



SYDNEY

#SHOPIFYMEETUP

Wednesday 20th February 2019

HOSTED BY

Process

Andy Homan

JASON CORMIER

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shopifyplus

Shopify Plus Updates

Jason Cormier

Merchant Success

01 Strategic Focus

**Building for scale, complexity,
and specialization**

Specialization

With larger organizations, functional experts seek tools to simplify their roles.



Marketing

Focused on connecting with customers and driving loyalty



Merchandising

Focused on capturing greater value and managing product content



Logistics

Focused on simplifying the management of supply and fulfillment across the organization

02 Automation

Connectors for Shopify Flow

Use the power of automation to connect your business tools to Shopify, and each other. Easily create workflows across the apps and services you use every day.



Customer "at risk"
in Loyalty Lion

Start win-back email
sequence in Klaviyo



Customer placed their
second order

Text a discount code
with SMSBump

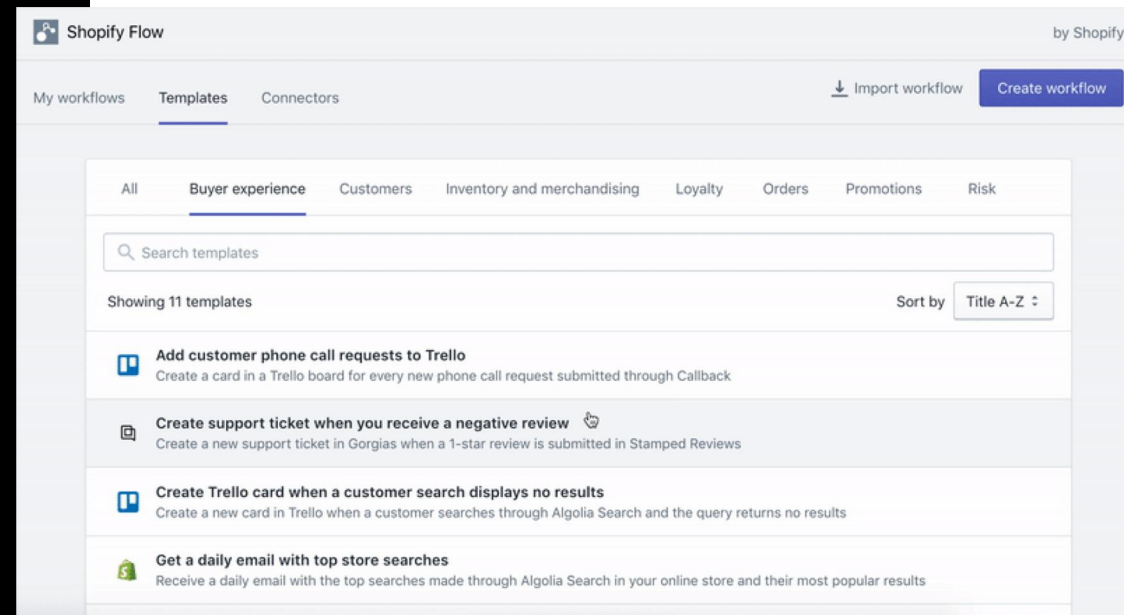


1-star review submitted
in Stamped.io

Create customer service
ticket in Gorgias

Workflow templates in Shopify Flow

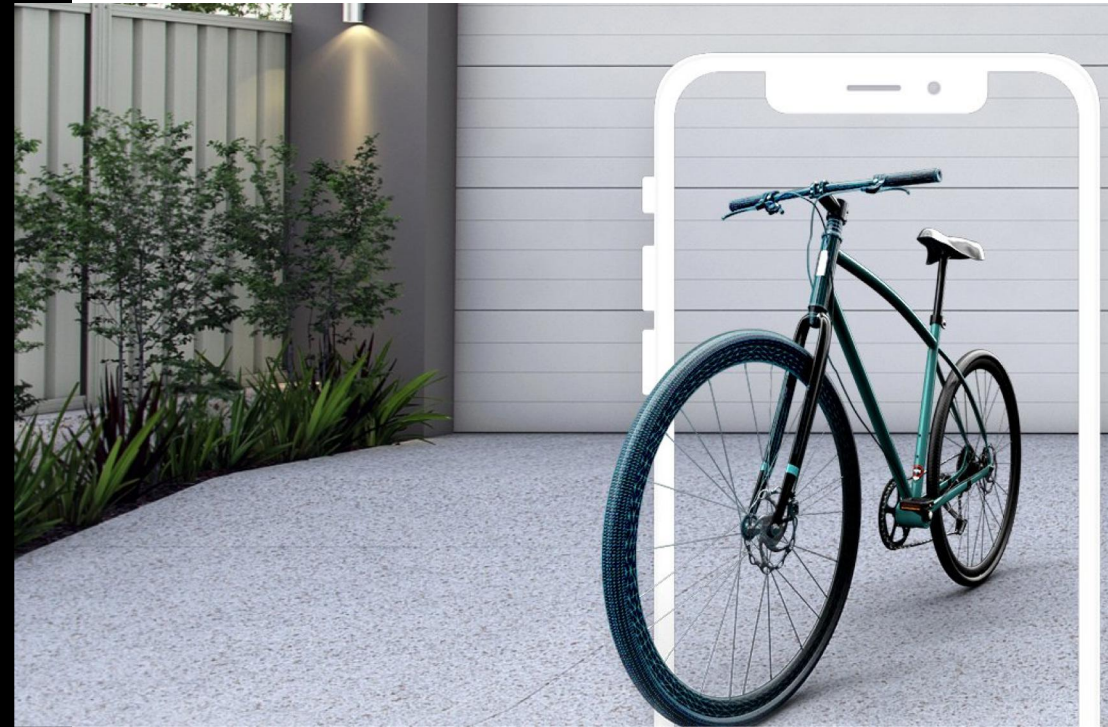
Templates are sample workflows merchants can use right away, or customize for their store.

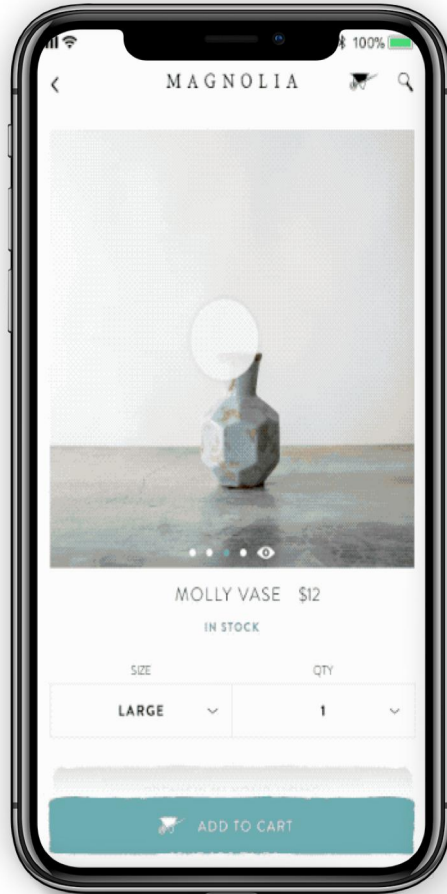


03 Market smart

Shopify AR

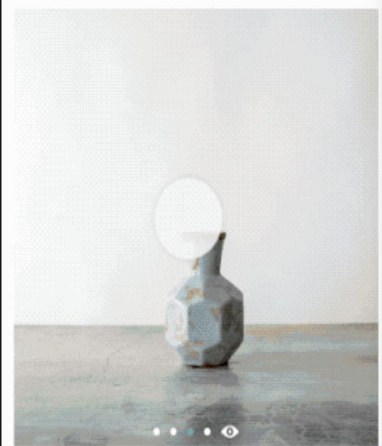
Add dimension to your product pages. Offer online-to-offline with an Augmented Reality (AR) shopping experience.





100%

MAGNOLIA



MOLLY VASE \$12

IN STOCK

SIZE

QTY

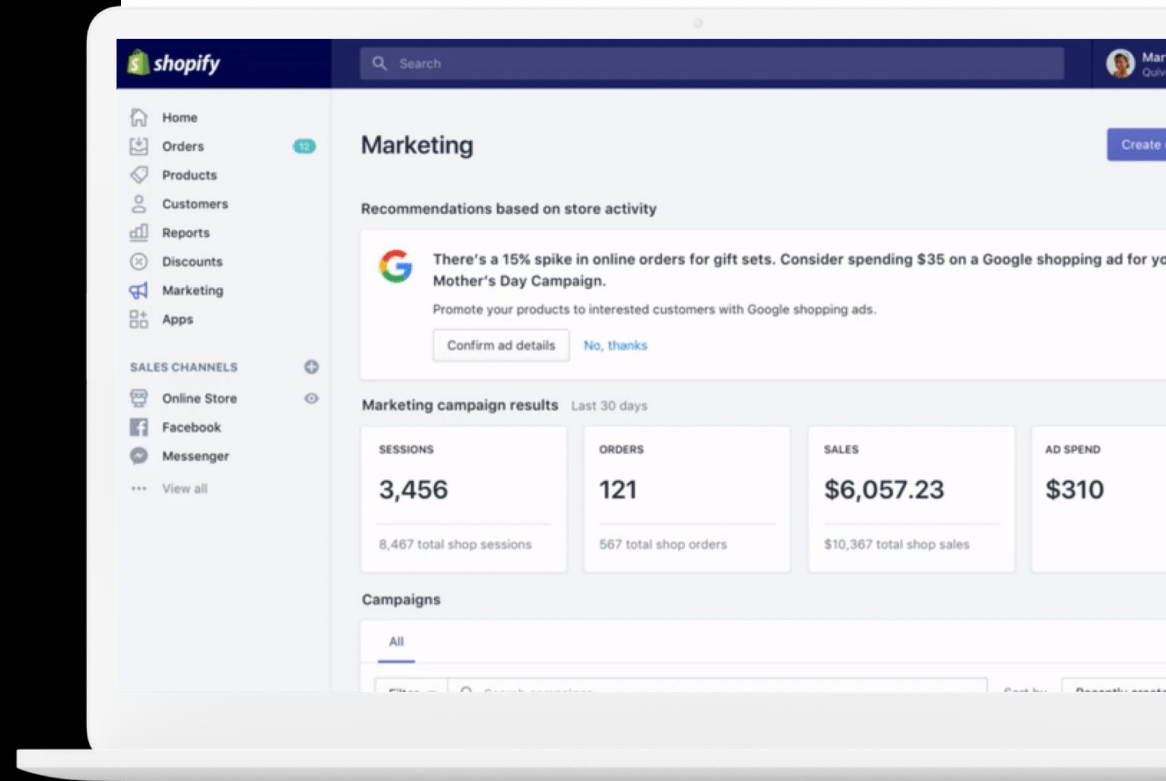
LARGE

1

ADD TO CART

Google and Facebook ads

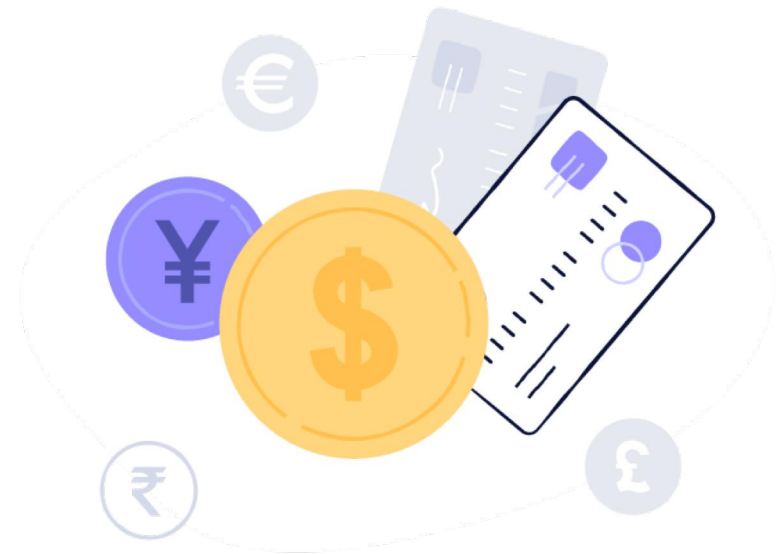
Running an ad campaign is easier than ever. Build a Google Smart Shopping campaign and Facebook ads in only a few minutes.



04 **Sell anywhere**

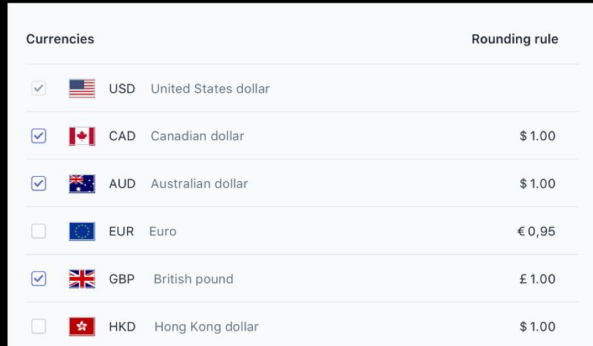
Sell and get paid in different currencies for Shopify Payments

Use Shopify Payments to enter new markets with ease, selling in one, foreign currency and receiving payouts in your local currency.









Multi-currency with Shopify Payments

Sell in multiple currencies and get paid in a single currency on one Shopify store.



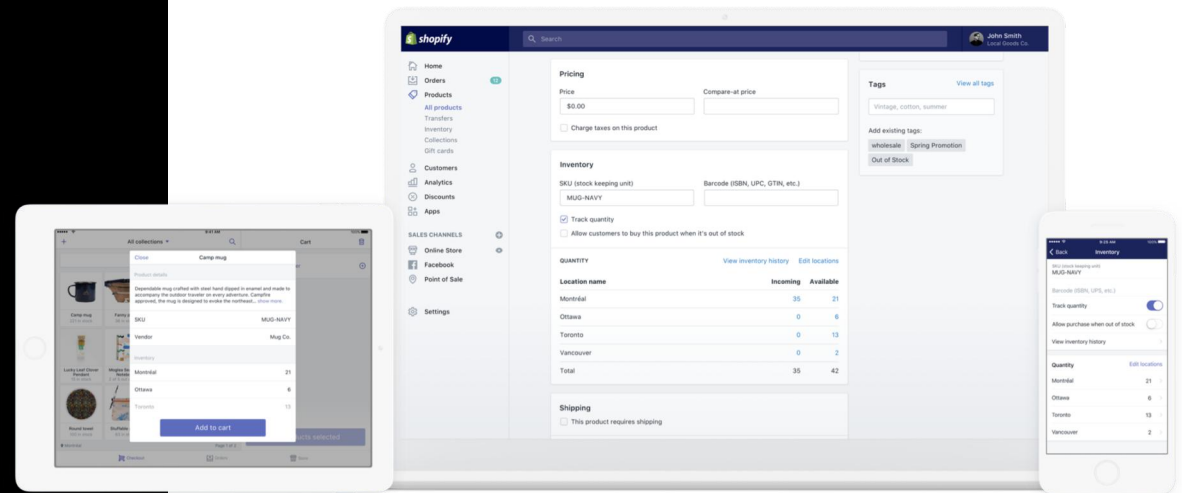
The screenshot shows the 'Currencies' settings page in Shopify Payments. It features a table with columns for 'Currencies' and 'Rounding rule'. The table lists six currencies with their respective flags, codes, and full names. Checkmarks in the first column indicate which currencies are active. The 'Rounding rule' column shows the rounding rule for each active currency.

Currencies			Rounding rule
<input checked="" type="checkbox"/>	 USD	United States dollar	
<input checked="" type="checkbox"/>	 CAD	Canadian dollar	\$ 1.00
<input checked="" type="checkbox"/>	 AUD	Australian dollar	\$ 1.00
<input type="checkbox"/>	 EUR	Euro	€ 0,95
<input checked="" type="checkbox"/>	 GBP	British pound	£ 1.00
<input type="checkbox"/>	 HKD	Hong Kong dollar	\$ 1.00

05 Flawless fulfillment

Locations

Reduce the operational complexity of order fulfillment and manage all your locations in Shopify.



Packing slips

Accuracy with every shipment

UPTOWN SHOP

Order #1233
September 20, 2018

SHIP TO

Chelsea Thumm
29 Maple Road
Ocean, NJ, 07712
United States

BILL TO

Chelsea Thumm
29 Maple Road
Ocean, NJ, 07712
United States

ITEMS	QUANTITY
 Pineapple jumper Ocean blue / Small HGJ877K	1 of 1
 Ceramic bowl set Mint greens PLR122C	1 of 1

Thank you for shopping with us!

Uptown Shop
150 Elgin Street, Ottawa, ON, K2P 1W5, Canada
support@shopify.com
www.uptownottawashop.com

Wholesale channel

Volume pricing by products now available.

Account Log out Search SKUs or keywords Q

TITAN

Products Orders Our Company Contact us No orders

All products

Sort: A-Z





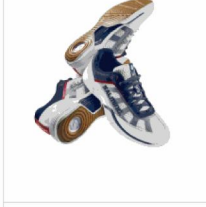

Brand:

- Titan (45)
- Titan Lifestyle (8)
- Titan Running (23)
- Titan Squash (31)
- Titan USA (1)

Category:

- Accessories (30)
- Apparel (35)
- Bags (6)
- Cap (1)
- Eyewear (2)
- Jacket (2)
- Lifestyle Apparel (2)
- Men's Clothing (3)
- Mens Squash Shoe (8)
- Running Shoe (2)

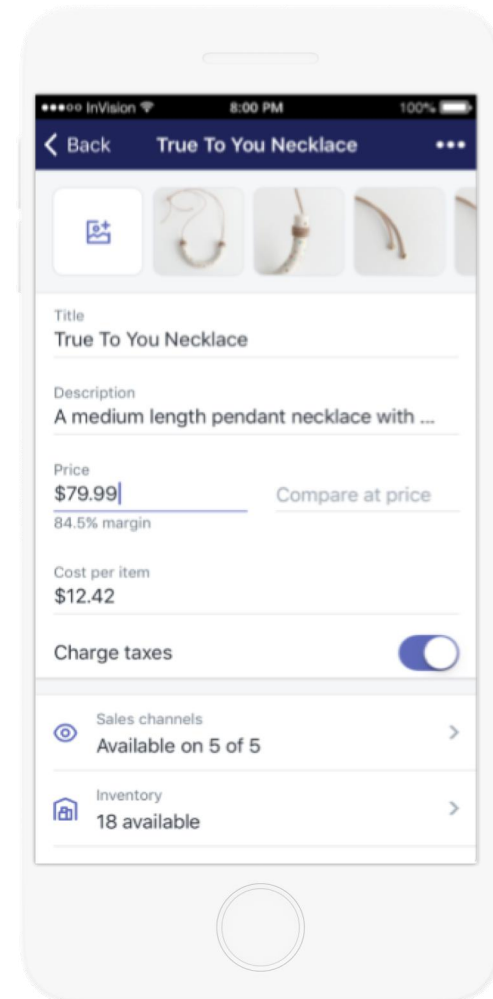
[Show all](#)

		
2016 Titan Viper 2.0 - Greens Retail \$60.00 \$50.00	2016 Titan Viper 2.0 - White Retail \$159.99 \$1.00	2016 Titan Viper 3.0 - Orange Retail \$159.99 \$1.00
		
2017 No Nonsense Tee Retail from \$11.99 \$1.00	2017 Titan Viper 3.0 - White Retail from \$109.99 From \$104.50	365 Advanced Indoor Sock (Five colors available) Retail \$9.99 \$1.00

06 Platform evolution

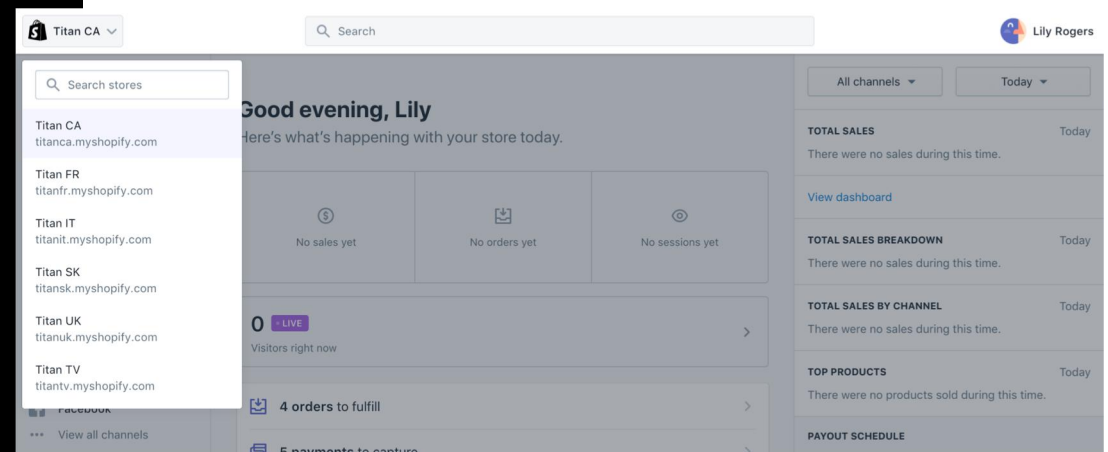
Product Cost

Track unit cost for each product variant.



Switch between stores with ease

It's now easier for businesses on Shopify Plus to switch between stores



Improved staff permissions

Businesses can now control which staff members can download sensitive shop data and access apps and channels

Edit permissions

General

- Home
- Orders
 - Export orders
- Draft Orders
 - Export draft orders
- Products
 - Export products and inventory
- Gift cards
- Customers
 - Export customers
- Reports
- Dashboards
- Marketing and Discounts
- Settings

Online Store

- Themes
- Blog posts and pages
- Navigation
- Domains

Locations

- Manage locations

KATE TOON

Writing Entrepreneur

The recipe for
SEO
SUCCESS



10 Ways You Can Improve Your Website Copy

TO HELP IMPROVE YOUR CONVERSION



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Who Am I ?





www.therecipeforseosuccess.com

CONVERSION



#recipeforSEO

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Conversion copy narrows
the focus to a single goal.



The goal is to get
people to act.



SELL



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STEP 1:
DEFINE YOUR GOAL



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Specific & Actionable





STEP 2:
**UNDERSTAND
YOUR AUDIENCE**



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B D F





Preconceived **Beliefs**

Deepest **Desires**

Darkest **Fears**



*What is their problem?
And how are you going
to solve it?*





STEP 3:
**UNDERSTAND
AWARENESS**



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Most Aware: **PRODUCT PRICE**

Product Aware: **PUSH**

Solution Aware: **PROOF**

Problem Aware: **PROBLEM**





STEP 4: CRAFT YOUR USP



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We provide __[product or service]__
to __[target audience]__ so they can
do __[product or service]__ without __
[pain point or friction point].



“We provide SEO Courses for small businesses so they can do their own SEO without spending a fortune on expensive consultants.”





STEP 5: USE A FORMULA



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P

Problem

A

=

Agitate

S

Solution



Do you wish your site ranked **higher in search engine results?**

Are you confused by Google tech speak and jargon?

Have you been burned by dodgy SEO companies?

YES? Well you need the Recipe for SEO Success eCourse

The most comprehensive course on Search Engine Optimisation ever.

COURSE SOLD OUT - SEE YOU IN MARCH 2019



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STEP 6: TELL A STORY



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MY SEO SUCCESS STORY

I've worked in advertising for nearly two decades in some of the biggest ad agencies (think Ogilvy and the like). About six years ago, when I happily found myself 'with child', I realised I could either stay in the agency world and never see my son, or give it all up.

As a contractor I suddenly found myself five months pregnant, out of a job, and with no maternity leave pay. Eeeep!

But then I had an idea. Why not set myself up as a copywriter?

My husband had just set up his own business with my help, so I thought "Hey, why not me?"

I built myself a little WordPress website and waited for the work to flood in. There was just one problem, or rather about 20,000 of them. When I typed 'copywriter' into Google, oodles and oodles of other copywriters appeared.

How could I:

Make my website appear at the top of the rankings?

Blast my competitors out of the Google ocean?

Get willing customers to visit my site and buy my services?

The only way to boost my business was to get my head around the dark art of Search Engine Optimisation. So I did.

I now rank on the first page for more than 160 different keywords. (But hey, who's counting?) I'm in the top three for 114 terms, and recently ranked number one for the term 'Copywriter' on Google.com.au. (If you're not impressed then you should be. It's bloody hard to rank well for a single term.)

And I did it all:

With little (or no) budget and no outside help.

While being the primary breadwinner in our family and having to spend most of my time earning money.

As a sleep-deprived mum with a toddler to care for, a dog to walk, a house to clean, meals to cook, and a husband to occasionally grunt at.

(I even found a little 'me' time along the way to run a marathon and publish a book, or two. If I can do it, so can you.)

Since then I've helped big corporates and many small businesses win the SEO war. I've written SEO-friendly copy, created engaging content, technically audited a few hundred websites, and run heaps of training workshops. I've survived website hacks, damaging reviews from competitors, algorithm updates, writer's block, negative SEO campaigns and more.





STEP 7: WRITE STRONG HEADLINES



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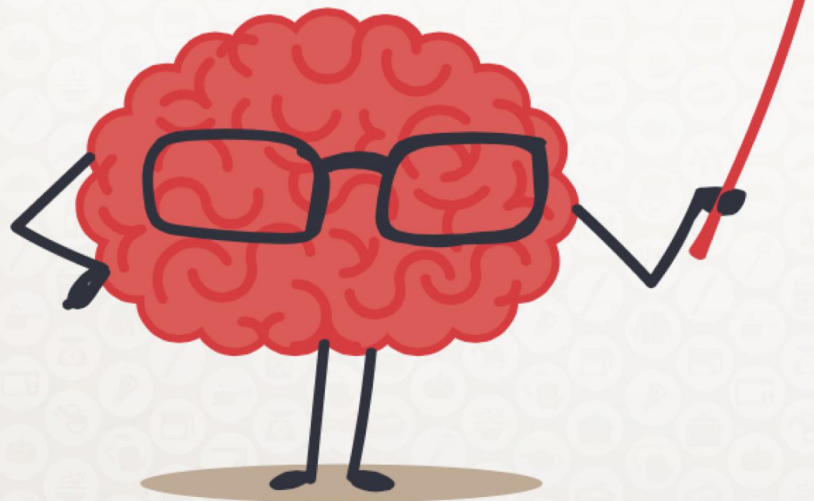


“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”

- David Ogilvy



Think about...



Goal
+
Audience
+
Location



Generate more leads



Stop losing leads



SEO IS A GIANT PAIN IN THE BUM, RIGHT?

We'd all l

SAVE MONEY ON YOUR SEO

The average SEO company charges around \$2,000 per month to manage a small business SEO campaign.

ALL THE SUPPORT YOU NEED

Unlike lots of other SEO courses I am NOT going to leave you to



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STEP 8: **BE SPECIFIC**



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We have lots of worksheets



We have 14 worksheets





STEP 9: SUBSTANTIATE



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STEP 10: BUILD TRUST

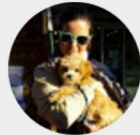


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”
 Kate HONESTLY wants you to succeed and she goes out of her way to help.

Bharath Madhiraju | Samtana Eco Clothing



”
 I'd recommend this course to any Marketing Manager or Small Business Owner or anyone with a website designed to generate business for that matter!

Lauren Gerrand | Act Today



”
 As a teacher of SEO fundamentals she is way ahead of her game.

Richard Lucas | Lucas Guitar



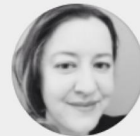
”
 I've already seen huge improvements to my site.

Kelly O'Donnell | Copywriter



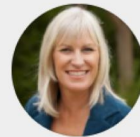
”
 If you want to justify just one spend based on ROI this year make it The Recipe for SEO Success!

Darren Pearce | Marketing ER



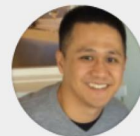
”
 This course has the potential to save you a lot of money.

Katherine Pranic | Copywriter



”
 The Recipe for SEO Success eCourse was the best thing I've done for my business.

Andrea Rowe | Your Coastal Connection



”
 Today, the business enquiries are pouring in. All thanks to what I learnt from Kate.

Andrew Lau | Copywriter



Get Your FREE Heatmap:

SHOW ME MY HEATMAP

Over 200,000 businesses Convert Better with Crazy Egg,
The Original Heatmapping Technology



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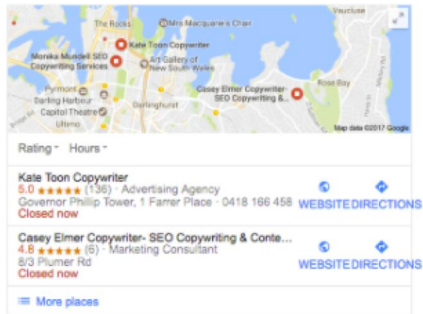


STEP 11: PROVIDE RESULTS



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SEO Copywriting | [Kate Toon Copywriter - Sydney](#)
<https://www.katebooncopywriter.com.au/seo-copywriting/> -
Truly great Search Engine Optimised SEO copy is written not only to engage your customers but also to boost your website's position in the natural rankings and increase web traffic. It please humans and the Google gods.

[Kate Toon Copywriter: Copywriter Sydney](#)
<https://www.katebooncopywriter.com.au/> -
She has done a brilliant job refreshing the content for my website. If you're looking for an SEO copywriter with invaluable skills who is reliable and super fast then ...

[Sarah Morton | Sydney SEO Copywriter & Brand Storyteller](#)
<https://sarahmortoncopywriter.com.au/> -
I'm an SEO copywriter and brand storyteller based in Sydney, who helps businesses tell stories using compelling content marketing.

[Casey Elmer | SEO Copywriter & Content Marketer, Sydney](#)
caseyelmercopywriter.com.au/ -
Razor-sharp copywriting & content marketing for startups & small business. SEO website copywriting, article writing, content strategy, SEO consulting. Sydney.

[SEO Copywriter Sydney | SEO Copywriting Services for Small ...](#)
www.seonorthsydney.com.au/seo-copywriting.html -
COPYWRITING SERVICES LIST. SEO North Sydney copywriting services specialise in: SEO copywriting (writing website content to get on the first page of Google and to increase your website's conversion rates). Press Releases.

[Sydney copywriter - Website & SEO copywriting, brochures & more](#)
www.dvineswrite.com.au/ -
Want more than just pretty words? I've been writing easy-to-read sales copy since 2002. Copy that grabs the reader by the nose and doesn't let go.

[Business and Corporate Copywriter, SEO Copywriter Sydney ...](#)
www.writecopy.com.au/ -

REAL RESULTS

My tried and tested SEO methodology delivers real results for small businesses and corporates. I could throw some stats at you, but instead let me give you a real example.

Try Googling 'SEO Copywriter' – be sure you search in incognito mode. If you're not in Sydney try Googling 'SEO Copywriter Sydney'.

You'll see that my copywriting website occupies the top local spot and the top two organics.

After that you'll see

- **Local pack 2:** Casey Elmer Copywriting – my SEO student.
- **Position 3:** Sarah Morton – my SEO student.
- **Position 4:** Casey Elmer Copywriting – my SEO student.
- **Position 7:** Melinda Leyshon – my SEO student.
- **Position 8:** Libby Hakim – my SEO student.
- **Position 10:** Rebecca Christensen – my SEO student.

So out of 12 possible organic spots, me and my peeps got 9.

Proof that the course works – even if I am building my students up to steal my top spot!



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STEP 12:
**WRITE STRONG
CALLS TO ACTION**



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ACTION

I WANT TO ...



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ACTION

YES, LET ME IN





SIGN UP 10 DAY SEO CHALLENGE



#recipeforSEO

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The recipe for
SEO
SUCCESS

therecipeforseosuccess.com



JAMES MERRETT

Head of Online, SunnyLife

About me

- 10 years working in digital marketing and online retail
- Experience across big, public companies, and small start-ups
- Diverse category experience, including FMCG, Alcohol, Hardware, Health & Fitness, Funerals - and now, giant pink flamingos
- Broad marketing background in branding and ecommerce
- Currently manage the end to end digital landscape for Sunnyslife globally



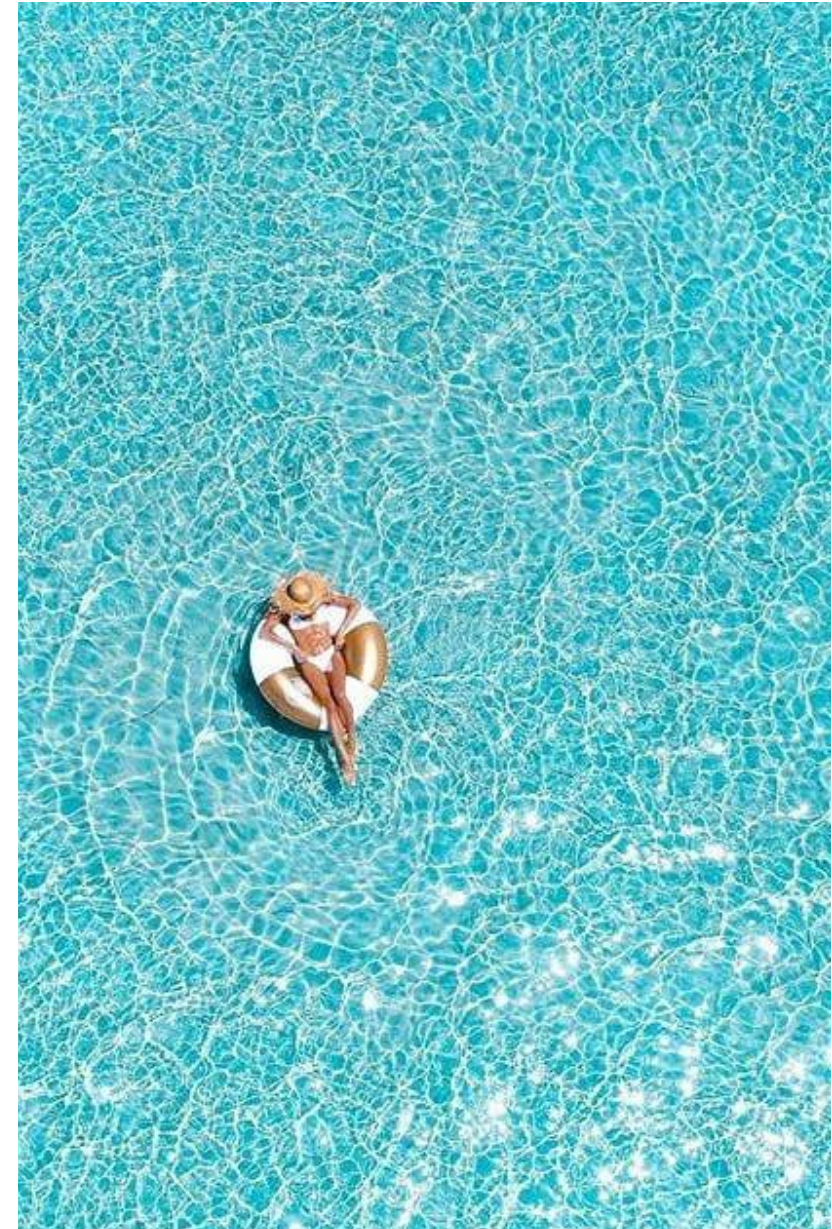
Who is SunnyLife?



SUNNYLIFE®

SYDNEY • AUSTRALIA

- Australia's leading summer lifestyle brand
- HQ in Sydney, with teams in US & UK
 - 15 years in AU
 - 3 years in US
 - 2 years in UK
 - 1 year in EU
- Warehouses in the same 3 regions
- Annually design & manufacture circa 600 new SKUs across multiple categories
 - Pool floats / inflatables
 - Beach towels & games
 - Picnic accessories
 - Homewares & entertaining



Going international

Things to consider before going global.

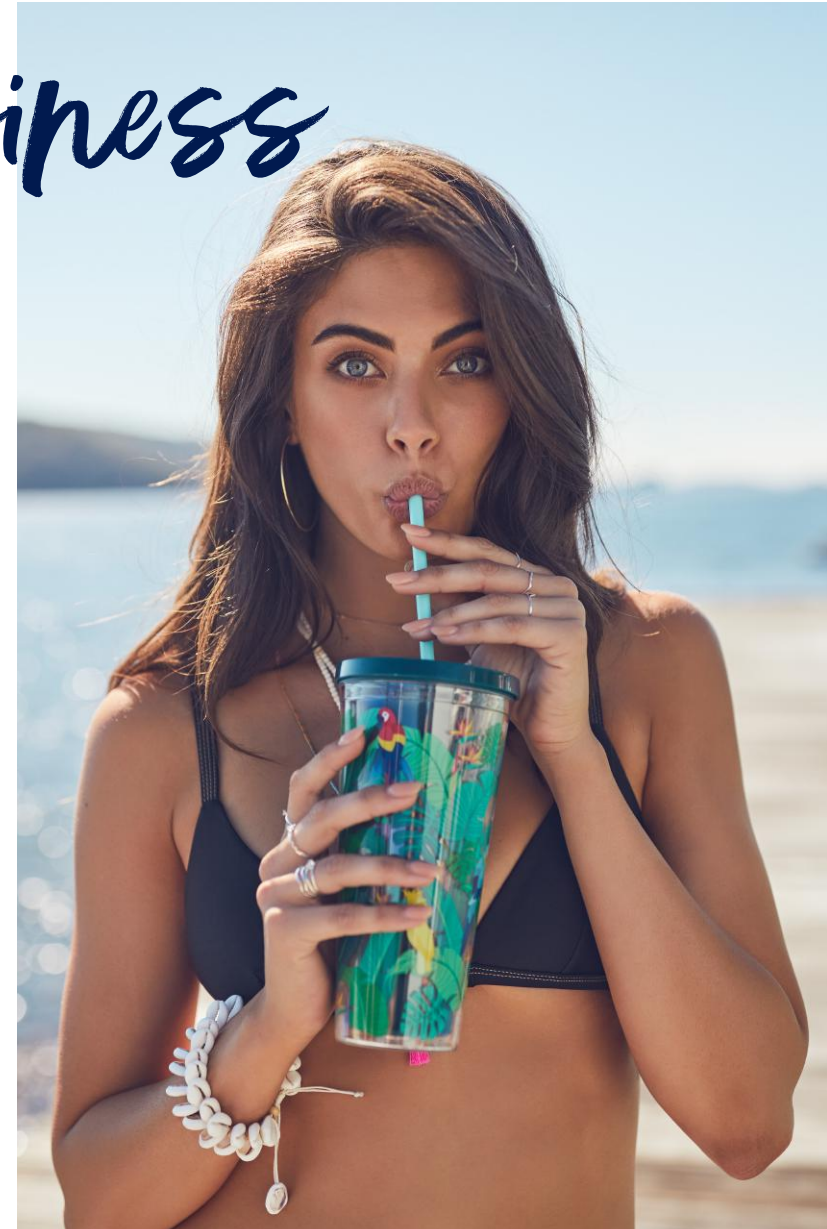
- Am I set-up for international business?
- From where am I attracting customers?
- Who is going to help me do this?
- Can I service these customers well?



Structuring your business

How you structure your business has big impact on what you can accomplish overseas.

- Understanding local laws and trading requirements - you might need a local entity
- International tax can be a minefield
- Don't forget exchange rates and fees
- Multiple entities means you need systems that can support it



Brand building



**...is expensive, hard,
and slow**

We aren't just building a site or growing sales, we are building and growing a brand.

It might be hard and slow, but it's still the best path to long term, cost effective, sustained growth.

Learnings from our expansion:

- Much of our initial success has been off the back of Instagram
- Like Facebook, IG has become pay to play
- Pop-ups are great marketing tools, but they're complicated
 - Regulations / staffing / stock management / retail leasing / taxes...
- Events are a PR goldmine (for us), but they are labour intensive
- Word of mouth and positive customer experiences continue to drive most of our brand growth.
- Video is invaluable for helping tell your stories

Advertising is good

But pay attention to your ROI

There is no “one size fits all” ad solution out there. Each region will likely respond very differently to different channels or content.

- In Australia, Google is king for Sunnyslife
- In the US, Facebook & Instagram ads are the best performing channels
- UK emails have the lowest open rate, but the highest conversion rates
- Instagram (organic) is our best channel in France
- Affiliates work well in AU, but they are much more expensive in the US - and it's much harder to get a decent ROI

It's always a good idea to take things that work and test them in other markets, but be aware that they won't always perform as well as you might expect.

Integrations

Changing warehouses, marketing agencies, and middleware can be very expensive and time consuming.

We're all in eComm,
so pay attention to integrations.

Finding the right partners

If you expand into 3 different regions and have 3 different PLs, you'll likely need 3 different integrations

Some considerations:

- Your 3PL might have great fulfilment costs, but what about storage costs?
- Do you have a direct relationship with your different carriers, or does your 3PL?
- Does your marketing agency or team have experience with marketing overseas? Does it make a difference for your category?
- If you are advertising in different countries, you might need to consider content localisation. Then you'll need to maintain that content.

Non-Australian customer service

Be prepared for international service complexities

- Be clear on your international returns / refunds policies
- Google translate is great, but for more complex problems or products, humans are still better
- What hours do you offer customer support? It's a long time between 5pm and 9am
- Not all customers are relaxed as Australians seem to be!



Key Take homes

1. Understand the landscape of the markets you're expanding into
2. Establish how you are going to attract customers to your business
3. Choose partners who will work for you long-term; failing that, seek flexible technologies
4. Plan for how to service international customers as well as you service your local ones



Thanks!



SAVE THE DATE

Next Sydney
Shopify Meet Up
Wednesday 8 May 2019

THANK YOU TO OUR SPONSORS

