

A SUMMARY  
GUIDE TO  
SHOPIFY

# DROPSHIPPING

# BUSINESS

20  
22





## *INTRODUCTION*

# **WHAT IS DROPSHIPPING?**

Dropshipping is an order fulfillment business model, where a dropshipper promotes a product which he does not have inventory and when he gets orders, the orders are fulfilled by a third party known as the “supplier”.

The dropshipper sets a price for the product such that once he makes a sale, he is able to pay the “supplier” for the product and its fulfillment and earn a profit margin for himself.

Dropshipping is mostly done by setting up an ecommerce store, finding a dropshipping supplier and promoting the products digitally to make sales.

Dropshipping is a low entry business model because it does not require you to produce or even buy products in bulk and stock them.

You're also not concerned with packing, shipping and keeping inventory as this would be the job of your supplier.



*DROPSHIPPING*

# RESEARCHING A PRODUCT SELECTION

We want to have a “Product strategy” that integrates product, audience, pitch and location. Find some good product that’s marketable to an identified target audience, understand that audience enough to know what pitch will sell that product better to them and where!

The question of “where” is “where do they spend more of their time and are more likely to purchase, is it on Facebook, Instagram, Pinterest or Tiktok?”

Organic research simply means promoting your products organically, that is without spending on ads to see what products will attract the most organic engagement, from what audience and on what platform.

Alternatively, you can use [Ecomhunt tool](#) to research the most trending products and also find niche products in less popular categories too.



*CHOOSING A*

# **DROPSHIPPING SUPPLIER**

Using a dropshipping supplier who is based in the same location as your target audience could mean that you get products delivered to your customers in that location even faster.

Here is a list of dropshipping suppliers in North America, UK and the EU.

1. Spocket
2. Inventory source
3. Printful
4. Syncee
5. zendrop
6. Wholesale 2B
7. Dropship one supplier
8. Knawat
9. Printify
10. CJ dropshipping
11. Vika Furniture

# GETTING A DOMAIN NAME

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WEB DEV

A dropshipping business requires having an e-commerce store where products can be sold.

A domain name is the home url of your website. examples of domain names are; amazon.com, ebay.com, vivibosslink.com, wikipedia.org etc

You'll have to think of what you want your e-commerce store to be called.

You can check for the availability of a domain name and register the domain name on [namecheap](https://www.namecheap.com).



namecheap



# GETTING A BRAND LOGO

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*BRANDING*

Get a professional looking logo for your website!

A logo is a symbol comprised of words, images, and colors that is used to identify a brand or product.

You can find many freelance graphic designers on [Fiverr](#) that would design a professional logo at usually affordable rates, starting from \$5.





*shopify*

*BUILDING A SHOPIFY*

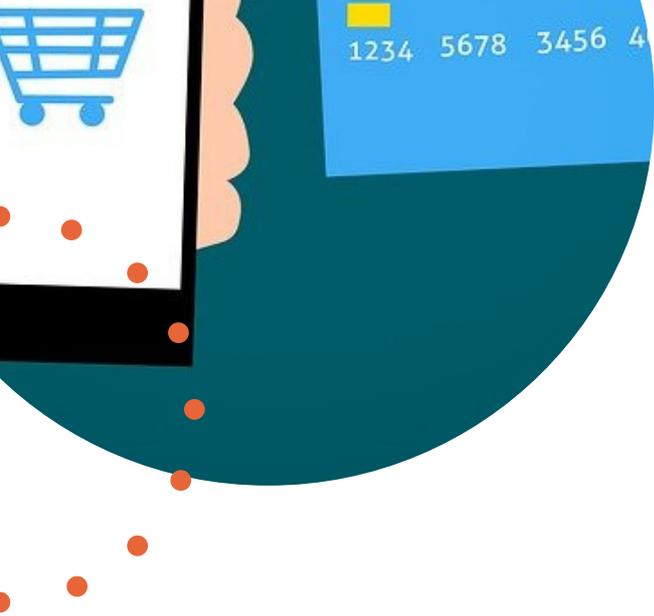
# **E-COMMERCE WEBSITE**

Shopify is a platform where anyone can create an ecommerce website even if they aren't tech savvy. You can create an e-commerce website using Shopify in only a matter of minutes

Go to [Shopify website](#) and sign up for a new account;

Shopify gives you a 14 days free trial, no credit card required, so you can start building your e-commerce website straight away!

Building an e-commerce website on Shopify is simple and quite intuitive even if you're not a tech savvy person. Also you can find many tutorials on Youtube to guide you!



*INTRODUCTION TO*

# **PAYMENT GETWAYS**

A payment gateway is basically an online merchant account which you can integrate to your ecommerce website and receive online payments.

Since some payment gateway places restriction on some countries, It's important to choose a payment gateway that's available to receive payments in your country of residence. This is because you'd want the payment processed online to be locally available for withdrawal in your home country.

Here is a list of Payment gateways that have easy integration with Shopify stores;

1. Paypal;
2. Stripe;
3. 2Checkout;
4. Paystack;
5. Rave by Flutterwave
6. Tranferwise

# CREATING ECOMMERCE VIDEO ADS

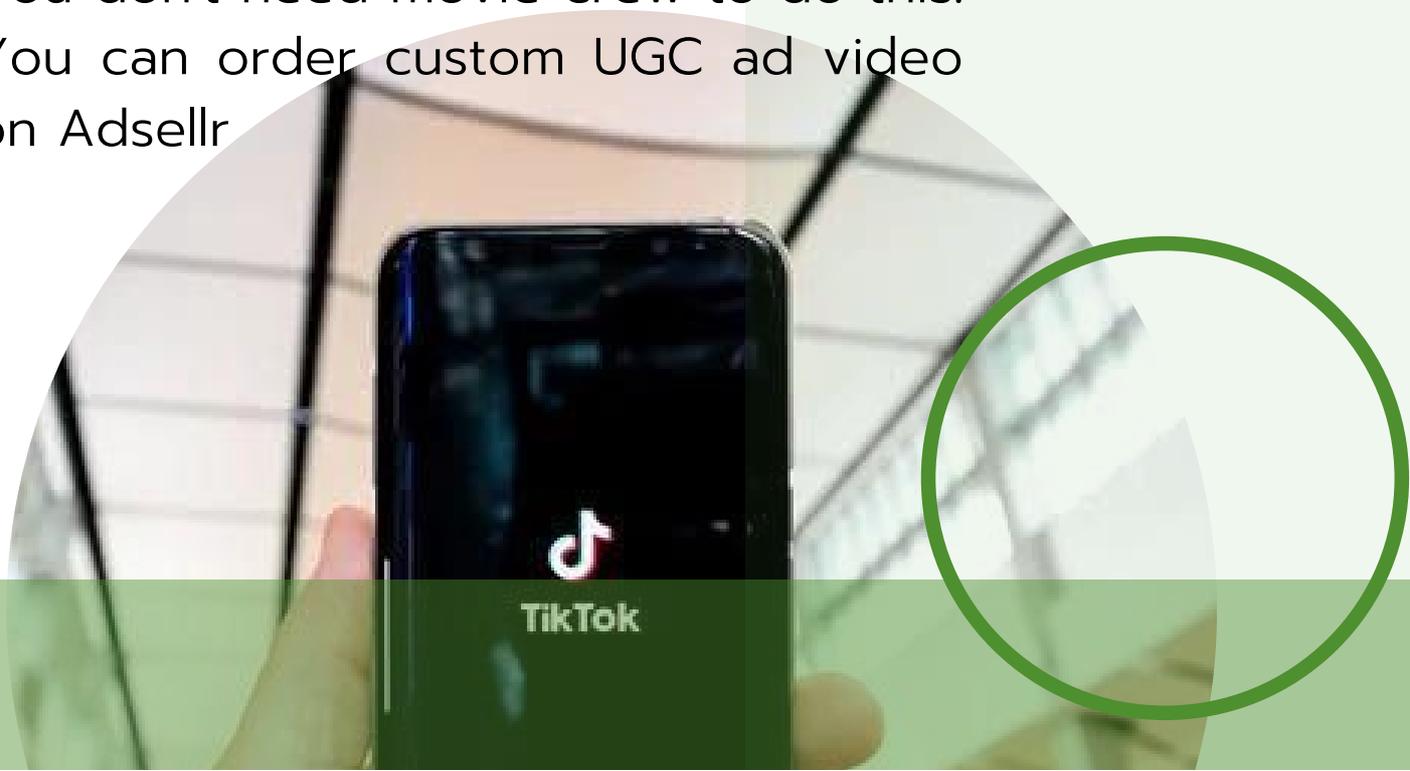
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MARKETING

Creating highly converting e-commerce video ads is very essential to having a successful dropshipping business.

You need to create the kind of video ads that engages your target audience, captures their trust and compels them to visit your website and make a purchase.

You don't need movie crew to do this! You can order custom UGC ad video on Adsellr





HOW TO

# TEST AND SCALE DROPSHIPPING PRODUCTS

## TESTING PRODUCTS

This involves promoting your products and analyzing the results to;

1. Decide based on ad data which product has a high buyer impulse and is easier to sell.
2. Decide which audience and demographic is the best buyer for the product
3. Decide what the hot selling price and profit margin is for the product
4. Decide what ad copy and creative sells the product.

## SCALING PRODUCTS

Scaling your dropshipping product involves but is not limited to increasing the ad budget of the most profitable product based on your test analysis.

From experience we know that you can increase your budget all you want but if you aren't tracking and targeting the right audience, then your ads will not perform at its best.

# DROPSHIPPING COST AND REVENUE

"The e-commerce industry is a force that no investor can afford to ignore".

With successful ecommerce stores selling for millions of dollars, dropshipping offers a low cost way to not only practically learn e-commerce, but to start small and grow big in the e-commerce industry.

Startup cost estimate;  
\$350  
Revenue potential;  
unlimited



**DOMAIN  
REGISTRATION  
COST FROM \$5**



**LOGO  
DESIGN COST  
FROM \$5**



**MONTHLY  
WEBHOSTING  
COST FROM  
\$29**



**SUPPLIER  
INTEGRATION  
COST FROM \$0**



**HIGH  
CONVERTING  
UGU VIDEO ADS  
COST FROM \$149**



“If founders believed  
Ecommerce is built  
using VC money &  
discounting, they  
never added value  
with tech innovation,  
selection,  
convenience, and  
shipping”

-Sandeep Aggarwal

info@vivibosslink.com

vivibosslink.com