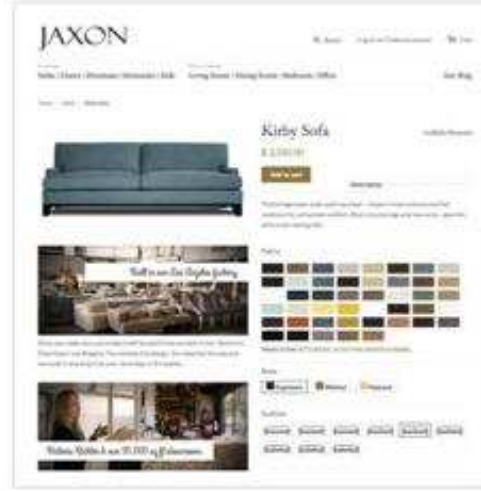
- Marketplaces like Amazon don't let a business represent its brand or deliver unique value. As seen in the example below, a business owner also has no control over how its product is presented. This results in price becoming the only differentiator between one seller and another. This is not an ideal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

The screenshot shows the Amazon.ca website interface. At the top, there's the Amazon logo and navigation links like 'Your Store', 'Deals Store', 'Gift Certificates', 'Sell', 'Help', and 'en français'. Below that is a search bar with 'Electronics' selected and a 'Go' button. A navigation menu includes 'Electronics', 'Best Sellers', 'Camera & Photo', 'Computers & Tablets', 'Televisions & Video', 'Home & Portable Audio', 'GPS', and 'Deals'. The main product listing is for an 'LG Electronics 50LN5750 50-Inch 1080p 120Hz LED-LCD HDTV with Smart TV'. It features a large image of the TV with the 'LG Smart TV' logo on the screen. To the right of the image, the product title, brand 'by LG', a star rating of 4.5 stars from 27 reviews, and the price '2 new from CDN\$ 1,379.99' are displayed. Below the price, there are size selection buttons for 39-Inch, 42-Inch, 47-Inch, 50-Inch (selected), 55-Inch, and 60-Inch. A list of features includes '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.' At the bottom, there's a note about shipping in original packaging and an 'amazonstudent' logo with a promotion for 'Free Two-Day Shipping for University Students'.

- 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

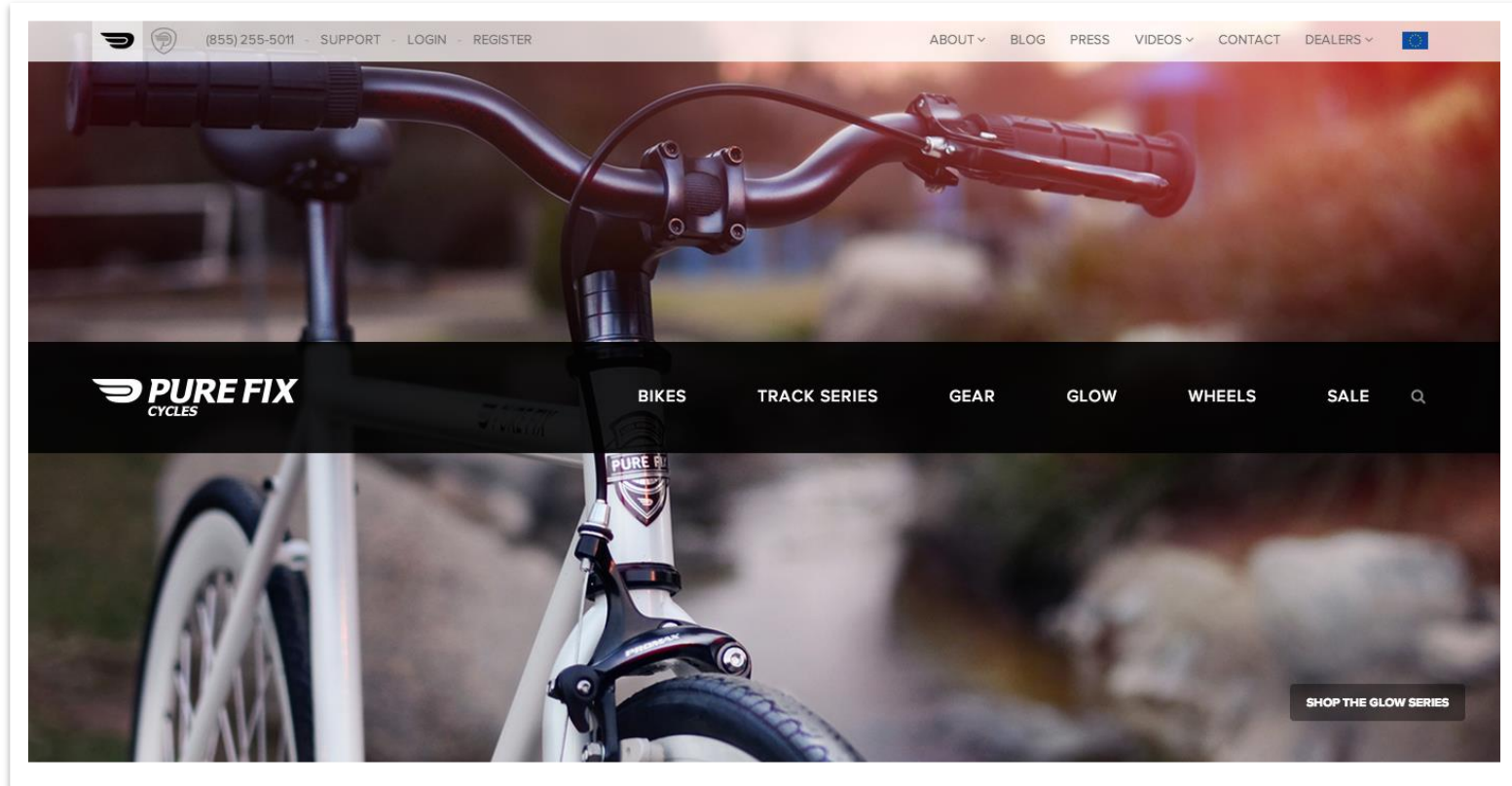


- You can sell physical products, services, and even digital downloads through an online store.
- The most successful online stores deliver unique value above and beyond the product itself.
- This is often through unique knowledge of the product, a strong connection between the brand and the customer,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

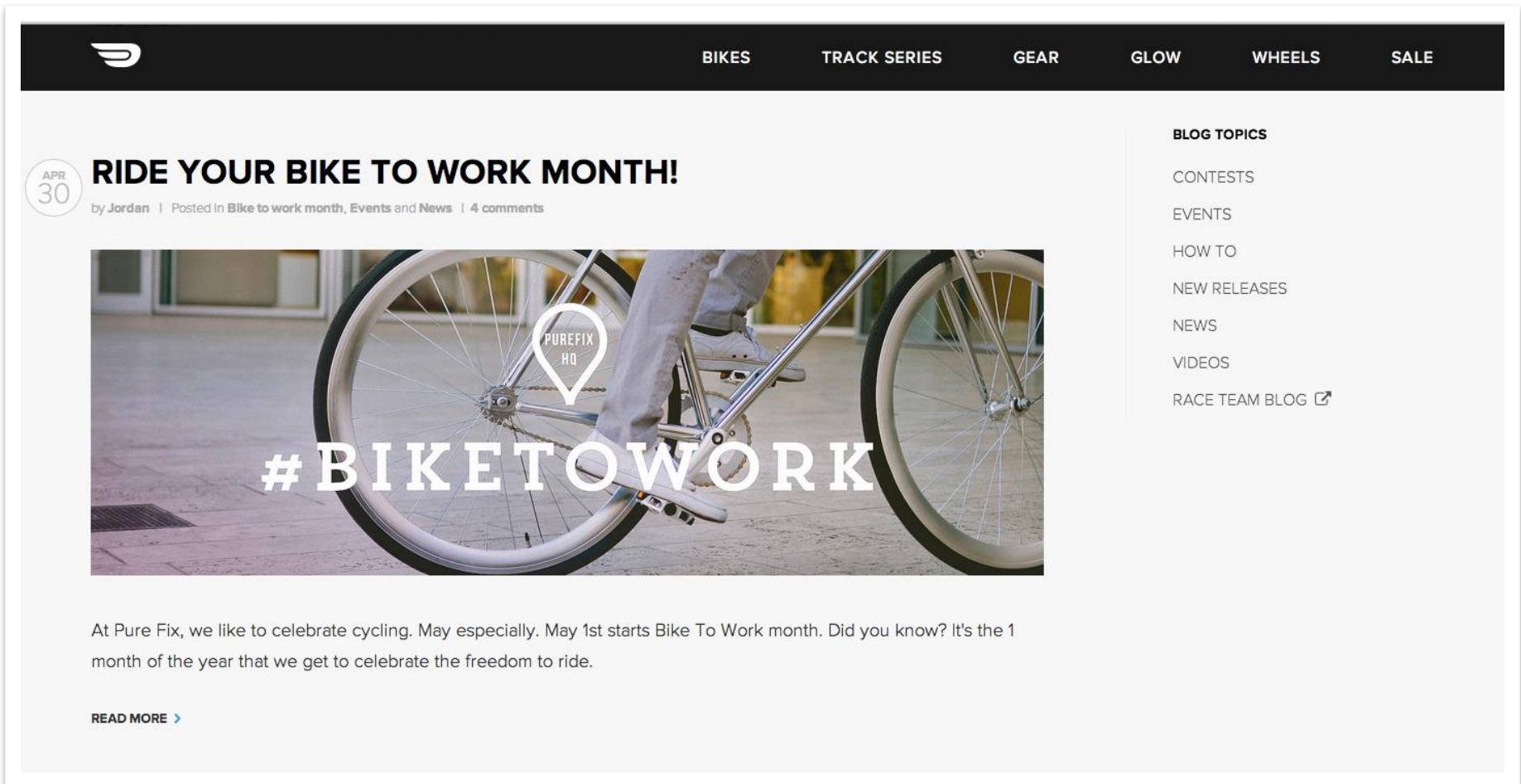
[THE TEAM](#) / [THE BIZ](#) / [THE PRESS](#) / [THE FIXIES](#) / [PURE FIX U](#) / [COMMUNITY](#) / [CAREERS](#)

**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. Below the navigation bar is a blog post header for 'RIDE YOUR BIKE TO WORK MONTH!' dated APR 30, by Jordan, with 4 comments. The main image features a person on a bicycle with the text '#BIKETOWORK' overlaid and a 'PUREFIX HQ' location pin. To the right of the main content is a 'BLOG TOPICS' sidebar with links to CONTESTS, EVENTS, HOW TO, NEW RELEASES, NEWS, VIDEOS, and RACE TEAM BLOG. Below the image is a short paragraph of text and a 'READ MORE' link.

**BIKES**   **TRACK SERIES**   **GEAR**   **GLOW**   **WHEELS**   **SALE**

**APR 30** **RIDE YOUR BIKE TO WORK MONTH!**  
by **Jordan** | Posted in **Bike to work month, Events and News** | **4 comments**

**#BIKETOWORK**

**BLOG TOPICS**

- CONTESTS
- EVENTS
- HOW TO
- NEW RELEASES
- NEWS
- VIDEOS
- RACE TEAM BLOG ↗

At Pure Fix, we like to celebrate cycling. May especially. May 1st starts Bike To Work month. Did you know? It's the 1 month of the year that we get to celebrate the freedom to ride.

**READ MORE >**

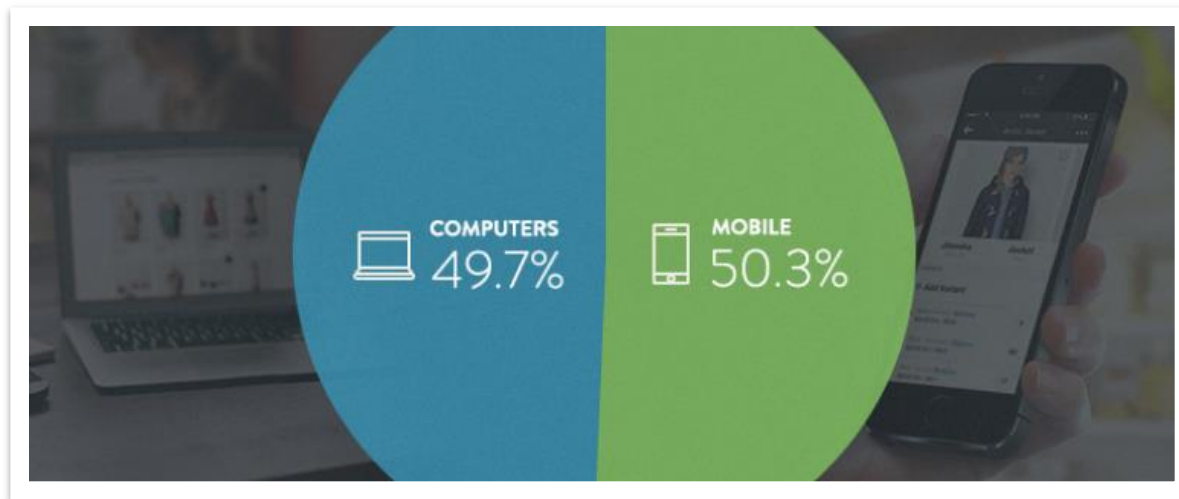
- An independent online store with Shopify lets you connect all of your social media channels in one place
- This helps prospective customers find your brand through their own social media channels while enabling existing customers to stay engaged.
- As seen below, Purefix Cycles has integrated their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

**CONNECT**  
Help  
855.255.5011  
support@purefixcycles.com  
713 N Victory Blvd  
Burbank, CA 91502  
Become a Dealer  
Register your Bike  
Privacy Policy

**CONNECT ONLINE**  
f t i y g+ p m

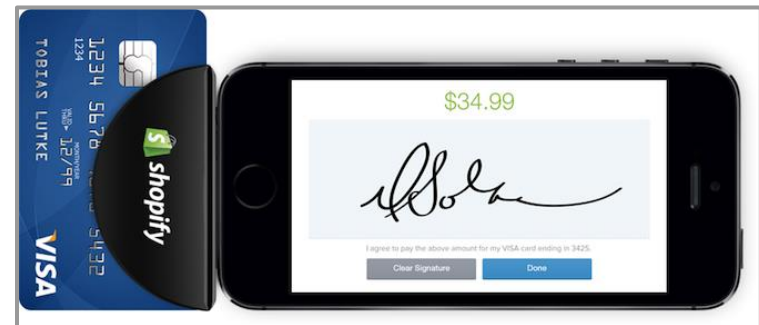
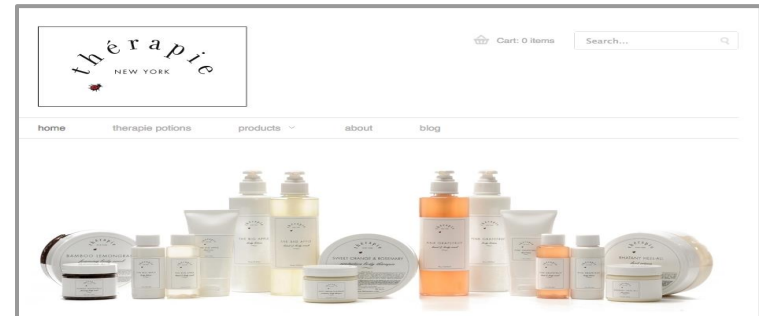
**STAY IN THE LOOP**  
email address **SIGN UP**

- 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**

<b>Today</b> <b>\$100.00</b> FEB 10	<b>Tomorrow</b> <b>\$500.00</b> FEB 11	<b>Wednesday</b> <b>\$500.00</b> FEB 12	<b>Thursday</b> <b>\$500.00</b> FEB 13
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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](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](http://www.nyc.gov/nycbusiness).



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**INCENTIVES**  
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**NAVIGATING GOVERNMENT**  
cut through red tape