



**Cyber PR Army**

# **SHOPIFY STORE CREATION**



# PROJECT YOUR IMAGE

---

Whether you need amendments made to an existing store or a new store creating from the ground up, our team has proven experience at designing functioning and aesthetically pleasing stores.

**14.1% of all retail sales are now online.** This number is projected to hit 22% by 2023 (Statista)

By 2021, global ecommerce is forecast to be \$4.97 trillion – **almost a 400% increase in seven years** (AcquireConvert)



**Cyber PR Army**

[www.cyberprarmy.com](http://www.cyberprarmy.com) | [lynn@cyberprarmy.com](mailto:lynn@cyberprarmy.com) | 1-506-381-3820

## WHAT WE DO

Whatever stage you are at, we can create an engaging customer experience with all the functionality you need. We can add social feeds, shipping options, discount codes and any other Shopify features that will help you to create the best online shopping experience for your customers.

If you are looking to spruce up an existing shop, it's time to talk design! Our team will create a store that reflects your brand and your chosen aesthetic while providing a great user experience. We will list your products, make amendments to the layout and categorization and ensure it projects the right image throughout a customer's journey.

If you don't yet have a Shopify store, that's not a problem. We can discuss your branding and create a store from the ground up. If you have an existing website or social media channels, we will incorporate this branding to give you a cohesive brand image across all platforms.

Once your store is created, we can import existing product information from another platform or from your sales documentation and help you plan your launch. We can also help you to automate your store maintenance or create a plan for us to handle the maintenance of your store.

Check out this great Shopify store we made with the incredible team at Collins Lobster: [www.collinslobster.com](http://www.collinslobster.com)

Shopify is the **third-largest online retailer** in the U.S. after Amazon and eBay (Shopify)







## HOW IT HELPS YOU

- E-commerce is booming – gets your business online
- Gets you up and running quickly and professionally
- Optimized for mobile users
- Matches existing brand products for a cohesive image

Whether you have a bricks-and-mortar store or are looking to set up a new business, if you aren't online, you are missing out. It is now the norm for potential customers to check out your website, even if they then go on to purchase in store. By offering them the option to buy online you are removing a barrier of physically travelling and making it easier and quicker for them to complete their transaction.

Crafting a store can be a lengthy process, but using our expertise, you can get your Shopify store up and running in no time. We understand you want to launch as soon as possible, and our team will ensure any deadlines are made.

Online shoppers make purchases via mobile more often than on PC (eCommerce Guide) and the number is growing year on year. Setting up a store is simple but optimizing it for mobile and now voice search requires further expertise.

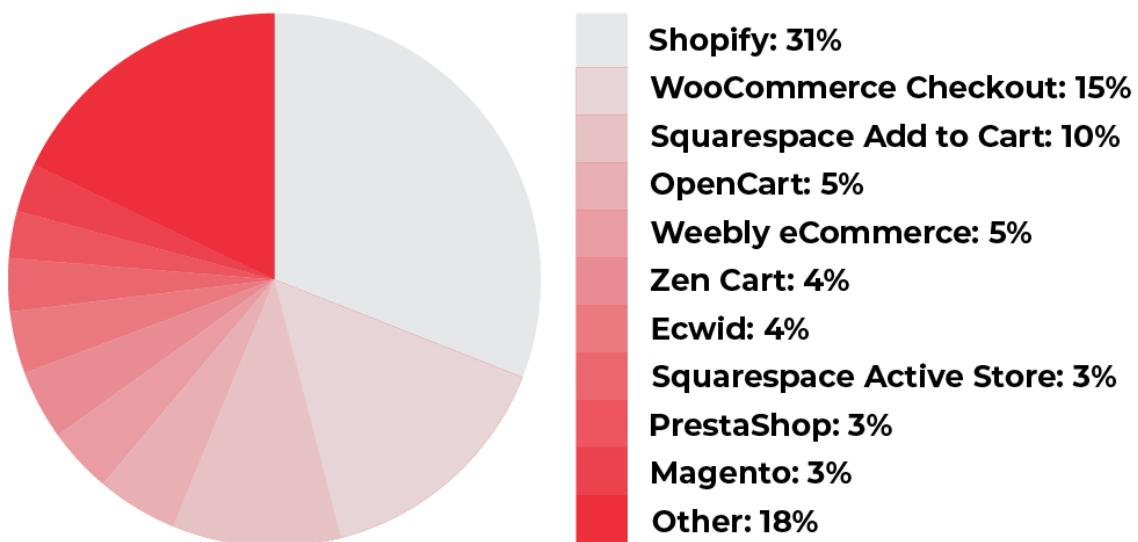


## SOME SHOPIFY FACTS:

**Shopify is Canadian!** It was started in 2004 by three Canadians who felt inspired by a poor online shopping experience

**31% of all e-commerce sites** run on Shopify and their market share is growing (Oberlo)

### Leading eCommerce Software Platforms in 2019



Talk to us about a Shopify store for your business. With a wide array of e-commerce options, we can transition your business to an e-commerce store or update your existing store to attract more customers. Get in touch today to start discussing your options.



**Cyber PR Army**

[www.cyberprarmy.com](http://www.cyberprarmy.com) | [lynn@cyberprarmy.com](mailto:lynn@cyberprarmy.com) | 1-506-381-3820