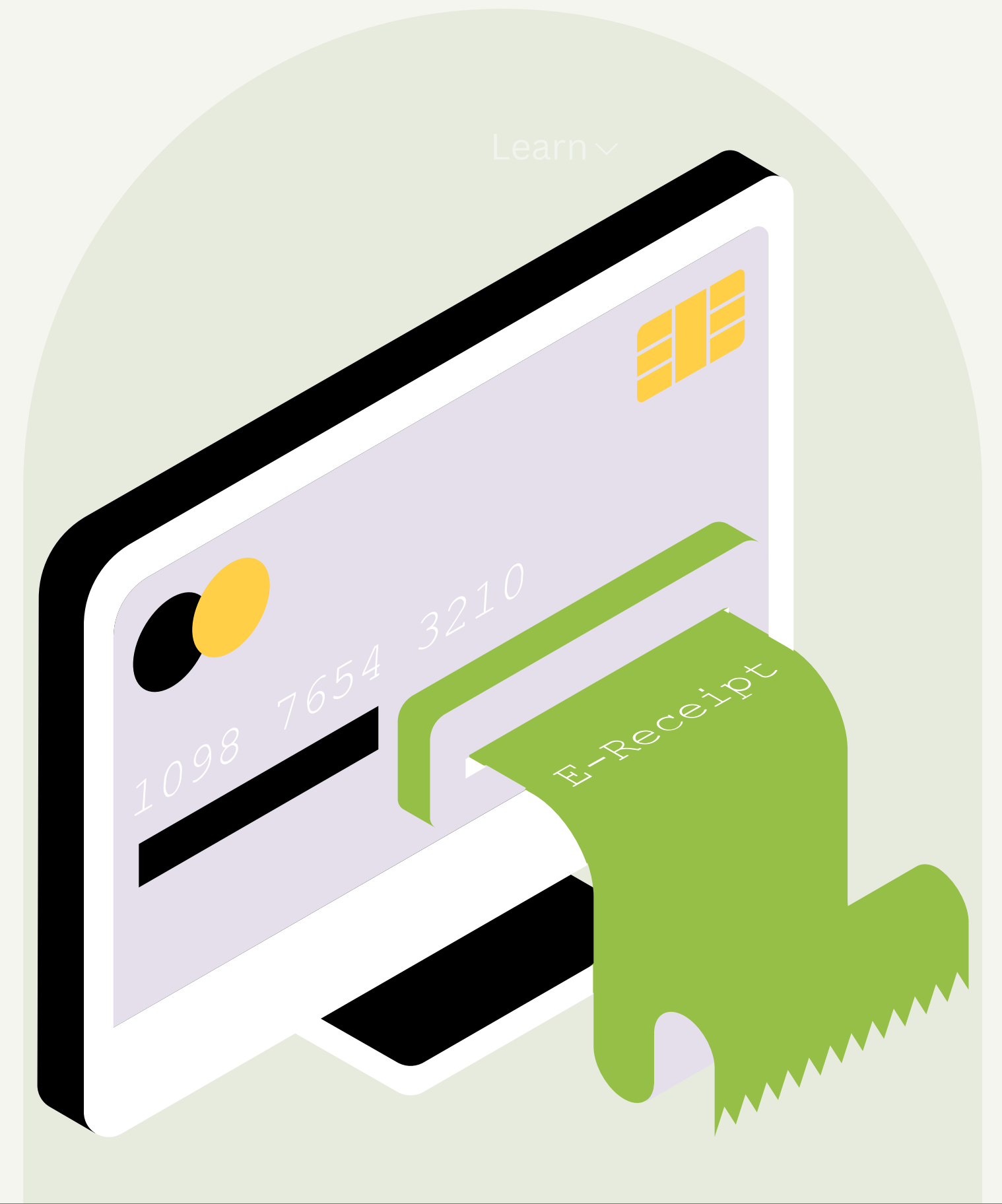


# Shopify

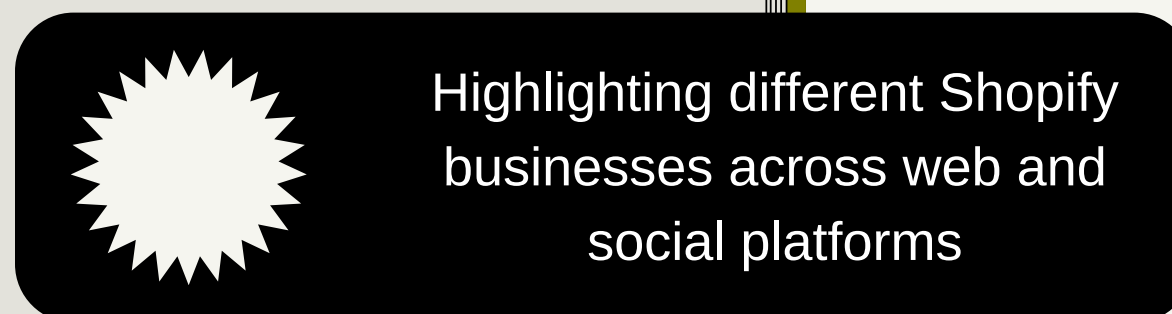
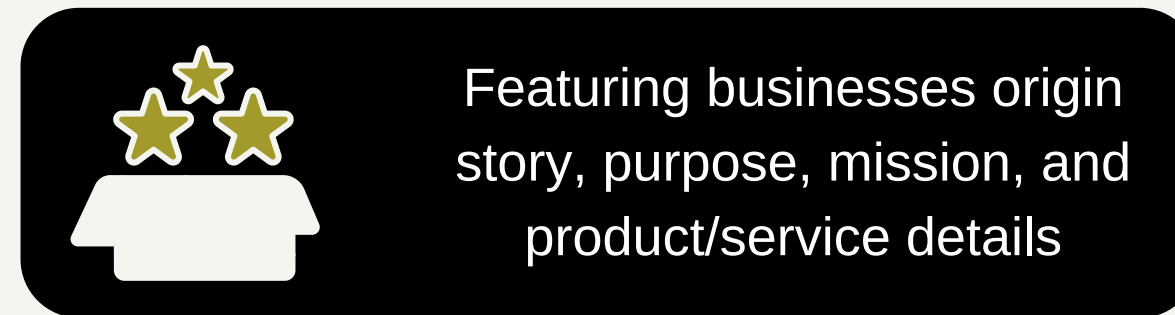


BRAND AND PRODUCT MANAGEMENT

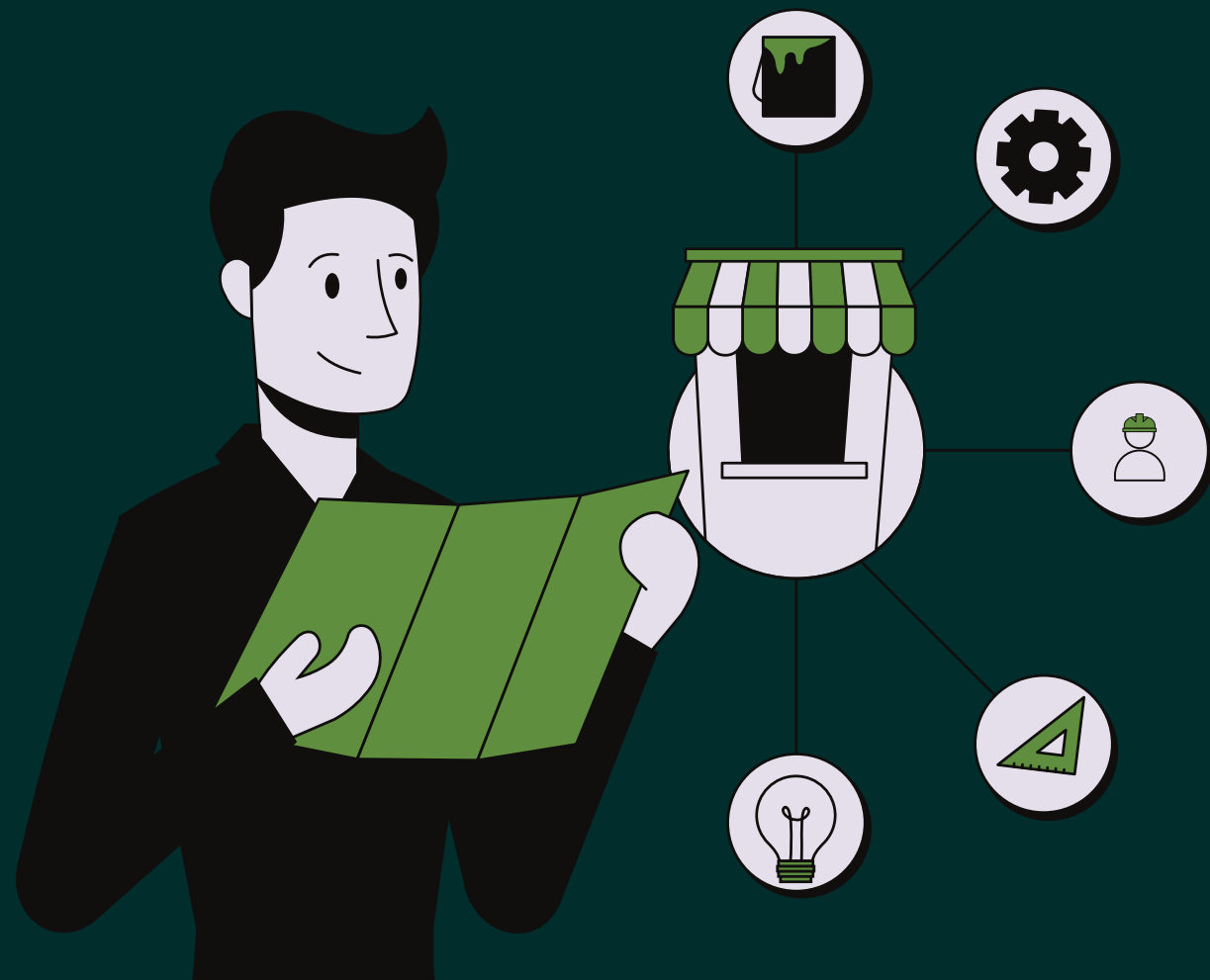
SOPHIE BRANDEIS, JULIANNA BUYS, SAMI PURI, MARCO VEGA,  
GEORGE VELEZ, STEPHANIE WENDT

# *Growth Opportunity*

## SHOPIFY STORIES



# *Empowering entrepreneurs everywhere*



# *Target Audience*

Shopify Stories  
Participants



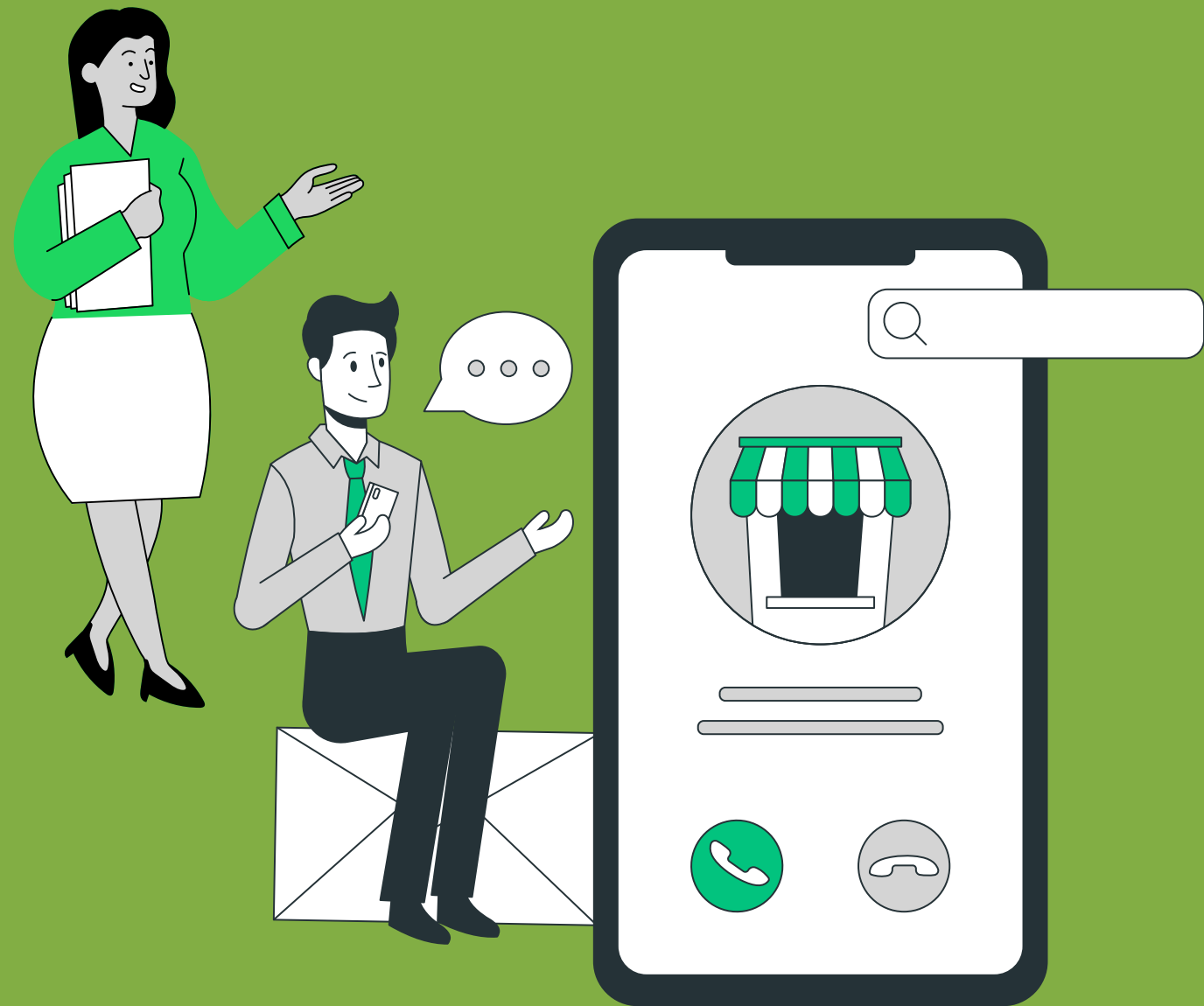
Potential  
Investors



General Digital  
Public



# *Shopify Stories* *Participants*



Current business owners who use Shopify to power their online storefront.

Small or medium sized business owners **seeking higher awareness** of their brands and/or online storefronts, or **looking for investors/financial backers**.

## Affinities, Hobbies, Interests

- Business
- Commerce

## Motivations

- Business/brand Awareness
- Investment
- Finances

## Professional Goals

- Growing their businesses
- Increasing revenues
- Acquiring more customers

# Potential Investors



Individuals interested in investing in businesses. This group of people may be Shopify users themselves, in which case they can participate for free in the online exchange of information, or can be independent, in which case they can participate in Shopify Stories for a fee.

## Affinities, Hobbies, Interests

- Business
- Commerce
- Finance

## Motivations

- Financial returns
- Investing in promising businesses with the hopes of boom

## Messaging Considerations

- Email
- Require detailed information on participating businesses
- Rely on trusted media sources

# *General Digital Public*



General public, other Shopify users who are not participating, and all other traffick to Shopify's website and social media platforms.

Similarly this group may include customers of participating Shopify businesses.

## **Affinities, Hobbies, Interests**

- Business
- Shopping

## **Messaging Considerations**

- Social Media
  - Shopify Stories
- Participants' websites

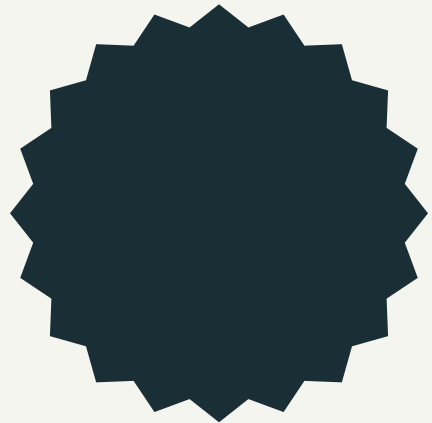
## **Motivations**

- Interest in shopping and consumer goods
- Looking for new brands to shop from
- Wanting to learn about business/commerce

# ***Value - To Consumers***



More growth opportunities through increased visibility/awareness, investment opportunities, and mentorship.



Access to trusted investors

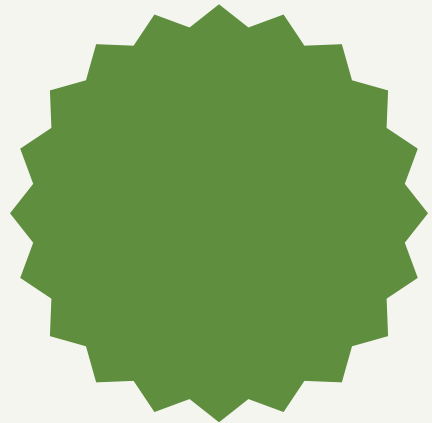


Community

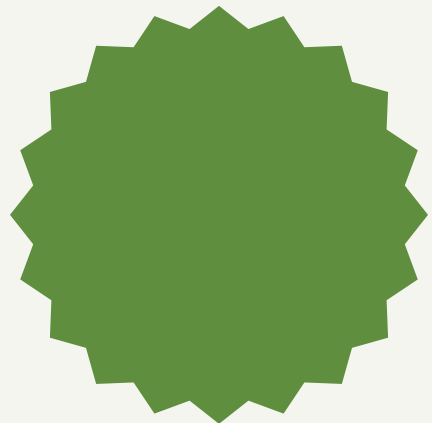
# ***Value - To Shopify***



New customers - Potential Investors, new businesses opening storefronts powered by Shopify



Higher retention



Competitive Advantage

# SHOPIFY STORIES

## *summarized*

Growth Opportunity

To amplify the entrepreneurial voices of Shopify users and to add value to Shopify consumers

Growth Move

Shopify Stories

Highlights individual Shopify businesses to bring awareness, encourage investments, and facilitate growth of Shopify businesses

Shift in Consumer Behavior and Perception

From using Shopify as simply a tool to create an online storefront --> A platform that supports and facilitates business growth through investment, awareness, visibility, and financial help. Also connects entrepreneurs and cultivates community

Brand Equities to Leverage

Entrepreneur support, ability to take the technical heavy lifting off the entrepreneur's plate, startup environment

Communication Principles

Spearheading discussion and increasing involvement around entrepreneurship and investment opportunities within entrepreneurial communities

Supporting Tasks that Influence Behavior

**Cultivate a tight-knit and trustworthy startup community**  
Create opportunities for entrepreneurs to feature their businesses on a platform where users are interested in learning their startup stories and potentially investing

**Engage audience in a meaningful way**  
Community that connects site goers and investors to Shopify businesses. You do not need to be a Shopify customer to have a Shopify experience

**Foster relationships**  
Connect both Shopify store owners and interested users by creating a community of likeminded individuals with similar interests

# SHOPIFY STORIES

Start a free trial and enjoy 3 months of Shopify for \$1/month on select plans. [Sign up now](#) ✕



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Sell ▾

Market ▾

Manage ▾

Pricing

Learn ▾

Log in

Start free trial

# If you can dream it, you can sell it with Shopify

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Try Shopify free for 3 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



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Manage ▾

Pricing

Learn ▾

Log in

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## SHOPIFY STORIES

# 10 days. 10 businesses. 10 *stories*



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# SHOPIFY STORIES

10 days. 10 businesses. 10 *stories*

## DAY 4

# 1952





Born out of a passion for community, entrepreneurship, business, and fashion, 1952 was launched in 2019, with the goal of bringing together diverse people with similar interests at the DeGroote School of Business.



# Roadmap

## GO

Shopify will begin to  
advertise the new service

Social media channels

Current Shopify owners  
asked to participate

## GROW

Communities form between  
users and owners

Successful investments  
showcased

Reusable content shared  
regularly

## GAIN

Communities will begin to  
invest in new entrepreneurs

Involvement in Shopify is  
focused on entrepreneurs  
supporting each other

# *Considerations for Success*

Effective  
communication on  
web and social  
platforms

**MARKETING**

Monitoring and  
measurement

**ANALYTICS**

Collaboration with  
Shopify customers -  
business owners and  
potential investors

**CLIENT  
SERVICES**

# Measurement

Marketing Goal #1	Marketing Goal #2	Marketing Goal #3
Scaling Awareness	Attracting and Retaining Customers	Building Equity
<p>Has positive association of Shopify among the target audience increased?</p> <p>Is the opportunity generating increased interest in the Shopify platform?</p>	<p>Are new customers being acquired?</p> <p>Are new and current customers satisfied by Shopify's services?</p> <p>Is the opportunity helping Shopify businesses and other participants?</p>	<p>How is the new opportunity helping Shopify compete with other businesses?</p>

# Measurement Plan

**"LEADING" MARKETING OBJECTIVES**

**"LAGGING" MARKETING OBJECTIVES**

Increase customer acquisition and retention

Support awareness, interest, and engagement of Shopify across entrepreneurs

Core Channels	Leading KPIs	Lagging KPIs
Website	<ul style="list-style-type: none"><li>• Customer Metrics<ul style="list-style-type: none"><li>◦ Customer acquisition cost</li><li>◦ Number of customers</li><li>◦ CLV, NPS</li><li>◦ Churn rate</li></ul></li><li>• Engagement and "Learn More" metrics<ul style="list-style-type: none"><li>◦ Trials started</li><li>◦ Website traffic, page views</li><li>◦ Conversion rates, click through rates</li><li>◦ Time spent with content, # of pages consumed, unique visits, return visits</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Overall awareness and interest of Shopify + thought leadership</li><li>• Customer base growth + registrations for premium services</li><li>• Entrepreneur consideration, preference &amp; trust to choose/recommend Shopify services</li></ul>
Organic Search		
Owned Social/Email		
Paid Media		
Partner Channels		
Data + Technology Requirements	Web analytics tagging, first-party customer data, media platform conversion tracking, owned social reporting	CRM pipeline metrics (ongoing engagement, conversion)

# Growth Opportunity Extended

Growth Opportunity	Target Audience	Competitive Landscape	Product/Service/Model	Value/Success Factors
<b>SHOPIFY STORIES</b>	<b>Shopify Users</b> Business owners currently using Shopify	The convenience of bringing investors to the existing Shopify storefront owners for a potential partnership	Facilitating growth of Shopify businesses by highlighting them and increasing visibility/awareness and facilitating investment opportunities	<ul style="list-style-type: none"><li>Increasing value for Shopify users</li><li>Attracting new customers to Shopify</li></ul>
	<b>Potential Investors</b> Shopify is serving new customers (investors) as they can find businesses to invest in	The benefit of providing investors with list of companies and further details of the brand	Develop new model where investors can be a part of Shopify businesses	<ul style="list-style-type: none"><li>Finding new businesses to invest in</li><li>Personal Growth</li></ul>
	<b>Public</b> Prospective consumers might be influenced to engage with brands they relate to	Potential customers are given background of companies through social media, making it easier to find brands that satisfy needs and align with their values	"Shopify Stories" would be a new model, in which possible consumers can learn more about businesses on the platform	<ul style="list-style-type: none"><li>Discovering a company/brand that meets their wants</li></ul>

*Thank You!*  
*Questions?*