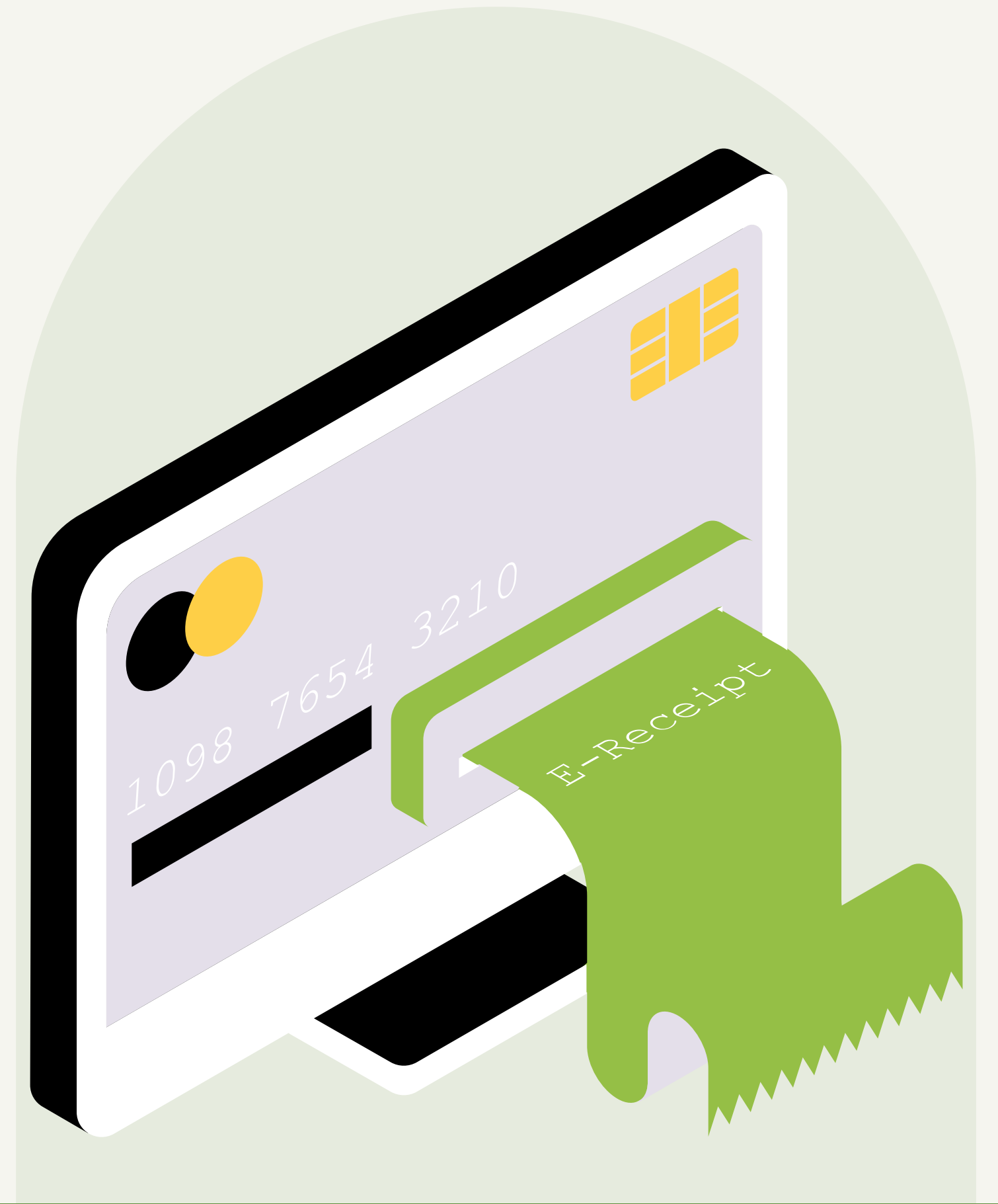


Shopify



What is Shopify?

Shopify is a company that helps businesses in the retail commerce space start, grow, market and manage their business.

Mission

Making commerce better for everyone



Brand Challenge

In 2006, Shopify transformed the e-commerce market with its easy-to-use virtual store-building platform. Their unique services allowed entrepreneurs and small business owners to establish their own online stores. This revolutionary tool helped bring thousands of “mom-and-pop” shops into the current technological revolution. One of Shopify’s key points of differentiation was its customizable app, which shifted the power to the end user.

Shopify proved successful with its online services, by ultimately enticing brick-and-mortar retailers who might not have considered the need for a website to be important. In due time, Shopify modified its brand positioning to, “helping people achieve independence by making it easier to start, run, and grow a business”.

Despite having many triumphs during the peak of the pandemic, recent data reveal their stock price has dropped 80% year to date. This is due to the economic climate (high inflation) the market is experiencing, which partially contributed to their decline in stock price. As well as other companies with similar platforms entering the competitive space.

One of Shopify’s main problems negatively affecting their business is ensuring consumers feel “safe” utilizing their platform. Recently, consumers have been experiencing a high volume of scammers on the site. We are striving to fix this problem to become the go-to online storefront builder that customers and business owners can confidently trust.

Brand Framework

Brand Promise

Shopify should extend its brand promise to include sustainability

A major concern for small businesses is sustainable growth and profitability and financial management

The brand should focus their marketing promise on the services they offer that support long-term growth and stability

Brand Personality/Attributes

Creative
Empowering
Resourceful
Sustainable
Innovative
Safe/Secure



Brand Framework

Brand Voice

The new brand voice should encompass all of the existing voices (confidence, helpful, successful) while incorporating a nurturing and safe aspect as well.

A safe shopping experience needs to be at the forefront of their voice.

They should release a statement on their social accounts acknowledging the concerns and assuring the public that they are working hard to combat the recent breaches in security.

Brand Look

Shopify should keep their current look (efficient, simple, modern) but also update the content to include information about their safety features.

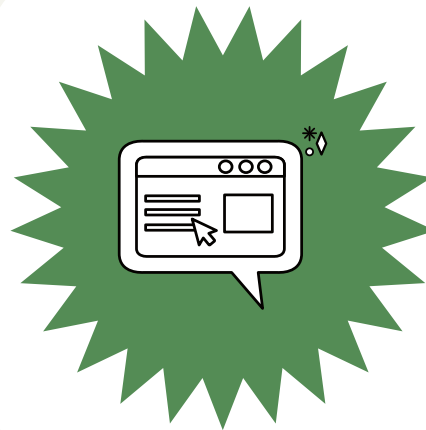
This could include showcasing safety icons on their websites such as locks and keys to symbolize the sites are secure. These symbols could also link to more information about the safety precautions taken by Shopify.



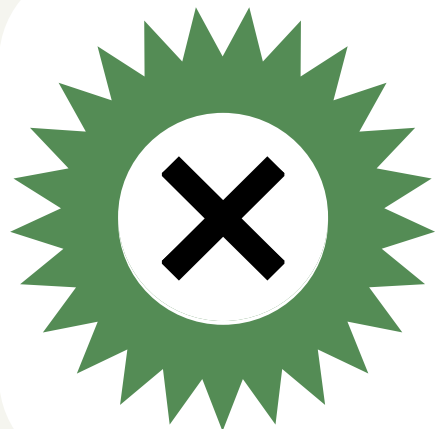
Brand Positioning



Frame of Reference: E-Commerce, website builders



Points of Parity: High quality web hosting (fast, stable and secure), user friendly, device compatible, sales channel integration.

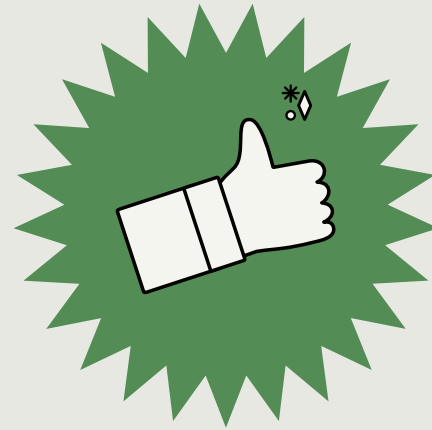


Points of Difference: Ease of use, customization, compatibility, internal payment process, high-detail analytics, 24/7 customer support

DECEMBER 2020

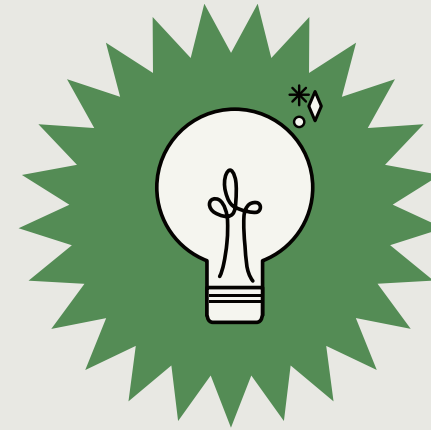
Sources: <https://www.websitebuilderinsider.com/does-shopify-have-a-competitive-advantage/>
<https://rocktechnolabs.com/blog/unique-shopify-features/>

Brand Measurement



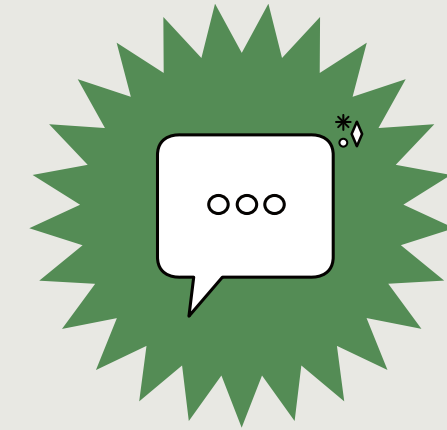
NPS

Quantify how many of the users are likely to recommend it to a fellow entrepreneur.



Aided brand awareness

Measure amount of people who are able to identify Shopify as an ecommerce platform.



Churn Rate

Measure Churn for both segments of Entrepreneurs and their customers.

Brand Archetypes

CURRENT

FUTURE

**The
Creator**

**The
Magician**

**The
Sage**

The Magician

The Magician makes dreams come true by creating something unique and special. This archetype is visionary, imaginative, and idealistic. Shopify embodies this archetype currently because the brand creates something that helps small businesses achieve their e-commerce goals. This archetype is also embodied by the brand because it simplifies a complicated and daunting task. Not only does Shopify's platform host an online storefront, it also simplifies the design, creation, and launch process - a task usually considered extremely time consuming and effortful. Furthermore, starting/running a business is risky and positive outcomes are never guaranteed, but Shopify's services equip entrepreneurs and business owners to have a solid ecommerce platform and storefront.

The Sage

The Sage archetype is a knowledgeable, trusted source of information that helps others gain wisdom and insight. It is recommended Shopify try to embody this archetype in the future by expanding its services to offer training and coaching to small business owners and entrepreneurs on marketing, branding, and similar topics. Currently Shopify offers to conduct these services for businesses, but in the future in order to offer safety and promote sustainability, the brand should offer services that prepare business owners to take their business matters into their own hands. The Sage helps others better understand the world and provides practical information and analyses – something Shopify can offer its consumers in order to best equip them for long-term success.

AS-IS

FUTURE VIEW

Brand Promise

To empower entrepreneurs everywhere – Done by “help(ing) people achieve independence by making it easier to start, run, and grow a business”

Internally, the company has signified this value by growing and expanding to include additional services that would help entrepreneurs. Starting off as an online marketplace for businesses, Shopify has, over the years, expanded to offer payment services, marketing, branding, and customer engagement tools for businesses.

In the future, Shopify should extend its brand promise to include sustainability for entrepreneurs and small businesses.

A major concern for small businesses, especially in regard to e-commerce, is sustainable growth and profitability. Small businesses and entrepreneurs often struggle with financial management, and do not have the same customer retention as medium to large sized businesses.

Alongside Shopify’s wide range of offerings, if the firm were to offer services that support and promote sustainability, it would be extremely beneficial to consumers.

Brand Personality/ Attributes

Creative
Empowering
Resourceful

Creative
Innovative
Empowering
Resourceful
Sustainable
Innovative
Safe/Secure

Sources –

- *An exploratory study of small business Internet commerce issues (Simpson Poona, Paula M.C. Swatman)*
- *Small Business Uniqueness and the Theory of Financial Management (Ang, James S)*

AS-IS

FUTURE VIEW

Brand Voice

Confidence: “If you can dream it, you can sell it with Shopify.”
“Build your business here. Take it anywhere.” “Whether you want to sell products down the street or around the world, we have all the tools you need.”

Helpful: “Everything you need to succeed.” “The help you need, when you need it.”

Successful: “We’ve been able to build something in 3 years that a lot of brands haven’t actually gotten to in 10 years.”

The new brand voice should encompass all of the existing voices while adding a safety aspect to their overall brand voice.

A safe shopping experience needs to be at the forefront of their voice.

They need to release a statement on their social accounts acknowledging the concerns and assuring the public that they are working hard to combat the recent breaches in security.

Brand Look

Efficient: All of the content they have produced tells you what they do/how they can help

Simple: Content is to the point and easy to look at. Nothing is too distracting.

Modern: The website and social pages use font, colors, and content that are up to date with the current trends. EX: they post current memes and relate it to their business.

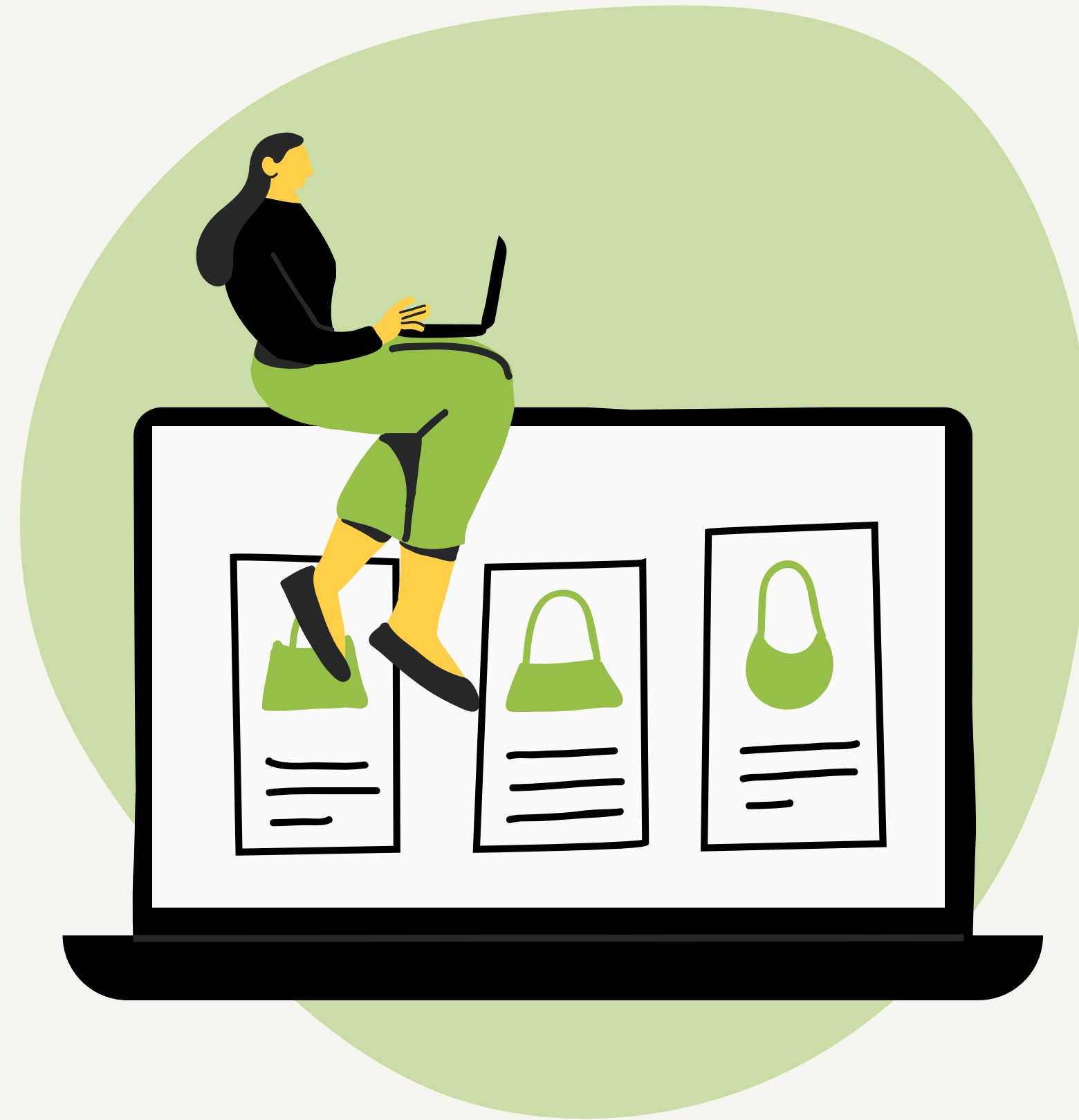
Shopify should keep its current look (efficient, simple, modern) but also update the content to include information about its safety features.

This could include showcasing safety icons on their websites such as locks and keys to symbolize the sites are secure. These symbols could also link to more information about the safety precautions taken by Shopify.

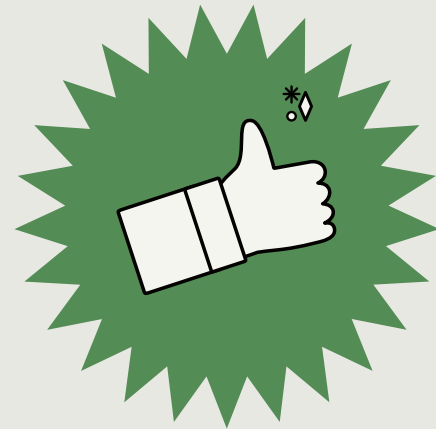
Brand Narrative

It is no secret that it takes a lot to start a business: time, money, and knowledge. For many people, entrepreneurship is a side job aimed at working on their hobbies that bring them happiness. For others, entrepreneurship is a serious endeavor to revolutionize the world.

Regardless, entrepreneurship brings people's passions to life. It enables them to not only live their best and most purposeful lives, but also Innovate today for a better tomorrow. With Shopify, entrepreneurs can have a trusted partner so that they can focus on what they do best.



Brand Measurement



Customer Review

Have Entrepreneurs/
customers take a survey
to understand their pain
points and their
satisfactions.



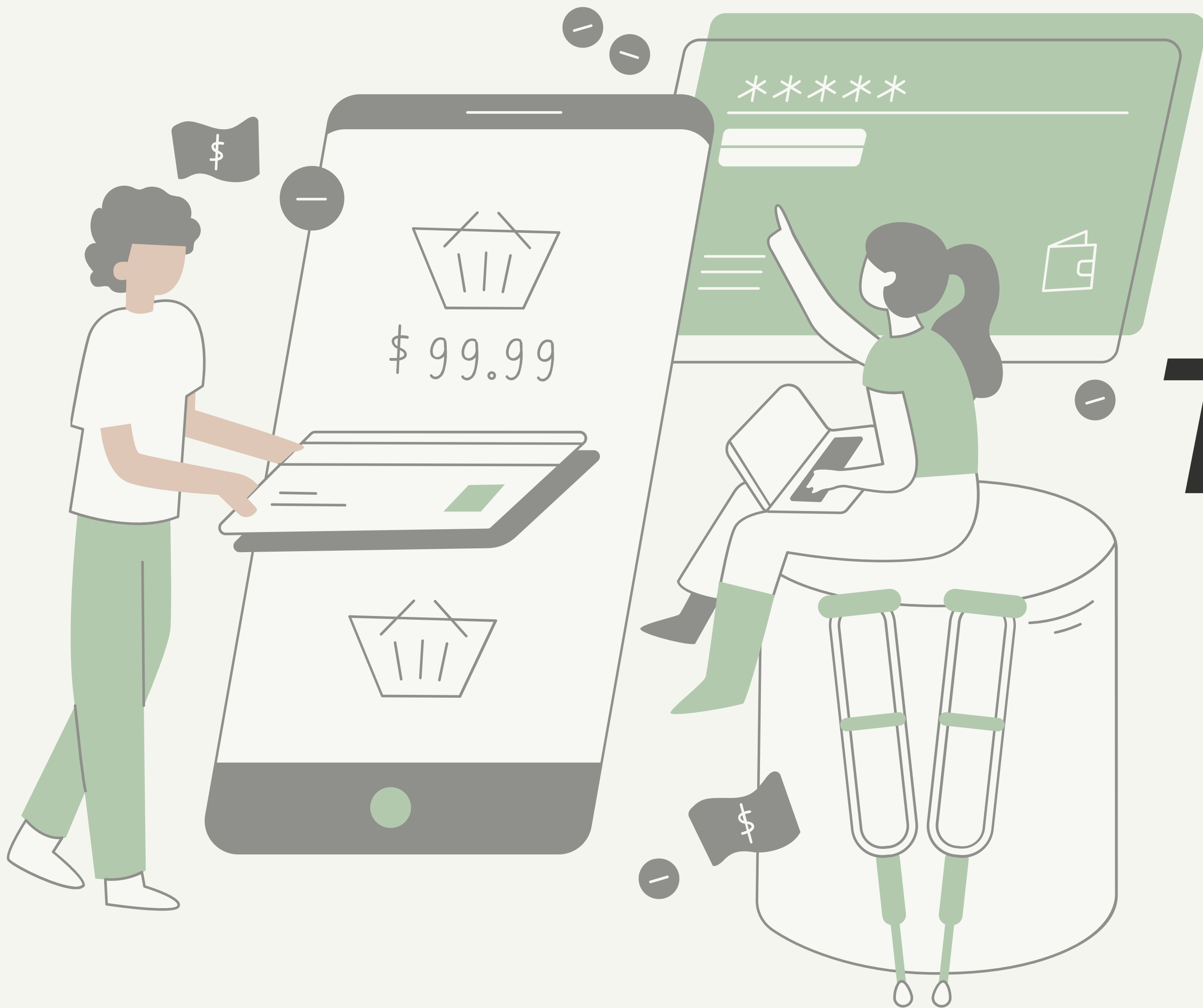
Engagement Rate

See how much traffic
different aspects of the
Shopify site is getting
(blog, lessons, hard skills,
website development,
sales, etc.)

Sources

Sources	Explanation
Admin. (2022, April 18). 9 shopify features list that makes it unique commerce platform. Rocktechnolabs. Retrieved from https://rocktechnolabs.com/blog/unique-shopify-features/	Helped us understand how Shopify differentiates itself from other full e-commerce platforms. Also gave us insights into the basic requirements that makes up an e-commerce platform.
An exploratory study of small business Internet commerce issues (Simpson Poona, Paula M.C. Swatman)	This article gave us more background knowledge of the presence small businesses have in e-commerce. It also touches on the importance of adapting them to it. We used this to shape the brand promise.
Bash, M. (2022, October 1). Does shopify have a competitive advantage? WebsiteBuilderInsider.com.	Allowed us to identify the competitive advantages that Shopify brings to the market when compared to competition. This was used to gain background knowledge when constructing the positioning statement.
https://www.clariontech.com/blog/why-shopify-is-the-best-ecommerce-platform	Gave us insight into our competitors and how consumers compare us.

Sources	Explanation
https://www.websitebuilderinsider.com/does-shopify-have-a-competitive-advantage/	Helped us identify the qualities that gives Shopify a competitive advantage within the market. It informed our brand positioning , specificallyour points of differentiation.
Small Business Uniqueness and the Theory of Financial Management (Ang, James S)	This article allowed us to fully understand the benefits of small businesses and what sets them a part. We used this to tailor the brand framework to their needs.
Shopify Website - www.shopify.com	Allowed us to analyze the different parts of the brand framework. We used the website to determine the current brand framework, while also looking for gaps that could be included in the future.
https://www.instagram.com/shopify/?hl=en	Shopify's Instagram page aided us with the current brand look, voice, and personality. Their page helped us determine what message they are sending and what the future message needs to be.



***Thank
You***

