

Strategies to future-proof your brand

Erik Newcomb, Shopify Plus Merchant Success Lead

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This is a **Shopify** demo store. We do not have the products advertised here and we don't really charge money upon order completion.

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Blowout Deals

[Carbon 900 bindings 180\\$](#)

[Arbor: Legacy 199\\$](#)

Andrew Robinson Brings Snowdevil to Europe!

Earlier this year Tobi and I were wondering where our furthest customer would come from. Since Snowdevil was only set up for North American purchases, we were pleasantly surprised when Andrew Robinson emailed us asking if **we ship to Germany!** Andrew ended up buying a Never Summer Legacy 166 and recently sent us some pictures of himself and his NS Legacy boarding at 3000m on the Hintertux glacier in Austria!



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Please visit our partner pages: [Windsurf & Kitesurf Shop](#) [Funsport Photo Community](#)

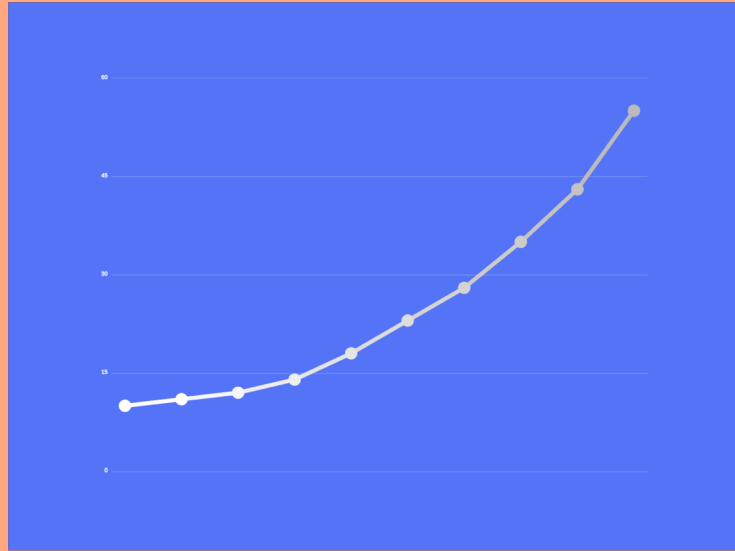
2014



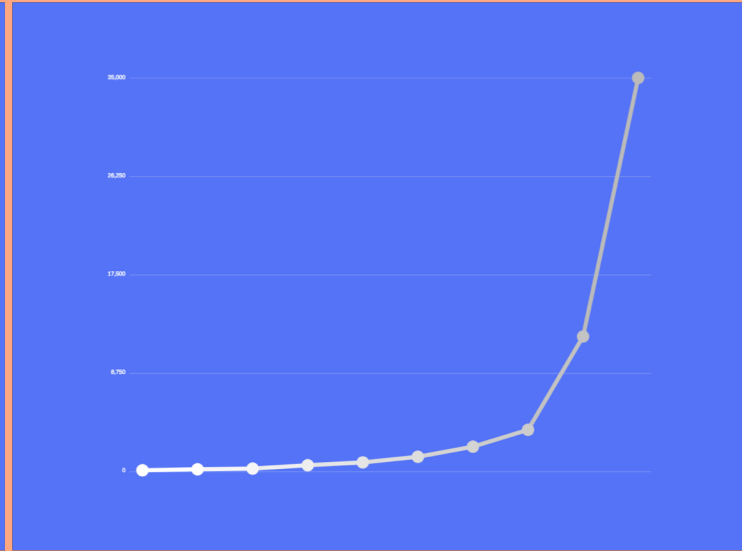
2019



Rate of Growth



Steady Growth



Rapid Growth

What will **2024 and beyond** look like?



01

The power of purpose



MAKE
COMMERCE
BETTER FOR
EVERYONE

Be a constant learner


Since change is constant, we need ever-perpetual and deliberate learner. Deliberate learners acquire new information or experience a new skill, practice it, and self-reflect. Mastering a new skill requires a commitment to continuously improving your skills and knowledge. It takes a lifetime of work and there's an almost infinite level of expertise you can acquire in your craft.

To create the greatest impact, identify your strengths and knowledge and then develop them. Focus on learning to learn to optimize your learning process. Be curious enough to explore widely (use your domain expertise to guide you).

02

People first

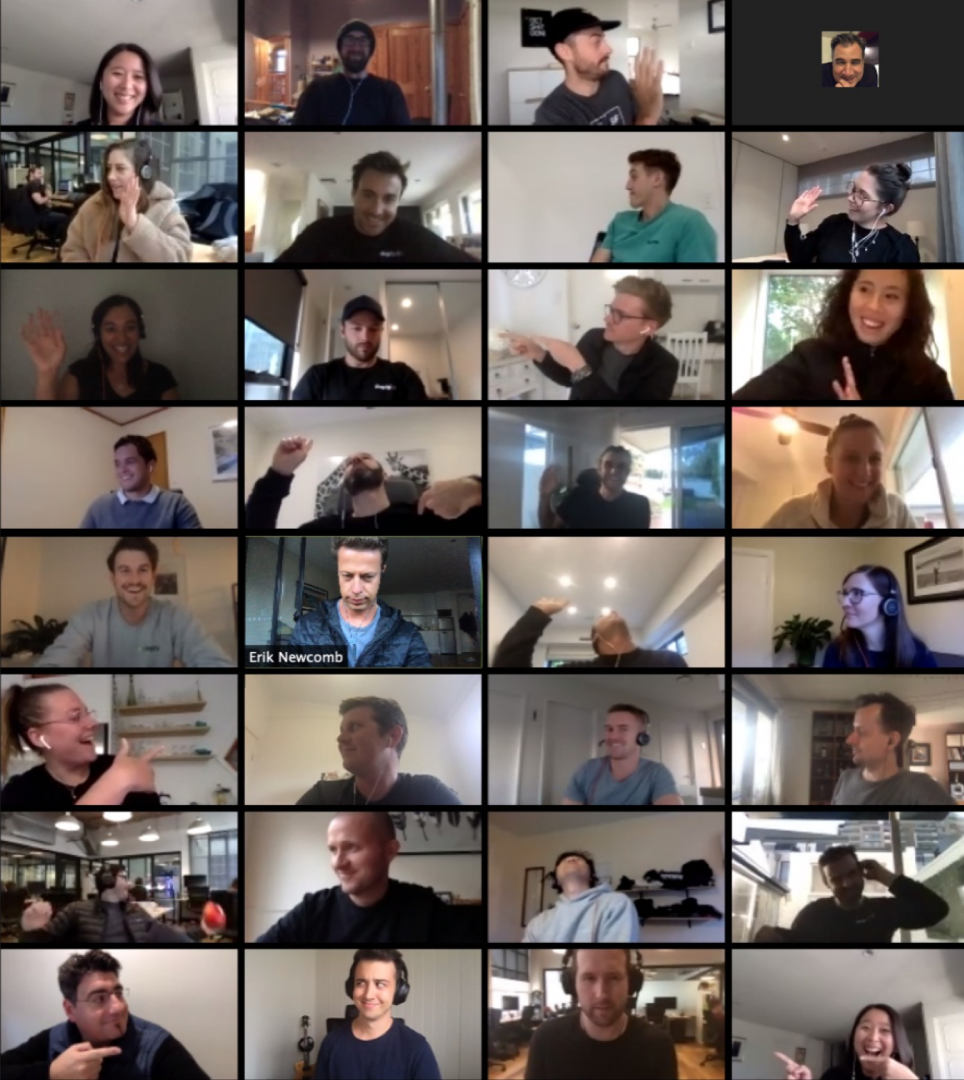
**A great culture is the product
of great people, strong values,
and diversity.**

A man with a friendly expression, wearing a grey flat cap and glasses, is shown from the chest up. He is wearing a blue and white striped shirt. The background is a solid dark grey. A white quote is overlaid on the lower half of the image.

“Our hiring is almost completely built around just going through someone's life story, and we look for moments when they had to make important decisions, and we go deep on those.”

Tobi Lütke, CEO

Talent should not be restricted by geography



03

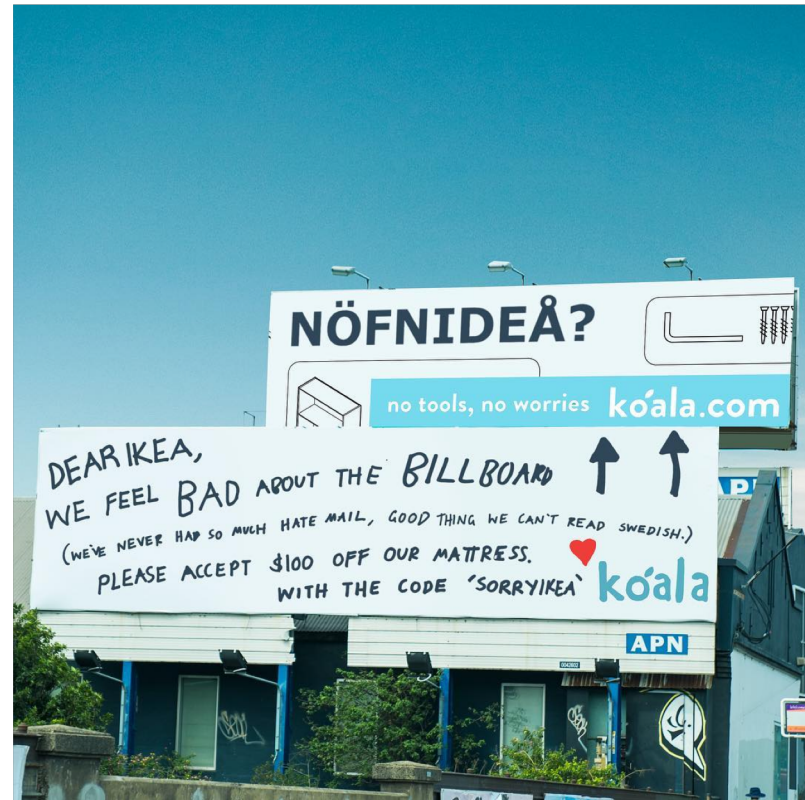
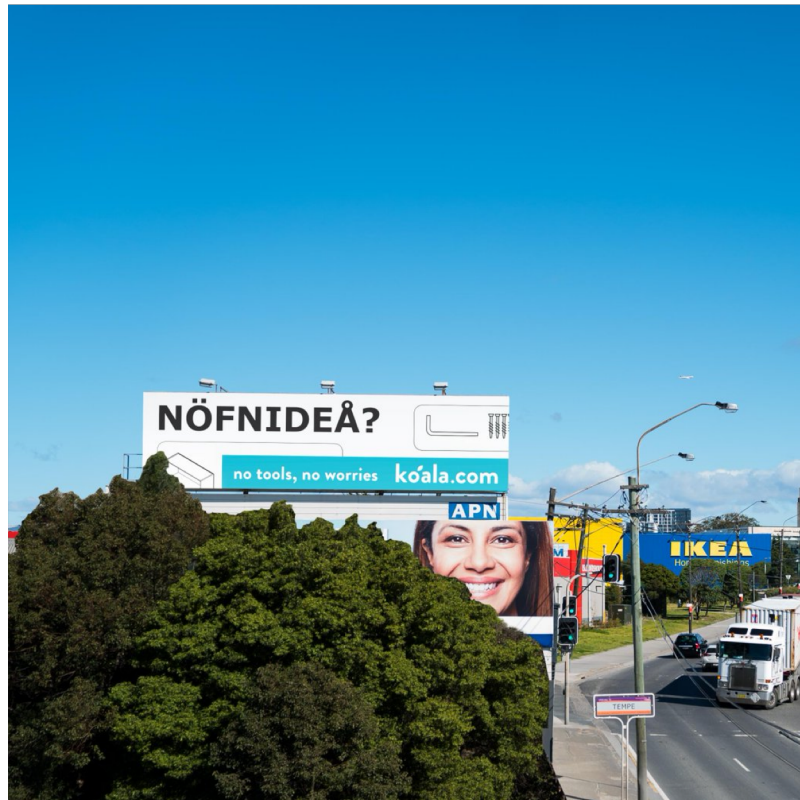
Brand Experience

**When was the last time you
had a great customer
experience?**

australia's highest-rated mattress brand

SHOP THE MATTRESS







PLACE
in Effortless Experience

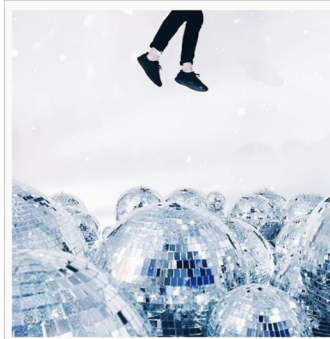
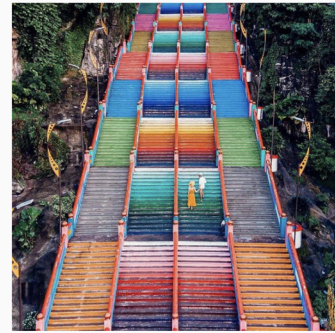
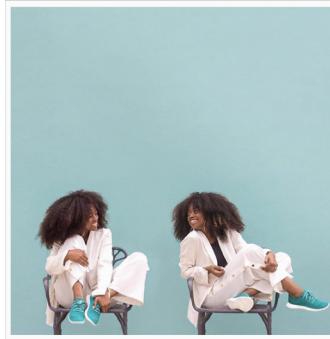
koala

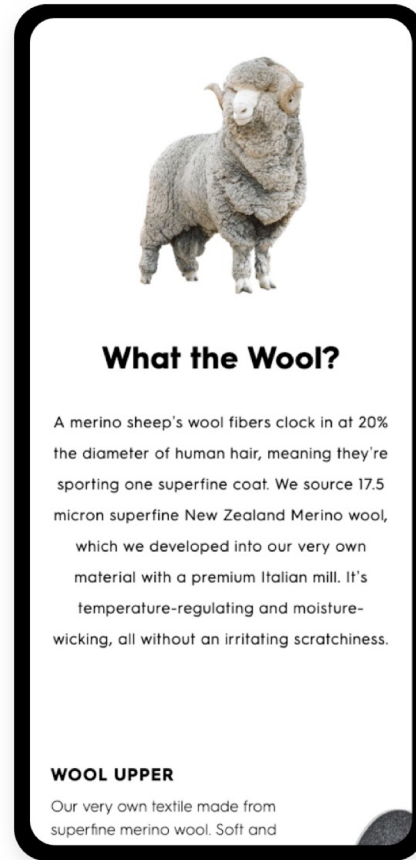
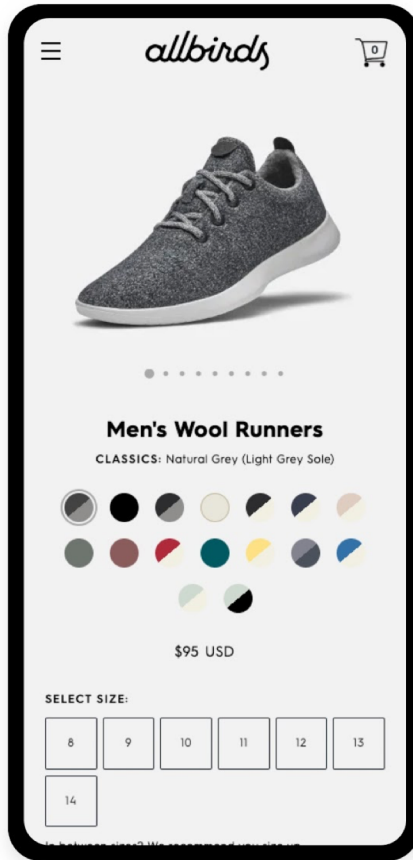
Customer
Happiness Awards
2019

04

**Let computers do what
computers do best, so humans
can do what they do best.**

allbirds







- Inventory & order management
- Brand experience
- Smart merchandising
- Marketing segmentation
- Personalized experiences
and more



shopifyplus

Flow





Customer attains
VIP status



Customer service
sends 'welcome to bird
status' email



Men's Wool Runners

\$95 USD

A remarkable shoe that's naturally soft, cozy all over, and fits your every move.

CLASSICS: Kotare Jo (Natural Black Upper/Light Grey Sole)



LIMITED EDITION:



SELECT SIZE:



In between sizes? We recommend you size up.

[See Size Chart](#)



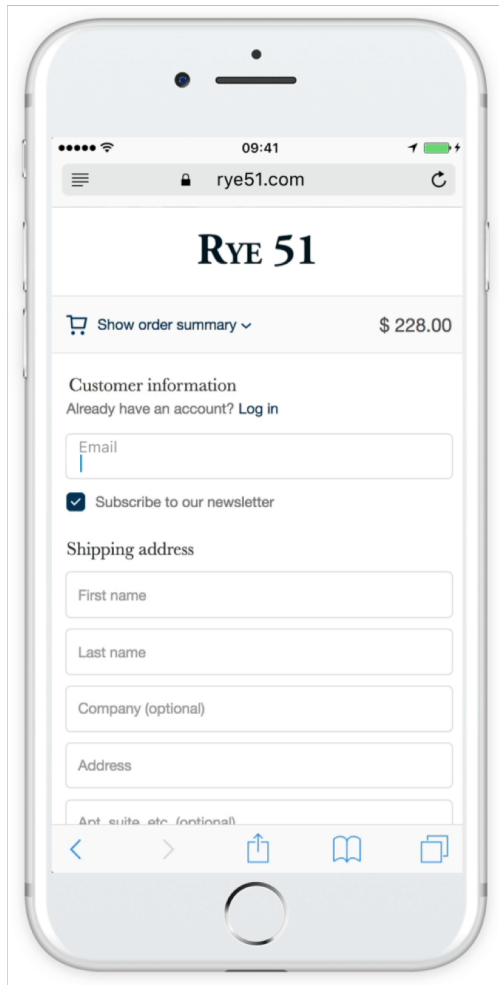
SELECT A SIZE



NAADAM.co

05

Remove friction



Dynamic checkout

You need to give your customers fewer reasons to be disloyal, and the best way to make that happen is to reduce customer effort.

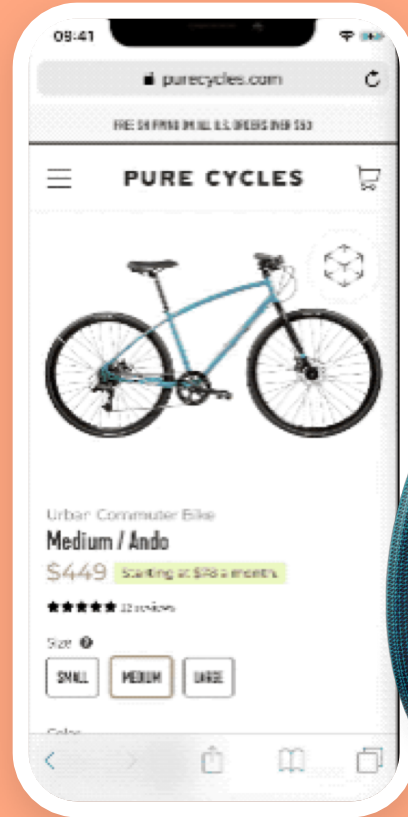
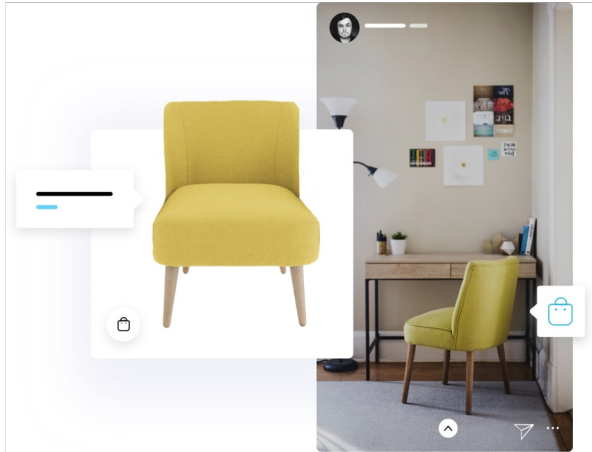
Matthew Dixon, *The Effortless Experience*



- Return label in the box
- Form to fill out for feedback
- Environmentally sustainable
- Refund process outlined
- All my questions answered in the same channel

06

Experiment with channels (and fast!)



CULTURE KINGS

CULTURE KINGS
MELBOURNE

★ GRAND
OPENING
TODAY!



Recap

- 01 The power of purpose**
- 02 People first**
- 03 Brand experience**
- 04 Let computers do what computers do, so humans can do what they do best**
- 05 Remove friction**
- 06 Experiment with channels (and fast!)**

Thanks!

