CLIENT MAGAZINE ISSUE 17

marketing today

SELLING STRATEGIES:

Product Bundles

PAGE 26-27

blue horizons

Editor's Note

hello

Welcome to our new look Magazine in line with our new branding! We purposely postponed launching this issue until the festive season and dreary January were out of the way – we hope you find it interesting.

In this issue we run through the difference between Shopify and Shopify Plus, look at custom versus customised in Shopify, and discuss product bundles. We also find out what the Japanese concept of Ikigai is as well as our usual round up of Shopify updates and app recommendations.

Despite being in business for over 20 years, we are constantly looking at how we can evolve, progress and improve, so if you have any comments or suggestions then please do get in touch.

Here's to a successful 2024 for all.

Zoe Davitt

MANAGING DIRECTOR

Welcome onboard to new clients

...since our last issue

JOLLY NICE FARM SHOP	DRINK LUCID	CRAUGHWELL FURNITURE
BEAU'S BAKEHOUSE	THE BEAUTY BOUTIQUE	JUST PRESSED CIDER
ZALMON	SWISH COCKTAILS	MUDWALLS FARM
777 GROUP	THE FISH SHOP	QWITR
EXACT SUPPLIES	ROBERT OLD	HOLISTICS BY CHARLOTTE
LUNA ROCK WELLNESS	FYX WATER	SANAVAY
STROUD BREWERY	OCEAN ROPE	DARE
SABAL BERMUDA	NOVE	CANOE & KAYAK STORE

Take a look at our latest work

www.bluehorizonsmarketing.co.uk

Shopify Round Up

Shopify Editions Winter 2024

SHOPIFY EDITIONS SHOPIFY EDITIONS

The lastest Shopify Editions announcement goes through over 100 + product updates that are being released this year. We thought it would be handy to provide you with a very brief overview of what we believe are the most relevant to you, our clients:

- More variants for your products - variants are being increased from a limit of 100 up to 2000!

- Easy image editing with AI (Shopify Magic) - ability to edit backgrounds and product images from within your Shopify Admin area.

- Content creation with AI (Shopify Magic) - create better content for inside pages such as about, story, FAQ's etc through 'sidekick', described to merchants as constantly having an 'expert sidekick'.

- Organise your products better - instead of using lots of tags, there's now a better system that uses product categories and attributes like colour and size.

- Smarter search on your store - using AI, customers will get better and smarter search results.

- Visual swatch filters in Search & Discovery App - improve collection and search results for customers.

- Configure filter logic in the Search & Discovery App - so customers can find products that match multiple values, like jackets that are both "waterproof" and "insulated".

- New discount offer options - such as complimentary automatic shipping and fixed discounts on Buy X, Get Y promotions. Buyers will also see exactly how much they've saved right in the cart view.

- Shopify Subscriptions - now in full release! Easily set up subscriptions directly from the Shopify Admin.

- Unified media file access - access images, videos, and 3D models through a unified file picker on the Products and Variants pages.

- New web performance dashboard (coming soon) - following on from Google's introduction of Core Web Vitals.

- POS updates - POS Go now available in the UK, more user friendly, easier fulfilment for web orders & new staff permissions.

- Shopify Checkout & Shop Pay improvements - streamlined one-page checkout.
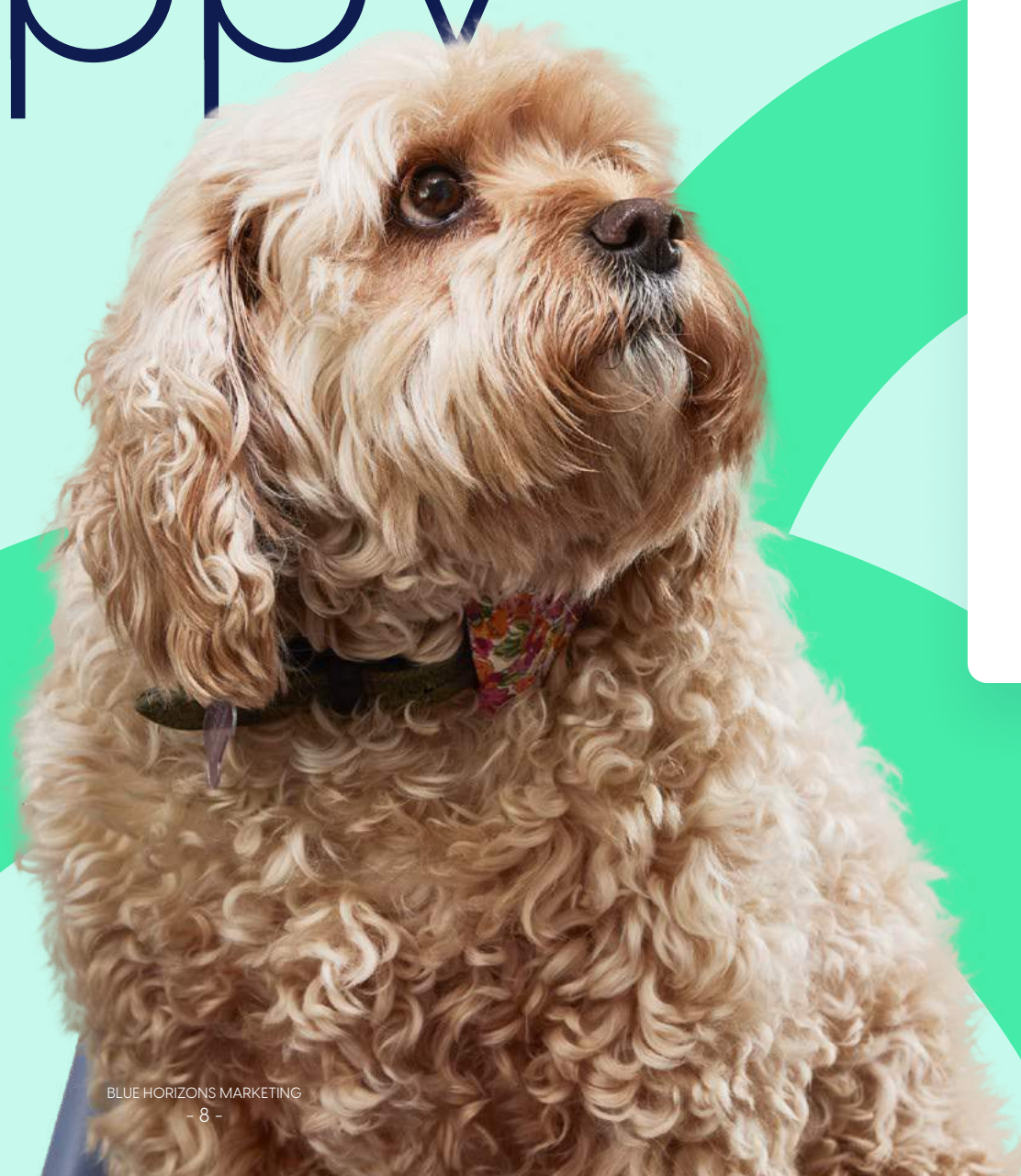
- Faire wholesale channel - a wholesale market place.

Read the full Winter 2024 Shopify Editions update **here**.

As always, do get in touch if there is anything that you need any help, guidance or support with; we'd be delighted to help.

Contact us >
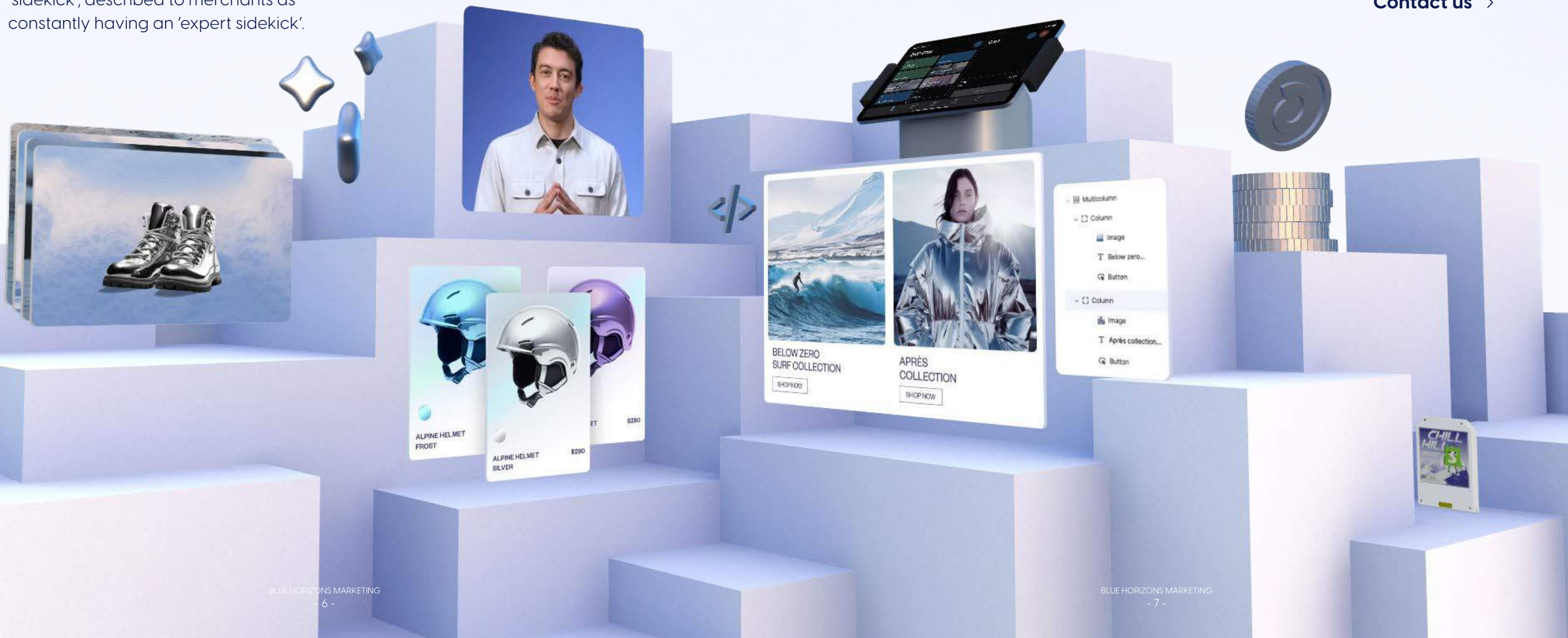
Happy Clients = Happy Us

★★★★★

"Absolutely loved working with Blue Horizons. They have done a brilliant job capturing the essence of my business as well as my personality (which for me was a big part of the process).

The branding work is exceptional. I am in love with my logo. The website works like a dream and is beautiful. Zoe and the team made the whole process seamless.Could not recommend more."

HOLISTICS BY CHARLOTTE

★★★★★

"Working with Blue Horizons was great, from our initial chat with Marcus right through to completion. Tess and the team were amazing, nothing felt like too much to ask, and Tess was also incredibly patient with us whilst we were trying to prepare stuff so they could complete work on the site. It's totally what we wanted and we're so happy with how it looks. It's captured the feel we want for our business, including some graphics that cover the key components of our products.

Migrating the products across from our Etsy store and implementing all the variations and sample products wasn't an easy task but they did it with no problems and made suggestions for how best to set it all up for the best customer experience.

We're so pleased with the end results and highly recommend Tess and Blue Horizons to anyone. If we need any website work doing in the future we will definitely be using Blue Horizons again (although we love our new website so we don't anticipate that being any time soon!)"

WALL FUNK

★★★★★

"Having made the decision to launch a sister company online, but with no experience in e-commerce, came the daunting process of trying to find an agency who could deliver a complete 'one stop' package for us. Our experience of Blue Horizon has been nothing short of amazing and exceeded our expectations at every step of the way! From our initial meeting at Blue Horizon's offices where we bombarded Marcus with our confused ideas, he and his team set about developing a new Shopify site with a bespoke theme, new logo designs and a ton of helpful advice! From the first draft of the site, we could see that our brief had been fully understood and as the site developed, Marcus has always been available to help with any questions or queries (however daft they have been!), and we launched our new site with 5,000 items without any complications! We have already signed up to an extended support package with Blue Horizon and moving forward will be looking forward to utilising their e-marketing skills. Blue Horizon has a deep understanding of the Shopify platform and went above and beyond our expectations with the entire design and delivery of our site. It is without any hesitation that I highly recommend Blue Horizon and it is a pleasure to be working alongside such a professional, skilled and talented agency."

IRONTREE DIRECT

★★★★★

"Absolutely AMAZING website agency. Blue Horizons have exceeded all our expectations for our new website.Their attention to detail and client management has been absolutelyfirst rate and we now have themost brilliant new website. I would recommend Blue Horizons every single time. I'm so glad we found them."

ZENII LONDON

★★★★★

"Blue horizons provided an easy journey for us to set up our website while we were busy with other things. We would 100% recommend as we even reached out at crazy times if we had question and had a response very quickly. Cant thanks the team enough for the luxury clean website they provided for us."

AISE

★★★★★

"Friendly, understanding and professional approach to converting our needs into something that meets our expectations. We were pleased with the excellent and prompt communications as well as timely follow up. The guidance proffered was most welcome on taking us on this journey. It has been a great experience working with Blue Horizons!"

FIN MEALS

★★★★★

"Having worked with 3 other web companies in the past, Blue Horizons has by far been the best experience we've ever had from start to finish.

We worked with Lisa throughout, from our first meeting to discuss our project all the way to go live and beyond and she's excellent at what she does. Nothing is ever a problem and she found a solution to anything and everything we threw at her and the attention to detail has been great.

Communication has been excellent throughout and we always received responses to any queries promptly.

The result is a truly beautiful site that we're thrilled with. We can't reccommend Blue Horizons enough- thank you."

GATHERED LIVING

★★★★★

"I cannot recommend Blue Horizons highly enough. They are a pleasure to deal with and the level of design and work carried out on our website was excellent. Thank you so much Blue Horizons for everything you have done for us."

CARAVAN CRAZY

★★★★★

"My experience with Blue Horizons was great. I met with a lot of different companies before beginning the process of building a new website. I ultimately went with Blue Horizons, in our first meeting I felt Marcus was very genuine with his advice and tried to steer me in the best direction possible without any bias. I was impressed with the early process of figuring out what it was I needed exactly and the high level of communication and overall work was continued throughout the entire process. I wouldn't hesitate to recommend Blue Horizons to anybody looking to improve their e-commerce set up."

W2

★★★★★

"I am so impressed with the professionalism but also the expert knowledge of Zoe and the extended Blue Horizons team! Thanks so much for such a wonderful new website, I really do love it! My clients are also passing on great feedback to me in terms of how easy it is to book now, so everyone is happy :)

After an initial brief meeting, the team easily captured the essence of the branding I wanted, along with the general look and feel of the site. The final design is so sharp and the flow of the site is nice and seamless. Quick and easy for my clients to book which is crucial.

It was really important for me to make my clients booking process quick and efficient but with the site not just being a shop to sell but a place where they can find out more about the services I provide. I would highly recommend Zoe and her team for any web/marketing help that you need, especially in the web realm. The project was very swift from start to finish and I know they are still there for me if I get stuck or need their help.

Big huge thank you Zoe to you and your amazing team!

Keep up the great work guys.

So grateful for the fabulous new site and your expertise :)"

W2

★★★★★

"Very professional, friendly and helpful company that made an amazing job of redesigning our website. Their knowledge of Shopify is thorough and they quickly understood what Beau's Bakehouse was all about and designed the website accordingly. The photographer they commissioned was also very professional and produced great images for us.I'll definitely be continuing to use them."

BEAU'S BAKEHOUSE

★★★★★

"Great from start to finish. Marcus are the team are fully dependable and produce a really high standard of work.Very pleased withthe outcome!"

ZALMON

★★★★★

"Jo initially put me at ease by listening intently to my needs and offered sound, logical advice whilst we discussed how to proceed with the design of the website.

The website was professionally constructed with excellent communication maintained and deadlines always met throughout, making the experiencevery comfortable.

I am extremely happy with the final product received and the service Jo and her team provided and would recommend the company as a result.
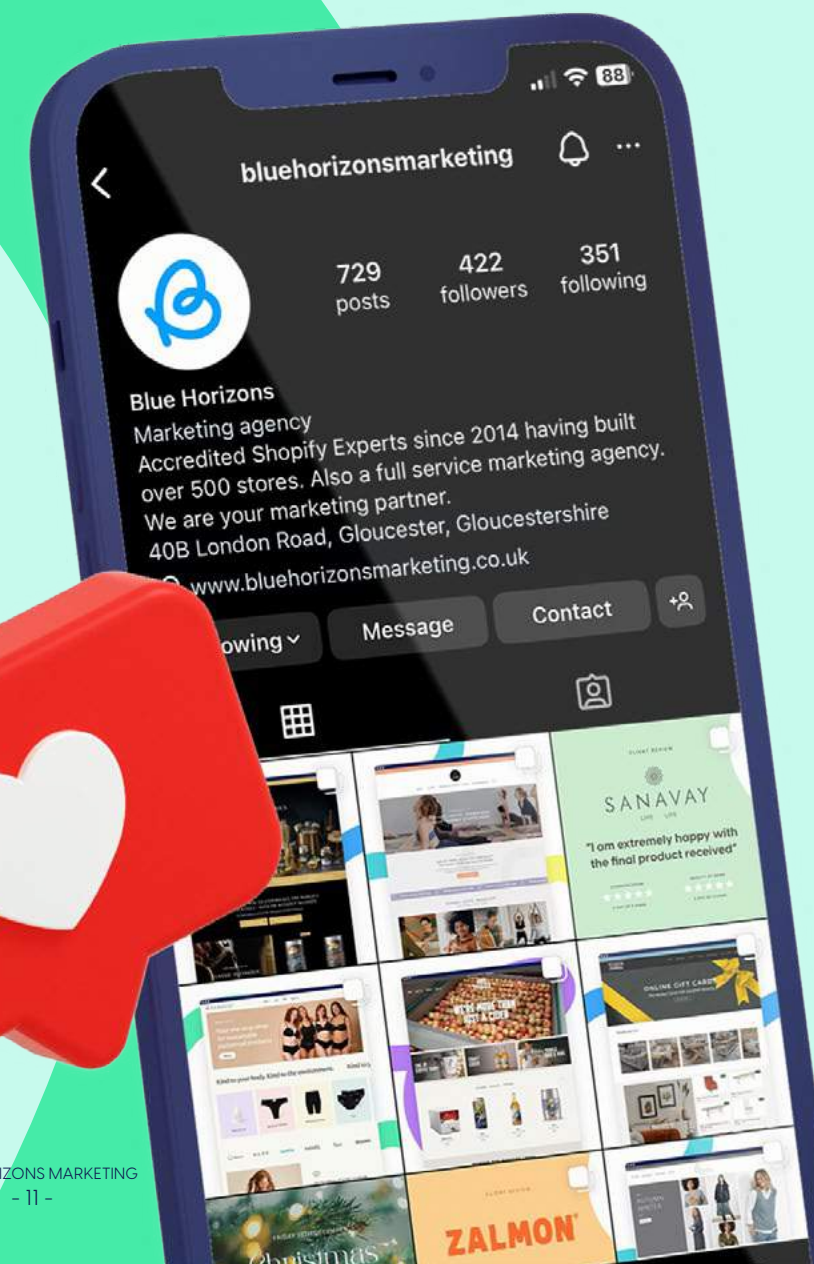
I now feel more confident selling my products on the Shopify platform and have a competitive websiteto do so."

SANAVAY

You can see all our latest reviews on our instagram page.

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729 posts 422 followers 351 following

Blue Horizons
Marketing agency
Accredited Shopify Experts since 2014 having built over 500 stores. Also a full service marketing agency. We are your marketing partner.
40B London Road, Gloucester, Gloucestershire
www.bluehorizonsmarketing.co.uk

owing ˅   Message   Contact

Marketing from the Big Brands

Here's a few examples of marketing campaigns that we thought were pretty clever!

19 Crimes 〉

19 Crimes refers to the number of felonies used to exile convicts from Britain back in the 1860's, a number of which feature on their wine bottles. You can click on the QR code on the wine label to experience the convicts amazing story in augmented reality on your mobile device.
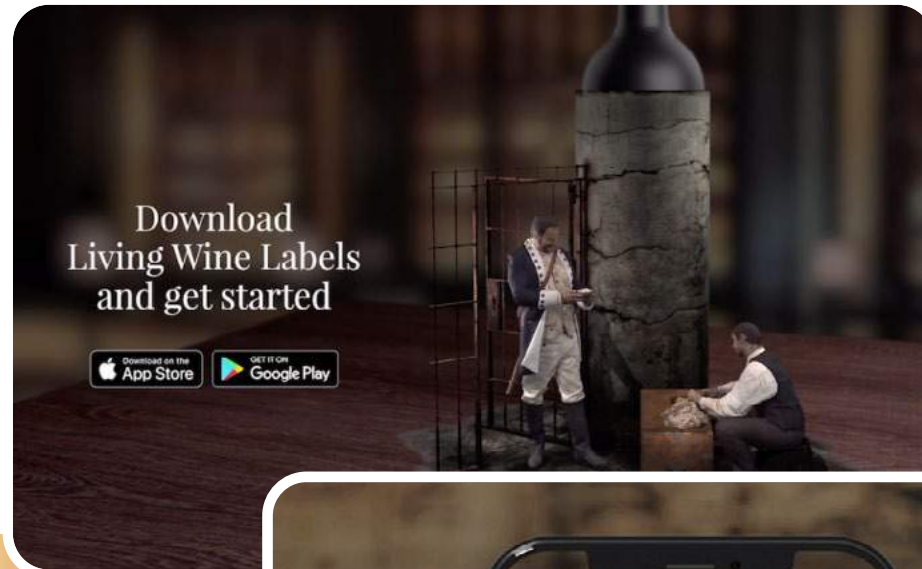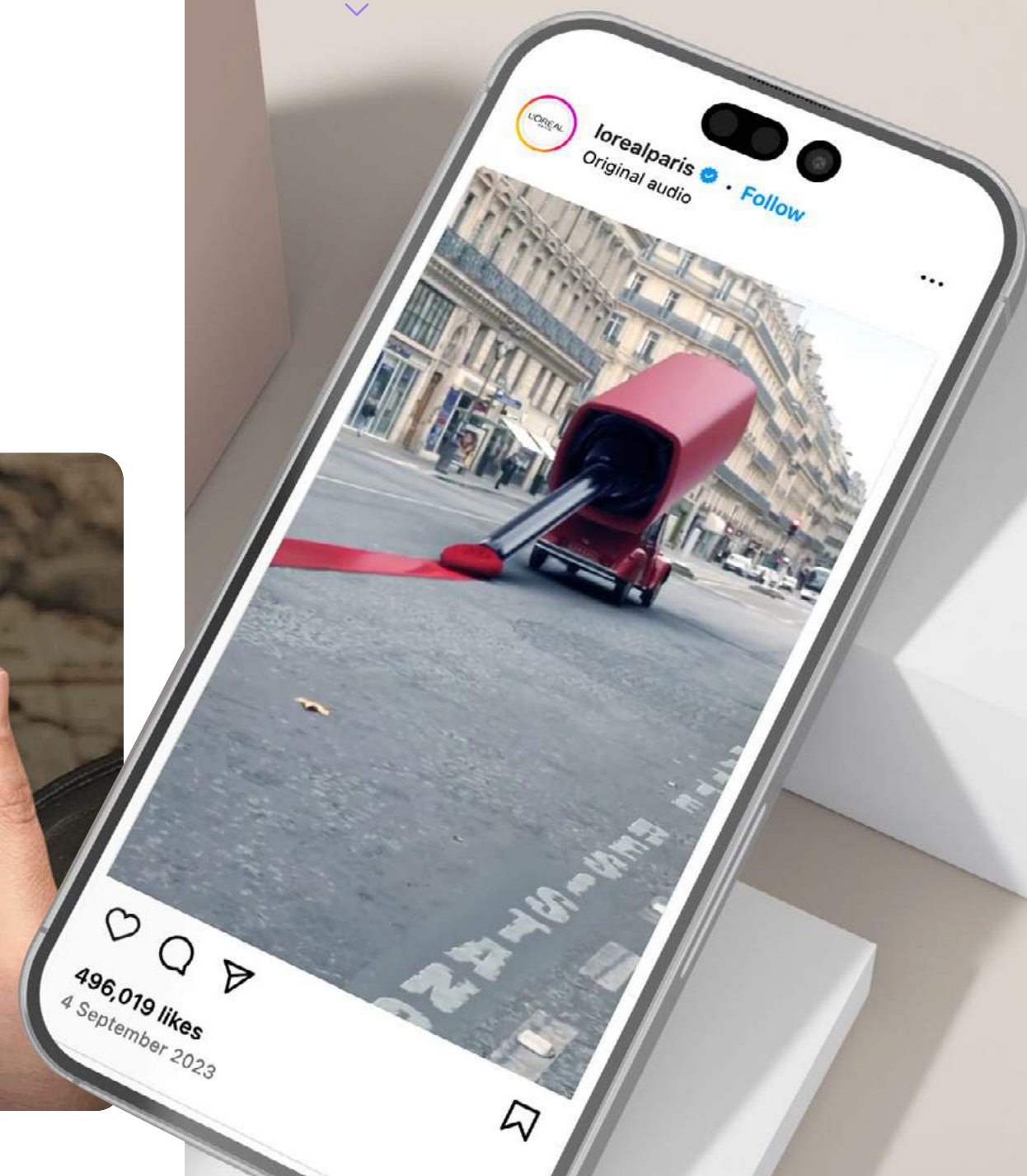
Loreal Lipstick

L'Oréal Paris has launched a promotional campaign for its liquid lipstick using innovative digital methods.

The brand has released a CGI animation on Instagram that showcases an oversized replica of the lipstick product being transported on the back of a Citroën 2CV, leaving a prominent trail of its hue on the road.

This digital visualisation serves to emphasise the lipstick's long-wear capabilities.

〉

Download
Living Wine Labels
and get started

Download on the App Store
GET IT ON Google Play

19 Crimes
RED WINE

lorealparis · Follow
Original audio

496,019 likes
4 September 2023

Maybelline Mascara campaign for London Underground

In an effort to push mascara sales of the new Sky High Mascara, Maybelline added eyelashes to London Underground Tube carriages and London Buses and this certainly caught the public's attention with many rushing around the city to try and find these special tube trains and buses. In this clever marketing campaign the tube train and the bus are both seen travelling along and the eyelashes hit a cleverly positioned mascara wand.

Dyson Supersonic Billboards

Placing billboards of the Dyson Supersonic hairdryer near world famous buildings creating the illusion of the hairdyer being powerful enough to blow the buildings down!
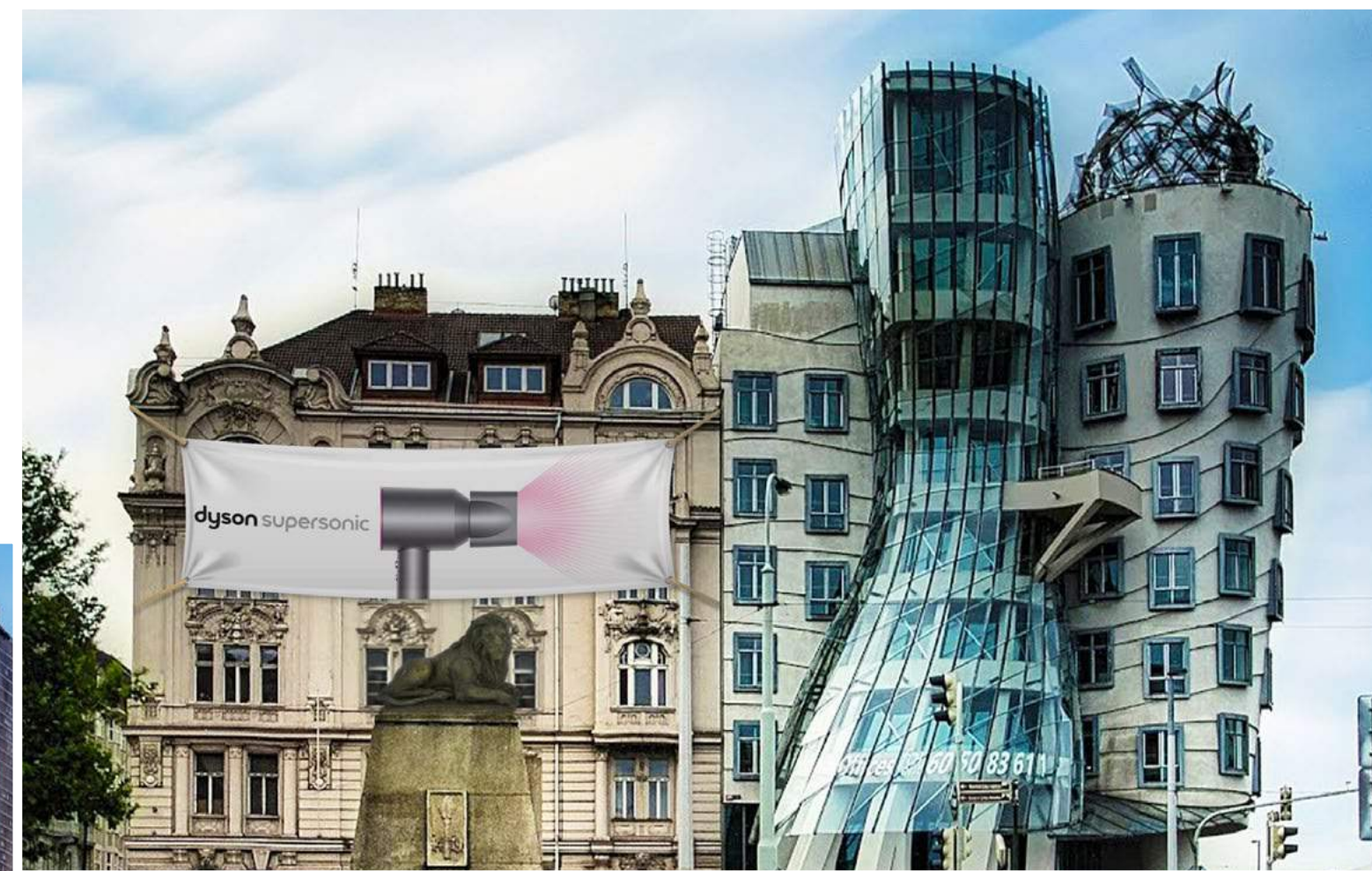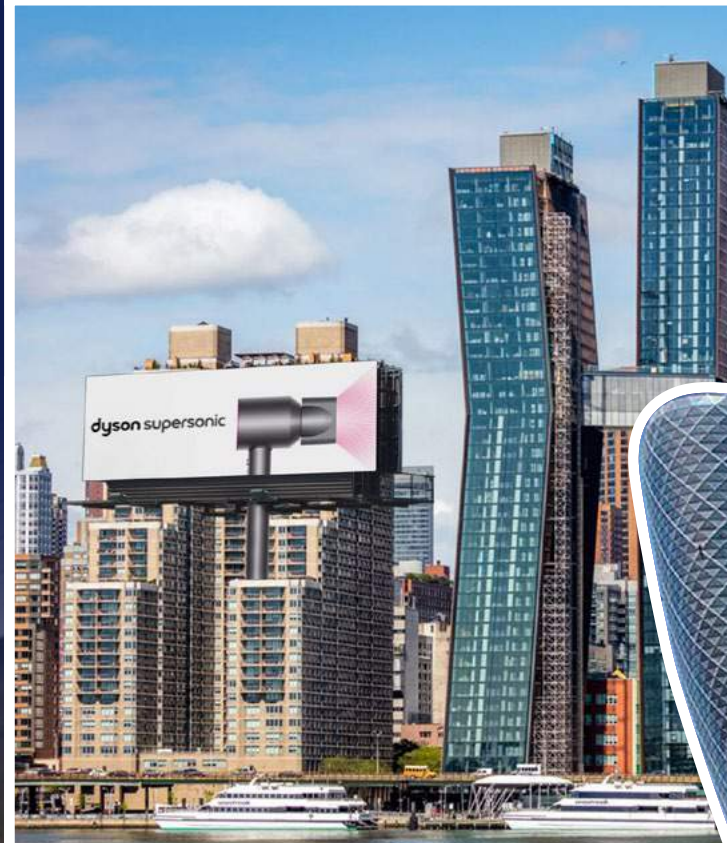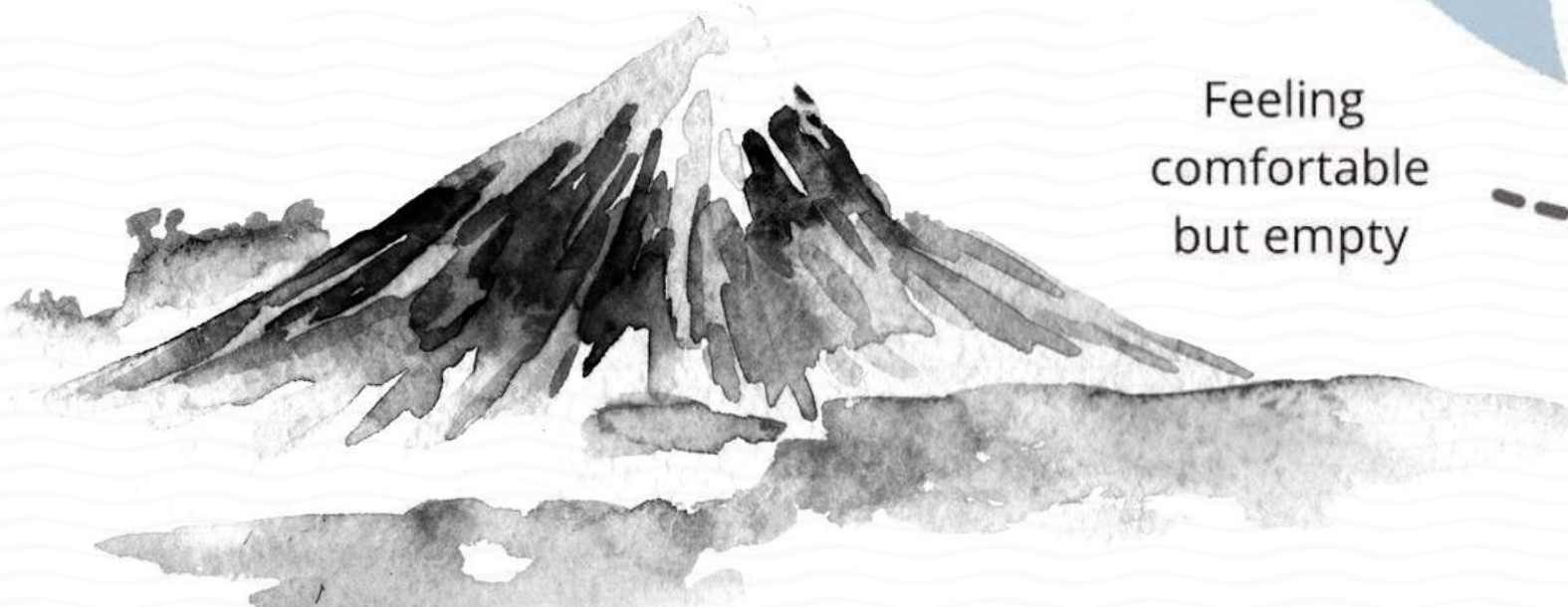
The Japanese Concept of Ikigai

Let's start off with the pronunciation

(ee - key - guy)

Ikigai is a Japanese concept that means your 'reason for being.' 'Iki' in Japanese means 'life,' and 'gai' describes value or worth. It's what brings you joy and inspires you to get out of bed every day "a passion that gives joy and value to life".

Feeling useless but also satisfied

What you **love**

Happy and fulfilled, but no wealth

Passion

Mission

What you are **good at**

IKIGAI

What the world **needs**

Profession

Vocation

Feeling comfortable but empty

What you can be **paid for**

Excited and self-approval, but uncertain

Where does Ikigai come from?

The Japanese philosophy of Ikigai dates back to the Heian period between 794 -1185. Added to the fact that Japan ranks in the top 3 for life expectancy in the world certainly gives kudos to the concept.

While there are criticisms, it's also undeniable that many individuals worldwide have found solace, direction, and purpose through the Ikigai model.

Ikigai - Everything is connected

Ikigai struck a chord with us as the fundamental concept is based on everything being connected and synergistic. We often feel conflicted in our lives with seemingly opposing wants and needs – for example wholesome family values versus the need for money!

Rather than view the different areas of our lives as separate, feelings of peace and happiness lie at the intersections and connect everything together as the diagram above depicts.

"...embracing the joy of little things, being in the here and now, reflecting on past happy memories, and having a frame of mind that one can build a happy and active life."

(Ikigai Tribe, 2019)

Apart from living a longer and happier life, the Westernised version of Ikigai says you've found your dream career when your career includes these four qualities:

1. What do you love?

2. What are you good at?

3. What does the world need?

4. What can you be paid for?

When you know your ikigai and understand its meaning it can help you:

- Design your ideal work lifestyle

- Create strong social connections at work

- Create a healthy work-life balance

- Pursue your career dreams

- Enjoy your work

The 10 rules of Ikigai

1. Stay active; don't retire.

2. Take it slow.

3. Don't fill your stomach.

4. Surround yourself with good friends.

5. Get in shape for your next birthday.

6. Smile.

7. Reconnect with nature.

8. Give thanks.

9. Live in the moment.

10. Follow your Ikigai.

These rules are taken from the book from the book - Ikigai: The Japanese secret to a long and happy life by Garcia & Miralles, 2016 – certainly worth a read if you're interested to find out more about Ikigai.
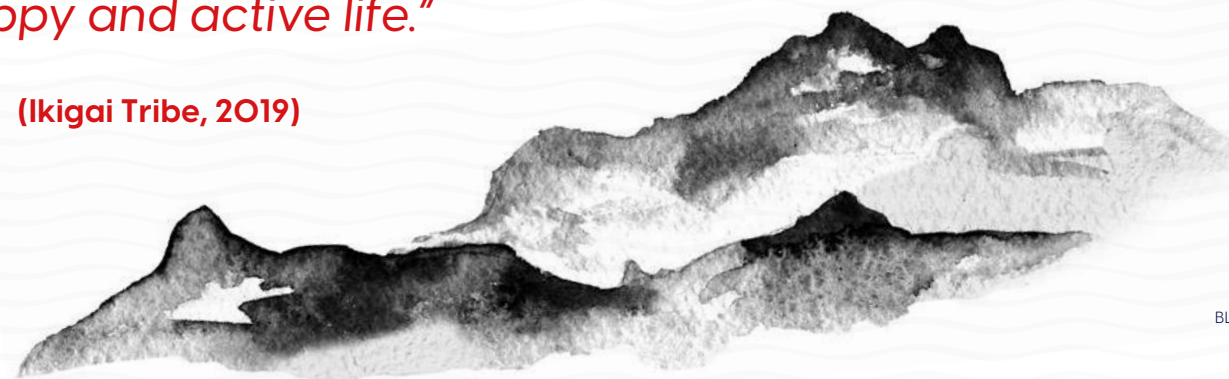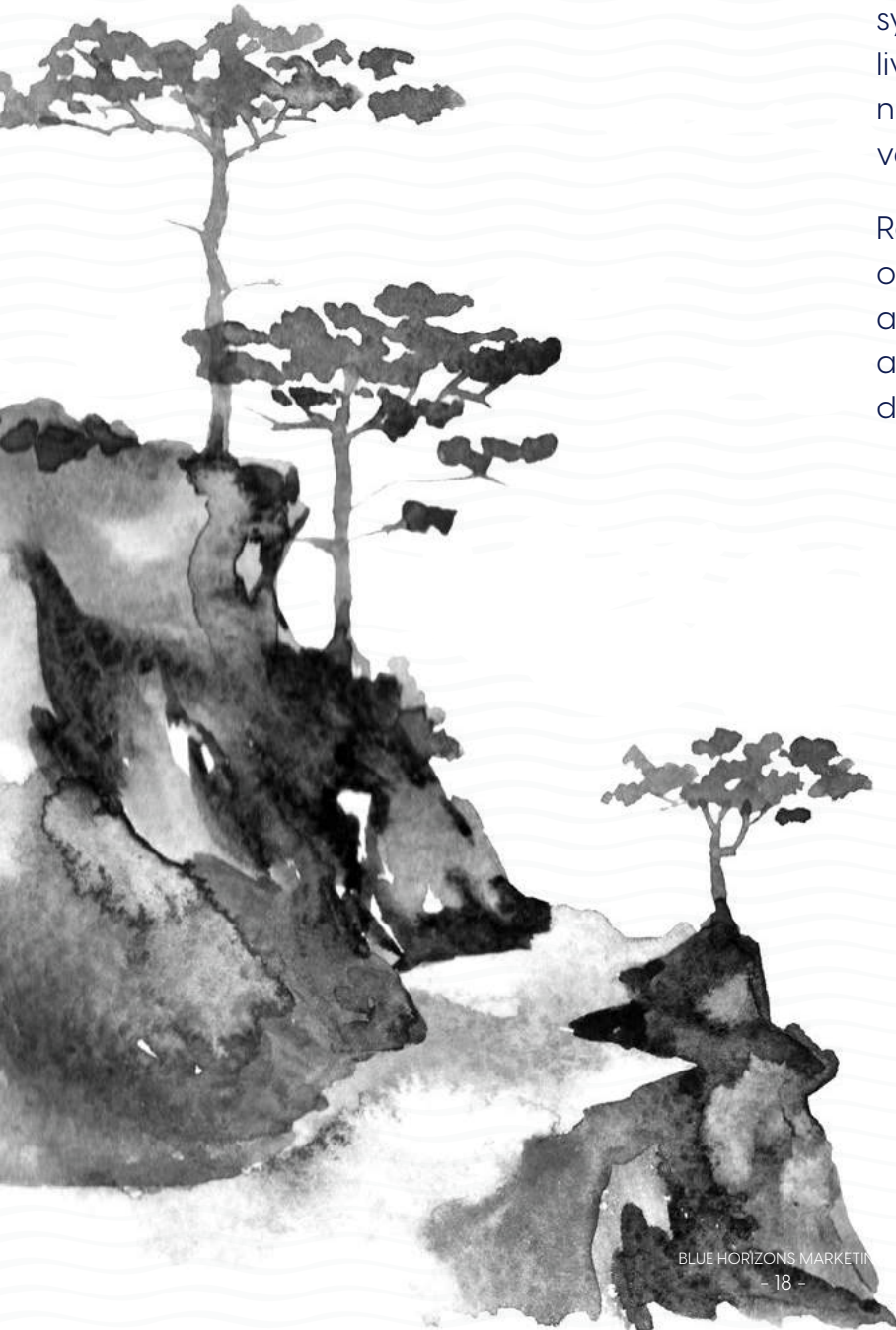
Custom vs Customised in Shopify

We see a lot of agencies and developers selling clients 'custom' Shopify websites when in actual fact they are using themes and customising them - that's a big difference that we'd like to clear up.

Technically a custom website will be one which is built from the ground up whereas a customised website is using an existing Shopify theme template and tweaking and customising this to suit. We'll go into this in a bit more detail later, but for now we want to reiterate why Shopify is the best ecommerce choice in our opinion...

The beauty of Shopify

Shopify is the most integrated commerce platform 'out of the box', made up of a rich ecosystem with various building blocks that you can use to customise to your individual business needs.

With various apps, developer tools and APIs, the Shopify ecosytem allows extensibility, flexibility and expression - as such, the abilty to customise and tailor to your own unique needs.

The beauty of Shopify is that it is completely scalable so that as your business develops and grows, Shopify is there to support you.

With that in mind, what is the best route for building your new website and what are the pros and cons of each?

Custom stores

A custom website is one that is designed and built specifically for you, usually from the ground up or on an existing framework that an agency will already have. Usually the agency or web developer will create flat visuals, using tools like Figma or Adobe XD, that meet your exact requirements for every single area of the site, every page, every area, every journey. Once this is completely signed off they will then build your designs onto the platform exactly.

Pros:

- Your store is unique to you in all aspects
- You get exactly what you want
- If you have strict brand guidelines then these can be matched accurately
- The site can be faster to load (as the code is more minimal as it doesn't need to incorporate options and flexibility).

Cons:

- Expensive
- Longer development times
- Content management often has to be built in (at extra cost and time)
- Things can go wrong (extra testing needed)
- Not supported (can cost extra if things go wrong)
- Not as flexible (if you change your mind or want to try different options/layouts/sections)
- Not as scalable (without developer support)
- Doesn't include future updates and new features being included (without developer support)
- Did we mention much more expensive and longer to build?!

Customised stores
(i.e using an existing theme and making customisations)

Using a theme based approach is based on starting with an existing theme that's pre-built, a template if you will (we only recommend themes available on the Shopify theme store that have undergone vigorous testing). Then,designing around this, setting it up to meet the recommended design and applying customisations to achieve the desired look and functionality.

Pros:

- Designs can still be unique and meet client requirements

- Lifetime theme updates (you will always be able to update your theme to the most recent version*)

- Easy to manage (content management built in with a theme based approach to allow you to make changes and add new templates and sections throughout)

- Robust - it works! (reliability of a theme that's gone through rigorous testing. Shopify themes purchased through the Shopify Store have undergone vigorous testing/ approval process)

- Stores can meet brand guidelines

- Much, much cheaper

- Shorter build times

- Do customers really know the difference?

- You can do it yourself (not that we recommend it!)

Cons:

- Some flexibility or compromise needed (if you have a very specific set of requirements)

- Can be slightly slower to load than custom stores.

Any code based customisations that have been made to your current theme will require manually reapplying to the new version of the theme. This excludes css changes made in the theme editor as these will be copied over in updates.

Why use a Shopify Partner and/or Shopify Expert
(i.e why you shouldn't build your own store!)

By using an accredited Shopify Expert or Partner, they will have the necessary skills and knowledge to help you get the most from the Shopify ecosystem. Their experience and expertise can:

- Save you time

- Save you money (see above)

- Create you the design you want

- Apply customisations to the code to achieve the desired design

- Build features and functionality into your theme (without having to go custom)

- Ensure customer journey is effective

- Help you sell more

- Get you started quicker

- Help you to learn how to manage your website

- Provide general guidance and support

- Help you make the most of the whole of Shopify

- Make sure you are all set up correctly and effectively in terms of shipping, taxes, markets etc.

- Help install and set up apps.

More experienced partners and experts will be able to guide you on the best solutions for you and your business.

Why we only use themes and customise these for clients

- We see all the benefits of a theme completely outweighing the downsides

- We want to get clients up and running quicker and more afffordably

- We don't want you to be reliant on expensive developer costs going forward

- We want to empower clients to manage their own site (but we're always available for ongoing help and support)

- With a small team this is more effective and efficient for us

- Take advantage of all the hours of development gone into a theme

- Peace of mind with third party support and reliability of the theme

- By avoiding checkout customisations there is much less to go wrong, especially at this business critical area of the website

So the next time you get sold a 'custom' website, make sure you check if this is based on a theme with customisations or if you're really getting a custom build. And if you still want to go custom, ask yourself 'do I really need to?'

The difference between Shopify and Shopify Plus (and do you really need it)

If you're looking at moving your ecommerce store to Shopify, or aren't sure what plan to choose when you set up a new Shopify site, or if you're even considering upgrading your existing Shopify plan, then here we try and outline the differences between Shopify Plus and standard Shopify plans.

Shopify Plus is Shopify's enterprise level plan, aimed at large, global businesses (think Gymshark, Kylie Cosmetics, Huel, Heinz etc), with multi-million turnovers. For micro/small and even medium size businesses, Shopify's standard plans are available and are more than likely to meet all requirements.

To put it into context, monthly Shopify plans range from £25 - £344 per month whereas Shopify Plus plans start at £1600 (approx) per month. Once £650,000 (approx) per month in sales are reached, Shopify Plus switches over to a revenue-based model, which maxes out at £33,000 (approx) monthly.

What you get with Shopify Plus

Essentially, Shopify Plus has everything in the core Shopify plans, plus the following:

- Unlimited staff accounts
- Unified dashboard to manage multiple stores
- Up to 10 expansion stores under one account (subject to approval)
- More in-depth analytics
- Access to Liquid - the ability to fully customise your store, including the checkout
- Exclusive apps
- More API integrations
- Wholesale channel
- A dedicated account manager
- Merchant success progamme - access to advanced resources
- Favourable processing and transaction fees
- Dedicated servers for faster load times.

Do you really need Shopify Plus?

When you're looking at which plan to choose, then Plus may be a suitable option if:

- You have a very high volume of sales, as Plus offers lower transactions fees
- You need to process a huge number of sales in a short period of time (again think Black Friday on the biggest brand stores you can imagine!)
- You have multiple stores that you all want to run from one plan (Plus allows up to 10 expansion stores under one subscription)
- You need to customise your checkout
- You want to manage wholesale natively, without an app
- You're happy to be tied into a minimum 12 month contract (as Plus requires a minimum term)

All of the above benefits and requirements are only really suitable for a small selection of businesses. Any of the advanced features on Shopify can be achieved in different ways, so not being on Plus doesn't mean you can't achieve everything you want to do on your store. With a vast array of excellent apps on Shopify, all at affordable costs, you can achieve most, if not all of the features that used to be exclusive to Plus.

So, with the ability to achieve the desired functionality now open to pretty much all Shopify plans, then the main decision is likely to come down to cost. Make a cost comparison with a Plus contract vs a standard Shopify plan, include all additional app costs each month, plus any developer set up costs or customisations and compare transaction fees based on your average monthly turnover, and then ask yourself - do you really need Shopify Plus?

Selling Strategies: Product Bundles

What is a product bundle?

Product bundles are when you group products together and sell them at a discounted price.

Why should I create product bundles for my ecommerce store?

- Product bundles are a great way to increase the perceived value of your products and improve the customer experience in your store.

- By creating bundles, you can increase your average order value (AOV), decrease your marketing and distribution costs and reduce inventory waste.

- By creating a bundle you're making life for your customers much easier. Show your expertise and add value by explaining why you've added a particular combination of products together.

- Use bundles for gift-giving occasions, dead stock, product awareness, and other creative ways to drive more in-store sales and improve your marketing strategy.

How do I choose which products to add to a bundle?

Identify products that complement each other and work well seasonally. Keep your bundles updated and fresh to encourage repeat visits.

Monitor your sales and test to see which combinations work the best.

Examples of product bundles

Pure bundles - contains items sold exclusively in that bundle that can't be purchased seperately

Mixed bundles - combining products sold seperately at a reduced price

Price bundles - classic discount deals such as buy-one-get-one-free (BOGOF) or by offering a bundle discount on the total price or by adding a perceived value (like a "free" item), the customer feels they got a good deal—even though they've likely spent more than they planned to.

Related product bundles - think shampoo and conditioner, bra and pants, cheese and crackers.

Subscription boxes - food, drink, beauty - offering versatile plans and exciting content make these a great option for gift giving or for those who love to try new things.

What pricing should I set?

As a general rule, ensure that your bundle pricing offers good value for money - the price should be at least 10% off (ideally more) the cost of purchasing the items in the bundle individually.

How do I create product bundles in Shopify?

Shopify offers different methods to merchandise bundles of products - set up options include:

Automatic or (Standard) Discount Codes

Use the native discount code feature to offer a discount when someone buys mutliple specific products together or via a 'Buy X Get Y' type discount and promote this through onsite messaging and images.

Grouped/Combined Products

Create a new, single product and sell this as a predefined 'bundle' but including all the specific products within it as one single unit. You can then set the discounted sales price and show a compare at price which would be the 'was' price based on the cost of buying the items individually. This example from Evme Cosmetics combines two cosmetic items in one for a cost saving.

Related product bundles

Create product upsells with Shopify's own native product filter and search app and a new, 2.0 theme. Just add the right product upsells on a per item basis in the app and then use your theme's native product block to link and display these complimentary products.

See how this hand-crafted shoes manufacturer upsells their stylish tote bag with all pairs of shoes:
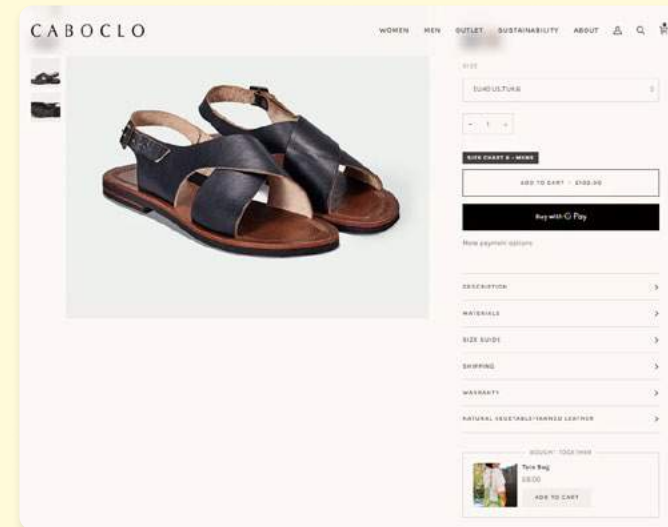
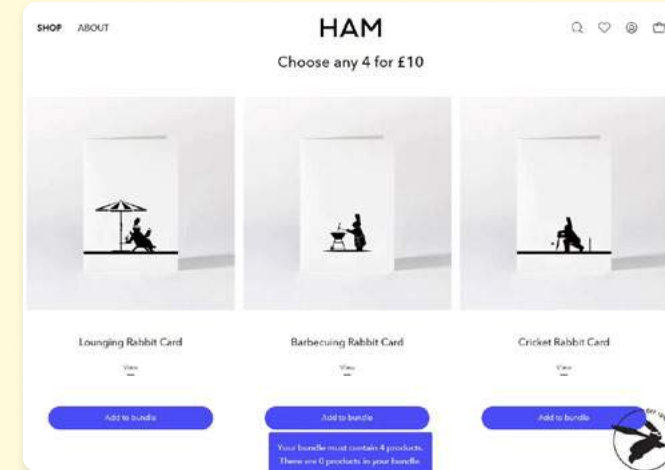You can also use the same app to tailor related products exactly as you want too!
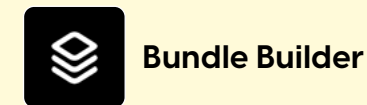
Recommend app:

 Search & Discovery

Mix & Match

Use a 'Bundle Builder' type app to offer a 'Choose X for a fixed price' like this great example from Homeware & Paper Goods company, HAM, and encourage people to spend more with a great user experience.

**Suggested app:**

 Bundle Builder

Fixed Bundles

Allow customers to buy a selection of individual products in one go with a bundle app to aid picking and packing and inventory management. Each individual product in the bundle gets pulled through into the order individually to keep everything in sync and easier to fulfil.

See this great example from online grocery supplier, 44 Foods, which allows customers to create their own bundles or choose from discounted, pre-made options:

Suggested app:
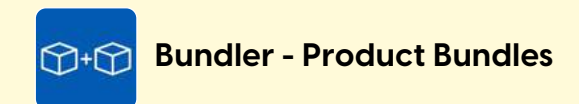
 Bundler - Product Bundles

Any native solutions?

Shopify also have their own native app that has recently been launched.

Shopify's own solutions allows you to create fixed bundles and multipacks right from the Shopify admin, and your customers can choose from variants associated with the products in your bundle. Shopify Bundles also includes inventory that is updated in real-time so that you don't need to worry about overselling.
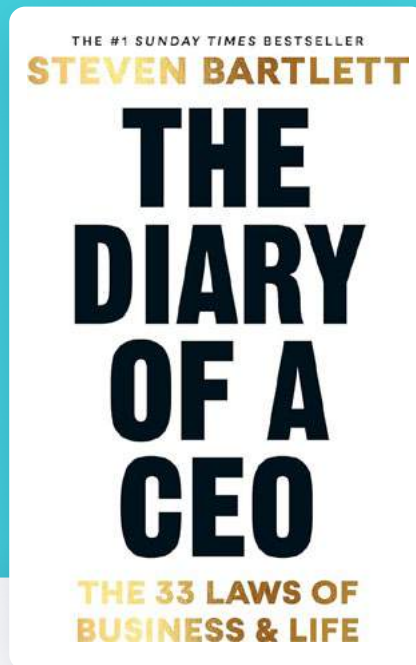
In Summary

Bundles are a great way to increase sales and average order value. Try some out yourself and see how they can help.

Don't hestitate to get in touch if you need any help in setting these up.

What we've been reading

The Diary of a CEO: 33 Laws for Business & Life

STEVEN BARTLETT

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This is not a book about business strategy. Strategy changes like the seasons.

This is a book about something much more permanent.

"At the very heart of all the success and failure I've been exposed to - both my own entrepreneurial journey and through the thousands of interviews I've conducted on my podcast - are a set of principles that can stand the test of time, apply to any industry, and be used by anyone who is search of building something great or becoming someone great.

These are the fundamental laws that will ensure excellence.

They are rooted in psychology and behavioural science, are based on the wisdom of tens of thousands of people I've surveyed across every continent and age group, and of course, drawn from the conversations I've had on my chart-topping podcast with the world's most successful people."

The Happy Brain – The science of where happiness comes from, and why

DEAN BURNETT

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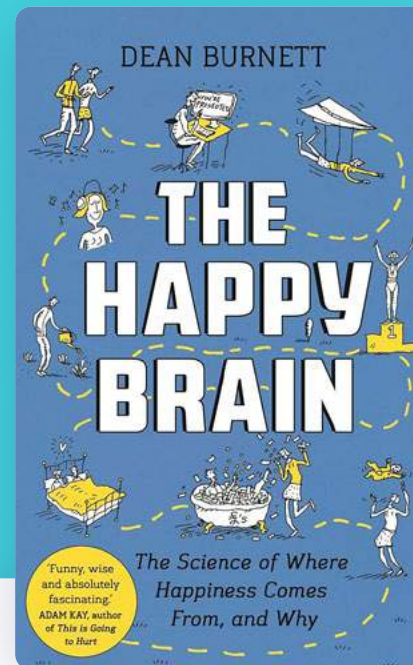
In The Happy Brain, neuroscientist Dean Burnett delves deep into the inner workings of our minds to explore some fundamental questions about happiness. For starters: what does it actually mean to be happy? Where does it come from? And is there a secret to making it last forever?

In his research into these questions – and many more besides – Burnett unravels our complex internal lives to reveal the often surprising truth behind what makes us tick. From whether happiness really begins at home (spoiler alert: yes – sort of) to what love, sex, friendship, wealth, laughter and success actually do to our brains, this book offers a uniquely entertaining insight into what it means to be human.

The Checklist Manifesto

ATUL GAWANDE

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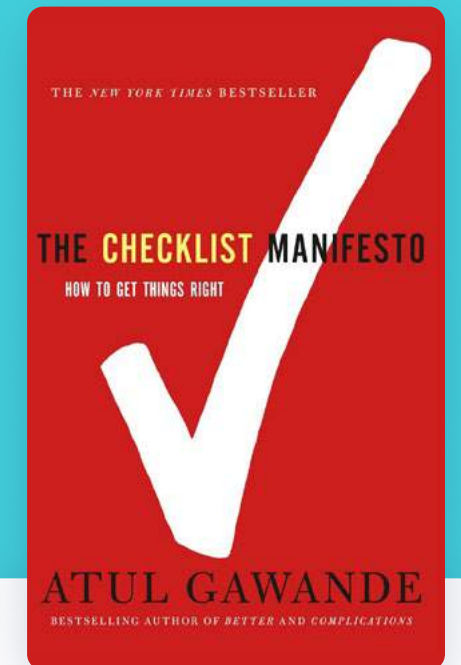
Atul Gawande makes a compelling argument for the checklist, which he believes to be the most promising method available in surmounting failure. Whether you're following a recipe, investing millions of dollars in a company or building a skyscraper, the checklist is an essential tool in virtually every area of our lives, and Gawande explains how breaking down complex, high pressure tasks into small steps can radically improve everything from airline safety to heart surgery survival rates. Fascinating and enlightening, The Checklist Manifesto shows how the simplest of ideas could transform how we operate in almost any field.

Our pick of the best **FREE** Shopify apps

Shopify Search & Discovery

Click on the title above to take you to the app. Please be aware that you will need to be on a 2.O Shopify theme in order to have the Search & Discovery app.

What does it do?

With the Shopify Search & Discovery app you can help customers find the right products by reducing friction and offering an optimised experience:

- **Product filters in collection pages**
- **Customise on site search results**
- **Customise product recommendations**

There are 5 default filter options:

1. Product availability
2. Price
3. Product type
4. Vendor
5. Tags

However, you can display up to 25 filters for your store using:

- **Product variants -** such as colour and size
- **Metafields -** ability to be more specific and organised than using tags

This enables you to customise your store filters to specifically meet how your target customers wish to search and shop.

Key features

- Customise filters to let shoppers refine their search by multiple categories.

- You can assign particular search terms to your products to help them display better when a customer searches for a specific term. For example you can make synonym groups such as 'Knitwear' to encompass the terms jumper, cardigan, pullover, sweater and vest

- AND logic - help buyers find what they need faster with logic-specific filters.

- Customise the sort order - with the Search & Discovery app you are able to set your own custom sort order for filter values by creating a single line text metafield with preset choices and then dragging and dropping to create the preferred order.

- Use product boosts to feature products you want highlighted in search results.

- Add related and complementary products on product detail pages.

- Access analytics to understand your store's search and discovery performance.

Shopify Flow

Shopify Flow is a great free app from Shopify that's now included on all plans. Its designed to help you run your business more efficiently with 'if this then that' type scenarios so you can focus your time on other things rather than lots of manual work!

You might want to automate inventory tasks like reordering, hiding products and restocking, or automatically tag customers or orders or even manage fraud concerns. You can even connect your apps together to complete even more jobs. It works with tags, metafields, fulfillment, B2B, Slack, Google Sheets, and more.

What is Flow and what does it actually do?

Shopify Flow allows you to create custom automations for unique workflows for your store. This means that Flow monitors your store for events, and lets you create an automated sequence of actions that are taken in response.

To create these automations, you build a workflow using components called *triggers*, *conditions*, and *actions*.

Workflow component	Description	Example
Trigger	A trigger is an event that starts a workflow, and can be something that happens in your store or in an app.	A new order is created in your store.
Condition	A condition determines whether an action is taken, based on the conditions that you set.	A condition is set to check whether the total amount paid for the order is over £2OO.
Action	An action is a change that's made to your store or in an app if the condition is met.	If the total amount paid for the order is over £2OO, then a tag is added to the account of the customer who placed the order.

The best place to start is to look at the Shopify Flow template library which provides over 150 templates that help demonstrate how to use Flow. This includes Flows for these areas of your business:

- Buyer experience
- Customers
- Fulfillment
- Inventory and merch
- Loyalty
- Orders
- Promotions
- Risk
- B2B
- Payment reminders

Just install the app from the Shopify app store, browse the template library before installing an existing template. You can then make specific amends, add additions and tailor this exactly to meet your needs before making this 'active' (and testing it works as required). You can even start from scratch and build your own.
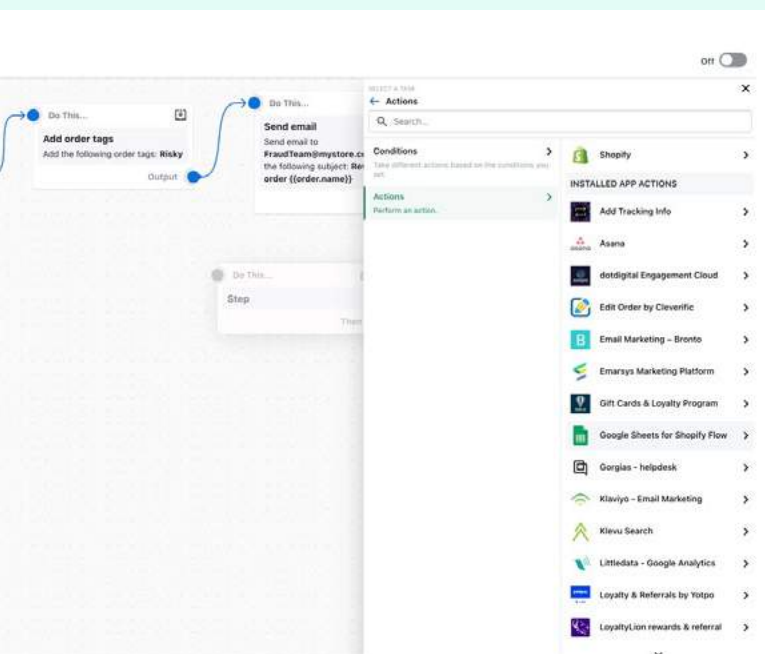
PixPix Image Editor

PixPix image editor is a simple to use editor with lots of image editing options enabling you to easily resize, crop or modify your product images.
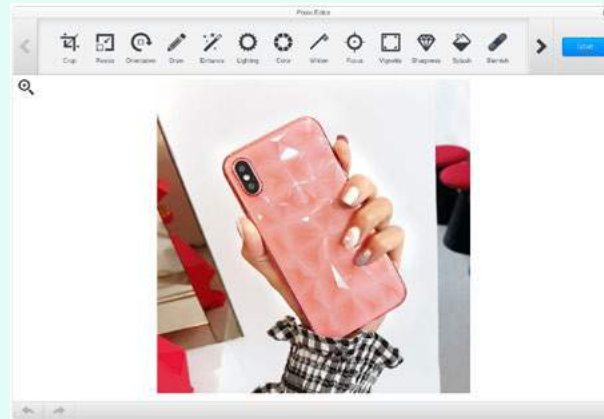
What does PixPix Image Editor do?

PixPix Image Editor is a much less daunting (and less expensive) option to Photoshop and has pretty much all the tools that you would need in order to edit product images for your Shopify store.

PixPix have a simple and intuitive interface, you can browse your products listing or directly search for a specific product using keyword search. The simple interface allows you to find the product and images you want to edit.

Get it touch if you would like help setting up any apps for your store.

Contact us >

Creative Branding & Photography

Blue Horizons are here to help you make your business a success. As a full service agency we can help you with all of your creative and marketing requirements:

- + Ecommerce
- + Branding & Design
- + Professional Photography
- + Printed Literature
- + Direct Mail
- + E-marketing
- + Promotional Items
- + Digital Presentations
- + Signage
- + SEO & SEM

Do get in touch if there is something that you'd like assistance with - we'd love to help.

Contact us >
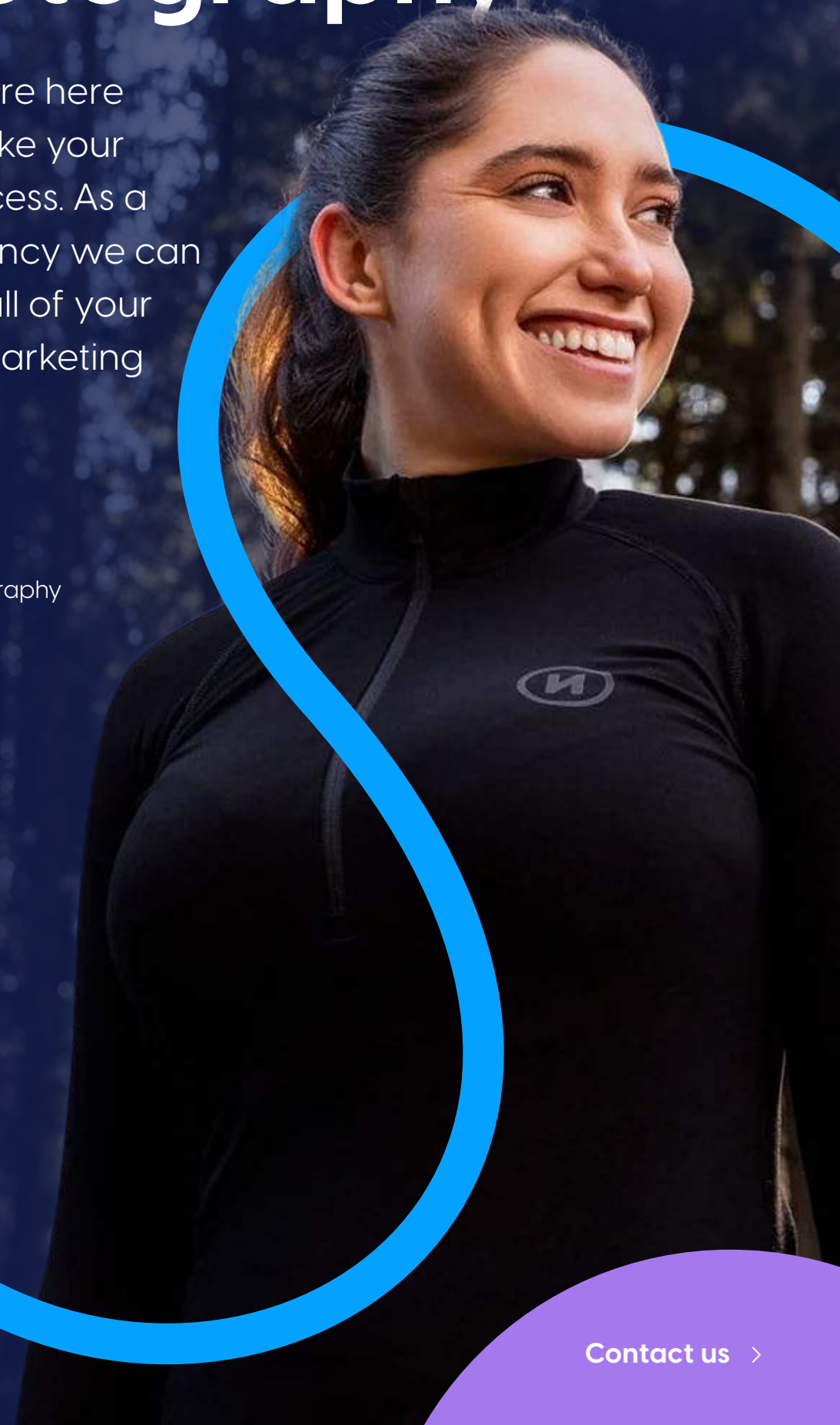
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