Forum:Hack Forums

Thread: Shopify - Starting a niche shop

Beyonder - *December 15, 2019, 4:00 am*

Hello HF

I know some of the members here are experienced with shopify so I thought some advice from you would be nice!

I am starting a niche shop, I found a niche that I know makes a lot of profit.
I checked keywords in the specific niche and the keyword difficulty is easy and got a decent amount of searches.
I am preparing social media accounts and forum accounts in the particular niche.

I would like to ask about:
Good shopify plugins?
Facebook ads(what not to do/how much to spend)
Instagram(How many posts can I make pr day?)
Any other advice?

Thanks in advance!

LoremIpsum - *December 15, 2019, 4:05 am*

Good shopify plugins?
Oberlo, import plugins, stripe / payment gateway, image decompressors to increase loading speed, etc.

Facebook ads(what not to do/how much to spend)
Don't over target your audience, just make sure you're not selling car parts to someone who just became a single mother. Don't target car lovers with your fancy dresses either. Spread your ads, do a lot of A/B testing, don't spent too much on your first ads without knowing what to do, what to change or what to increase.

Instagram(How many posts can I make pr day?)
I'd say do 4-8 posts a day, if you're a special brand with a lot of followers. If you're a growing niche, post 2-4 times on regular times, so people will unconsciously remind themselves of 'ow yeah, it's 6 PM there should be a new product release again today'. Just make it a good routine, morning & afternoon & after dinner. That way you can reach almost everybody at Instagram without just the 'daily' browsers.

Any other advice?
Plan everything well. Payment plans, product plan, shipping, discounts, what-if's (what if the product is damaged, stolen, not arriving, not sellable anymore after customer paid for it), design, marketing and find yourself a good team.

This is what I'd recommend to get you started. Also, YouTube is a big teacher in almost everything for free. Find, browse, learn and repeat. Good luck!

Beyonder - *December 15, 2019, 4:07 am*

(Dec 15, 2019 05:05 AM)LoremIpsum Wrote: [CITE] Good shopify plugins?
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This is what I'd recommend to get you started. Also, YouTube is a big teacher in almost everything for free. Find, browse, learn and repeat. Good luck!
Amazing advice mate!
Thanks a lot for the quick reply.

If I am growing an Instagram account from scratch, would you recommend advertising products from day one or just casually grow the account in the niche before advertising?

LoremIpsum - *December 15, 2019, 4:18 am*
(Dec 15, 2019 05:07 AM)Beyonder Wrote: [CITE] Amazing advice mate!
Thanks a lot for the quick reply.

If I am growing an Instagram account from scratch, would you recommend advertising products from day one or just casually grow the account in the niche before advertising?
You're welcome my man. I like to help others as I learn more each day.
Depends on whatever your audience like. If you're using for example 'babes' at Instagram, nobody will buy a bikini from you if your audience are most likely males.
If you're growing a pet niche, you can start by doing giveaways so people can review your product and immediately know what's up.

Don't 'hide' your sales but don't make them too obvious too. Don't share a photo of a sweet kitten laying on an animal hospital room and use the caption; Buy this Kitten Toy now and save Tommy from being put down.
There are plenty of ways to sell something, but you should be HQ. Like versace, people buy products of $500+ just for knowing the brand and feeling special. Other wise, people to like to buy things on discount. So promotions like; Tag 5 friends, post this on your Instagram story and get 25% off your first purchase! Can often help.

There are a lot of marketing related reasons, methods and experiments which can help you out by selling at Instagram. There is no 'one way' for doing that. Good luck! ?

Beyonder - *December 15, 2019, 6:43 am*

(Dec 15, 2019 05:18 AM)LoremIpsum Wrote: [CITE] You're welcome my man. I like to help others as I learn more each day.

Depends on whatever your audience like. If you're using for example 'babes' at Instagram, nobody will buy a bikini from you if your audience are most likely males.

If you're growing a pet niche, you can start by doing giveaways so people can review your product and immediately know what's up.

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There are a lot of marketing related reasons, methods and experiments which can help you out by selling at Instagram. There is no 'one way' for doing that. Good luck! ?

Well explained!

I will put your information to good use, thanks again!

Beyonder - *December 16, 2019, 10:28 am*

Would still love some feedback if anyone has any!