

Ecommerce Shipping



About Us



media

Ecommerce · Branding · Web Development

What you'll learn

1. Is shipping realistic?
2. Fulfillment methods
3. Marketing tactics
4. Evaluating costs
5. Where to go for answers
6. Resources
7. Q & A



Definitions

Fulfillment

The entire act of receiving, processing and delivering orders to end users

Shipping

The act of transporting products to end users



The Ecommerce Shipping Canvas

Let's start recording your strategy and building better communication

You can find and download the canvas for free here:

Sprintpoint.ca/products/ecommerce-shipping-canvas



Why use a canvas?

You can't measure what you don't track

- Easily isolate strengths and weaknesses
- Better business transparency
- Creates clear communication
- After you complete the canvas once iterations can be made very quickly

The screenshot displays the Ecommerce Shipping Canvas tool, which consists of five main sections:

- Iteration #1: Viability**
 - Is shipping your product realistic? (Yes)
 - Product Weight: HIGH (checkbox checked)
 - Product Dimensions: LG (checkbox checked)
 - Product Value: \$ (checkbox checked)
 - Product Durability: HIGH (checkbox checked)
 - Total: \$10.00
- Iteration #2: Shipping Methods**
 - Local Pickup: Required Prep Time (HRS), # of Pickup Locations, Pickup Times (MON TUE WED THU FRI SAT SUN AM PM), Large Vehicle Required (YES NO)
 - Delivery Cost (Time & Money), Additional Insurance Cost, Max Delivery Distance, Industry Standard Rate, Your Rate, Delivery Schedule (MON TUE WED THU FRI SAT SUN AM PM)
 - Flat Rate Shipping: Shipping Cost, Industry Standard Price Breaks, Your Price Breaks, In Provincial, Out of Provincial
 - Free Shipping: Shipping Cost, Industry Standard Price Breaks, Your Price Breaks, In Provincial, Out of Provincial
 - Carrier Rate Shipping*: Shipping Cost, Industry Standard Rate, Your Rate, In Provincial, Out of Provincial
- Iteration #3: Advanced Solutions**
 - More Specific Shipping Zones: Need to limit shipping routes further than by province? An zip-based solution can allow you to assign your shipping rates based on specific zip codes.
 - Customized Shopify Emails: Like your shipping numbers being sent out with your Shippo emails? Any your automated emails in your brand voice?
- Iteration #4: Packaging Costs**

Category	Fixed	Recurring Fixed	Variable	Recurring Variable
Custom/Specialty Packaging	\$	\$	\$	\$
Protective Padding	\$	\$	\$	\$
Branding (Rider)	\$	\$	\$	\$
Return Prepaid Label	\$	\$	\$	\$
Thank You Card	\$	\$	\$	\$
Specialty Tape	\$	\$	\$	\$
Product Samples	\$	\$	\$	\$
Gifts	\$	\$	\$	\$
Labour	\$	\$	\$	\$
Other	\$	\$	\$	\$
Totals	\$	\$	\$	\$
- Iteration #5: Resources**
 - Shopify Documentation: <https://help.shopify.com/en/themes/shipping>
 - Shipping Considerations: <https://shippediaguide.com/shipping-considerations/>
 - Exporting Commercial Goods: <http://www.cbsa-asfc.gc.ca/export-guide-eng.html>
http://www.trade-commerce.org/codes/icc-export_rsr/145d8.aspx
 - Returns, Exchanges & Warranties in Ontario: <http://www.ontario.ca/page>Returns-and-exchanges-and-warranties-ontario>
 - More Free Resources: <http://shippedia.ca>



The background image shows an aerial view of a city skyline during twilight or night. The sky is filled with various shades of blue and purple clouds. In the foreground, there are numerous buildings, mostly residential houses in a grid pattern, with their lights on. A prominent modern building with a curved facade and a green roof is visible in the center. To the right, there are several tall, illuminated skyscrapers. The overall atmosphere is urban and vibrant.

Determining Viability



Starting with the best-case scenario



**The most ideal products are lightweight,
have small shipping dimensions, have
great margins and aren't fragile.**



Rate your products

Based on your scores some shipping methods will be more viable than others.

- Products with a score lower than 2 will be more difficult to scale or ship nation wide.
- If you can't ship Canada wide affordably it is advised to focus on your local audience and local competition.

	-1	0	+1
Product Weight	HIGH	MED	LOW
A higher weight directly translates to a higher shipping cost.			
Product Dimensions	LG	MED	SM
A larger size directly translates to a higher shipping cost.			
Product Value	\$	\$\$	\$\$\$
A higher value product can justify a higher shipping cost.			
Product Durability	LOW	MED	HIGH
A fragile product can be expensive or impossible to ship.			
Total			
Should be 2 or higher			



Focus on your strengths

With a product score greater than 2

- Use targeted advertising to attract new customers
- Focus on developing markets outside of your local community
- Referral marketing and building brand loyalty is extremely important
- Try to appear bigger than you actually are. You have more competition.



Focus on your strengths

With a product score less than 2

- Refine your delivery area
- Highlight local delivery or curbside pickup
- Focus on your community involvement
- Build brand ambassadors in your local area
- Your communication strategy should focus on your local advantage



Shipping Methods

Common shipping methods



Not every business needs every method. Focus on what is most aligned with your brand and what your customers require.

- Local pickup (curbside, etc.)
- Local delivery
- Flat rate shipping
- 3PL (custom)

Shipping strategies

The most popular shipping strategies

- Offer free shipping
- Charge exact costs
- Provide flat-rate shipping
- Provide local delivery

What are your competitors doing? What is the industry standard? What do your customers expect?



Communicating your shipping strategy

Curbside Pickup ~4 hours | Home Delivery 10-12 business days

HEY CANADA! WE'RE HERE TO HELP!

Here are some ways we can help make your holiday shopping easier in our stores and online.

Curbside Pick-up
It's fast, safe, easy & free.

FREE Same-Day Home Delivery
POWERED BY DOORDASH

Virtual Shop/Registry
Work with store staff live online or by phone

FREE* SHIPPING
on eligible orders of \$75 or more
[Learn More](#)
*exclusions apply.

FREE CURBSIDE PICK UP
[Learn More](#)
*exclusions apply. Available at select stores, see Store Locator for full details.

Your shipping strategy should meet **all** the following requirements:

- Be clear (don't use jargon)
- Be visible (position it in more than one place)
- Act as a CTA (call-to-action), the strategy should help you sell
- Have limited conditions



Understand your margins

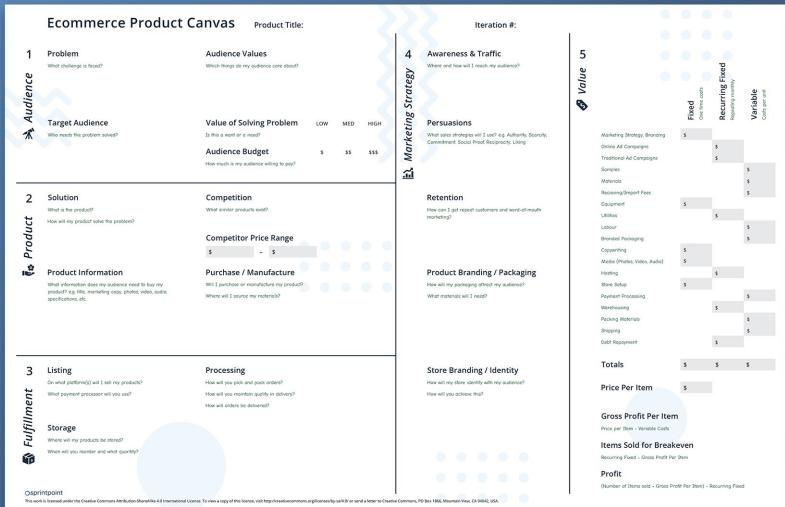
Complete section 2 of the canvas and ensure you have factored in every possible shipping expense.

Many businesses underestimate the costs of sending products to customers.

Remember, you should be able to beat a brick and mortar selling the same products since you don't have the added expenses they have.



Make sure you understand your costs



You can complete the Product Canvas to fully refine your costs.
Sprintpoint.ca/products/ecommerce-product-canvas



A wide-angle photograph of the Chicago skyline at sunset. The sky is filled with dramatic, orange and blue clouds. In the foreground, the calm waters of Lake Michigan reflect the warm light. Several boats are visible on the water. The city's iconic skyscrapers, including the Willis Tower (formerly Sears Tower) and the John Hancock Center, stand tall against the horizon.

Advanced Solutions



Refine your shipping zones

Shopify handles province by province zones for flat rate shipping.



We recommend Better Shipping for flat-rate shipping with area code targeting.



If dimensional weight is required, we recommend Intuitive Shipping.

Dimensional Weight: If you have multiple shipping packaging options with different dimensions, you need Dimensional Weight to calculate carrier rates.



Additional communication

← Notifications

Customers notifications

These notifications are automatically sent out to the customer. Click on the notification template to edit the content. See also the [templates variables documentation](#).

Customize

Orders

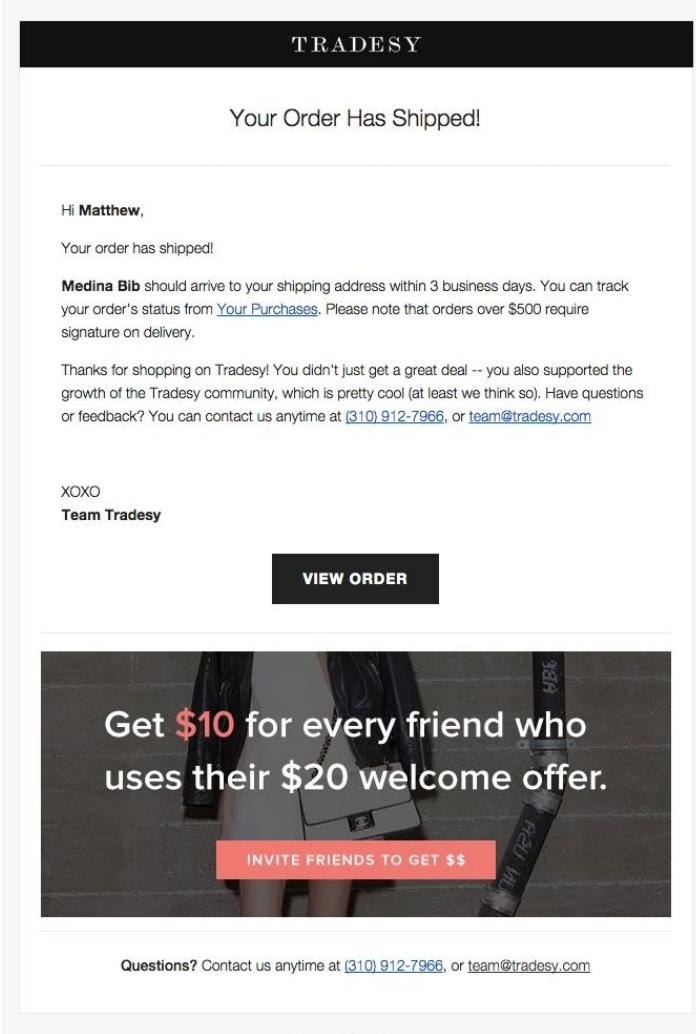
Order confirmation	Sent automatically to the customer after they place their order.
Order edited	Sent to the customer after their order is edited (if you select this option).
Order edited invoice	Sent to the customer after their order is edited and they owe money (if you select this option).
Order invoice	Sent to the customer when the order has an outstanding balance.
Order canceled	Sent automatically to the customer if their order is canceled (if you select this option).
Order refund	Sent automatically to the customer if their order is refunded (if you select this option).
Draft order invoice	Sent to the customer when a draft order invoice is created. You can edit this email invoice before you send it.
Email cart from POS	Sent to the customer when you email their cart from POS. Includes a link to buy online.
Abandoned checkout	Sent to the customer if they leave checkout before they buy the items in their cart. Configure options in " checkout settings ".
POS Exchange Receipt	Sent to the customer after they complete an exchange in person and want to be emailed a receipt.
Gift card created	Sent automatically to the customer when you issue or fulfill a gift card.
Payment error	Sent automatically to the customer if their payment can't be processed.

Every touchpoint post purchase should be on brand.

- You can customize the automated emails from your Shopify dashboard Settings>Notifications.
- You can customize a variety of emails from Orders to Shipping, Local delivery, Local pickup, Customer, and more.



More touchpoints

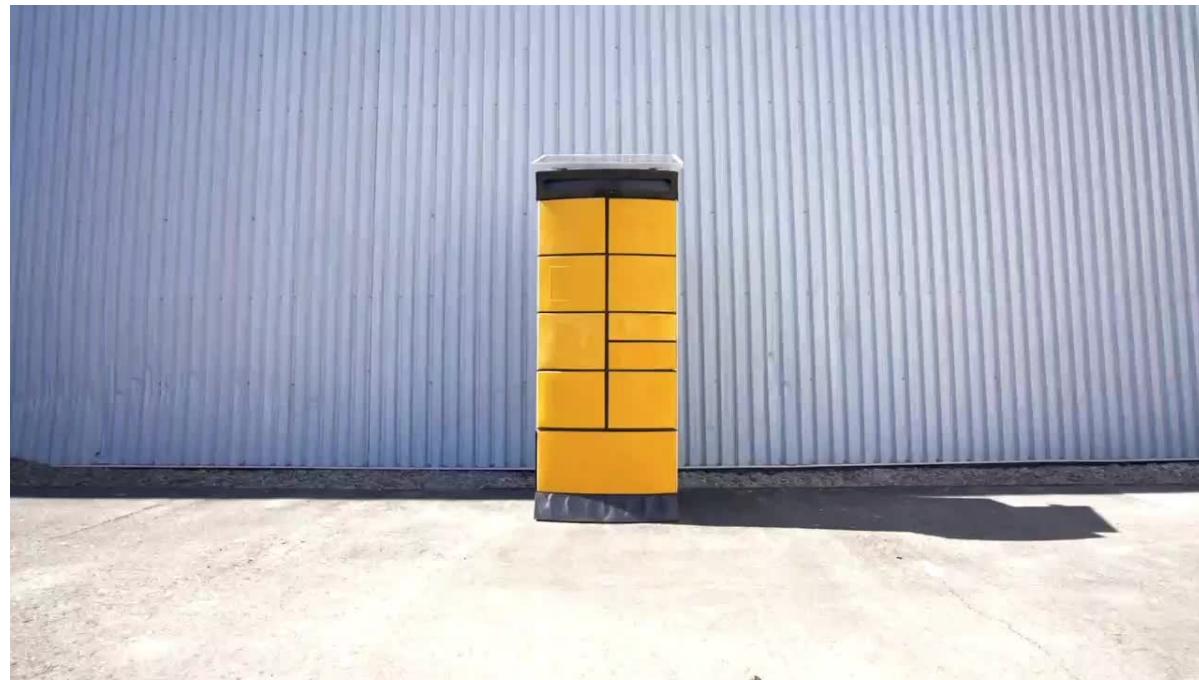


Post-purchase emails

- Do you reach out for a product review?
- Do you offer great customers a discount?
- How are you managing abandoned carts?
- Are you utilizing discount codes as a promotional tool?
- Do you offer any non-sales related information to customers post purchase?



Faster shipping lower carbon footprint



Find more information about ShipperBee here:
<https://www.shipperbee.com/>

Offering an eco-friendly option is a great competitive advantage for some brands.

Explore your regions shipping options. When was that last you sought out a new shipping provider?





Packaging Costs

Packaging

Based on your margins, your brand and your industry standards the product and shipping packaging your customers can expect will vary.

Conduct competitor research, do you know what your competition is doing? A quick Google search should be able to give you more information about how your competition is approaching packaging. If you can't find information, and you aren't sure of your approach, buy from a competitor.



Packaging needs to match your brand

Packaging plays a huge role in how customers feel about your brand. If your materials aren't inline with how your brand presents itself, it creates a disconnect before the customer even interacts with your products.

If your brand is trying to appear as a luxury option, your packaging needs to feel premium. This is a major factor when trying to attract repeat customers.



Tools to match your strengths

With a product score greater than 2

- Include a discount coupon to encourage repeat business
- Adding a small gift or a sample will help create excitement and brand loyalty
- Reminding customers to leave a review is extremely important
- Highlight your social media for new product launches or availability
- Your products are better suited for influencer marketing



Focus on your strengths

With a product score less than 2

- Include a thank you note for curbside pickups
- Encourage others to shop local
- Highlight the ability to sell gift cards
- Including a smaller sample of your product and encourage customers to share with a friend
- Keep your customers up-to-date with your community involvement



Understanding your costs

Complete section 4.

As your business grows you will spend more and more on packaging, however the price per unit needs to go down. You should be able to realize discounts from ordering your packaging material in bulk.

Your packaging should always be getting better for less money.

Icon	Packaging Costs	Cost Type		
		Fixed One time costs	Recurring Fixed Repeating monthly or in batches	Variable Costs per unit
Custom/Specialty Packaging	\$	\$		
Protective Padding			\$	
Tissue Paper			\$	
Branding Sticker	\$	\$		
Repeat Purchase Coupon	\$	\$		
Thank You Card	\$	\$		
Specialty Tape		\$		\$
Product Samples				\$
Gifts				\$
Labour				\$
Other	\$	\$		\$
Totals	\$	\$		\$
Price Per Shipment	\$			



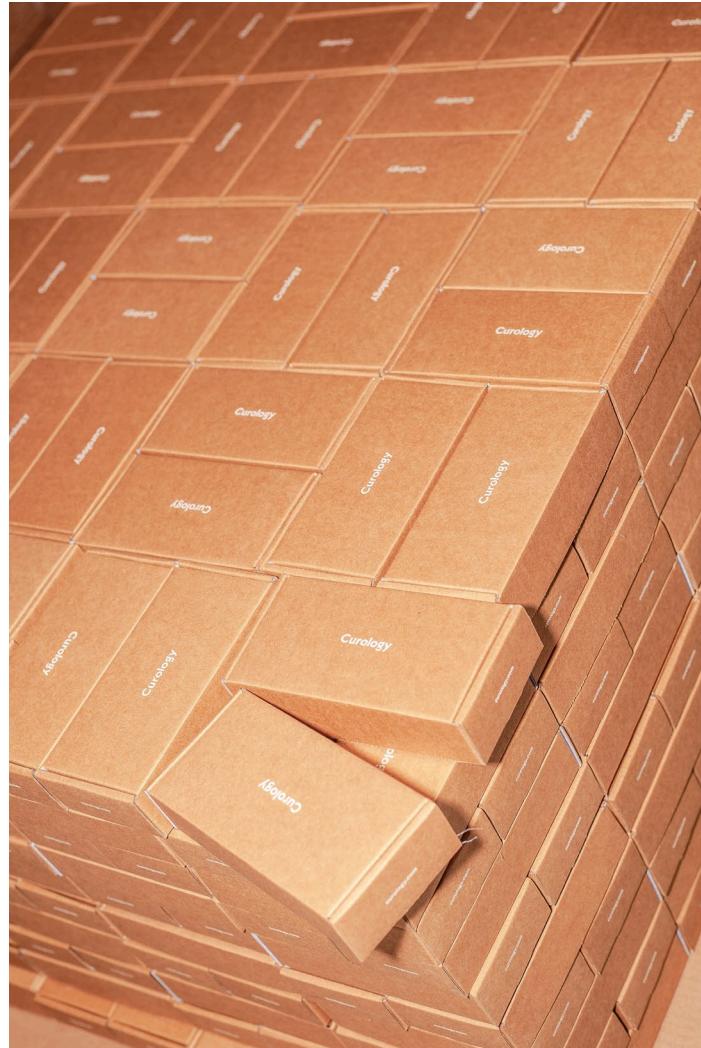
Measuring your efforts

Understand your break points from your suppliers and measure the effectiveness of your efforts.

At what quantity will you receive a bulk discount?

How many times were your discount codes used? Were they effective?

Were you able to generate product reviews or other social proof?





Resources



Where to go when you get stuck

The image shows a screenshot of a Shopify blog post. At the top left is the Shopify logo. To its right, the word "shopify" is written in a lowercase, sans-serif font. Below this is a dark green horizontal bar containing the text "SHOPIFY BLOG" on the left and "Dec 8, 2020" on the right. Underneath the bar is a black section with the text "Start your free 14 day trial" in white.

The Formula for Building a Cult-Favorite Skincare Line



Julie Clarke wanted to find a natural solution for her eczema, so she invested time into learning about holistic health and natural ingredients. What began as an experiment with home remedies grew into a fan-favorite skincare brand. In this special episode of the Shopify Masters podcast, we chat with Julie about how she landed high-profile media coverage, the challenges of becoming a mom while running her business, and the dramatic ways COVID-19 changed her business.

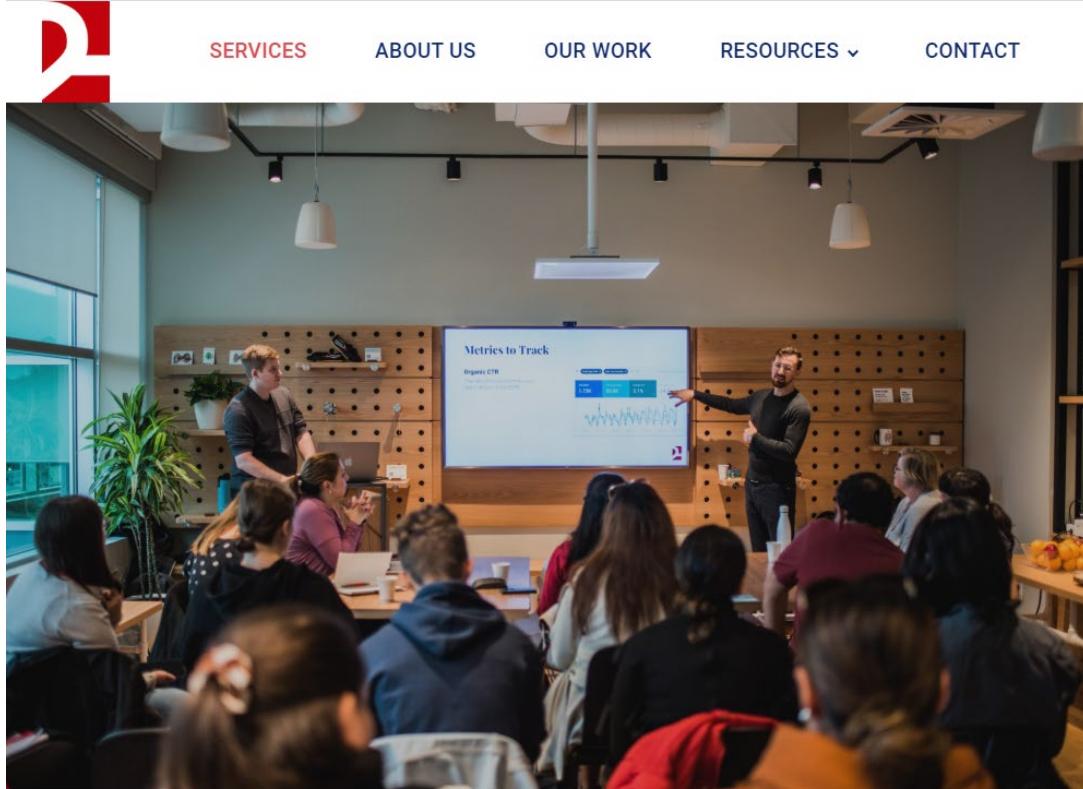
[Read more](#)

You don't need to know everything, having a support team is critical

- Have you checked the Shopify Documentation?
- Subscribe to the Shopify blog; it's an amazing source for current trends and resources
- Understand the risks of owning a business in your region.
- You can find small business resources and programs from your local Small Business Enterprise Centre
- Check out sprintpoint.ca for more free tools



Questions?



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