

Forum:[Hack Forums](#)

Thread: [Is starting a Shopify as easy as it sounds?](#)

Crypt - June 12, 2020, 1:23 pm

I am interested in getting into Ecommerce. I figured I'd try a Shopify store but is it as easy as looking for good products and knowing how to advertise?

Essentially you just advertise the product and once they purchase it you buy it yourself from the vendor and send it to the customer?

James Burnham - June 12, 2020, 1:31 pm

Yes and no.

Pic ads don't convert well. You will need HD video ad demonstrating the product. Also you need to have to pick products that are cheap enough for you to have a profit and offer a competitive price and you will also need some thousands of \$ to spend into fb and google ads.

Crypt - June 12, 2020, 1:36 pm

(Jun 12, 2020 01:31 PM)SIM-2518836 Wrote: [\[CITE\]](#) Yes and no.

Pic ads don't convert well. You will need HD video ad demonstrating the product. Also you need to have to pick products that are cheap enough for you to have a profit and offer a competitive price and you will also need some thousands of \$ to spend into fb and google ads.

What about advertisements through social media accounts? Or is it better to buy Google/FB ads?

Also, I was just looking into wholesale suppliers from China. Would doing something through Amazon be better? I know Amazon allows you to send items to their warehouse and they handle everything while taking a percentage. I would just have to get the attention to sell it.

Angela White - June 12, 2020, 1:38 pm

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TBH your best bet is to find some sort of funny / goofy item and get big IG meme pages to share links and shit.

My friend got some tortilla blanket for \$5 from china and was dropshipping them through shopify for \$20 and paid meme pages to share this "haha funny tortilla blanket" and he made like \$10k.

Grim - June 12, 2020, 1:38 pm

Starting one is easy. Actually making a profit is another thing. Get good at advertising first you will rule the world after that :)

Crypt - June 12, 2020, 1:41 pm

(Jun 12, 2020 01:38 PM)Grim Wrote: [\[CITE\]](#) Starting one is easy. Actually making a profit is another

thing. Get good at advertising first you will rule the world after that :)
Sounds like I should build my own social media accounts lol.

Also besides buying bulk from China I don't know where else to look for items.

Eagle 95 - June 13, 2020, 2:43 am

Everyone can start fairly easy. By starting I mean getting the site done and finding a product. Succeeding with that product or products is where most fail and lose money they spent on fb/google ads.

blazingdragonz - June 13, 2020, 8:15 am

like other said, i've made 100k my first year on shopify and only gained 15% profit.

A lot of trial and error and to get the basic down u need read / watch utube videos, don't create crappy shit

Lorem Ipsum - June 13, 2020, 8:19 am

Yes it's really easy. Especially with plugins like Oberlo and others.
Getting traffic to convert into steady sales is the 'only' hard part I think.

techsols - June 13, 2020, 8:28 am

Making shopify store is easy and you don't need to have a coding skill for that.

Casual - June 13, 2020, 9:56 pm

Ads are good but don't forget about the power of viral marketing.

I ran a couple of marketing campaigns within the past few months for a guy. One of the strategies involved Reddit showcasing a few cool items (gifs/videos) and how they were used. Watermarks of course linking to the website. Other posts showcased a single item with no watermark and getting "where do I buy" comments to the top, and responding with a link.

2 of the 5 posts made front page (20k-30k upvotes), the other 3 made the top of their subs. It's all through manipulation of course, but it converts well.