Migrating from Vend E-commerce to Shopify

Section 1 – Introduction To Vend And Shopify

Lecture 3: An Example Process To Migrate To Shopify

Step One: Prepare For Migration

❑ Products are tagged based on how you want to categorise them in Shopify

❑ You have images ready for (or uploaded to) each product

❑ Each product has a description

❑ Create a dedicated Shopify register inside Vend

❑ Create a Shopify account

Step Two: Integrating Vend and Shopify

❑ Add the Shopify addon to Vend

❑ Publish all products to Shopify

❑ Add, edit, and remove products as needed

❑ Understand how promotions and other Vend features work with Shopify

Step Three: Build Your Shopify Website

- ❑ Pick and setup a theme
- ❑ Design homepage and store
- ❑ Create and manage collections
- ❑ Add content
- ❑ Migrate or setup your domain
- ❑ Learn how to use Shopify for day-to-day processes
- ❑ Begin advertising and promotions

Step Four: Continuous Improvement

- ❑ Check your website regularly

- ❑ Talk to customers to learn their needs

- ❑ Talk to staff and stakeholders to learn their needs

- ❑ Take advantage of apps to add new features
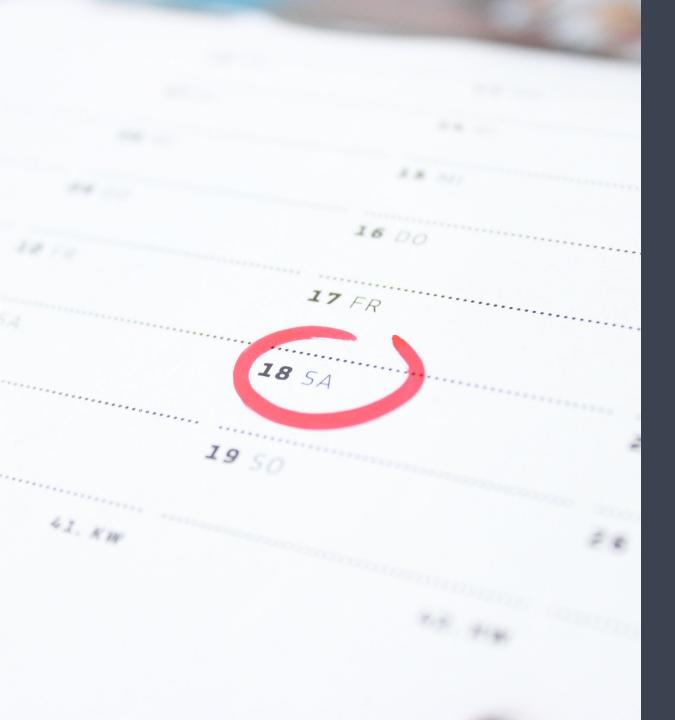
- ❑ Run promotions

- ❑ Track analytics

Timeline

How long will this all take?

As little as two days. As many as a few weeks.

From experience, the biggest roadblocks are:

1. Inconsistent or poorly formatted products in Vend
2. No high-quality images of products
3. Being ready to use both systems together

The Two Week Plan

Day	Task
Monday 1	Map out your online store
Tuesday 1	Begin tagging products and adding content
Wednesday 1	Continue tagging and content
Thursday 1	Sync Vend to Shopify
Friday 1	Create collections and navigation
Monday 2	Pick a theme and set it up
Tuesday 2	Finish designing your website
Wednesday 2	Learn Shopify and get feedback
Thursday 2	Perform some final checks
Friday 2	Launch your new site

An Example Process To Migrate To Shopify