

# Brand Storefronts: Shopify Setup + Amazon Seller Launch

A successful D2C brand starts with a strong digital storefront. Whether you're selling through Shopify or launching a marketplace store on Amazon, your setup determines your early momentum.

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## A. Shopify Setup: Building a Conversion-Ready Store

### 1. Choosing the Right Theme

Look for:

- Fast loading speed
- Clean UI
- Mobile responsiveness
- Flexible product page layouts

Popular themes: **Dawn, Motion, Impulse, Refresh**

### 2. Essential Shopify Pages

- Homepage (value proposition + hero section)
- Product page (benefits, images, reviews)
- Collection pages
- About page

- Contact + support page
- FAQ page

### 3. Must-Have Shopify Apps

- **Klaviyo** for email flows
- **Judge.me** for reviews
- **Reconvert** for post-purchase upsells
- **PageFly** for landing pages
- **Shopify Inbox** for chat

### 4. Conversion-Ready Product Pages

- High-quality images
- Problem » solution storytelling
- Trust badges
- Clear pricing
- Strong CTA buttons
- Fast checkout options

### 5. Shopify Analytics Setup

- GA4 integration
- Meta Pixel

- TikTok Pixel
- UTM structure
- Payment gateway analytics (Shopify Payments)

A good Shopify store is not just pretty — it is engineered to convert.

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## **B. Amazon Seller Launch: Entering the Marketplace Correctly**

### **1. Choose Your Seller Account**

- Individual
- Professional (recommended for serious sellers)

### **2. Create Optimized Product Listings**

Key components:

- High-res images
- SEO-optimized title
- Keyword-rich bullet points
- Clear product description
- A+ content for conversions

### **3. Amazon Fees & Logistics**

- FBA (Fulfilled by Amazon)
- FBM (Fulfilled by Merchant)
- Referral fees
- Storage fees

#### **4. Amazon Launch Strategy**

- Keyword research
- Sponsored product ads
- Competitor analysis
- Review generation
- Lightning deals (optional)

#### **5. Essential Tools**

- Helium10
- Jungle Scout
- Amazon Brand Registry
- SellerApp

A well-prepared Amazon launch ensures faster ranking and early sales velocity.

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## 2. Project Walkthrough & Doubt Resolution with Captain Divya

This module simulates a **live mentorship environment**, where learners follow a structured project from start to finish.

### What This Module Covers

1. Setting up a sample Shopify store
2. Creating a Meta & Google ad campaign
3. Launching a basic Amazon product listing
4. Tracking and analytics setup
5. Troubleshooting real-world problems

### Key Learning Outcomes

- Understand how to take a D2C brand from 0 → 1
- Experience actual campaign dashboards
- Get clarity on targeting, tracking, creatives
- Learn mistakes beginners commonly make
- Build confidence in handling end-to-end execution

### Common Doubts Addressed by Captain Divya

- “Which campaign type should I start with?”

- “How do I structure my product page for conversions?”
- “Why isn’t my pixel tracking correctly?”
- “My ads aren’t spending — what do I do?”
- “How do I lower my CPA?”

This module makes complex execution feel simple and actionable.

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## **3. D2C SEO: Organic Moat + Programmatic SEO Basics**

Paid ads build velocity.  
SEO builds durability.  
D2C brands need both.

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### **A. Building an Organic Moat**

#### **1. On-Page SEO**

- Keyword-optimized product pages
- Metadata: title, description, schema
- Internal links
- Clean URLs
- Image ALT tags

## **2. Content Strategy**

- Blogs targeting buying intent
- Product comparison pages
- Problem-solution articles
- Category page content

## **3. Technical SEO**

- Fast Core Web Vitals
- Secure HTTPS
- XML sitemap
- No broken links
- Mobile-first indexing

## **4. Review & UGC Signals**

- Search engines trust brands with consistent user-generated content
- Customer photos and reviews help in ranking

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## **B. Programmatic SEO Basics**

Programmatic SEO helps brands scale content faster using templates + automation.

### **How It Works**

- Create a template (location pages, ingredient pages, comparisons)
- Pull data dynamically
- Generate 100s of pages in minutes

### **Programmatic Use Cases**

- “Best X for Y” pages
- Ingredient pages (cosmetics, skincare, wellness)
- Location service pages
- Product comparison matrices

### **Tools for Programmatic SEO**

- Webflow CMS
- Airtable
- Google Sheets + GPT
- Low-code automation builders

Organic visibility becomes a long-term asset that compounds over time.

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## **4. Amazon Ads + Marketplace Strategy Deep Dive**

Amazon is more than a marketplace — it’s a search engine with purchase intent.



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## **A. Amazon Ads Overview**

### **1. Sponsored Product Ads**

- High intent
- Best for ranking keywords
- Ideal for beginners

### **2. Sponsored Brand Ads**

- Show at the top of search
- Great for brand visibility
- Useful for multi-product catalogs

### **3. Sponsored Display Ads**

- Retargeting
  - Cross-product promotions
  - Competitor conquering
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## **B. Ranking Strategy**

### **Key Ranking Signals**

- Sales velocity
- CTR
- Conversion rate
- Product reviews
- Fully optimized listings

## **Ranking Strategy Framework**

- Identify keywords
  - Run PPC to generate initial sales
  - Improve listing quality
  - Push organic rank via conversions
  - Maintain velocity
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## **C. Marketplace Mastery**

### **Pricing Strategy**

- Competitive but profitable
- Utilize dynamic pricing tools

### **Inventory Management**

- Avoid stockouts (drops ranking instantly)

- Manage FBA storage costs

## **Review Strategy**

- Post-purchase emails
- Vine program
- Excellent customer service

A deep understanding of marketplace behaviour is crucial for long-term success.

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# **5. Retention, Email/SMS Journeys + Analytics Stack**

Retention is where real profit lies.

Paid marketing gets customers.

Retention multiplies their lifetime value.

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## **A. Email & SMS Journeys That Convert**

### **Core Journeys for Every D2C Brand**

1. **Welcome Flow**
2. **Abandoned Cart Flow**
3. **Browse Abandonment**
4. **Post-Purchase Nurture**

## 5. Replenishment Reminders

## 6. VIP/Loyalty Sequences

### Key Principles

- Personalize using behaviour
  - Keep messages short
  - Use strong visuals
  - Deliver value, not noise
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## B. Retention Strategies

### 1. Loyalty Programs

- Points
- Cashbacks
- VIP tiers

### 2. Subscription Models

- Auto-delivery
- Membership perks

### 3. Surprise & Delight

- Birthday offers
- Special thank-you notes
- Free samples

Retention = higher LTV + lower acquisition pressure.

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## **C. Analytics Stack Setup**

### **Tools You Need**

- GA4 » website behaviour
- Klaviyo / Mailchimp » email analytics
- Meta + Google dashboards
- Shopify Analytics
- Looker Studio (for custom reports)

### **Metrics That Matter**

- Repeat purchase rate
- LTV/CAC ratio
- Email revenue %
- SMS engagement rate
- Return customer %

A strong analytics stack allows you to diagnose bottlenecks and scale confidently.