

**THE SHOPIFY
MERCHANT'S
GUIDE TO**

Holiday Engagement

How to Engage Customers, Increase Sales, and
Make the Most of the Lucrative Holiday Season

Featuring Shopify's Top Experts & Partners:



INTRODUCTION

Engaging Your Holiday Shoppers **1**

CHAPTER 1

Popups & Banners **3**

CHAPTER 2

On-Site Promotions **10**

CHAPTER 3

Landing Pages **17**

CHAPTER 4

Email Marketing **23**

CHAPTER 5

Facebook Advertising **30**

CHAPTER 6

Social Media **36**

CHAPTER 7

Loyalty Programs **41**

CHAPTER 8

Customer Support **47**

CHAPTER 9

Shipping & Fulfillment **53**

CHAPTER 10

Gearing Up for the Busy Season Ahead **60**



Engaging Your Holiday Shoppers

Breaking news out of the business world: **the holidays are a big deal.**

If you've ever worked in retail, you learned that a long time ago. And if you've been through even one season as an online merchant, you know exactly what we're talking about.

But just how big of a deal are the holidays? Well, consider this: according to the National Retail Federation, the holiday season can represent as much as **30% of annual sales** for small and mid-sized retailers. It gets better for ecommerce merchants: according to ComScore, **\$109.3 billion** was spent online during Q4 2016, marking an 18% increase over the same quarter in 2015. Pundits predict the trend will continue this year, with online sales **set to climb another 15.8%.**

It's never too early to start thinking about getting your store ready for the holidays—but it can be too late. According to CPC Strategy's 2017 US Holiday Shopping Forecast, **more than a third** of shoppers plan to start shopping for holiday gifts before they even take their first bite of Thanksgiving pumpkin pie. Last

year, **34 million people** said they'd wrapped their holiday shopping by the first week of October, proving that when it comes to the holidays, it pays to be proactive.

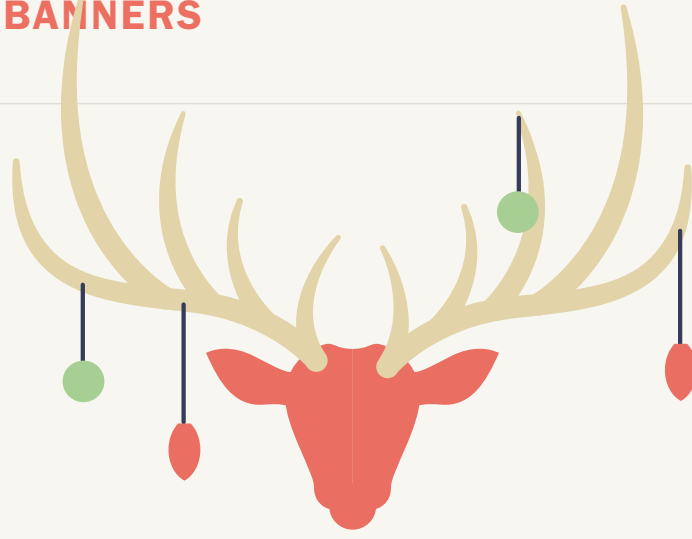
It should come as no surprise that competition peaks during the holidays. **One in three retailers** dedicate 31-50% of their total online marketing budget to holiday efforts, with **49% of ecommerce marketers** creating and launching a holiday marketing campaign before Halloween. As an online merchant, it's not enough to have great products and a good-looking store. You need to engage your customers and find a way to stand out in the crowd.

Lucky for you, you're in the right place. Here at **Pixel Union**, we've spent the past five years helping Shopify merchants grow their online stores with premium themes, apps, and customer support. As Shopify Experts, we know what it takes to run a successful online business, and we know that engaging your customers is a huge part of a successful holiday season.

We also have the good fortune of working with some incredible Shopify Partners and app developers. For each of the topics covered in this eBook—from email marketing to on-site promotions to shipping and fulfillment—we've chatted with a different expert and asked them to share their thoughts on how merchants can better engage their customers.

This eBook, designed to give you a toolbox of ways of ways to engage your customers, will clear up common misconceptions, outline best practices, and give you actionable items on a number of ecommerce's important topics. Backed by the shared wisdom of some of Shopify's top Partners and Experts, you'll be well-equipped to master holiday engagement.

We hope you enjoy it, and we wish you a lucrative holiday season!



Popups & Banners



FEATURING
Hal Williams



Why It Matters

It takes a lot of time and money to attract visitors to your store. Every person that comes to your store and leaves without buying anything—or at the very least giving you their email address—is money and effort down the drain. If you're spending advertising dollars to get visitors, then it becomes even more critical to engage these folks and get something in return.

For the vast majority of stores, just showing products isn't enough. You might get customers interested in your products, but you won't necessarily convince them to buy anything. Popups and banners are an excellent way to advertise products and collections, build urgency for time-sensitive offers, and give away coupons that make visitors more likely to convert.

Even if you don't convince your visitor to buy something, using an all-in-one popup app like **Pixelpop** to create an email signup is an excellent, low-cost way to build your mailing list and acquire future customers. You're likely to see a big increase in traffic around the holidays, so create an email popup and give yourself a chance to engage these visitors in the new year.

Ultimately, you have three primary goals as an ecommerce merchant: #1. Get people to visit your site. #2. Keep them from bouncing away once they get there. #3. Turn browsers into buyers. Popups and banners can help you do this in a number of different ways.

**DID YOU KNOW?**

Among Pixelpop users, modal popups account for nearly half of all email signups, while full-screen takeovers enjoy the highest conversion rate.

Common Misconceptions

“Popups are evil and everyone hates them.”

In truth, what people hate is being interrupted by something that has nothing to do with what they're looking for. As long as your popup is relevant and provides valuable content, there's no reason why it shouldn't produce a positive experience. You can also take the “edge” off a popup's intrusiveness by using timing or scroll control, or by using an unobtrusive site-topping banner.

“Google penalizes sites with popups.”

Google likes what’s best for the user. On mobile devices, immediately showing a full-screen takeover means blocking the customer from getting directly to the content they searched for. Google started penalizing sites that use intrusive popups earlier this year. The easy solution to this is making sure your popups don’t take over the full screen on mobile devices. Pixelpop has a convenient “Google mobile-friendly” checkbox that takes care of this for you.

“Sales are all that matter during the holidays.”

Sales are obviously important during the holidays, but you’re not going to convert every customer that comes to your site. What you should absolutely be doing right now is taking advantage of the increase in site traffic by collecting email addresses and giving yourself an opportunity to convert these visitors in the future.

Best Practices

Make sure your popups look good and read well.

This might seem obvious, but one look around the internet shows a lot of sites with really ugly popups and banners. You’ll dramatically improve your customer’s experience and build trust by making sure your popups look professional and match the look and feel of your store. Also pay attention to the language you’re using—keep it concise, clear, interesting, and funny.

Time your popups depending on your objective.

If you're running a promotion like free shipping or a storewide sale, make sure your popup appears on the first page people see, whether that's the homepage, product page, or anywhere else. On the other hand, delaying an email signup popup by 2-5 pages can also be a good idea, as it gives the customer a chance to look around your store and get acquainted with your products. An exception is if you're offering a discount code for email signups, in which case customers might want to know about that upfront so they can use it toward their next purchase.

Use popups to welcome visitors based on where they're coming from.

If your customer is arriving at your site from an email or ad campaign, you can use a banner or popup to welcome them to your site and reiterate an offer or promote a certain collection or product they've seen before. This creates a more cohesive link between your emails, ads, promotions, etc. and your online store.



DID YOU KNOW?

9 out of 10 customers say free shipping is their #1 incentive when shopping online.

Action Items

Install **Pixelpop and run a campaign to collect email addresses.**

If you're not already collecting email addresses, you should be. What's more, you should consider running a campaign aimed specifically at building your mailing list. It's a lot cheaper to acquire new customers with an email collection popup now than it will be to advertise during the frenzied weeks leading up to Christmas. Don't be afraid to offer a significant discount—taking a slight loss now can benefit your business in the long run.

Email addresses can also be used for Facebook advertising campaigns over the holidays, when stretching your advertising dollar and targeting people most likely to buy matters most. Installing Pixelpop and creating an email capture popup takes less than 15 minutes, and could mean hundreds, thousands, or tens of thousands of dollars to your business.

Add a “free shipping” banner for orders over *whatever you can afford*.

When it comes to sweetening the pot for holiday shoppers, it doesn't get much better than free shipping. Do a simple calculation to figure out your free shipping threshold: **Shopify** recommends calculating your average order value for the previous few months and offering discounted or free shipping on all orders 10-20% over your average order value. Create a banner in Pixelpop and target visitors in countries where you can afford to offer free shipping. Be sure to double-check your profit margin on products to make sure you can afford it.

Experiment with a discount code and track how it performs using Pixelpop's dashboard.

Create a unique discount code and experiment with it by creating a coupon pop-up in Pixelpop. Schedule it to run for a week on product pages, and see how many people are using it. It's good practice to check your conversion metrics on a regular basis, whether that's how many times a coupon is getting used or how many visitors are signing up for your newsletter. These metrics can teach you a lot about your store and audience, as well as which marketing tactics are worth the investment.



DID YOU KNOW?

Popups have been shown to collect **10-15x more email signups** than sidebar forms.



Make It Happen



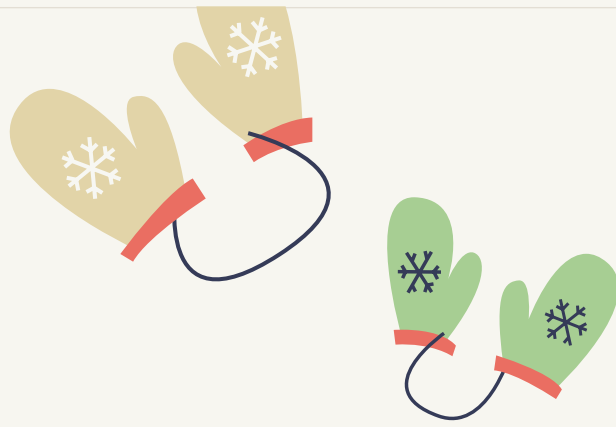
At the end of the day, your goal is to turn browsers into buyers. Popups and banners let you engage potential customers with special offers and discounts, direct them to featured products and collections, collect email addresses, and more. **Pixelpop** makes it easy to create beautiful popups and banners that drive conversions while matching the look and feel of your store. **Sign up for Pixelpop today** and get 14 free days on the Pro plan (the Basic plan is always free).

Hal Williams

Hal Williams is Product Marketing Manager for **Pixel Union**, creators of apps like **Pixelpop**, **Countdown Sales Timer**, **Free Shipping & Discount Bar**, and many of Shopify's most popular themes. Since 2011, Pixel Union's products have been used by millions of businesses and organizations around the world.



www.pixelunion.net



On-Site Promotions



FEATURING
Jay Myers

bold

Why It Matters

Online shoppers are getting smarter and savvier every day. It takes more than just a good product and an add-to-cart button to make them buy. Competitors are a click away, and most shoppers look at multiple sites before deciding where to make their purchase.

As an online merchant trying to make the sale, the differentiating factor between your store and one of your competitors may well come down to some kind of promotion. Obviously there are other factors—price, shipping, return policy—but more often than not the difference-maker is something you’re offering that your competitor isn’t. It could be a free gift or bonus product, an extended return policy, or a deeper discount when they spend more.

Unless you have a completely unique product that no one else sells, or you've created a pull marketing strategy where customers know what they want before they even visit your site—which is extremely rare—you should engage customers with promotions as much as you can.

Common Misconceptions

“On-site promotions are flashy and annoying.”

Some of them are, but that doesn't mean they all have to be—as long as what you're offering is presented in a clear, polished way, and what you're offering adds value, you're not going to offend people. Customers expect to be engaged. There's nothing wrong with that!

“I shouldn't engage my customers too often.”

Along the same lines, a lot of merchants err on the side of caution when it comes to running promotions. They think that if they email too often or run too many promotions, they're going to piss off their customers. And the truth is, there are people who will say, “If I see a popup, I'm going to bounce.” But those people were probably less likely to buy from you anyway. It's the 95% who stick around that deserve your attention.

There's a lot to be said for a beautiful, well-designed website, but sometimes it's good to be a little bit in your face. It's okay to ask. It's okay to promote. It's okay to push a little bit. You can get away with more than you think.

Best Practices

Communicate your message clearly.

A good promotion gets your offer or value proposition across clearly. Will the customer earn points? Will it be easy to return the product if necessary? Will they receive a free gift? Will they save money by spending more? Will they reach a new tier in pricing? Will they achieve a better member status? You can communicate any of these benefits in just a few words.

It's also important to note: copy matters. Keep it short. Keep it consistent with your brand. Don't be afraid to be witty or funny, especially if that's part of your brand's personality. But be concise.



DID YOU KNOW?

91% of customers say that a good return policy is something they consider when making an online purchase.

Be consistent with your promotions.

We recommend that our clients always have some kind of promotion around events and holidays. Customers should trust that when they visit your store during a holiday, there will be some kind of promotion. It doesn't always have to be a sale, but there should be something. Keep this in mind during the upcoming holidays, as well as into the new year.

Remove choice as much as possible.

If you're doing a giveaway, keep it simple. Give away one product. If you're doing an upsell (e.g. "Spend this, get that half price"), let the customer pick from one or two products. If they see too many choices, they'll close it. This rule applies across the board: whatever you're offering should be easy to understand. It should be clear what the customer is getting and clear what they have to do to get it.

Offer something in exchange for an email address.

You should always have some type of offer, whether it takes the form of a pop-up or something else, that gives customers a discount for giving their email address. There are stats that show merchants who use this technique increased their email list by 1000% and increased conversions by over a percent. That's huge. During the holidays, when your traffic will be much higher than normal, it's even more important to collect emails!

Create high-quality popups.

If you're using popups to collect emails, there are best practices to follow. Number one, make sure it doesn't display right away. Give the customer a bit of time to look around first. If you find that most people leave after 15 seconds, set the popup to appear after 10 seconds. Number two, make sure the popup looks good. Use an app like **Pixelpop** to make sure it's well-designed and consistent with your store. With the right app, this is easy to do.

Action Items

Create a holiday info page.

Take the opportunity now to create a page with everything shoppers need to know about the holidays—which countries you ship to, whether you offer gift-wrapping, what your return policy is, etc. Make sure to include your holiday shipping schedule, so that customers know which day they have to place their orders by if they want to receive it before Christmas. Not only is this informative for shoppers, it also puts them in the mindset of buying. If they know they need to buy before December 15th, it creates urgency.



DID YOU KNOW?

93% of customers use a coupon or discount code at some point during the year.

Make sure your return policy is clear, awesome, and easy to understand.

Most people don't think of a return policy as a marketing tool, but it is. With our app, **Returns Manager**, we've done a lot of research into the importance of a good return policy. For example, did you know 87% of people look at a return policy before buying online? On top of that, 92% of customers are more likely to shop again with an online store if the return process is convenient. Conversely, 85% of people won't go back to a store if the return policy is hard to understand or inconvenient.

Whatever your return policy is, make sure it's clearly communicated on your website. If some items are returnable and others aren't, make sure that's easy to understand. Over the holidays, consider doubling the amount of time customers have to return an item. Take a hit on some things if need be. A good return policy can really increase your conversions.

Offer something for the person buying.

This is kind of a fun one: give a free product to the person making the purchase. If you're selling women's bracelets, for instance, you might offer a free men's gold chain for any purchase over a certain amount. To run a promotion like this, you obviously need to think about who your likely shopper is, and what kind of gift *they* would want.



DID YOU KNOW?

Upsells and cross-sells are responsible for **more than 30%** of all ecommerce revenue.



Make It Happen



During the ultra-competitive holiday season, the best differentiator for your store is often some kind of promotion. **Bold Commerce** has an amazing selection of Shopify apps designed to boost your sales and make running on-site promotions a breeze, and they're offering a special two-month free trial to readers of this eBook. Take a look at **Product Upsell**, **Product Discount**, and **Recurring Orders**, just to name a few. Install them in your store and start seeing how promotions can help increase your conversions.

Jay Myers

Jay Myers is Co-Founder of **Bold Commerce**, a leader in Shopify app development since 2012. With more than 20 amazing apps to choose from, Bold has helped tens of thousands of merchants increase their sales and manage their online stores.





Landing Pages



FEATURING
Ryan O'Donnell

ShopPad

Why It Matters

The name of the game in ecommerce is conversion. There are so many ways to engage your customers: targeted ads, banner ads, email campaigns. It's important to have a destination for these customers—a landing page that supports the messaging in your creative and provides a seamless experience from engagement to checkout.

Currently, there are lots of tools and services out there to help you generate emails and ads. Even getting graphics isn't the issue it once was. But to this day, there's a shortage of great solutions from Shopify to help you create landing pages and provide that seamless experience for your customers. Their recommendation has always been to create a new product template or collection and

hope that your theme can support that. We developed **Page Studio** to give merchants a better, easier way of creating effective landing pages.

However you do it, whatever creative you're putting out there to market your store and engage your customers, that branding and messaging should be supported once those customers get to your site. If not, you're just letting people aimlessly view your site without any cohesive message that ties everything together.

Common Misconceptions

“I need a designer or developer to create landing pages.”

Even if you don't use **Page Studio**, there are other solutions out there—Unbounce, Wishpond, LanderApp—that you can use to generate landing pages. They all have their varying degrees of cost and usefulness. The point is, you don't need to know how to write code. You don't need to pay a designer or developer massive hourly rates to build special landing pages. For a small investment into one of these tools, you can do it yourself with a WYSIWYG editor.

“I need to show everything on my landing page.”

Merchants have a tendency to want to include every part of their store on every page. It's very easy to bombard customers with too much information. Having a newsletter popup and a blog and an area for social media are all good ideas for your store, but when you have a landing page that you're using to convert customers, those elements ultimately detract from your message.

**DID YOU KNOW?**

Using videos on landing pages can **increase conversions by 86%**.

Best Practices

Prioritize your message.

Landing pages are most effective when you have a targeted message that shows the benefits of a product. With Page Studio, our advice is always to prioritize the message. One page, one message, one clear call to action. What is the story you're trying to tell? What is the one product that you want customers engaging with? How do they buy it? If you can stick to answering these questions, you're far more likely to get customers to convert.

Show the benefits of your product.

Shopify does a great job with product pages—showing product images, specs, variants, add-to-cart—but where landing pages come in is creating that “FOMO” effect. They're your chance to show the benefits of a product—how it's used, what the end result is, how your customer's life has been incomplete to this point because they don't have your product.

Imagine you're a mom and pop shop selling artisanal salt. You probably won't get too far showing a salt container and some pretty packaging. But show customers food they might make, show families coming together by cooking with this product, show people living better, healthier lifestyles. That's a lot to con-

vey on a product page, so landing pages are your opportunity to tell a very specialized story and let your customers imagine using your product in real life.

Have one clear call to action.

When I say one clear call to action, I literally mean one big juicy button that gets customers exactly where they need to go to buy your product. There should be no other tempting links on the page, nothing to distract them from the main takeaway—which is to go buy your product.



DID YOU KNOW?

48% of landing pages contain multiple offers (not considered a best practice).

Action Items

Create a few variations and A/B test them.

There are different ways to sell a product. One of the biggest challenges for online merchants is understanding your audience. It may be easy to talk about your products in terms of what they do, what they take to build, etc. But finding out who they actually relate to, who your ideal customers are and what kind of messaging they respond well to, takes a certain level of sophistication. We refer to this as A/B or multivariate testing.

Creating variations from one page really means taking your idea and coming up with different ways of selling it, and then figuring out which one works best (ie. which one's driving the most traffic to the next page). If you have a product line, you might try variations that focus on a few different types of benefits. If you have a more sophisticated product, you might try listing out the specifications to see if there are customers who care more about the specs of a product than the end benefit.

Learn from your landing pages.

Besides helping conversions, landing pages are a great way to learn about your customers. You can test new marketing strategies and see which ones resonate best. If you measure a lift in conversions from emails and banners to landing pages to product pages, you might even think about changing your Shopify theme—perhaps to something with a collections view that shows off your lifestyle photos in a way similar to your landing pages. That's just one example, but there's a lot you can learn from engaging your customers with landing pages.



DID YOU KNOW?

The median conversion rate for ecommerce landing pages is 1.84%, while the top 10% of ecommerce landing pages **convert at 6.25%**.



Make It Happen



When it comes to converting potential customers, landing pages are an excellent way of unifying your message from engagement to checkout, while presenting the benefits of a product in a way customers can easily envisage and understand. Sign up for a 30-day free trial with **Page Studio** and try creating a few landing pages for your products. Include links to these pages in your email marketing and ad campaigns, and see how they perform with customers.

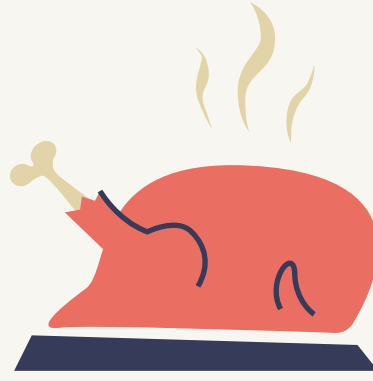
Ryan O'Donnell

Ryan O'Donnell is Co-Founder of **ShopPad**, whose Shopify apps are used by over 50,000 merchants. ShopPad's popular and award-winning Shopify apps include Page Studio, Fablet, Tracktor, Kit Karts, Coin, Infinite Options, Uploadery, and Bouncer.



ShopPad

www.theshoppad.com



Email Marketing



FEATURING
Taylor Sicard



Why It Matters

Email marketing is a huge part of running a successful online store. It's a proven sales channel with a relatively low acquisition cost where you can directly engage customers who know your brand and products. Many of them have likely bought from you before. You know what these customers are typically buying, how much they're spending at different times throughout the year, and you can use all this information to make everyone's life easier.

Email is extra-important during the holidays, when people are all geared up to purchase. You should be engaging your customers as much as possible, telling them why they should be purchasing from you and not someone else. Give them an incentive to visit your website. Tell them about your Black Friday and

Cyber Monday sales. Send a coupon code or other offer. Write a case study explaining the benefits of your products over your competitors.

Your goal is to convert prospects into customers. Building your mailing list and getting new eyeballs on your emails is important. So is making sure you're engaging these prospects with clear messaging and calls to action, trying to get them to visit your website.



DID YOU KNOW?

38% of people say receiving special offers is the #1 reason they subscribe to an email list (60% say receiving special offers is the #1 reason they subscribe to an email list via a popup).

Common Misconceptions

“Email marketing is dead.”

More than **2.5 billion people** have email accounts. The average person has 1.7 email accounts, and sends and receives around 250 emails per day. Email is thriving, and for ecommerce merchants it's growing in the right direction thanks to solutions like **Rare**. You just need to be intelligent about how and when to send your emails so that they're better received. When I wake up in the morning and have 80 emails in my inbox, I'm not going to browse through all of them unless it has a great subject line or it's coming from a friend.

“Sending lots of emails is the same as sending spam.”

As long as you’re sending relevant information that adds value for the customer, sending more emails is never a bad idea. Remember, they gave you their email address for a reason: because they want to receive your emails. Also, people aren’t always going to open every email you send. Maybe because they’re out of the office or on vacation, or maybe just because they’re busy. Sending emails more often ensures they’ll eventually see and engage with it.

“There’s a golden rule for writing subject lines.”

This one’s just not true. Yes, you need to have a compelling story, and it’s a good idea to summarize what you’ll be telling your reader in the email, but every person is different. Last year, we started seeing emoji pop up in subject lines. I got excited about that at first, but now I think they’re overused. The same goes for clickbait-style subject lines. They might work on some people, but they’re not for everybody.

For me personally, I like subject lines that quickly answer a few questions: Why should I click this? What value does it bring me? Why is it worth a few seconds of my time? That’s just my personal preference though.



DID YOU KNOW?

Return on investment (ROI) from email is **3,800%**. That equates to \$38 in revenue for every \$1 spent.

Best Practices

Speak to different customers differently.

If one customer spends \$100 in your store, and another customer spends \$1,000 in your store, you'll probably want to change up your messaging for each. It doesn't have to be a major difference—maybe give one of them a bigger discount, and speak to the type of person or customer that they are to you. You don't need to write one-size-fits-all emails.

Understand the delivery of email.

When are your emails getting the most opens and engagement? Where do the majority of your customers live? Even if you don't have a solution like **Rare** making it easy to see all this information, it's important to try and answer these questions. If you're an international company with customers across multiple time zones, it's going to be difficult to find one "golden time" that works for every customer. Understand your audience so that you can segment it and stagger your delivery so that emails send at an optimal time.

Set up your email flows effectively.

You don't want to have to hit send on every email you're delivering to customers. Every email marketing platform that works with ecommerce should have different triggers for sending specific emails. For example, it's a great idea to have an email that goes out seven days after purchase asking the customer to leave a review on the product page. You can also give an incentive to do that: "Leave us a review and we'll give you \$10 off your next purchase."

Action Items

Someone visits your store? Make sure to get their email address.

This is so, so, so important. Use a popup app like **Pixelpop** to capture your visitors' email addresses, and incentivize the offer with a coupon for 10% or \$10 off their next purchase. Generally speaking, you pay money to acquire customers to go to your website, so once they're there, even if they don't buy anything, you at least need to make sure to get their email.

Build a schedule for sending newsletters.

Weekly, biweekly, monthly. You should be sending emails, and it's best to do it on a regular cadence. People give you their email so that they can hear from you and buy from you. So don't feel like you're bothering them when you do send an email.

Keep your messaging relevant and personal.

"Hi Bob!" or "Good morning Bob!" is a lot more personal than saying "Dear customer" or "Dear email subscriber." Trust us when we say little things like that can go a long way.

A/B test your subject lines.

Basically, this means sending two versions of the same email with two different

subject lines. Then, whichever subject line has a higher open rate, that's the one that you'll want to send to the majority of your customers. In general, A/B testing is a great way to run quick little experiments about what's working with your customer base.

Make sure it's mobile responsive.

These days, over 50% of emails are opened on mobile first. People have their phones close to them at all times, so it's important to make sure that no matter where your customer opens their email, it's going to look good across all devices.



DID YOU KNOW?

80% of people say they receive marketing messages alongside personal emails on a daily basis.



Make It Happen

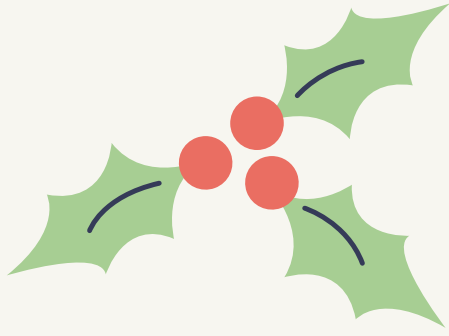


As an online merchant, email is one of the most cost-effective ways of engaging your customers. In fact, merchants who use **Rare** see up to 11x the clickthrough rate and 44% more orders than traditional email. Start collecting email addresses now, and use Rare to engage existing customers with predictive email and personalized recommendations. **Sign up for a 14-day free trial** and make sure you're getting the most from your email marketing.

Taylor Sicard

Taylor Sicard is VP of Growth & Partnerships for **Rare**, a predictive email marketing solution for online stores. Rare uses predictive analytics to determine accurate product recommendations and the most appropriate time to deliver those recommendations.





Facebook Advertising



FEATURING
Michael Perry



Why It Matters

Advertising is critically important for all merchants. Platforms like Facebook and Instagram have become so sophisticated in what they can offer advertisers—the data is so rich, merchants are able to engage the kinds of customers who will actually drive sales for their business.

I remember when Facebook Pages came along and killed off organic. People were upset, but the truth is, the real money is in advertising. It always has been. For years we ran billboards and print ads, and advertisers had no real control. People saw it, but you didn't know anything about who those people were or how they responded. Today, paid advertising really allows you to manicure the audience in a way that has meaningful results for your business.

We all have to make investments in life. In the brick-and-mortar world, merchants pay for foot traffic. They try to put themselves in a position where customers will walk in the door and give them a shot at making a sale. The idea with paid advertisements on social is largely the same—you're giving yourself an opportunity to make a sale.



DID YOU KNOW?

Since acquiring both WhatsApp and Instagram, Facebook now boasts more than **4 billion** active users, and is showing **no sign of slowing down**.

Common Misconceptions

“Facebook advertising doesn’t work.”

For some reason, people don't believe that Facebook ads or Instagram ads or Google product listing ads actually work. And that's absolutely false. We work closely with Facebook and Instagram. We have pixels that let us see return on ad spend for merchants, so we know with complete certainty that when done well, paid advertising can drive a tremendous amount of traffic and sales. Businesses that use **Kit** are buying 3-4 advertisements per month, making sales off of these ads, and outperforming market averages. I think the ultimate sign of success is that people keep buying. If it's not working, why are people continually investing into it?

“I shouldn’t have to pay for Facebook ads.”

A lot of merchants think organic posts should have the same type of impact as paid ads, and that they should be able to get 100% reach. And that’s just unrealistic. We pay for ads because they help us make very strategic investments, ensure that the right people are seeing and engaging with our products, and give us the best chance at having success.

I can’t stress this enough: it is a pleasure to have access to the type of data Facebook makes available. In the brick-and-mortar world, you don’t get to pick and choose who walks into your store. You could get stuck with a customer who’s going to take up two hours of your time and not buy anything. In the online world, you very much get to pick and choose who sees your products, and you can make sure those opportunities drive meaningful results. At the end of the day, you’re fortunate to have the opportunity to invest in your business in this way.



DID YOU KNOW?

9% of all digital ad spending occurs on Facebook each day.

Best Practices

Trust the platform and stop trying to game the system.

Have some faith in Facebook that they are optimizing bidding for you. It is an incredible platform for advertisers. Period.

Spend some time handcrafting your audience.

When we talk about manicured advertising opportunities on Facebook, it is absolutely necessary to spend some time crafting your audience. With Facebook, that means creating a Custom Audience (made up of your existing customers) and then using that to create a Lookalike Audience (made up of people who are similar to your existing customers). This can be time-consuming, but it helps you get the right eyes on your ads. **Kit** does all this for you—for free.

Be simple with your messaging.

People have short attention spans. No one wants to read paragraphs. Look at how other brands successfully leverage advertising platforms. Look at how Nike and Warby Parker and Shinola do things. They understand that their audience doesn't want to read every detailed thing about the product. The point of an ad isn't to convert the customer in that moment. The point of an ad is to drive them to a place where they can be converted. As a merchant, you should treat ads as a gateway to your landing page, where you can then provide the appropriate information about your products—and then convert them.



DID YOU KNOW?

There are **65 million** active small business Pages—but only **2.5 million** of those businesses pay to be “active advertisers.”

Action Items

Implement a Facebook pixel in your store.

With Facebook advertising, there are very clear cut wins. You should be able to know what kind of effect an ad has on your business. For this reason, **having a pixel in place** is highly important. It allows you to measure your success and make adjustments.

Try to run Carousel ads if possible.

Generally speaking, we find that products that run in **Carousel ads** get more clicks than those that run in single-product ads. Showing lots of pictures can make a big difference, so play around with the types of product photography you use.

Forget about the extended network.

There's an extended network that runs ads from Facebook onto other sites. When you build an ad on Facebook, by default it selects everything. Many people don't turn that off, and it ends up eating through their budget. If you're working with a limited budget, your ad really only needs to be shown on mobile and desktop newsfeeds. Most of the other stuff you can avoid. I wouldn't recommend spending money on boosting posts, for example. That's not the point of spending money on Facebook advertising, unless you have an unlimited budget.



Make It Happen



Facebook has become an extremely powerful advertising platform for online stores. If you're like most merchants and don't have the time to manually set up Facebook and Instagram ad campaigns, **Kit** is a revolutionary solution that helps run your marketing for you. As your virtual marketing assistant, Kit handles Facebook and Instagram advertising, email marketing, and social posting to help drive sales and grow your business. Did we mention, it's free?

Michael Perry

Michael Perry is Founder & Director of **Kit**, a fully automated virtual marketing assistant for Shopify. Kit helps drive sales by creating highly targeted ad campaigns, sending personal thank you emails to customers, handling the other apps that you use to manage your store, and more.



<https://shopify.ca/kit>



Social Media



FEATURING

Michael Chachula

FOUR SIXTY

Why It Matters

Social media platforms, and particularly visual platforms like Instagram, are vital for anyone selling a lifestyle product online. Because online shoppers can't physically experience products by trying them on or testing them, these customers don't know how products will fit, look, or work on them. This is where social media can make up the difference.

Social media networks like Instagram foster online purchasing by helping consumers envision themselves wearing or using products by putting them in context. Many successful brands take their social strategies to the next level by integrating shoppable Instagram platforms like **Foursixty** into their online stores. This kind of solution enables brands to bridge the gap between their

social content and the point of sale.

If you provide your customers with a tool that easily lets them shop your social content, they will use it. While results vary depending on the brand and industry, we have seen some brands generate up to 10% of their online revenue through shoppable social tools.



DID YOU KNOW?

Traffic coming from Instagram stays on site an average of **192 seconds**, the longest of any marketing channel, including email, Facebook and Google.

Common Misconceptions

“You have to be a well-known brand or influencer to drive sales on Instagram.”

One big misconception about social media is that only well-known influencers and bloggers can drive meaningful traffic and sales. We’ve found that brands who put in the time and effort to cultivate their customer communities through social media do quite well, even if they don’t have the largest follower count. The important thing is doing it the right way.

Best Practices

Cultivate micro-influencers among your followers.

For most ecommerce merchants, product discovery is no longer happening at the point of sale: it's happening on social media, and it is rapidly driving purchase desire. The power of social media lies in the everyday customer as the "micro-influencer." The micro-influencer is the customer who loves your products and who will post great photos of them.

Your goal should not be to flood your social media with general content, but rather to cultivate micro-influencers who will maximize on-brand and authentic content streams. Micro-influencer content attracts like-minded followers and turns them into potential customers after they see products on people who look similar, share similar styles, or share other commonalities.

Speak directly to your customer.

You know your customer best. You know what they want. Once you have an engaged community on Instagram, make sure to interact with them and post tailored content. If you're running a promotion that you know will appeal to them, or if you know what kinds of products they're likely to want to buy during the holiday season, focus your content around that.



DID YOU KNOW?

People are **71% more likely** to purchase an item when referred by social media.

Action Items

Add shoppable Instagram content to your Shopify store.

If you use a solution like **Foursixty**, the products featured in your Instagram photos will be available for customers to purchase when they click through to your store. This gives your followers an easy way to shop for items they find in your Instagram feed, as well as customer generated content.

Post great content consistently and often.

Social media is very much a “publish or perish” kind of world. Ensure that you’re delivering consistent value to your followers by regularly posting content that is completely aligned with your brand’s story. That goes a long way with customers.

Be available to provide customer support.

For many online shoppers, social media is considered an appropriate and expected channel to receive customer service. This is especially relevant during the holidays, when shoppers have less time and more urgency, and won’t hesitate to get in touch with you however they can. As an online merchant, you should be open and willing to provide support to your customers over social media.



DID YOU KNOW?

Instagram has approximately **700 million** daily users.



Make It Happen



Posting on social networks is a great way of engaging customers organically. As Instagram has grown over the past several years, ecommerce merchants have had tremendous success posting lifestyle photos of their products and cultivating brand ambassadors among their followers. **Foursixty** takes this a step further, allowing you to make your Instagram and user-generated content shoppable. **Sign up for a 21-day free trial** to start driving sales directly from Instagram.

Michael Chachula

Michael Chachula is Co-Founder of **Foursixty**, a Shopify app that lets ecommerce merchants create shoppable Instagram experiences for their online stores. Foursixty's software helps merchants monetize their Instagram and user-generated content, generating upwards of 10% of their online revenue through Foursixty gallery engagement.



FOURSIXTY

www.foursixty.com



Rewards Programs



FEATURING

Steve Deckert

 smile.io

Why It Matters

The main purpose of loyalty and referral programs is to keep your customers coming back. You want them to keep spending with you instead of your competitors, and to become brand advocates who get you new visitors by referring their friends and sharing on social media.

The reason loyalty programs are so important is because the cost to acquire a customer is getting higher and higher. There's so much competition out there. If you do get a customer, you need to make sure you have a program in place to keep them coming back. If you're spending money on something like Google Adwords, you're often looking for an ROI based on the customer's lifetime value (CLV). One purchase may not result in a positive ROI, but if they come back

and shop several times, you can justify the cost of acquiring that customer.

Loyalty programs are effective because they make customers less likely to switch to a competitor. **Smile.io** does this by awarding points, rewarding referrals, and treating repeat customers to VIP benefits. This incentivizes the customer to keep spending with you.

You can use rewards programs to encourage customers to share on social platforms, subscribe to your newsletter, review products, and make more purchases. They can then choose to spend your reward currency however they want. Usually it's to get a discount, but it can also be for free products, exclusive products that can only be bought with loyalty points, early access to sales, or an extended return policy. You can even invite customers with enough points to special VIP events!



DID YOU KNOW?

Repeat customers spend **25% more per transaction** during the holiday season.

Common Misconceptions

“Rewards programs are outdated and ineffective.”

There's evidence that shows that people are participating in more rewards programs than ever before. The problem with many of these programs is that merchants don't understand their customers, which means they're not setting up their rewards programs correctly.

“Rewards programs are an automatic, set-it-and-forget-it strategy.”

One of the most important things merchants need to understand is that a loyalty program does not equal customer loyalty. Customer loyalty is an emotion. A loyalty program is a tool that helps you develop that emotion in your customers. Therefore, simply setting it up isn't going to get you a bunch of loyal customers. You need to make sure you set it up correctly and that you're offering the right incentives and rewards. A loyalty program isn't simply “buy nine, get one free.” There's a lot more that goes into it than that.



DID YOU KNOW?

Merchants who use Smile.io see a **28% annual sales lift**, **40% increase in customer lifetime value**, and **20% increase in repeat purchase rates**.

Best Practices

Understand your customers and give them what they want.

When it comes to connecting with your customers, purchases and discounts are just the transactional side of the relationship. If you're only facilitating the transactional side, that's the only kind of relationship the customer will ever have with you. As I've said, customer loyalty is an emotion. If you want to connect with your customers on a deeper level, you need to really understand them.

Knowing what kinds of rewards they would like is key to developing this connection, and exclusivity can be a big part of a loyalty program's success. Some examples of exclusive rewards could include offering early access to a new product, offering products that can only be purchased with loyalty points, or introducing some sort of tiered status where customers are elevated based on loyalty. People connect with these kinds of rewards on an emotional level because it's not just about discounts.

Work your way backwards to the actions you want to incentivize.

Once you figure out what kinds of incentives work best for your customers, then you can start thinking about what you want them to do. It's important to work backwards and not start with the action. If you've done a good job of establishing points as a motivator, your customers will be much more likely to do what you want, whether that's sharing your page, giving you their email address, purchasing a product, or something else entirely.

Action Items

Get your rewards program set up now.

The holidays are a very busy time for most merchants. You're going to see a lot of customers come to your store, many of which are first-time customers. You want to make sure your loyalty program is set up and those customers are earning loyalty points right out of the gate, so that you can set yourself up for a

successful 2017. If you don't have any sort of retention program in place for these customers, there's no reason for them to come back.

Make sure your customers know about it.

In terms of marketing these programs, the best practices are really no different from any other marketing campaign. You're going to want to have emails set up to announce and explain the program to customers. You're going to want a dedicated rewards page on your site that tells customers how and why they should participate. With the holidays coming, you might even want a banner or popup that engages the influx of new customers and links to the rewards page.

Educate your staff.

This is one that often gets missed. Make sure your marketing staff knows how to consistently promote your loyalty program while also ensuring your customer service reps know how to identify and engage customers who are part of the program. It might be something as simple as thanking them for their loyalty, or they might ask if they want to spend their loyalty points or earn some extra points for upgrading their order. Again, treat it like any other marketing promotion.



DID YOU KNOW?

73% of loyalty customers are more likely to recommend brands with good loyalty programs.



Make It Happen



One of the surest ways to increase the lifetime value of your customers is to introduce a rewards program. **Smile.io** is the solution of choice for more than 15,000 merchants who understand the value of rewarding customers. The app's generous free plan lets you reward customers for purchases, referrals, social shares and follows, and more. Try it out in your store and be sure to think about what kinds of rewards will influence your customers the most.

Steve Deckert

Steve Deckert is Co-Founder of **Smile.io** (formerly Sweet Tooth), the world's #1 solution for ecommerce loyalty programs.

Smile.io is used by thousands of small and large businesses to increase conversions, spending and retention with points-based loyalty programs.



 **smile.io**

www.smile.io



Customer Support



FEATURING
Olek Potrykus



Why It Matters

Customer support can be the difference between making a sale and not making a sale. When you're just starting out and don't have much traffic yet, every visit to your website is critical. It's very important to engage these customers, communicate with them, and let them know there's a real person there who can help them choose the right product. Plus, there's nothing like talking directly with customers to learn their preference—this can help you select or develop products that sell better.

With **Tidio Chat**, merchants can actively engage shoppers and also be there to answer their questions. We encourage our clients to automate certain events—when a person visits the site for the first time, when there's a promotion to tell

them about, when they abandon their cart. You can trigger an automatic email or send a message from the live chat panel.

At the same, customers are going to have a lot of questions for you. Do you have the right size? How long does delivery take? Is delivery free? Some of this information people want to double-check and ask follow-up questions about. Live chat is a very valuable feature in that it gives customers a chance to connect with you in real-time, and vice versa.



DID YOU KNOW?

44% of online consumers say that having questions answered by a live person during an online purchase is one of the most important features a website can offer.

Common Misconceptions

“I need to hire a dedicated customer service rep.”

Many online merchants think that offering live chat means you need to hire someone to manage it. With mobile solutions like **Tidio Chat**, you can reply and send automatic responses no matter where you are. You can even reply to online customers while managing your physical store. Of course, as you grow, it makes sense to hire someone who will be there full-time for your customers. But early on, you can be on your own and manage the chat.

“Live chat solutions exist only for enterprise businesses.”

It’s true that many live chat services are very expensive. They’ve been designed and developed for larger businesses with very enterprise-specific features—analytics, the ability to measure the quality of the chat, etc. With Tidio, we skipped all that and just made sure the integration process is simple and fits the needs of Shopify merchants. It’s affordable, and we will always have a free version that offers the ability to manage your live chat on mobile.



DID YOU KNOW?

Live chat produces the **highest rate of customer satisfaction**, better than email or phone.

Best Practices

Be there for your customers.

We have over 2,800 conversations with our customers each month, so we know that the most important thing is just to be there for your customers. Be online. Even if your reply comes from a mobile device, even if it’s brief, it’s critically important to be there for your customers.

Be proactive and automate as much as possible.

There are so many ways you can automate the messages you send your visitors. They only take a few clicks to set up and can save you a lot of time. Let them

know you're there if they have a question. Let them know there's a promotion coming. Let them know that you're open tomorrow even though it's a holiday. All of these small actions can make a big difference.

Offer a chat widget on mobile devices.

Mobile browsing has become such a big part of the ecommerce experience, whether it's people commuting to work or just waiting for something, so it's super important to offer a point of contact on mobile devices as well. Many chat services offer this option, but too many of them redirect the customer to a different tab, basically disconnecting from the store. We keep a very light version of the chat widget on top of the existing page, so that when the conversation is finished, the customer is still on the product page, ready to buy.



DID YOU KNOW?

90% of customers consider live chat helpful.

Action Items

Configure your welcome message to say something relevant.

By this I don't mean automation, but rather the message a customer sees in your chat widget. Use this space to say something related to one of your current

offerings. Whether it's a new collection or a special discount offer, make it appear in your chat widget.

Customize your chat widget to fit your store.

You can use hex colour codes to perfectly match the chat widget to the design of your store. This will keep your branding consistent and make for a more cohesive customer experience.

Manage all of your communication channels in one place.

Tidio Chat keeps your live chats, emails, and Messenger conversations in one place, so you don't have to switch between windows. Installing the app automatically places a chat widget on your website for easy contact with your customers. Tidio Chat also allows you to send emails and even reply to customers on Messenger for even faster communication.



DID YOU KNOW?

Customers who use live chat are **4-5x more valuable** than customers who don't.



Make It Happen



The holidays are the busiest time of year for merchants and shoppers alike. With little time to spare when it comes to making purchasing decisions, live chat gives you a chance to answer your customers' questions in real time and facilitate sales. **Tidio Chat** is a highly rated Shopify app that lets you easily integrate live chat and communicate with your customers on desktop and mobile. Start with the free plan, which supports up to three conversations at a time.

Olek Potrykus

Olek Potrykus is Head of Customer Service at **Tidio Chat**, which lets merchants communicate with their customers in real time. Available in free and paid versions, Tidio's mobile app allows merchants to engage their customers and answer questions no matter where they are.





Shipping & Fulfillment



FEATURING
Andrew Chan



Why It Matters

Repeat customers contribute 43% of a typical online store's revenue. It's incredibly important to engage and satisfy your customers after purchase, as it makes them more likely to come back and buy from you again, and also recommend your store to friends and family. What's more, the higher the percentage of repeat customers you have, the stronger the future of your online business and the faster it will grow its revenue.

Online merchants who want to provide their customers with a positive purchasing experience should focus on shipment tracking and returns. A **2015 UPS study** found these to be the four biggest factors in determining customer satisfaction after purchase:

- Ability to track online purchase after shipping
- Email confirming delivery of the item
- Clear and easy-to-understand return policy
- Ease of making returns and exchanges

For most ecommerce merchants, the holidays are the busiest time of year. If you can provide a great shipping and fulfillment experience, you'll be sure to benefit in the long run.

**DID YOU KNOW?**

60% of abandoned carts occur due to lengthy delivery times or because no delivery date has been provided.

Common Misconceptions

“Shipping doesn’t lead to sales—therefore it should be low-priority.”

New ecommerce stores often fall into the trap of believing that shipping and fulfillment aren't as important as areas that lead to direct sales. However, many operational problems start to appear when order volumes increase, and the merchant begins to realize the need for a proper shipping tool and a dedicated team to handle shipping operations.

“I should only offer free shipping.”

While free shipping is undoubtedly a great selling point, it gets harder to offer when you sell heavier items or ship internationally. Offering only one shipping method (ie. free shipping) also discourages customers who are willing to pay a premium for faster delivery (similar to Amazon’s tiered shipping options).



DID YOU KNOW?

Only 36% of customers are satisfied with the ease of making online returns/exchanges.

“The carrier will take care of shipping—I don’t need to do anything.”

Many online stores ignore the customer experience after shipping, mistakenly believing that carriers will take care of customers once the package is shipped. The truth is that customers see the whole purchase and delivery experience as a reflection of the store they buy from, and will often come back to online stores about a delivery issue or shipment tracking problems. And while some merchants believe that providing a tracking number is sufficient, many customers expect proactive delivery notifications informing them of their shipment’s status, as well as the ability to track shipment status directly on a store’s website or mobile app.

Best Practices

Give customers multiple shipping and carrier options.

Some of the most successful online stores, such as iHerb or Amazon, offer multiple shipping speeds (e.g. 3 days vs. 1 day) and multiple shipping carriers (e.g. USPS vs. UPS). Instead of solely offering free shipping, these stores automatically calculate the shipping fees returned by carriers (check out Shopify's page on [real-time calculated shipping rates](#)). By doing this, you not only give customers more delivery options, but also let them bear the shipping cost directly, which can be helpful when you want to offer international shipping.

Offer a branded (and proactive) shipment tracking experience.

Instead of asking customers to input a tracking number on a carrier's website, top online stores offer a branded tracking page that allows customers to track orders directly on the store's website or mobile app. This page is also a place to show off new and featured products. Online stores should actively monitor shipments and automatically inform customers about delivery updates, and take action when shipping exceptions (e.g. incorrect address) occur.



DID YOU KNOW?

The typical online store generates [43% of its revenue](#) from repeat purchases.

Provide a seamless returns experience.

Creating a positive returns experience is critical for ensuring customer satisfaction after purchase. Some stores offer an “interactive returns process” that lets customers return shipments without emailing support or even logging into their account profile. Customers want simplicity, and these enhanced returns allow a customer to simply input their order ID and email address, select the items they wish to return, choose a reason, and generate a return shipping label. Customers are clearly shown the shipping fee to be deducted from the order amount, along with the expected refund date, so there are no surprises.

Action Items

Create a branded tracking page for your store.

While changing carriers is not always an easy task, you can easily provide a better shipment tracking experience for your customers. Use an app like **AfterShip** to generate a branded tracking page that allows customers to track their orders directly on your site, and use this page to engage customers with your latest product offerings.

Notify customers when a package is out for delivery or delivered.

AfterShip also lets you actively track all the shipments coming from your store, and send customized emails to your customers with relevant status updates. If

a shipping exception occurs, be sure to notify the customer and take action to solve the problem—don't wait for them to come to you.

Explore your options for shipping methods and carriers.

If you're planning to ship internationally this holiday season, you should make sure to explore the different shipping services in your market. There are over 350 carriers in the world! By offering multiple shipping options, you might be surprised by how many customers are willing to pay a premium for faster shipping.



Make It Happen



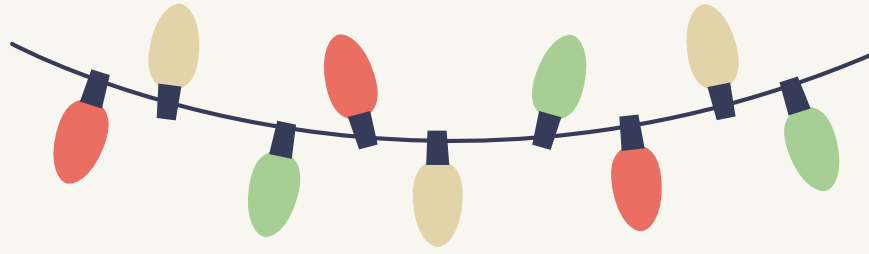
As the holiday rush approaches, now is the perfect time to get this sorted out—you don't want shipping problems in the middle of peak shopping season. With everything you're doing to acquire new customers and drive sales during the holidays, don't make the mistake of forgetting about shipping and fulfillment. It's not only a key part of providing a positive customer experience, but also a great way of engaging buyers during and after the shipping process, and turning them into repeat customers. Sign up for **AfterShip** and use it to bolster your store's entire post-purchase experience.

Andrew Chan

Andrew Chan is Co-Founder of **AfterShip**, the most popular Shopify app for shipping and fulfillment. AfterShip allows merchants to send tracking and delivery updates to customers and process returns. The platform supports 365 couriers worldwide, including UPS, FedEx, Purolator, USPS, Canada Post, Australia Post, Royal Mail, and more.



www.aftership.com



Gearing Up for the Busy Season Ahead

We've covered a lot of territory in these chapters. You might not have time to apply all of it this year—and that's okay. The important thing is understanding where your opportunities lie, identifying the ones that could work best for your store, and making the most of them.

Fortunately, as a Shopify merchant, you have an awesome assortment of ways to engage your shoppers, from advertising promotions with popups, banners and social campaigns, to collecting email signups and using them to run email marketing and Facebook ad campaigns, to encouraging repeat purchases with loyalty programs and a better shipping experience.

Some more good news: if you're looking for help getting any of these apps or engagement strategies up and running, **there are reliable Shopify experts who can lend a hand.**

"We're here to serve Shopify stores that need small jobs done," says Zachary McClung, founder of **TaskHusky**, an on-demand ecommerce development agency. "It used to be that online merchants had to find a freelancer for this

type of small development work, which can be difficult, time consuming, and risky, but now you can come to us for anything that takes anywhere from one hour to 20 hours.”

If you find yourself crunched for time, definitely consider reaching out to **TaskHusky**. Where you might spend 10 hours grinding through some small changes to your store, they could have the work done in an hour or two, freeing you up to focus on campaigns and customer service. It’s easy to create a task through their website, and their team will send you a quote to approve before starting development.

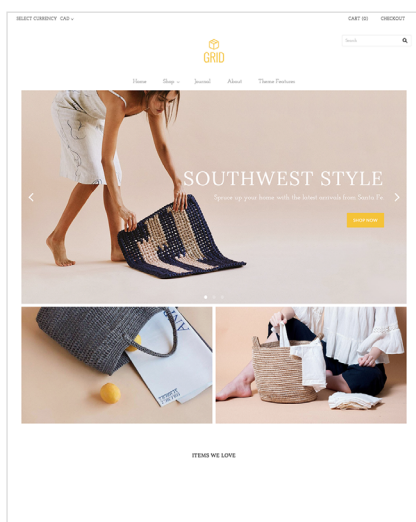
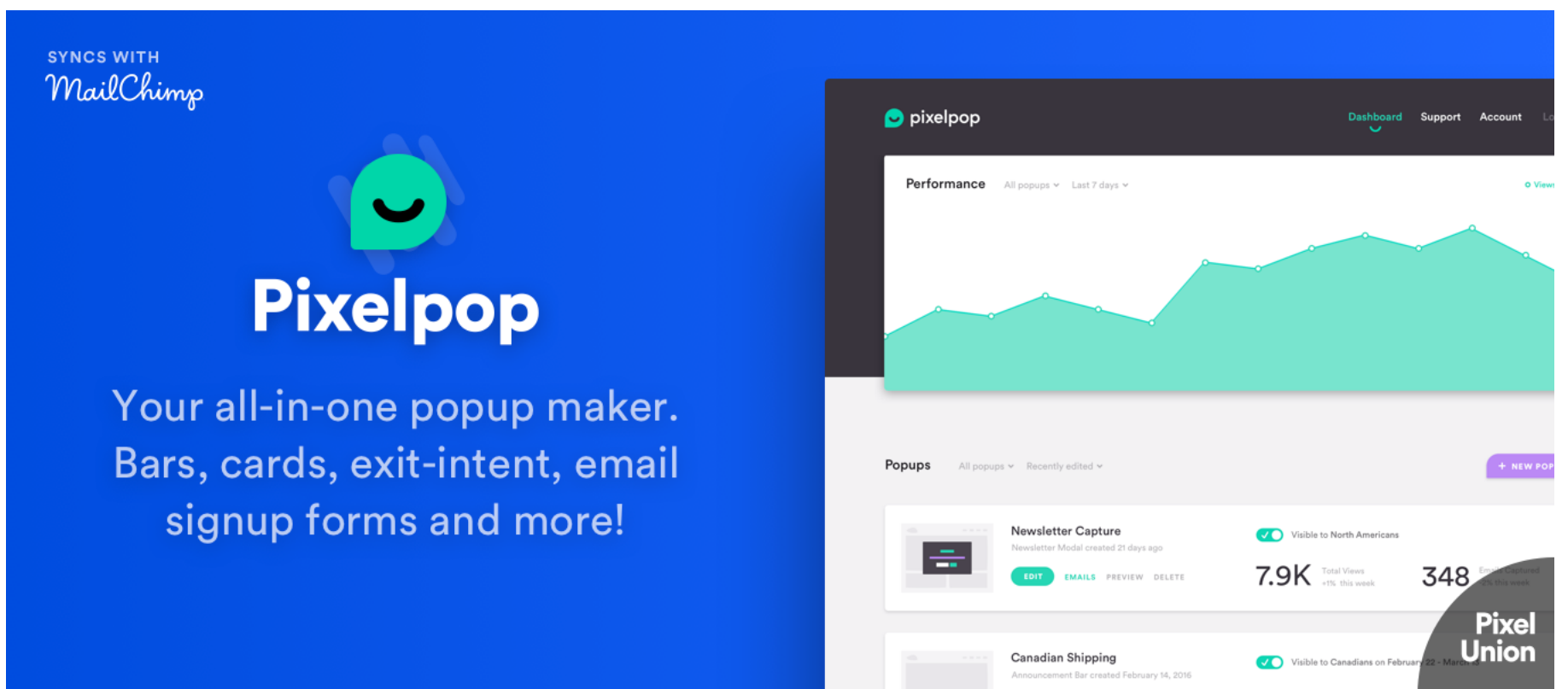
TaskHusky has also rolled out an express service for same-day tasks, which should come in handy around the holidays when you really need to turn things around on a dime.

Zach’s top piece of advice for merchants is something a few of our partners have already mentioned: “If you haven’t started collecting email addresses, you should start doing that right now. Missing that opportunity could mean tens of thousands of dollars in lost revenue.”

As a Shopify merchant, the holidays are all about opportunities. Make the most of them in 2017 by coming up with a great engagement strategy, and don’t let potential customers get away without taking your best shot at converting them. If you can follow the advice laid out in this eBook, you should be well on your way to a successful holiday selling season!

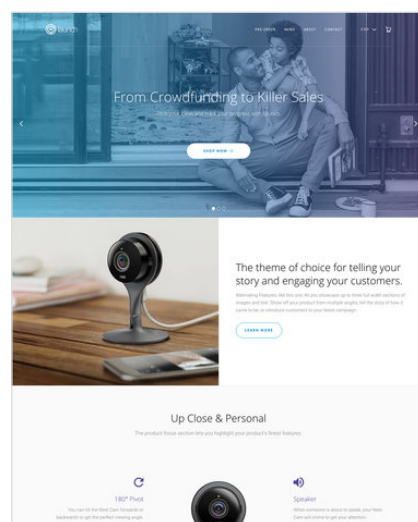
About Pixel Union

Pixel Union is a Shopify Plus Partner and industry leader in ecommerce design. Since 2011, the company's premium Shopify themes have helped over 15,000 new and existing brands grow their businesses online. Recently, Pixel Union has taken its talents to the apps marketplace, launching **Pixelpop**, **Countdown Sales Timer**, and **Free Shipping & Discount Bar** to help merchants create better marketing interactions to boost customer engagement and increase sales.



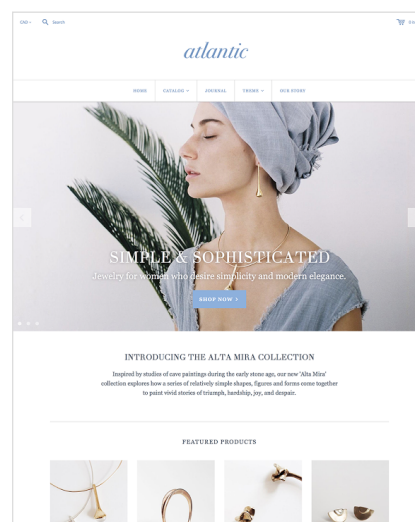
Grid

Masonry at its most responsive.



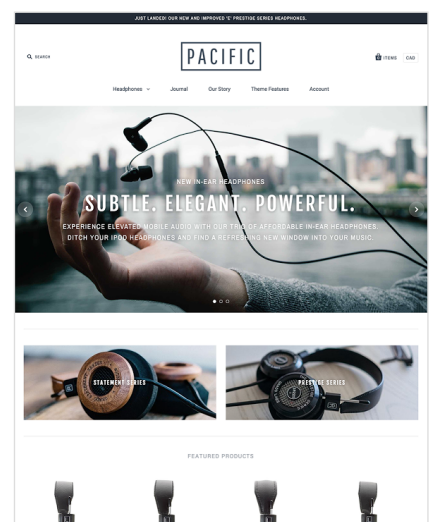
Launch

From startup to super-seller.



Atlantic

Totally flexible and user-friendly.



Pacific

The champion of large inventories.

Get more Shopify news and advice at the [Pixel Union blog](#) 

THE SHOPIFY MERCHANT'S

Holiday Checklist

Check these items off before Black Friday to ensure you're engaging shoppers during the critical holiday weeks.

Install **Pixelpop** and create a “modal” or “card” popup to collect email addresses. Then use Pixelpop to create popups and banners to advertise your promotions.

Take a look at **Bold Commerce's** apps and make sure you're always running some kind of promotion in your store that gives you an advantage over competitors.

Sign up for **Rare** and ramp up your email marketing efforts. Rare lets you segment your audience so you're engaging them with the right message at the right time.

Use **Page Studio** to create a few landing pages and see which ones convert best. Link to these pages in your email marketing and Facebook ad campaigns.

Let **Kit** take care of your Facebook and Instagram ads. Trust Kit's marketing expertise and you'll find yourself with more time to do the things you do best.

Use **Foursixty** to start driving sales from your Instagram account. You can also embed product-specific Instagram galleries into your product pages.

Increase the lifetime value of your customers by creating a loyalty program with **Smile.io**. Reward customers for purchases, referrals, social shares, and more.

Install **Tidio Chat** and use it to engage visitors and provide customer support. Don't worry if you're a one-person team—you can respond from Tidio's mobile app.

Create a branded shipment tracking page for your store using **AfterShip**. You can also send tracking and delivery notifications to optimize the post-shipping experience.