

# E-Commerce with Shopify (& Customer Retention):

## Introduction:

- Josiah from Helium // Argon.
- Helium is a Shopify Expert that specializes in Shopify apps. Argon is also a Shopify Expert but that specializes in custom features and themes.

## What is Shopify?

Shopify is an e-commerce platform that was designed from the beginning with the merchant in mind.

Shopify is one of the leading e-commerce platforms (including Shopify Plus, their enterprise platform) for allowing entrepreneurs an easy way to sell products. The barrier to entry has never been lower. Not only that, Shopify is a great platform to migrate to from other platforms:

- *Magento*
- *WooCommerce*
- *Squarespace*
- *BigCommerce*
- *BigCartel*
- *X-Cart*
- *Etsy*
- *eBay*
- *Amazon*

Shopify makes it really easy to spin up a store and start selling your goods.

- It's very easy to learn the platform.
- It's all cloud based so you don't have to worry about updates.
- The network of Shopify Experts is wide. If you need help, there are a number of groups across Facebook that can help. I'd highly recommend the Storetasker Facebook group: Shopify Entrepreneurs.

## Questions:

Q: How many of you are selling online?

Q: How many of you are selling on Shopify? OR other e-commerce platform?

Q: What has your experience with Shopify been like? What's your biggest win/challenge with the platform?

Q: How many of you sell repeatable products?

Q: How many of you are selling custom/made-to-order products?

## The biggest part of any commerce (online or brick-n-mortar) experience?

Customers!

As a merchant what do we need to succeed? We need customers.

But once you have customers, are you OK with them leaving? Or do you want them to come back for more?

If you're a dropshipper, you might not care whether or not your customer comes back. It might be that you only are interested in the short-game. But for true success, I believe a lot of us are interested in the long-game. The marathon.

**We don't succeed without our customers. We don't win without a following.**

- to have a good reputation with peers / customers
- selling to customers
- to give our customers the best experience and delight them.

[repeat customers are responsible for 40% of the average store's annual revenue.](#)

Now, our customers are people. Humans that we want to understand better. In general, people want to be seen:

- 59% of Customers Want Personalized Promotional Offers (sweet-tooth reference point - now [smile.io](#))
- Most customers want to have a tangible connection with your brand. Give them this connection! This aspect, I believe you are crushing.

— Establishing trust is the first step to the buy. Then continued trust is the next/continual step in customer retention. This can mean a personalized promo (something more than just “hi John, want 10% off your order?” and more like “Hey John, I noticed you bought X item last time but item Y was abandoned at checkout. I have a coupon for 30% off item Y, interested?”) an email list or an actual follow up from you or your customer service team. Customer surveys are a huge way to stoke this type of relationship.

If they trust you, they will buy from you. If they buy from you, they are more likely to come back and purchase again.

1. A Repeat Customer is More Likely to Shop With You Again and Again. The likelihood of a customer purchasing from you after 1, 2 and 3 visits is exponentially higher.



Q/A:

Any questions regarding Shopify?

Any questions regarding customer retention?

Any general questions?