



**Welcome to E-Commerce For Artists!**



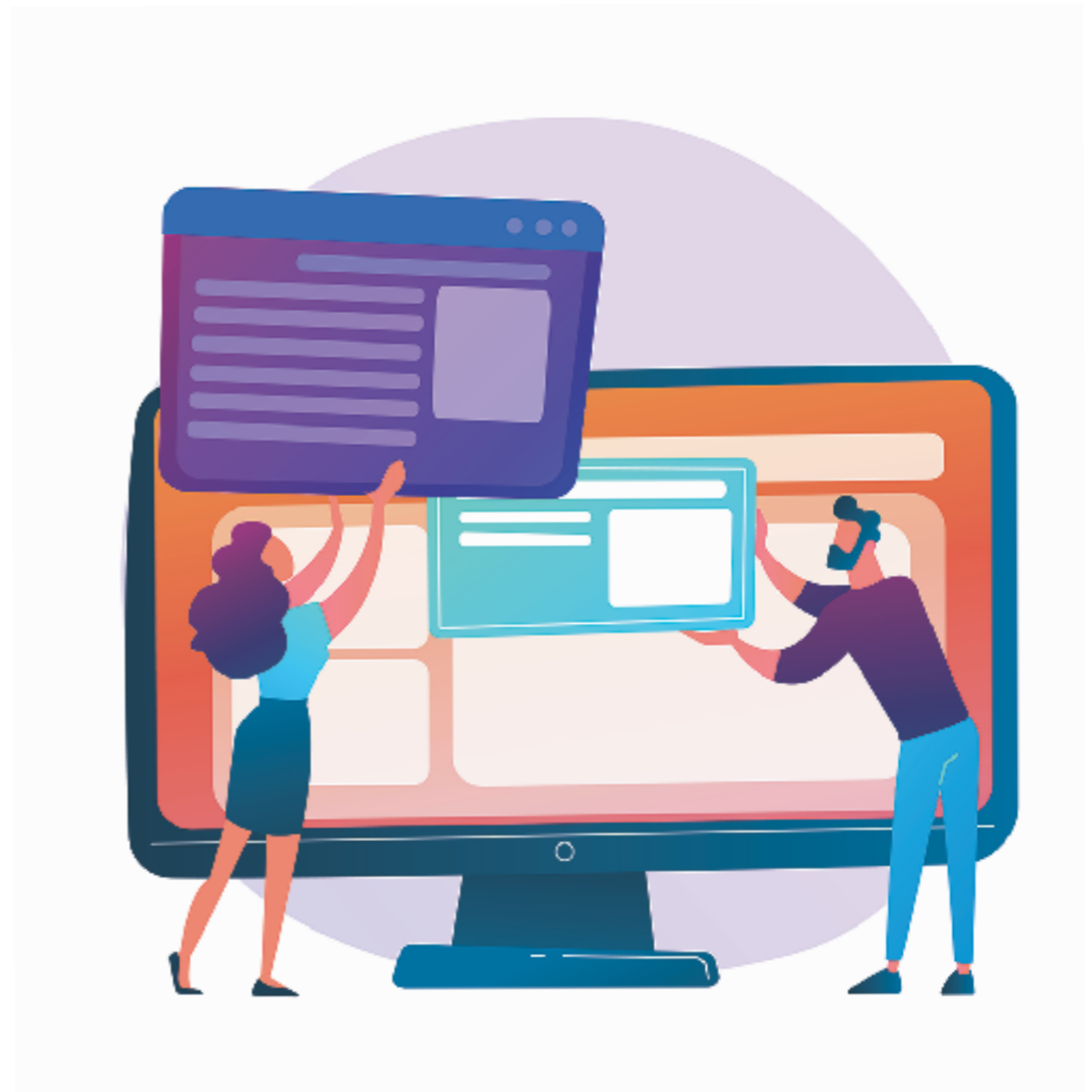
# Module 8

In this module, we are going to look first at Shopify Analytics, then we will install the Facebook Pixel. Then we will dip into Facebook Ads and Ad Manager. We will also look at Google Keywords and Google Trends.

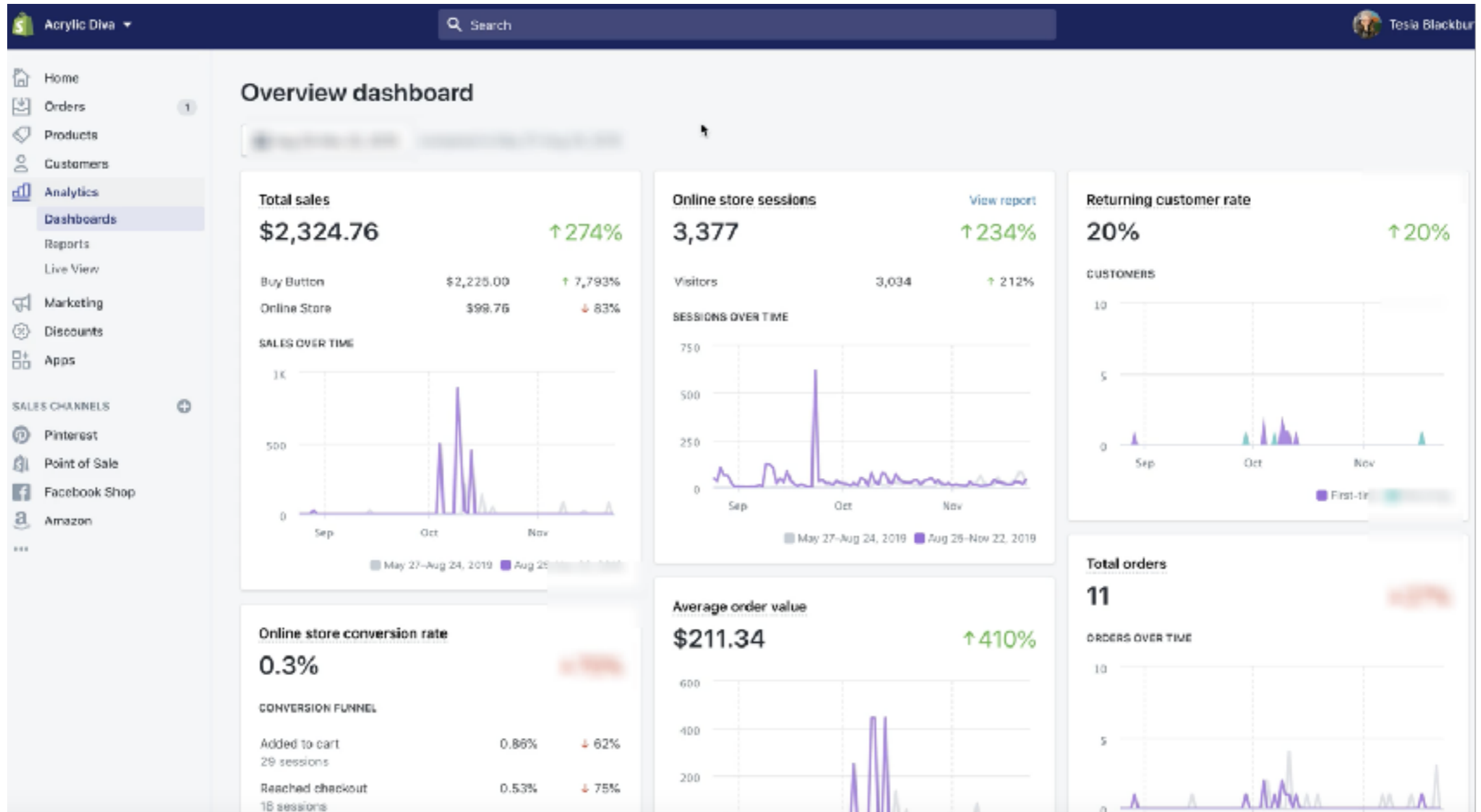
## Shopify Analytics

**Shopify's analytics and reports give you the means to review your store's recent activity, get insight into your visitors, and analyze your store's transactions. Once you start running Google Shopping Ads (see Mod 7) you will want to keep a close eye on Analytics inside your store to make sure your Google ad money is doing it's job.**

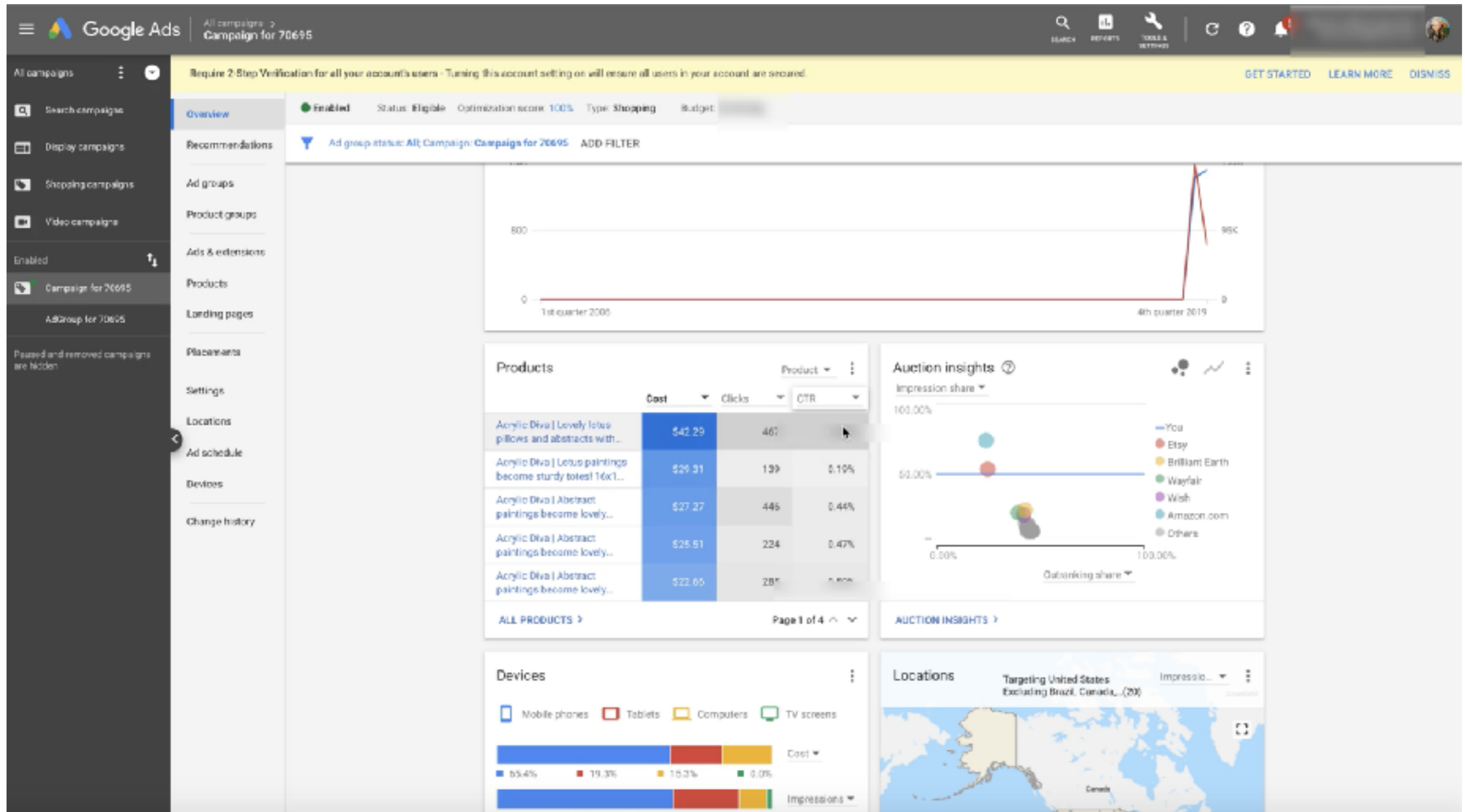
# Shopify Analytics



# Visit your Shopify Analytics Dashboard regularly



# Assess what is and what is not working with your Google Shopping Ads





# Modify your ad spend, promoted products etc. according to your Analytics Dashboard.

Google Ads | All campaigns > Campaign for 70595

Require 2-Step Verification for all your account's users - Turning this account setting on will ensure all users in your account are secured. [GET STARTED](#) [LEARN MORE](#) [DISMISS](#)

Overview: **Enabled** Status: **Eligible** Optimization score: **100%** Type: **Shopping** Budget: **\$2.00/day**

Recommendations: **PRODUCTS** **DIAGNOSTICS** All time: **Mar 16, 2016 - Nov 25, 2019**

Ad groups: **Mar 2016**

Product groups:

Ads & extensions: **ADD FILTER**

Item ID	Image	Title	Product status	Price	Clicks	Imps.	CTR	Avg. CPC	Cost	Category (1st level)	Category (2nd level)	Category (3rd level)
shopify_us_3520164		Acrylic Diva   Lovely top pillows and accents with abstract 16x16 inch	Ready to serve	\$25.99	467	46,823	1.00%	\$0.69	\$42.29	Home & Garden	Decor	Throw Pillows
shopify_us_3818720		Acrylic Diva   Abstract paintings become lovely pillow! 16x16 inch	Ready to serve	\$25.99	285	48,292	0.59%	\$0.65	\$22.66	Home & Garden	Decor	Throw Pillows
shopify_us_3620142		Acrylic Diva   Abstract paintings become lovely pillow! 16x16 inch	Ready to serve	\$25.99	224	47,667	0.47%	\$0.11	\$25.51	Home & Garden	Decor	Throw Pillows
shopify_us_3520356		Acrylic Diva   Abstract paintings become lovely pillow! 16x16 inch	Ready to serve	\$25.99	446	101,202	0.44%	\$0.66	\$27.27	Home & Garden	Decor	Throw Pillows
shopify_us_3679512		Acrylic Diva   Lotus paintings become sturdy tote! 16x16 inch	Ready to serve	\$24.99	44	13,501	0.33%	\$0.18	\$7.79	Luggage & Bags	Shopping Totes	
shopify_us_3854934		Acrylic Diva   Abstract paintings become sturdy tote! 16x16 inch	Ready to serve	\$24.99	44	14,334	0.31%	\$0.12	\$5.15	Luggage & Bags	Shopping Totes	
shopify_us_3881304		Acrylic Diva   Collage Orange Tote Bag 16x16 inch	Ready to serve	\$24.99	14	4,534	0.30%	\$0.32	\$9.02	Apparel & Accessories	Handbags, Wallets & Cases	Handbags
shopify_us_3881314		Acrylic Diva   Malibu Sunset Tote Bag 16x16 inch	Ready to serve	\$24.99	9	3,377	0.27%	\$0.49	\$4.37	Apparel & Accessories	Handbags, Wallets & Cases	Handbags
shopify_us_3854814		Acrylic Diva   Abstract paintings become sturdy tote! 16x16 inch	Ready to serve	\$24.99	22	9,363	0.24%	\$0.24	\$5.19	Luggage & Bags	Shopping Totes	
shopify_us_3679576		Acrylic Diva   Abstract paintings become sturdy tote! 16x16 inch	Ready to serve	\$24.99	20	9,969	0.20%	\$0.32	\$6.21	Luggage & Bags	Shopping Totes	
shopify_us_3679536		Acrylic Diva   Lotus paintings become sturdy tote! 16x16 inch	Ready to serve	\$24.99	139	72,525	0.19%	\$0.21	\$29.31	Luggage & Bags	Shopping Totes	



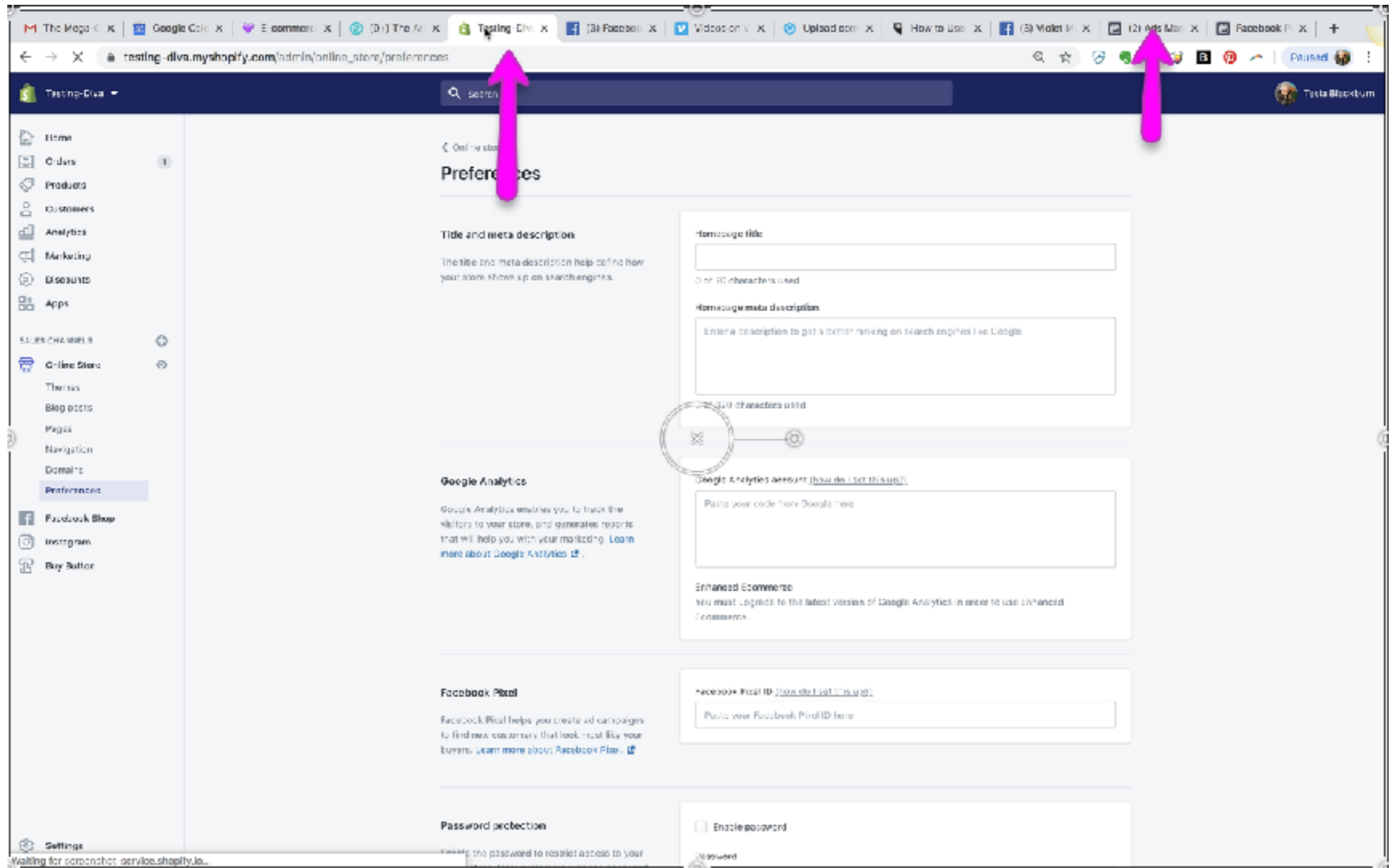
# Facebook Pixel Installation



## **What is the Facebook Pixel?**

**The pixel is a piece of code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarketed to people who have already taken some kind of action on your website.**

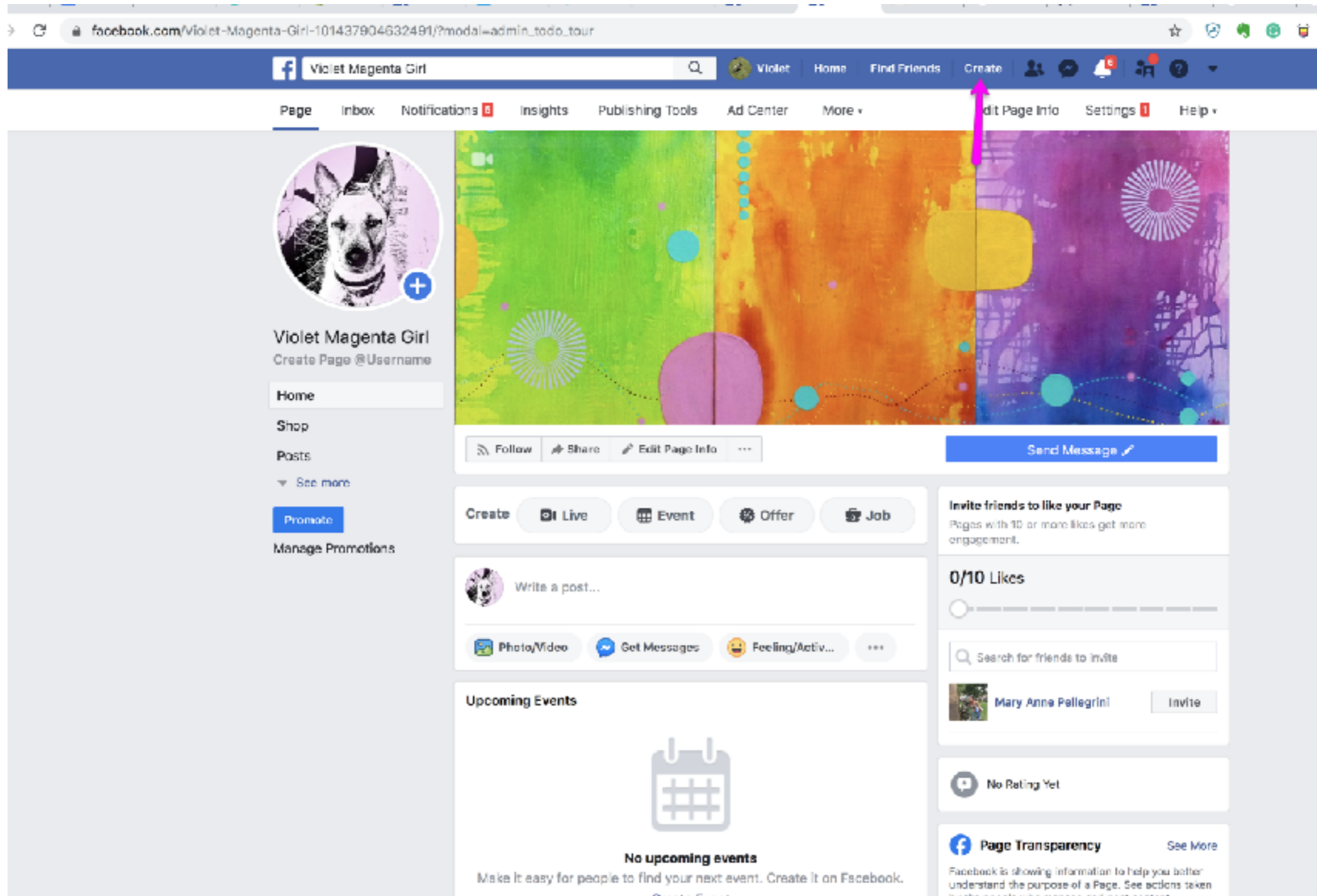
Open both your Shopify store and your Facebook page in different tabs in your browser.



# Start on your personal page and access your business page.

The image shows a screenshot of a Facebook profile page for a user named 'Violet Magenta'. The browser address bar at the top shows 'facebook.com/violet.magenta.7731'. The profile header features a cover photo of a dog and a profile picture of the same dog. A dropdown menu is open over the cover photo, listing options: 'Update Cover Photo', 'Select Photo', 'Select Artwork', 'Create a Collage', 'Upload Photo', 'Reposition', and 'Remove'. Below the cover photo are navigation tabs for 'Timeline', 'About', 'Friends 1', 'Photos', 'Archive', and 'More'. The 'PEOPLE YOU MAY KNOW' section displays six friend suggestions with their names and mutual friend counts, each with an 'Add Friend' button. The bottom section includes an 'Intro' area with an 'Add Bio' button, a 'Create Post' area with options for 'Photo/Video', 'Live Video', and 'Life Event', and a 'Posts' section with 'Manage Posts', 'List View', and 'Grid View' options. A pink arrow points to the top right navigation menu, which contains icons for home, search, notifications, and a dropdown menu.

# Once you're in the Business Page, tap on Create





That will drop down a menu. Choose “Ad”.

The image shows a screenshot of a Facebook page admin interface. The page is titled "Violet Magenta Girl" and is in the "Admin" view. A dropdown menu is open from the "Create" button in the top navigation bar. The menu options are: Page, Ad, Group, Event, Marketplace Listing, and Fundraiser. A pink arrow points to the "Ad" option. The page layout includes a left sidebar with navigation options like Home, Shop, Posts, and Promote. The main content area has a "Write a post..." section with options for Photo/Video, Get Messages, and Feeling/Activ... Below that is an "Upcoming Events" section with a calendar icon and the text "No upcoming events". The right sidebar contains sections for "Invite friends to like your Page", "0/10 Likes", "Search for friends to invite", "No Rating Yet", and "Page Transparency".

facebook.com/Violet-Magenta-Girl-101437904632491/?model=admin\_todo\_tour

Violet Magenta Girl

Page | Inbox | Notifications | Insights | Publishing Tools | Ad Center | Create | Help

**Create**

- Page  
Connect and share with customers or fans
- Ad**  
Advertise your business, brand or organization
- Group  
Find people with shared interests
- Event  
Bring people together with a public or private event
- Marketplace Listing  
Sell items to people in your community
- Fundraiser  
Raise money for a cause you care about

Violet Magenta Girl  
Create Page @Username

Home  
Shop  
Posts  
See more  
Promote  
Manage Promotions

Follow | Share | Edit Page Info | ... | Send Message

Create | Live | Event | Offer | Job

Write a post...

Photo/Video | Get Messages | Feeling/Activ... | ...

Upcoming Events

No upcoming events  
Make it easy for people to find your next event. Create it on Facebook.  
Create Event

Invite friends to like your Page  
Pages with 10 or more likes get more engagement.

0/10 Likes

Search for friends to invite

Mary Anne Pellegrini | Invite

No Rating Yet

Page Transparency | See More  
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Chat

# That will open Ads Manager. In the search bar type “Events” and choose “Events Manager”

The screenshot shows the Facebook Ads Manager interface. The browser address bar displays the URL: `facebook.com/adsmanager/creation?act=667018498444369&filter_set`. The top navigation bar includes the Facebook logo, a hamburger menu, and the text "Ads Manager". Below this, there is a user profile dropdown for "Violet Magenta (55701...)" and a search bar containing the text "event". A dropdown menu is open from the search bar, showing a "TOOLS" section with "Events Manager" highlighted, and a "HELP" section with various search results. A pink arrow points from the "Use Existing Campaigns" button to the "Events Manager" option in the dropdown. The main content area is titled "Campaign: Choose your objective." and "What's your marketing objective?". Below this is a grid of marketing objectives categorized into "Awareness" and "Consideration".

**Marketing Objectives Grid:**

Awareness	Consideration
Brand awareness	Traffic
Reach	Engagement
	App installs
	Video views
	Lead generation
	Messages
	Store traffic

At the bottom left, there is a "Close" button.



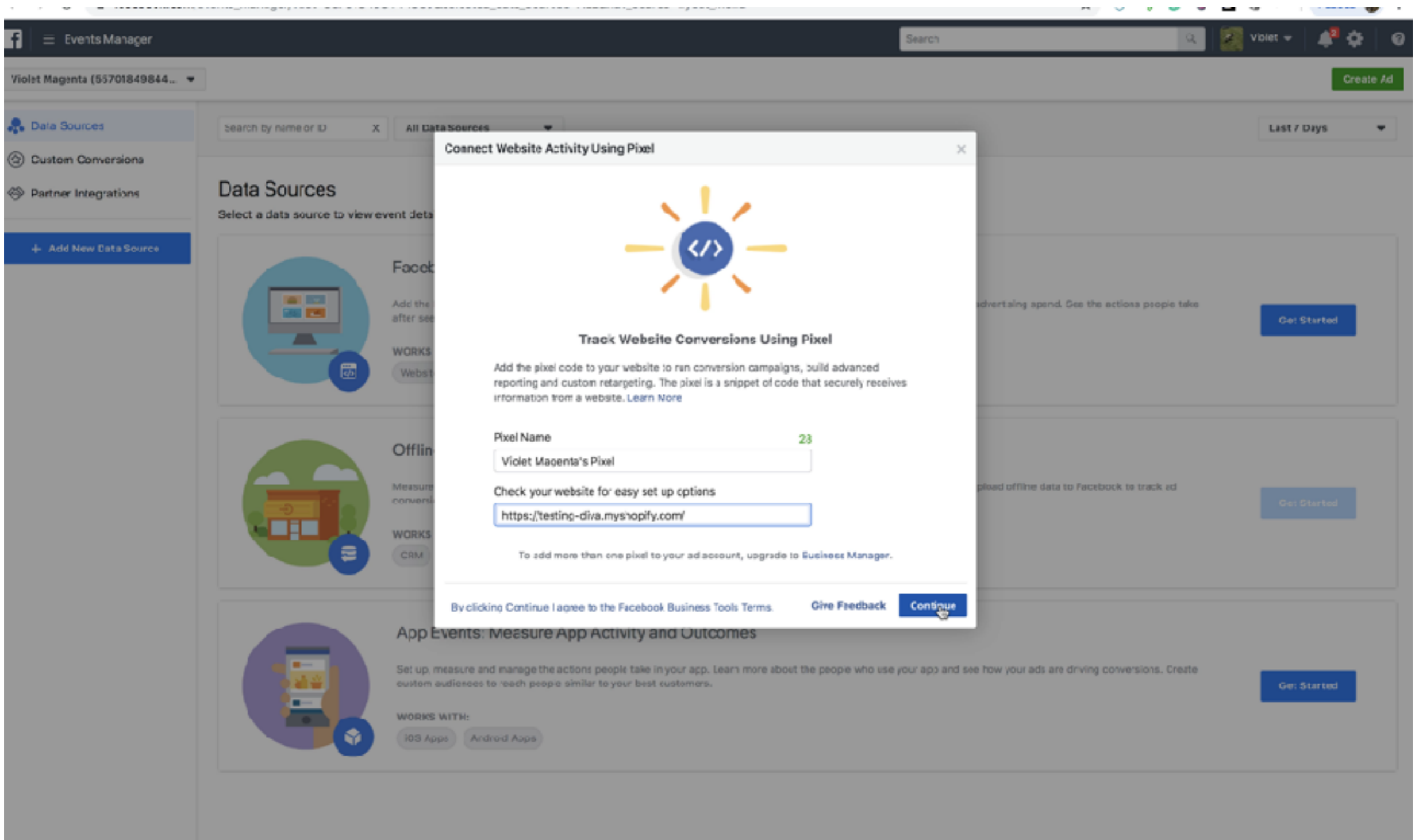
That will open this page where you will begin setup of the Pixel. Tap “get started”

The screenshot shows the Facebook Events Manager interface. At the top, the browser address bar displays the URL: `facebook.com/events_manager/?act=667018498444369&selected_data_sources=ALL&nav_source=flyout_menu`. The page header includes the Facebook logo, 'Events Manager', a search bar, and the user's name 'Violet'. A green 'Create Ad' button is in the top right corner. The left sidebar contains navigation options: 'Data Sources', 'Custom Conversions', and 'Partner Integrations', with a blue '+ Add New Data Source' button below them. The main content area is titled 'Data Sources' and includes a search bar and a 'Last 7 Days' filter. Below this, three data source cards are displayed:

- Facebook Pixel: Track Website Activities**: Includes a description about tracking ad conversions and a blue 'Get Started' button. A pink arrow points to this button.
- Offline Events: Measure Real-World Results**: Includes a description about measuring real-world outcomes and a blue 'Get Started' button.
- App Events: Measure App Activity and Outcomes**: Includes a description about measuring app activity and a blue 'Get Started' button.

At the bottom left, a file named 'facebook pixel 1.png' is visible. At the bottom right, there is a 'Show All' button with a close icon.

**Put in your Shopify URL.  
Be sure to setup your domain before you start this process.**



The image shows a screenshot of the Facebook Events Manager interface. A modal dialog box titled "Connect Website Activity Using Pixel" is open in the center. The dialog features a sun-like icon with a code symbol (</>) in the center. Below the icon, the text reads "Track Website Conversions Using Pixel" and "Add the pixel code to your website to run conversion campaigns, build advanced reporting and custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn More](#)".

The dialog includes two input fields:

- Pixel Name:** A text input field containing "Violet Magenta's Pixel" with a green "23" character count indicator to the right.
- Check your website for easy set up options:** A text input field containing the URL "https://testing-diva.mysopify.com/".

At the bottom of the dialog, there is a note: "To add more than one pixel to your ad account, upgrade to Business Manager." and three buttons: "By clicking Continue I agree to the Facebook Business Tools Terms", "Give Feedback", and "Continue".


The background shows the Facebook Events Manager interface with a sidebar on the left containing "Data Sources", "Custom Conversions", and "Partner Integrations". The main content area is titled "Data Sources" and lists various integration options like "Facebook", "Offline", and "App Events".

**This dropdown menu will open. Choose  
“use an Integration...”**

**Install Your Pixel Code** ×

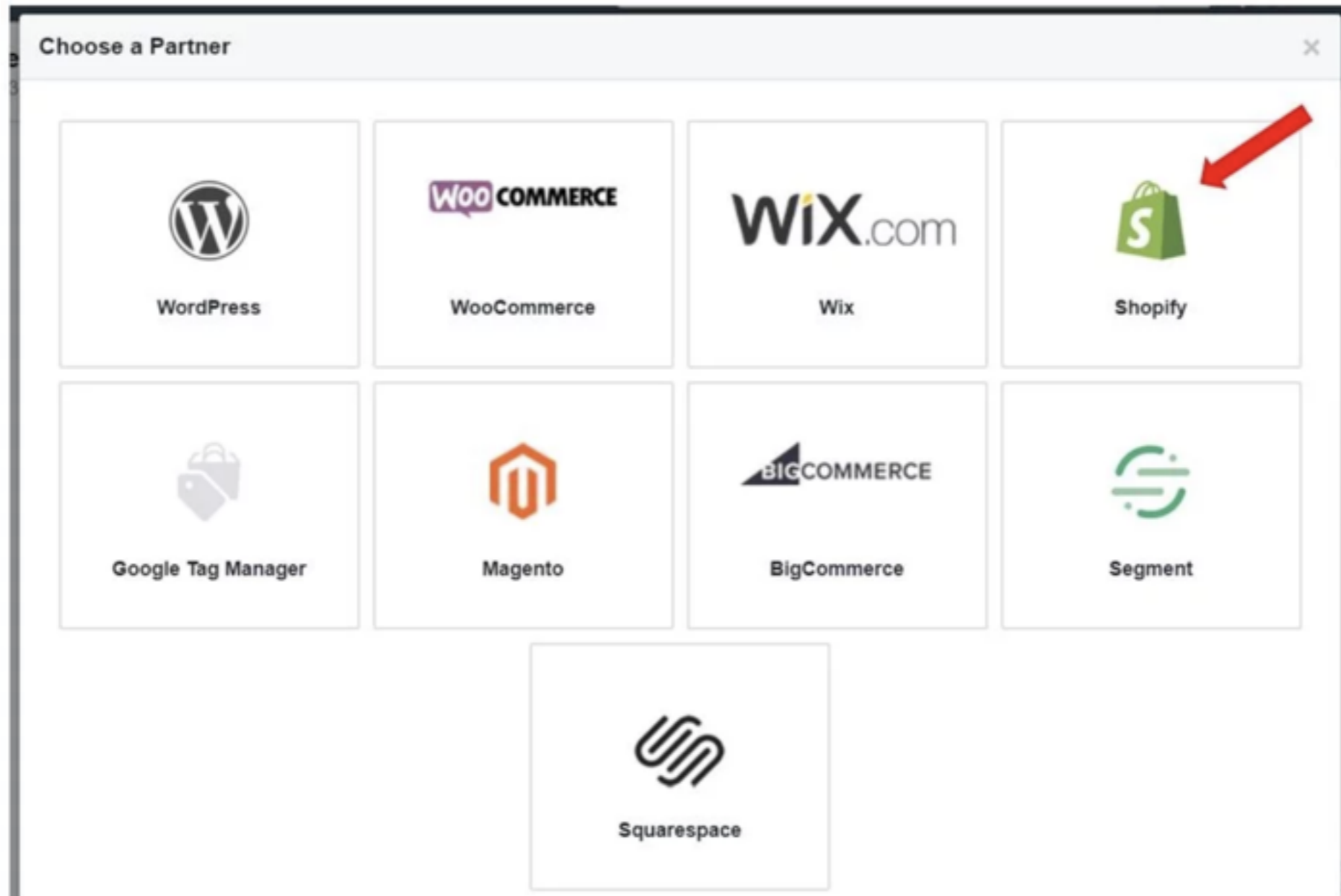
To use Facebook pixel, you must first install pixel code on your website. This code sends site visit information back to Facebook so you can measure customer actions and create smarter advertising.

Choose an option to install the pixel code. You can change this choice later.



**Use an Integration or Tag Manager**  
Facebook pixel currently integrates with **BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce** and many more. [Learn about platform integrations.](#)

# And then choose Shopify



# Copy the pixel number from this page

Connect Your Shopify Account

Set Advanced Matching Go to Settings **Paste Pixel ID** Verify Connection Confirmation

shopify

Unsaved changes Discard Save

Home Orders Products Customers Analytics Discounts Apps

SALES CHANNELS

Online Store Themes Blog posts Pages Navigation Domains Preferences 1

Facebook Pixel

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

Facebook Pixel ID (How do I get this ID?)

1234567890 2

Password page

The password page restricts access to your site. When it's enabled, only visitors with the password can enter.

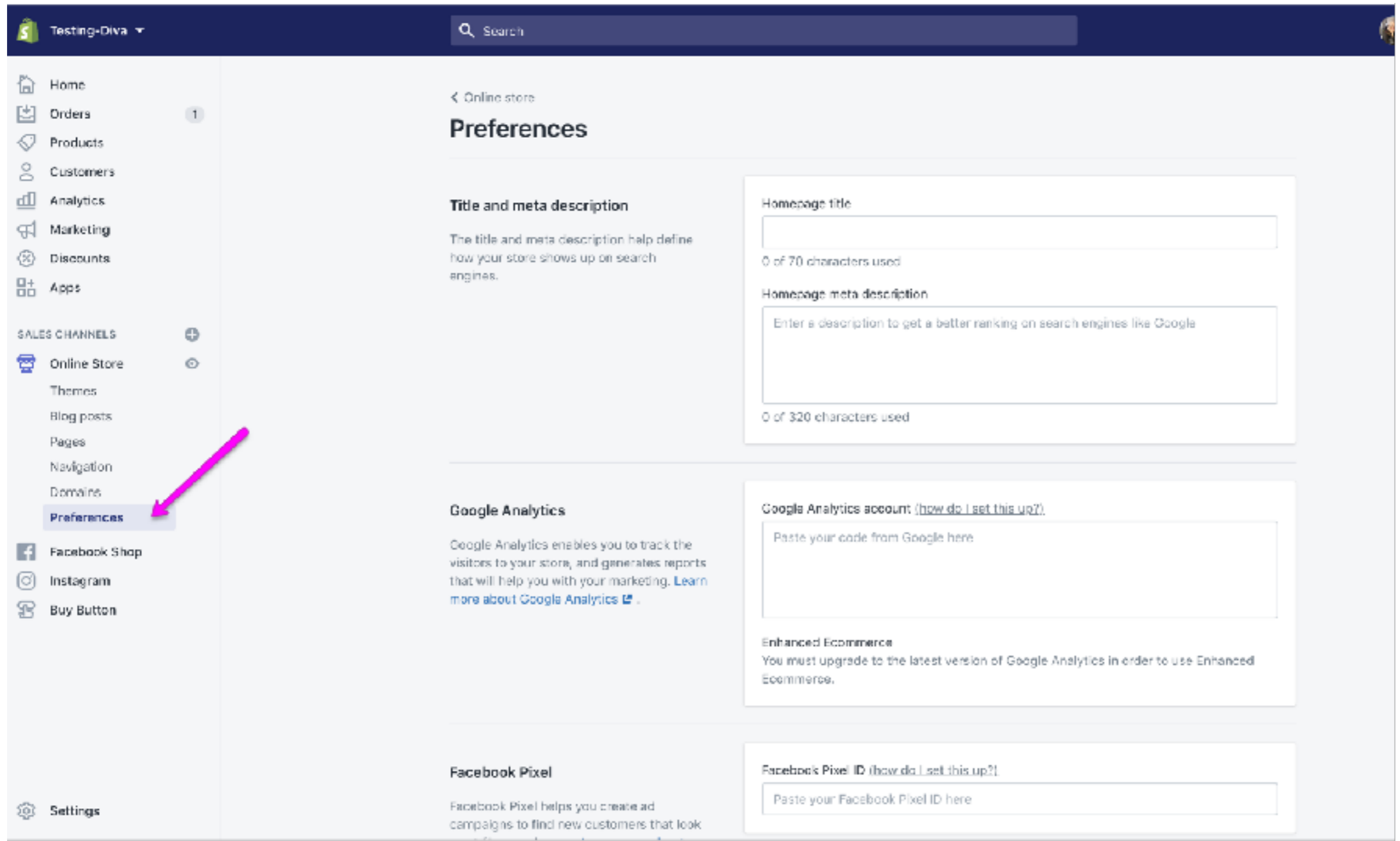
1 Select Preferences.

2 Copy and paste your pixel ID 5353455073140311.

3 Click Save.

Give feedback Back Continue

# Open your Shopify Dashboard and scroll down to Preferences



The screenshot displays the Shopify dashboard for a store named 'Testing-Diva'. The left sidebar contains a navigation menu with the following items: Home, Orders (with a notification badge '1'), Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (with a plus icon), Online Store (with an eye icon), Themes, Blog posts, Pages, Navigation, Domains, Preferences (highlighted with a pink arrow), Facebook Shop, Instagram, Buy Button, and Settings. The main content area is titled 'Preferences' and is divided into several sections:

- Title and meta description:** This section explains that the title and meta description help define how the store shows up on search engines. It contains two text input fields: 'Homepage title' (0 of 70 characters used) and 'Homepage meta description' (0 of 320 characters used).
- Google Analytics:** This section explains that Google Analytics enables tracking of visitors and generates reports. It includes a text input field for the 'Google Analytics account' ID (with a link 'how do I set this up?') and a note about 'Enhanced Ecommerce' requiring the latest version of Google Analytics.
- Facebook Pixel:** This section explains that Facebook Pixel helps create ad campaigns. It includes a text input field for the 'Facebook Pixel ID' (with a link 'how do I set this up?').



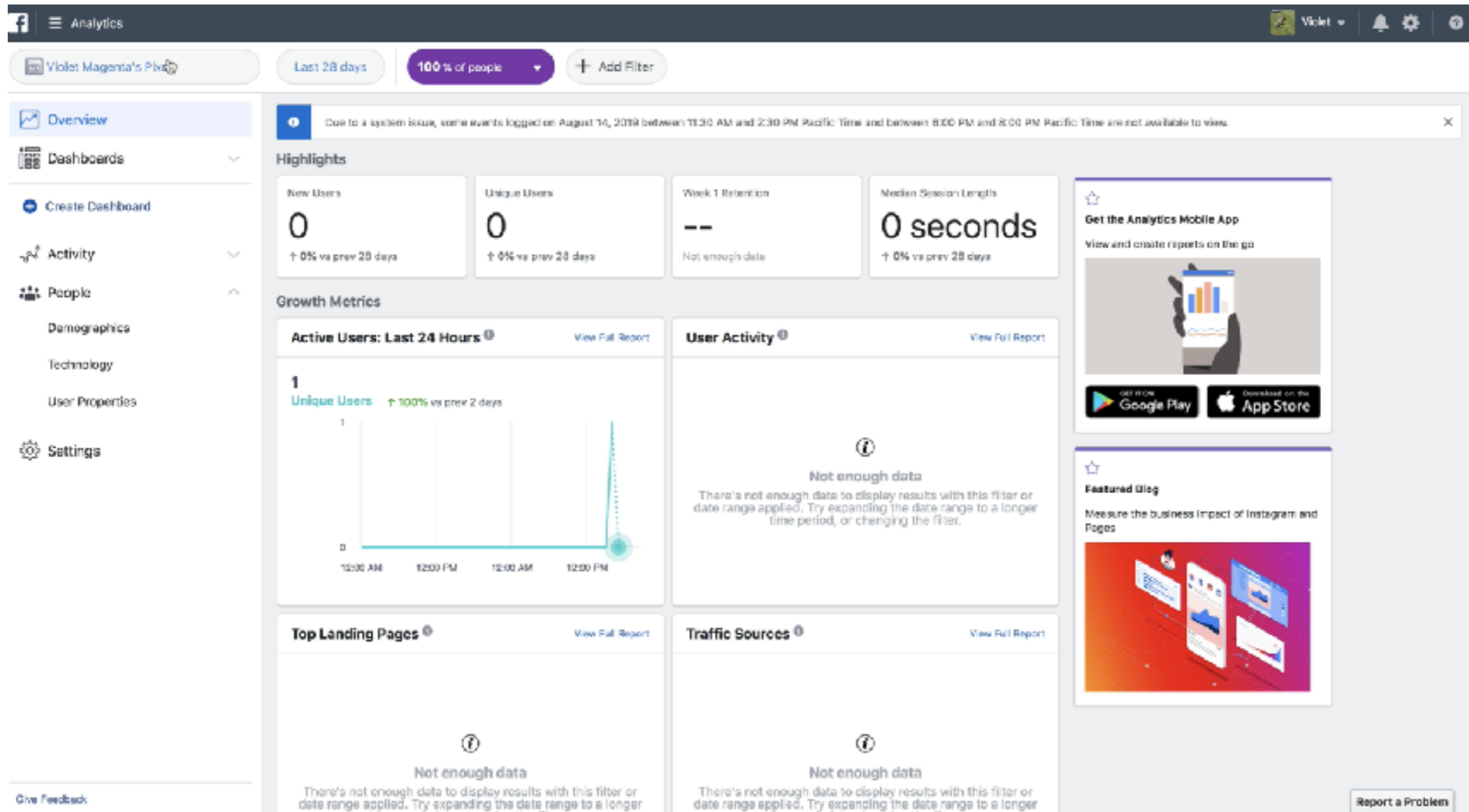
# Scroll down and paste the Pixel into the field for “Facebook Pixel”

The screenshot shows the Shopify admin interface for the store 'testing-diva.myshopify.com'. The left sidebar contains navigation options: Home, Orders (1), Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (+), Online Store (Online Store, Themes, Blog posts, Pages, Navigation, Domains), Preferences (highlighted), Facebook Shop, Instagram, and BUY BUTTON. The main content area is titled 'Preferences' and is divided into sections: 'Title and meta description', 'Google Analytics', 'Facebook Pixel', and 'Password protection'. The 'Facebook Pixel' section includes a description and a text input field for the 'Facebook Pixel ID'. The input field contains the value '5003456J/014028'. A pink arrow points to this input field. The 'Google Analytics' section has a text input field for the 'Google Analytics account ID' which is empty. The 'Password protection' section has a checkbox for 'Enable password' which is unchecked. At the top right, there are 'Cancel' and 'Save' buttons. The browser's address bar shows the URL 'testing-diva.myshopify.com/admin/online\_store/preferences'.

**Verify the pixel is working correctly. Go back to your Facebook Page. Paste in your Shopify URL and refresh the browser. In a couple of minutes you should see that the pixel is active.**

The screenshot shows the Facebook Events Manager interface. At the top, there's a search bar and a user profile for 'Violet'. Below that, the main content area shows 'Violet Magenta's Pixel' with a status of 'Active' and 'Waiting for first event'. A modal window titled 'Connect Your Shopify Account' is open, showing a progress bar with five steps: 'Set Advanced Matching', 'Go to Settings', 'Paste Pixel ID', 'Verify Connection', and 'Confirmation'. The 'Verify Connection' step is currently active. Below the progress bar, there's a section titled 'Verify Your Pixel Is Working Correctly' with instructions to send test traffic. A red dot icon indicates 'No Activity Yet' with the text 'Last Received: Never'. A text input field contains the URL 'https://testing-diva.myshopify.com/' and a green 'Send Test Traffic' button is next to it. At the bottom of the modal, there are 'Give Feedback', 'Back', and 'Continue' buttons.

# And once you start running FB ads, you will see activity on your analytics page inside the FB Ad Manager.



# Facebook Ads and Ad Manager



# Ad Manager Structure

Ad Manager



Campaigns



Ad Sets



Ads



**Objective**

**Action  
and  
Budget**

**Creative**

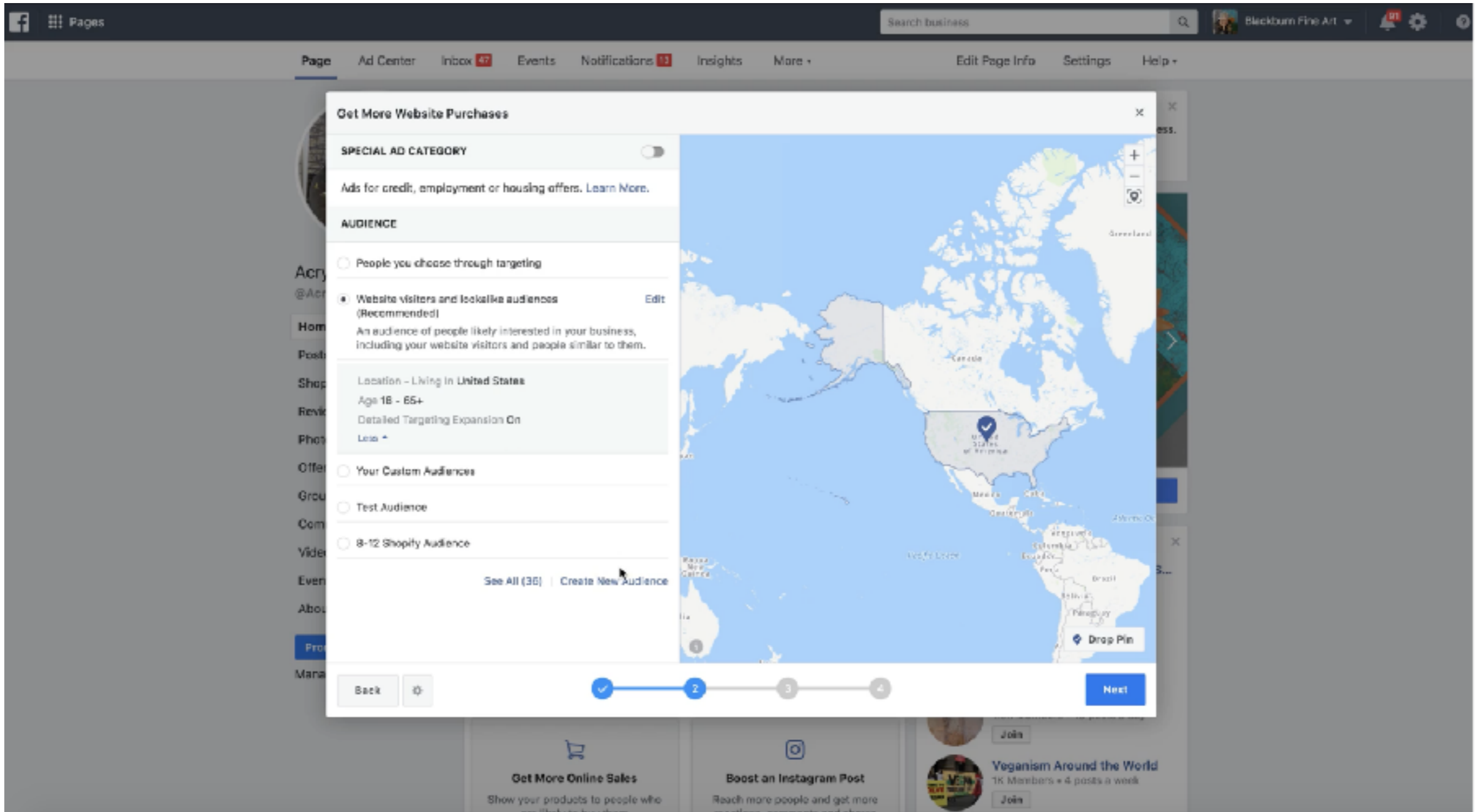


# Start on your business page and tap on Promote

The image shows a screenshot of a Facebook business page for 'Acrylic Diva Fine Art'. The page layout includes a top navigation bar with 'Pages', a search bar, and the user's profile 'Blackburn Fine Art'. Below this is a secondary navigation bar with 'Page', 'Ad Center', 'Inbox 42', 'Events', 'Notifications 13', 'Insights', 'More', 'Edit Page Info', 'Settings', and 'Help'. The main content area features a profile picture of an elderly woman, the page name 'Acrylic Diva Fine Art @AcrylicDiva', and a menu of options: Home, Posts, Shop, Reviews, Photos, Offers, Groups, Community, Videos, Events, About, Promote, and Manage Promotions. A teal arrow points to the 'Promote' button. The page also displays a 'Reach More People with Events' banner, a carousel of artwork, and a 'Suggested Groups' section on the right. At the bottom, there are two promotional cards: 'Get More Online Sales' and 'Boost an Instagram Post'.



**Facebook is pretty good about walking you through the process.  
Review the video inside the classroom thoroughly.**



**Go through the different screens.  
Choose your image or video for the ad.**

The screenshot displays the Facebook Ads Manager interface for a page named 'Acrylic Diva Fine Art'. The main window is titled 'Get More Website Purchases' and is divided into two main sections: a left-hand configuration panel and a right-hand preview panel.

**Left Panel (Configuration):**

- Image Selection:** Includes buttons for 'Browse Library' and 'Free Stock Images'. A selected image is shown with dimensions '1024 x 603'.
- Headline:** A text box containing 'Acrylic Diva Tesla' with a character count of '18 / 25'.
- Text:** A text box containing 'Tesla Blackburn is a San Francisco based artist, author and teacher.' with a character count of '68 / 90'.
- Call To Action:** A dropdown menu currently set to 'Shop Now'.
- Automatic Placements (Recommended):** A toggle switch is turned 'ON'. Below it, a note states: 'Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn more.'
- Navigation:** 'Back' and 'Next' buttons are at the bottom, along with a progress indicator showing four steps, with the first two completed.

**Right Panel (Preview):**

- Preview Location:** 'Desktop News Feed'.
- Profile:** 'Acrylic Diva Fine Art' (Sponsored).
- Description:** 'Tesla Blackburn is a San Francisco based artist, author and teacher.'
- Image:** A lifestyle image featuring a cat, a coffee cup, and a pillow with the text 'Purrfect Pillows' overlaid.
- Website:** 'ACRYLICDIVA.COM' and 'Acrylic Diva Tesla'.
- Call to Action:** 'Shop Now' button.
- Engagement:** 'Like', 'Comment', and 'Share' icons.

The background shows the Facebook page navigation menu with options like 'Page', 'Ad Center', 'Inbox', 'Events', 'Notifications', 'Insights', 'More', 'Edit Page Info', 'Settings', and 'Help'.

# Go Inside Ad Manager to review ads, edit audiences and more.

The screenshot displays the Facebook Ads Manager interface. On the left, a navigation menu lists various tools: Create Ad, Ads Manager, Audiences (highlighted with a pink arrow), Ads Reporting, Ad Account Settings, Business Settings, Events Manager (highlighted with a pink arrow), and Pixel Info (highlighted with a black box). The main content area shows a table of campaigns with columns for Campaign Name, Delivery, and Budget. The table lists several campaigns, including one for 'Promoting http://www.acrylicdiva.com/' and another for '7-30 SHOPIFY AD CHANGED AUDIENCE AND ADD...'. On the right side, there are sections for 'Add Extra Security to Your Account', 'Ad Accounts Overview' (showing 2 ad accounts), and 'Pages' (listing pages like 'Left Coast Pawn', 'Blackburn Fine Art', and 'Saxs the Wonder Dog').

Campaign Name	Delivery	Budget
[12/01/2019] Promoting http://www.acrylicdiva.com/	In Review	\$5.00 Daily
[08/17/2019] Retargeting Ad	Not Delivering	\$2.00 Daily
Kit Ad 4	Inactive	Using ad set...
Kit Dynamic Produc: Ad Retargeting	Inactive	Using ad set...
Messenger Ad	Inactive	Using ad set...
7-30 SHOPIFY AD CHANGED AUDIENCE AND ADD...	Inactive	Using ad set...
Event: SEDONA Painting Retreat - The Urban ArtRetr...	Inactive	Using ad set...
[08/26/2018] Promoting http://www.acrylicdiva.com/L...	Inactive	Using ad set...
[06/04/2018] Promoting http://www.acrylicdiva.com/L...	Inactive	Using ad set...
Post: "Mother's Day Sale! Get Free Shipping and Save...	Inactive	Using ad set...
Event: ACRYLIC POURING Pou, splatter and drip!	Inactive	Using ad set...



# Google Keyword Planner and Google Trends

# The Keyword Planner is a great tool to help you write product descriptions and ads.

Google Ads | Keyword plan

Plan name: — Locations: United States Language: English Search networks: Google Last 12 months Nov 2018 – Oct 2019

Search: tote bags Including brand names [DOWNLOAD KEYWORD IDEAS](#)

Broaden your search: [+ bag](#) [+ handbags](#) [+ crossbody bags](#) [+ canvas tote](#) [+ leather tote](#)

Search volume trends

Exclude adult ideas ADD FILTER 1,587 keyword ideas available

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<b>Keywords you provided</b>						
<input type="checkbox"/> tote bag	90,500	High	—	\$1.31	\$5.10	
<b>Keyword ideas</b>						
<input type="checkbox"/> tote	74,000	High	—	\$0.57	\$3.03	
<input type="checkbox"/> beach bag	40,500	High	—	\$0.54	\$1.89	
<input type="checkbox"/> goyard tote	40,500	High	—	\$0.53	\$1.69	
<input type="checkbox"/> louis vuitton tote	33,100	High	—	\$0.88	\$2.08	
<input type="checkbox"/> tory burch purse	40,500	High	—	\$2.00	\$2.75	



# Google Trends can help you decide which products to promote and even which products to add to your store.

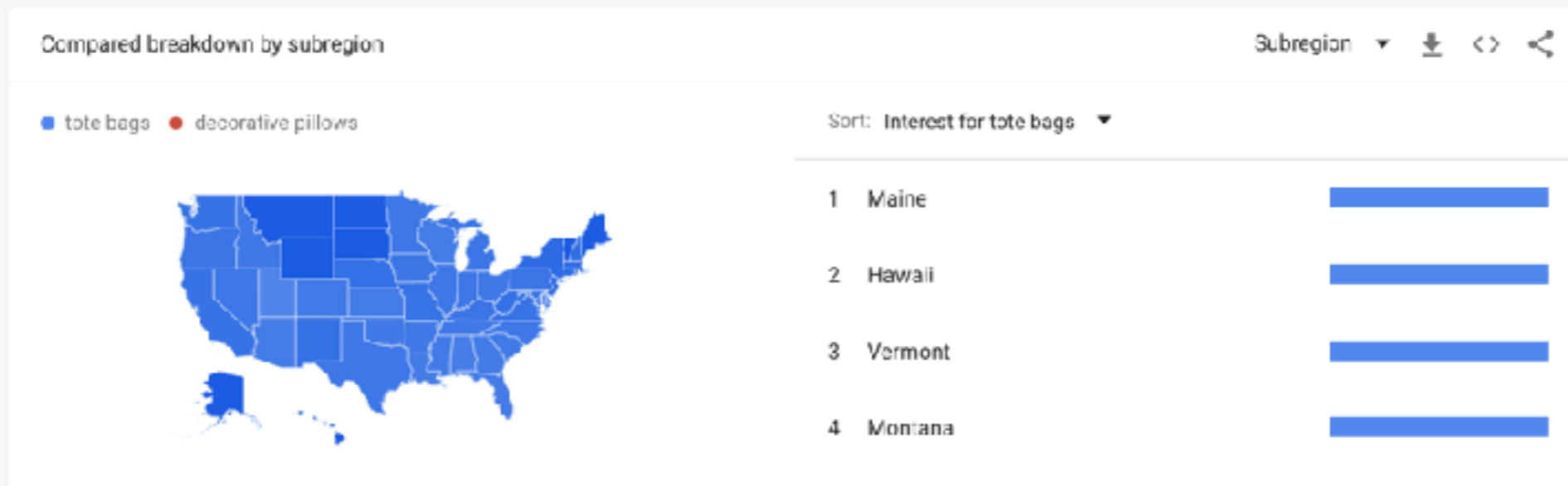
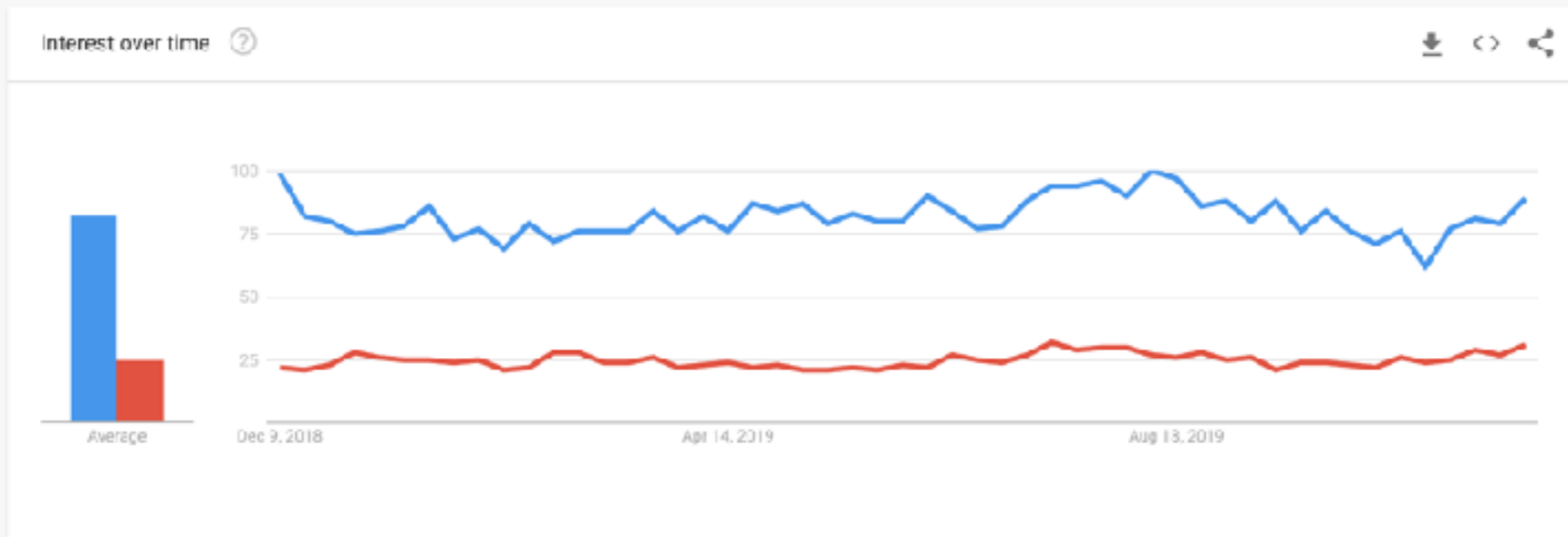
Google Trends Compare

tote bags  
Search term

decorative pillows  
Search term

+ Add comparison

United States Past 12 months All categories Web Search



## **Next week:**

- **Mailchimp Integration**
- **Email Funnel**
- **Launch Plan**

“Stopping advertising to save money is like stopping your watch to save time.”

Henry Ford