

Selling Shopify

How to educate
merchants about Shopify

This document is a comprehensive guide that outlines how to position and pitch Shopify to potential clients and merchants. It includes a basic understanding of the platform, the features available to merchants, payment plan options, and more.

We hope this kit helps you enhance your knowledge on all things Shopify, and strengthens your own pitching and sales process.

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OVERVIEW OF SHOPIFY

Shopify is a commerce platform. With Shopify, merchants can design, set up, and manage their store across multiple channels, including through an ecommerce website, social media, brick-and-mortar retail locations, and more. Shopify currently powers over 800,000 businesses in approximately 175 countries, and is trusted by brands such as Unilever, Kylie Cosmetics, Allbirds, MVMT, and many more.

Choosing a commerce platform is a big decision for merchants, so it's important for you to understand what factors influence that decision. In this section, we look at the value Shopify brings to merchants, the features and functionalities of the platform, and how Shopify grows with merchants as they scale their businesses.

A FULLY HOSTED ECOMMERCE SOLUTION

Shopify is a fully hosted ecommerce solution. That means that merchants' files and data are securely held in the cloud. A fully hosted solution comes with a series of benefits for merchants.

Easier to build with

A hosted platform enables a simpler store setup process by removing many of the barriers to entry that entrepreneurs face when starting a business. The features merchants need to get started are built in, so getting started is easier. Merchants receive native hosting, shopping cart functionality, and sales channel integrations with no additional fees or integrations.

Ready for optimization

As merchants grow and develop, it's natural that they'll want to optimize their stores continuously. As a hosted platform, Shopify regularly pushes new improvements to ensure that the hundreds of thousands of stores hosted on the platform are built with industry-leading best practices. In addition, having a hosted platform means merchants have access to robust third party apps and integrations that extend the functionality of their store to create a fully customized solution, for merchants big and small.

Simplified store maintenance

Because a merchant's store is fully hosted, they can focus on running their business while Shopify focuses on making sure the platform is maintained. With robust technical support and ongoing platform maintenance to reduce downtime, a merchant's business will continue to run smoothly. Shopify also has industry-leading security, including SSL certification, security patches, and more, ensuring that every merchant's business and customers are secure.

THE GENERAL DATA PROTECTION REGULATION (GDPR)

[The General Data Protection Regulation](#) (GDPR) launched in May 2018 and impacts how all companies collect and handle personal data about European customers. Generally, merchants control their customer data, which means they collect data and choose how it's handled.

Shopify is designed to allow merchants to operate anywhere in the world, which means that features that enable a merchant to be GDPR-compliant are built into the Shopify platform. This includes features that allow merchants to offer their customers transparency into and control over their personal data. It also includes technical measures to ensure their customers' personal data is protected as it crosses borders.

Merchants can learn more about GDPR and Shopify by [visiting the Shopify Help Center](#) or [downloading the Shopify GDPR Whitepaper](#) (PDF).

RESOURCES TO GET STARTED

While Shopify is a solid solution for longstanding merchants, those just beginning their journeys in commerce also have plenty of resources to help them get started. With Shopify, new merchants can find tools that help them [generate a business name](#), [create a logo](#), [claim their web address](#), [download free stock images](#), [amplify their brand](#), [find products to sell](#), and [choose a store theme](#).

A FLEXIBLE SOLUTION

New and established merchants can extend the functionality of Shopify's platform by downloading apps and integrations from the [Shopify App Store](#). With over 2,200 apps, the app store gives merchants the ability to access a truly customized commerce platform that serves the unique needs of their business.

From [marketing](#), to [orders and shipping](#), to [trust and security](#), and so much more, merchants are able to find apps to optimize their operations, no matter what niche they work in.

THE ABILITY TO SELL EVERYWHERE

The Shopify platform allows merchants to sell wherever their customers are, including online, in person, and everywhere in-between. Through multiple sales channels, merchants can connect with their customers anywhere. Some of the sales channels available to Shopify merchants include:

- **Online store**

With over 70 themes, a drag-and-drop store builder, and custom domains, [creating an ecommerce website](#) is made easy.

- **Buy Button**

The [Buy Button](#) allows merchants to embed products, provide a secure checkout, and add a customizable buy button to any existing website or blog.

- **Retail**

[Shopify's POS solution](#) allows merchants to offer better in-person shopping experiences with easy-to-use hardware and software and a unified back office.

- **And more**

With the ability to integrate with [social media](#), [online marketplaces](#), and more, merchants can reach their buyers no matter where they are.

HELP WITH MARKETING

Shopify is also designed to help merchants market their businesses. In addition to [marketing apps](#) available in the Shopify App Store, the following tools walk a merchant through the marketing process, and provide platforms where they can connect with their buyers.

- **Blog**

Online stores come with a default blog built in, meaning that merchants can add a blog to their store to build their audience and boost store traffic.

- **Search Engine Optimization tools**

Merchants can help buyers find their store with SEO tools to edit title tags, meta descriptions, and product details.

- **Google Smart Shopping**

[Google Smart Shopping](#) allows merchants to set a daily budget, enabling Google's technology to run strategic campaigns for them.

- **Facebook Ads**

Shopify helps merchants select an audience to ensure they're targeting the right people with [Facebook Carousel Ads](#).

- **Discounts**

Merchants can create codes for a dollar value [discount](#), a percentage discount, or a free shipping discount.

- **Virtual marketing assistant app**

Shopify's in-house virtual marketing assistant app [Kit](#) will help merchants automatically boost awareness, drive sales, and email customers.

- **Marketing dashboard reports**

The marketing dashboard in Shopify helps merchants track campaign performance from start to finish.

TOOLS TO MANAGE THEIR BUSINESS

Running a business means staying on top of lots of moving parts. Shopify makes this easier for merchants by providing one mission control for their business. From their Shopify Admin, merchants can keep an eye on all components of their business, and ensure things are running smoothly.

The Shopify Admin is available in English, French, German, Japanese, Spanish, Portuguese, and Italian, so you can work with merchants around the world, while they work in the language they're most comfortable with.

Orders and fulfillment

Through the admin, merchants can process and ship orders, and manage their inventory across multiple locations. Shipping and customer details are also managed from this central location.

For merchants in the United States and Canada, [Shopify Shipping](#) is an embedded feature that makes the shipping process less complicated. Merchants automatically qualify for discounted shipping rates from trusted carriers such as USPS, DHL Express, UPS, or Canada Post. They can buy shipping labels in their Shopify Admin or in the Shopify app, speed up their packaging and fulfillment process, and display calculated rates to their customers.

For merchants outside of the United States and Canada, [there are local app integrations available](#) to help merchants find the right shipping solution for them, no matter where in the world they are.

Payment methods

Merchants can also manage payment methods through the admin. In many countries, [Shopify Payments](#) is the simplest way to accept payments online. It eliminates the hassle of setting up a third-party payment provider, and allows merchants to manage their payment gateway directly in their Shopify Admin. Payment details are clearly synced with orders, making it easy for merchants to see how much they've been paid without ever leaving Shopify.

In addition, with Shopify Payments merchants save on third party transaction fees and have access to the payment methods their customers want, including Google Pay and Apple Pay.

Shopify Payments comes fully integrated with the merchant's store, and includes a wide variety of functions that let them manage their entire business and financials in one place. [Visit our Help Center](#) to learn if a merchant is eligible for Shopify Payments.

Where Shopify Payments is not available, or in cases where merchants wish to offer additional payment options, Shopify supports a variety of third party payment providers. This means that customers can still check out in a secure way that's comfortable for them. For the full list of payment options available in each country, please visit [our payment gateways page](#).

COMPARING SHOPIFY TO OTHER PLATFORMS

To help further educate potential merchants, it can be helpful to understand how Shopify compares to competing ecommerce platforms. In addition to all the features mentioned above, feel free to check out [how we compare](#) to other ecommerce options.

Now that you understand the features, capabilities, and benefits of Shopify, it's also helpful to understand Shopify's payment plans, so that you can educate merchants on what they can expect.

Shopify pricing comes in four tiers:

- **Basic Shopify**
All the basics for starting a new business
- **Shopify**
Everything you need for a growing business
- **Advanced Shopify**
Advanced features for scaling your business
- **Shopify Plus**
The enterprise solution for the world's fastest growing brands

As their business grows, merchants can easily change plans to ensure Shopify's functionality always matches their needs. For the full information on cost, fees, and features, please visit [our pricing page](#) and our [Shopify Plus page](#).

ADDITIONAL RESOURCES FOR MERCHANT EDUCATION

When educating potential merchants about Shopify, there's nothing better than some hands-on experience. To help merchants get a grasp of all the ins and outs of Shopify, here are some resources they can explore.

- **[Shopify Academy](#)**
Free Shopify training to help merchants build and grow a profitable business
- **[Merchant success stories](#)**
Deep dives into other merchants who have built successful businesses on Shopify
- **[Shopify Help Center](#)**
For detailed support on all things Shopify

Use this guide as a primer on how to educate merchants about Shopify. Armed with an understanding of what makes Shopify special, how merchants can leverage the features of the platform, and the practicalities of working with Shopify, you can become a trusted resource to merchants everywhere.