



DROPSHIPPING

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WHAT IS DROPSHIPPING?

- ▶ Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product using the dropshipping model, it purchases the item from a third party and has it shipped directly to the customer. As a result, the seller doesn't have to handle the product directly.
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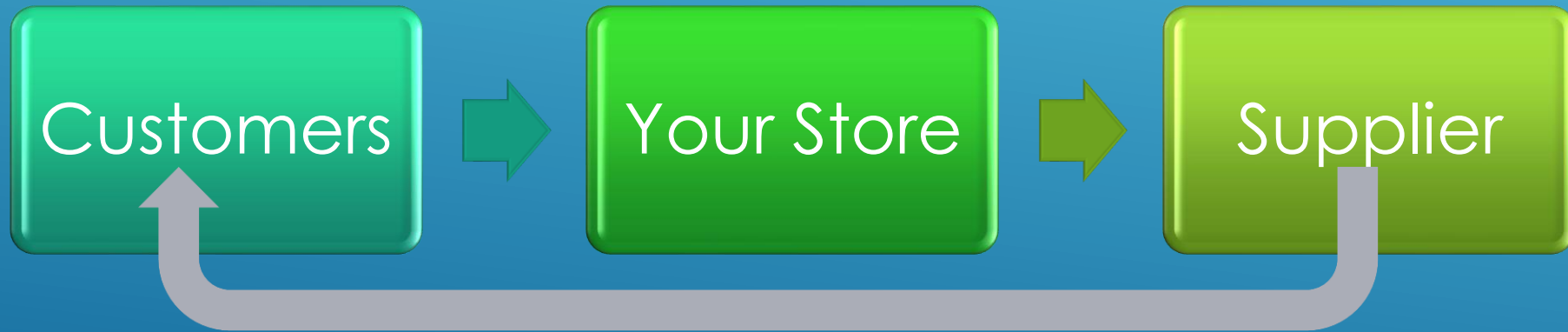
BENEFITS OF DROPSHIPPING

- ▶ 1. Less capital is required
 - ▶ 2. Easy to get started
 - ▶ 3. Low overhead
 - ▶ 6. Easier to test
 - ▶ 7. Easier to scale
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DISADVANTAGES OF DROPSHIPPING

- ▶ 1. Low margins
 - ▶ 3. Shipping complexities
 - ▶ 4. Supplier errors
 - ▶ 5. Limited customization and branding
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PROCESS



THE BIG STEPS:



PRODUCT RESEARCH:

- ▶ The success or failure of any dropshipping businesses hinges on choosing the right products to sell.

How to research great dropshipping products

You can either do your own research by browsing top-selling products on popular eCommerce sites like

PRODUCT RESEARCH:

- ❑ Amazon +1
- ❑ Youtube.com +1+1 (Search for “**Product Review**” or “**http://amzn.to + Niche**” and go deeper)
- ❑ Ebay.com (Use chrome extension “**eBay™ Popularity Sort**” to sort by best selling)
- ❑ Morningsave.com +1
- ❑ Walmart.com
- ❑ Target
- ❑ Ulta
- ❑ Wish.com +1
- ❑ Aliexpress +1
- ❑ 1688.com
- ❑ Pinterest.com

Or just spy on others and see what working for them and make it work for you too 😊

- ❑ Spy tools

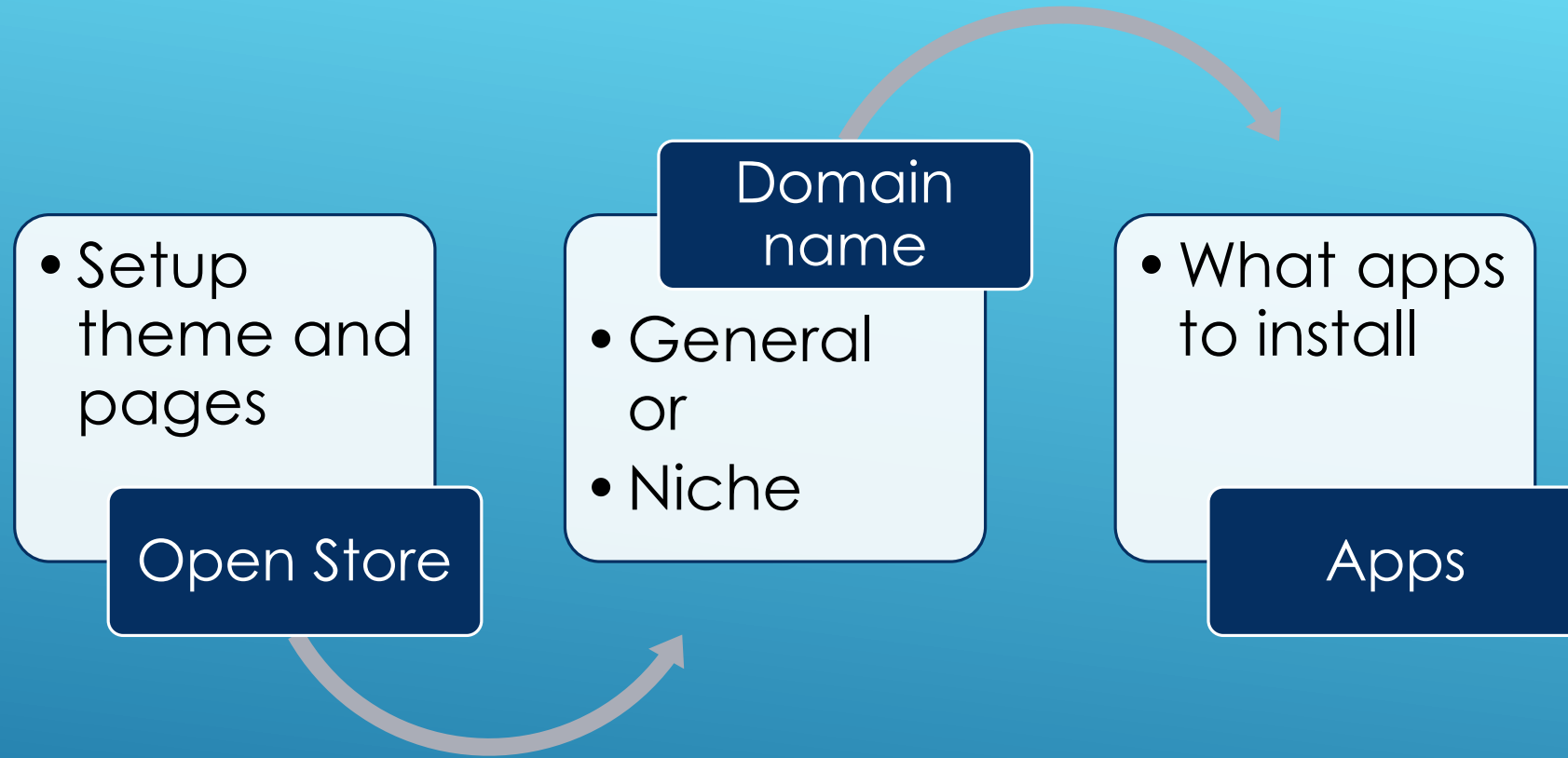
THINGS YOU SHOULD KNOW

Most of the Supplier don't have stock

Customer is the king(Be clear with your customers)

Scale the process not the numbers(Build your team)

To-do List is the secret of a successful process



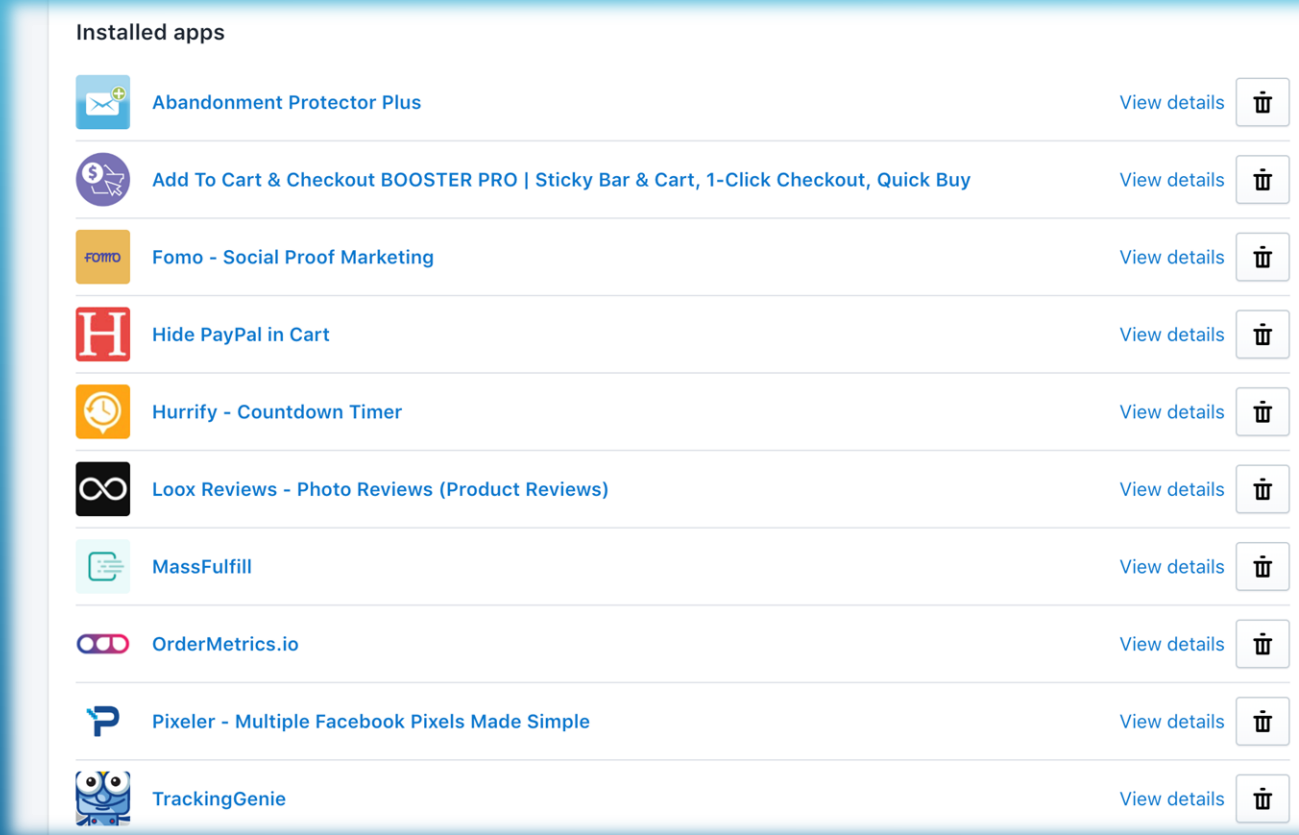
STORE CREATION:

- ▶ Create all the Custom Audiences (ViewContent, ATC, InitiateCheckout, Purchase)
- ▶ Retarget all C.A by 3,4 ad sets for every C.A
- ▶ Create 10 LLA for every C.A
- ▶ Create Ads for LLA:
 - * 3,4 to 5 ad set per LLA
- ▶ 1 Campaign

LLA & C.A

SETUP YOUR STORE USING SHOPIFY.COM

- ▶ Theme: Venture
- ▶ Apps:



Thank you

