FLITS

Words of wisdom for beginners on Shopify

Expert advice for new Shopify stores

FIND

Featuring tips from various Shopify apps, experts agencies and Shopify stores

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About the eBook

While the corona pandemic of 2020-21 was devastating, it also gave a new life to e-commerce worldwide. A lot of stores jumped on the bandwagon to make the best of this opportunity. However, apart from the technical knowledge required for setting up an online store, many other entrepreneurial instincts, proper decision making and other strategies are also required.

This is where expert advice comes in, experts who have seen a million stores come and go, some hit a million-dollar sales mark within a few days of launch and some going out of business despite great products. Their observations and mantras can set a proper guideline for upcoming stores.

Flits reached out to a few reputed Shopify app developers, experts and merchants to share suggestions for the rookie online stores. Their informative inputs will be of great value to new entrants in the Shopify merchant community.

Shopify Experts

PageFly

carson

Shelly Cove

SHOP FREE

smsbump
a Yotpo company

ReConvert
ReConvert - Thank you pages that convert

Transcy

rewind

AliReviews

enalito

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Read what the experts have to say

PageFly

PageFly is one of the highest-rated Shopify apps for building SEO-friendly Landing Product Page.

> Start investing in branding and store design. Retail these days is largely about creating an emotional connection with your customers. This means that not only should the product be great, but you need design and branding that speak the language of your customers. So don't spend time on anything that doesn't make your brand or store unique and meaningful - it'll just be wasted effort.

Phuc Nguyen

Content Manager

pagefly.io

● Shopify app

carson

Carson is a team of highly professional experts offering design and development services to Shopify merchants.

> Make sure you research and pick the right shopify theme for the products you sell. Make sure you budget and manage costs for your store launch accurately, join a few online communities of existing Shopify store owners and Shopify partners who can answer your questions on many unknowns.

carson

Irina

Partner Manager

Heycarson.com

● Shopify Experts

ReConvert
ReConvert - Thank you pages that convert

ReConvert is a highly-rated app that helps merchants build a drag and drop thank-you page that helps in conversions.

> As a new merchant, you'll likely spend weeks and months optimizing every last part of your marketing.
>
> You know, from designing product pages to planning email campaigns, running paid ads, and everything in between, you've got a lot on your plate.
>
> But there's one aspect of your marketing funnel that new merchants almost always miss: Your thank-you page.
>
> After studying 10,000 of stores, we've seen that adding cross-sells to your thank you page can boost revenue by an average of 10-15%.
>
> For any eCommerce business, that can be the difference between success and failure. So don't sleep on it.

Eric Even Haim

Co-Founder

reconvert.io

Shopify app

ShopaFree is a team of leading Shopify experts and the world's only Free Shopify Setup service.

> Do not pursue money, chase fads or clone existing stores. Trends put you perpetually upon a treadmill. Find something you love. Create something that you are truly interested in sharing with the world. If it is original, consumable, and sustainable, all the better. Know why you're starting and how you want to end. If money is the main reason, interest will wane rapidly.
>
> **When** you have a strong enough "**why**", the "**how**" is much easier to see.
>
> *"Find what you love, and let it kill you."* ~ Charles Bukowski

Michael Dragich

Founder

shopafree.me

● Shopify Experts

Shelly Cove

Shelly Cove is not an ordinary Shopify store, they are a brand that sells clothes to save sea turtles. They have raised over $ 200,000 to save Sea turtles so far.

> Focus on finding your product/market fit, and the content around your products. Finding the big decisions that really move the needle is what's most important at the start of your journey. You'll have to wear a lot of hats, and become a "**jack of all trades**" for quite a while before you begin delegating to a team of people.

Matt Schroeder

CEO

shellycove.com

Shopify Plus Store

SMSBump is one of the most loved Shopify app for SMS/MMS marketing and automation..

> Growth is a journey, not a destination, so don't be afraid to experiment and make mistakes along the way. Dip your toes in different waters and see what works best for your brand. Explore different conversion optimization techniques and if you're going to spend your main budget on marketing, make sure the channel you pick brings great ROI. With open rates of over 90% and a 35% CTR, SMS is great for driving ROI and converting subscribers into engaged shoppers.

Mihail Stoychev

CEO and Co-Founder

smsbump.com

Shopify app

AliReviews

AliReviews is a top-rated app that lets merchants display text/photo reviews and ratings on their store.

> Whether your store is a new or a growing business, you have to establish trust when acquiring potential customers online. The easiest way for ecommerce stores to build trust is to display visual photo reviews across all pages, show visitors how your products work and how they benefit previous buyers. This will increase your store trust and help potential customers make purchase decisions faster and surely, improve store conversion rate.

AliReviews

Linda Tinh

VP of Growth

apps.shopify.com/ali-reviews

Shopify app

Transcy

Transcy is a popular and highly efficient translation app that lets you translate your store in multiple languages and reach international customers.

> Localization is underrated. All businesses want to expand their markets beyond their borders, but they typically spend their money and resources on advertisements, tools, and discounts.In addition, customers now expect retailers to communicate in their native languages, understand their cultures, and respect their differences. Localization is thus required to expand into global markets; however, you must ensure that your stores provide the language and currency and the local voice and tone.

Transcy

Lucas Perez

Growth Manager

apps.shopify.com/transcy-multiple-languages

● Shopify app

rewind

Rewind is a one-of-a-kind and highly recommended app on the Shopify App Store. It provides automatic backups and allows merchants to restore anything from a single product image to their entire Shopify store — quickly and easily.

> Shopify does not come with an "undo button". Many people do not realize they are responsible for backing up their own store—until it's too late. Like many SaaS platforms, Shopify only performs platform-level backups. You can prevent costly downtime caused by accidental deletions, third-party app errors and botched CSV imports by installing Rewind Backups from the Shopify App Store. It automatically backs up your store, so if anything goes wrong, your data can be rapidly restored with just a few clicks!

Farrah Boehm

Partner Marketing Manager

rewind.com/products/backups/shopify

● Shopify app

enalito

Enalito is an emerging app on the Shopify app store. It's a one-stop-solution app for email marketing, personalization, marketing automation, data Insights.

"

Businesses fail because founders keep working in their businesses and forget to work on themselves. Work on yourself and Everything else shall follow!

In order to build a relationship with your child or spouse or friends, you need to give them time, attention, and care to understand them. Similarly, in order to build trust with your customers, you need to find the right apps on Shopify which will help you understand your customers, who they are, what they want, and send them what they really want to buy. Spam them Never!

Amit Koshal

Co-Founder

enalito.com

● Shopify app

FLITS

Flits is a Shopify app that lets merchants add attractive customer account pages to their online store.

> **We have been working closely with many entrepreneurs who run small to enterprise-level businesses and they usually make common mistakes like-**
> - **Inaccurate product description.**
> - **Ignoring the importance of a strategic plan.**
> - **Not taking advantage of SEO.**
> - **Not using the right e-commerce platform.**
> - **Not taking the time to understand your target audience.**
>
> **As a startup, merchants should focus on all the points mentioned above.**
>
> **New businesses also try to acquire customers by offering more discounts and cheap prices. Instead, they should try to reward their customers. They can launch a loyalty/reward/credit program from day one. It will add value to their business & customers.**

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Flits team

getflits.com

● **Shopify app**

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Conclusion

Picking the right products for your store, branding, marketing and all other tools a new store may need; all these steps are crucial even for a new online store. However, this may be overwhelming for most new entrants, which is why Shopify lets you take advantage of thousands of apps available in the Shopify app store and Shopify experts.

Key takeaways from the suggestions -
- Create something original, sustainable, consumable.
- Pick the right theme keeping your products in mind.
- Focus on branding and store design.
- Focus on pages that others may miss, for example - Thank you page.
- Experiment with different conversion techniques such as SMS, emails etc.
- Create trust by showing reviews, videos, testimonials.
- Focus on localization yet globalization by translating your store in multiple languages.
- Be an optimist but prepare for the worse; it is important to think about keeping a backup of your Shopify store's data.
- Focus on rewarding your customers and not high discounts.

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Thank you

Flits team would like to express gratitude to all Shopify experts who shared their valuable insights with us.

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