shopify

Shopify Magic Overview

Hi there, come in a
11:47 AM

Hello! Ye
available
can choo
Large, an
which siz
happy to

Tone of voice

Playful

Suggestion 👍 👎

Welcome to Snowscape Boards, where
snowboarding is our passion! We are a team
of snowboarding enthusiasts who believe that
snowboarding is more than just a sport; it's a
way of life.

✨ Generate text

What is your re
We have a 30-d

What are your
Lengths range

Send email

⦿ Today at 6:14 pm EDT   ✨ Suggested
◯ Now
◯ Custom date and time

Remove send time   Send

Send email

⦿ Today at 6:
◯ Now
◯ Custom da

Hi there, does the snow sweater
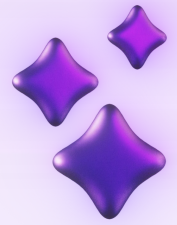come in any other sizes?
11:47 AM

Hello! Yes, we have different sizes
available for the Snow sweater. You
can choose from Small, Medium,
Large, and Extra Large. Let me know
which size you prefer and I'll be
happy to assist you further.

t sizes
ter. You
dium,
me know
ll be

Send

, where
e are a team
o believe that
a sport; it's a

Tone of voice

Playful

Introduction

Navigating the world of commerce can be challenging, especially for new merchants. Shopify Magic is a suite of Artificial Intelligence (AI) features that tackle repetitive tasks, tedious workflows, creative roadblocks, and more. For new merchants, this means they're able to spend more time on what matters most: building and growing their business.

As an affiliate, you can show your audience how to use Shopify Magic features throughout their e-commerce journey. By leveraging these tools, your audience is more likely to overcome challenges and reach the business goals they set out to achieve.

This guide will provide a comprehensive overview of how these AI tools work to optimize various aspects of an e-commerce business, from content creation to customer service.

What's in the Guide:
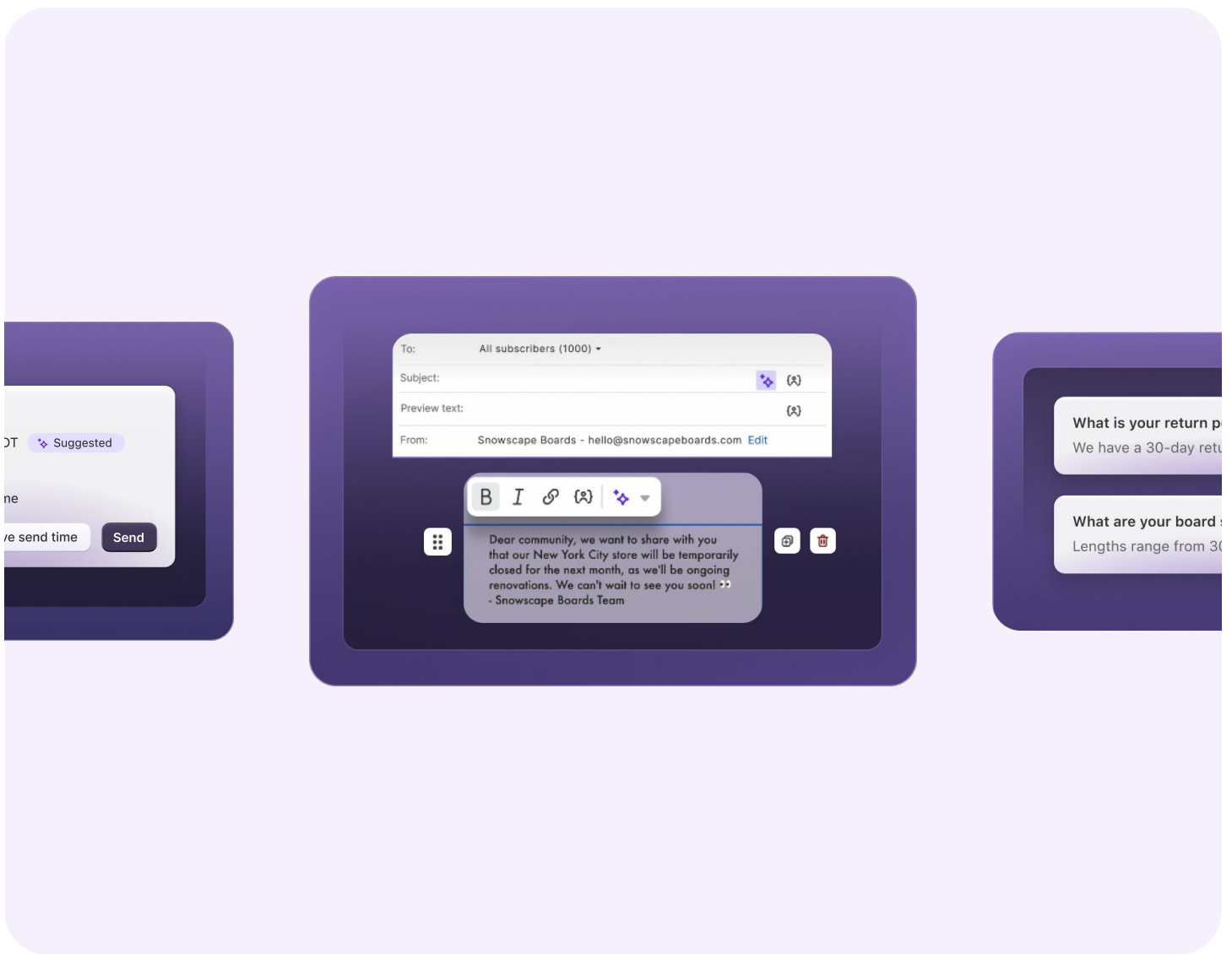
Communicate with Customers

Shopify Magic features are designed to help merchants focus on what matters most: building their business. The following tools reduce the amount of time merchants spend communicating with customers, while also maintaining a high bar for customer experience.

You can help your audience get started on Shopify faster, by leveraging Shopify Magic tools to quickly and easily communicate with customers.
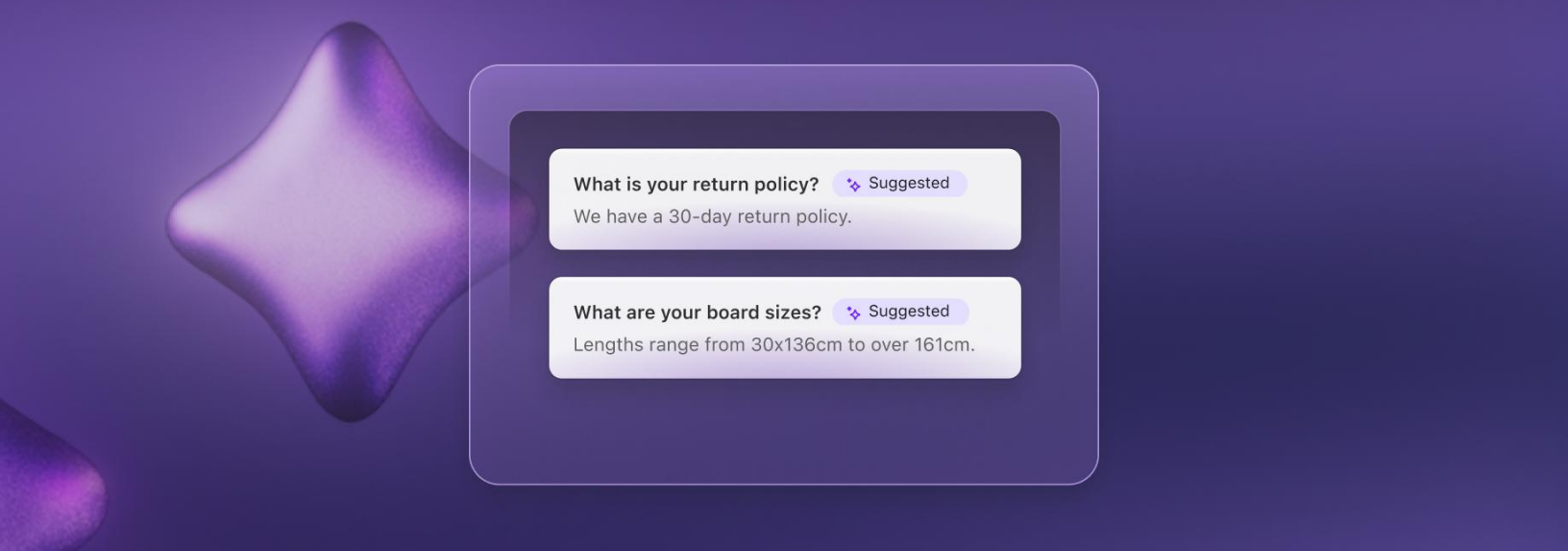
Instant Answers in Shopify Inbox

Shopify Magic generates instant answers that are personalized for your store. This saves you time, improves customer experience, and helps to boost sales. Your customers will get answers to frequently asked questions in chat—automatically and 24/7.

How It Works

- First, install the Shopify Inbox app. Then head to chat settings, review your suggested instant answers, make edits, and turn it on. That's it!

- Customers will see your new instant answer when they open your store's chat window. After selecting a question, they'll automatically receive the answer you created.

- Visit the Shopify Help Center to learn more.

Why It Matters

Help your audience increase conversion through chat, build FAQ content in seconds, and answer customer questions faster.

Currently, this product is only available in English.
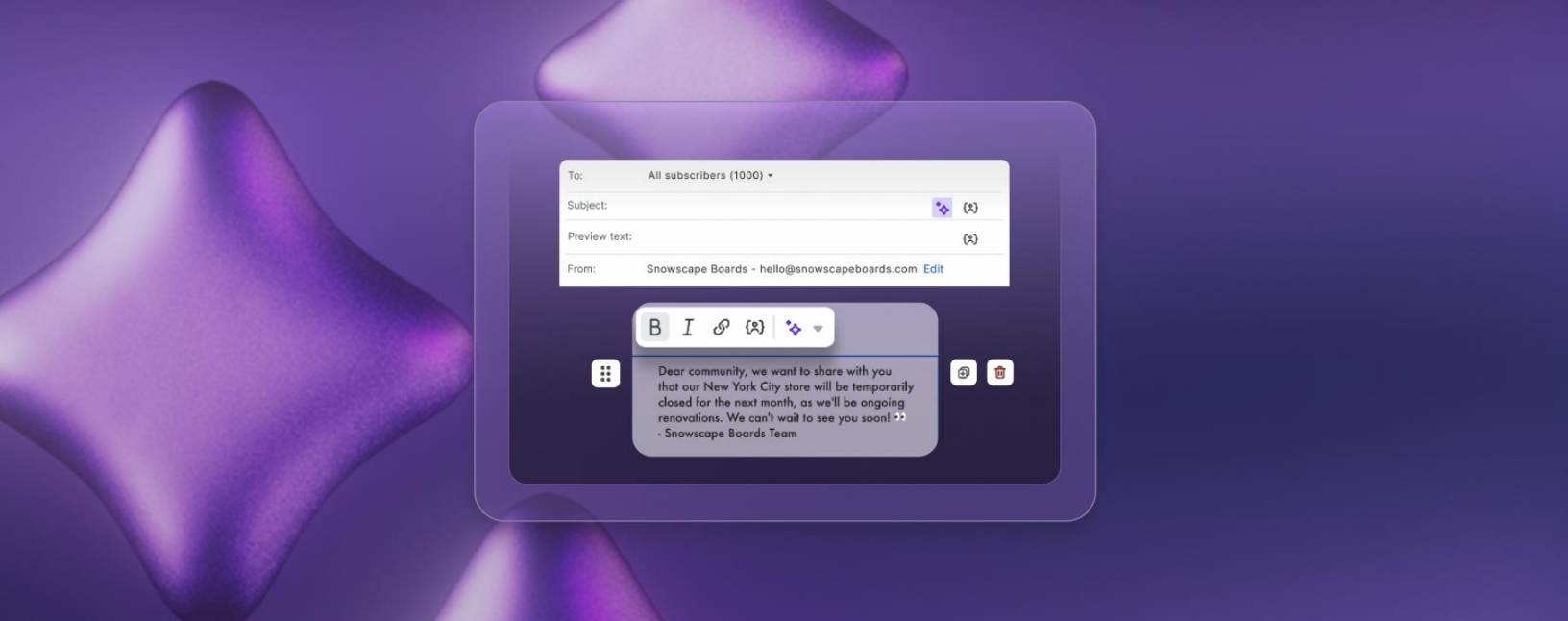
Email Subject Line Assistant

Shopify Magic uses AI to take details that you provide, such as campaign type and product keywords, and generate suggestions for email subject lines in Shopify Email. If you have a draft of your email subject line written already, then keywords will automatically generate based on your subject line.

How It Works

- Install Shopify Email and create a campaign. To draft an email subject line, in the Subject field, click the Shopify Magic icon. Enter information about the type of email that you're sending, and add keywords. The more details that you add, the more relevant the suggested content will be.

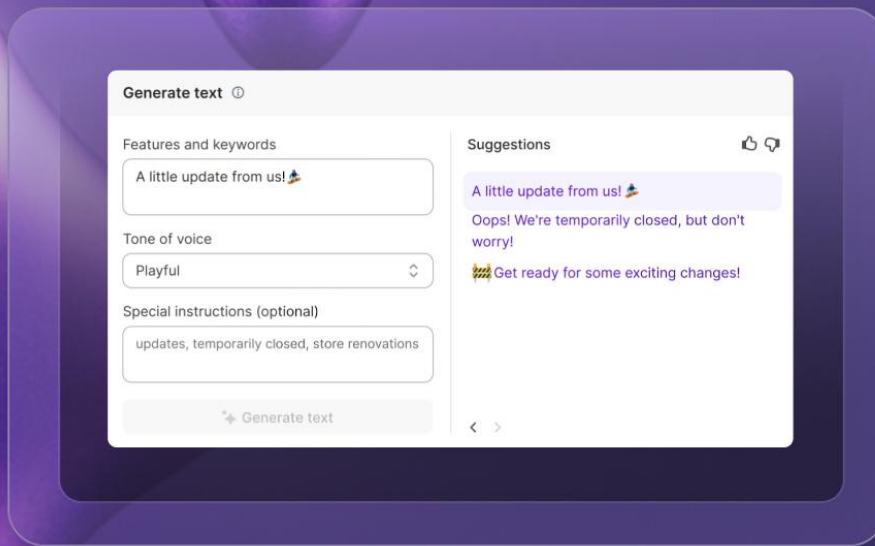- Visit the Shopify Help Center to learn more.

Why It Matters

This feature helps new merchants create high performing email campaigns that generate subject lines faster and increase open rates.

Currently, this product is only available in:

- English
- German
- Spanish
- French
- Italian
- Japanese
- Portuguese *(Brazilian)*
- Chinese *(Simplified)*

Generate Email Text

If you are looking to create a new [Shopify Email](#) campaign or have a draft that contains text that you want to edit, then you can use Shopify Magic to create, rephrase, extend, or simplify your content.

How It Works

- [Install Shopify Email](#) and create a campaign. Select the Shopify Magic icon to rephrase, extend, or simplify your content by adding keywords and choosing a tone.

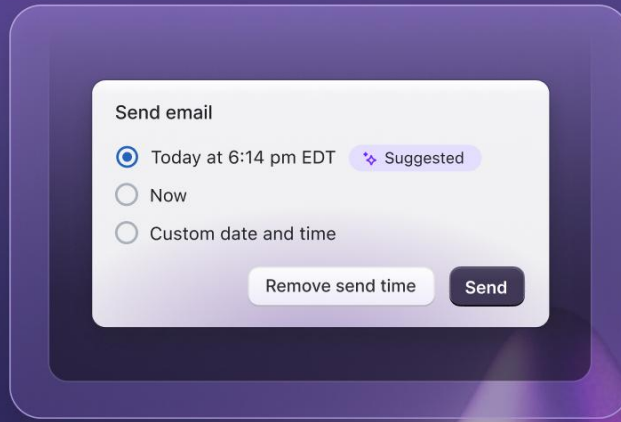- Visit the [Shopify Help Center](#) to learn more.

Why It Matters

This feature helps new merchants generate content that is on brand, save time and create emails that convert.

Currently, this product is only available in:

- English
- German
- Spanish
- French
- Italian
- Japanese
- Portuguese *(Brazilian)*
- Chinese *(Simplified)*

Email Send Time Optimization

Shopify Magic suggests a time to send an email campaign when customers are most likely to engage with your content. This feature is designed to help merchants reach their audience at the right time, and as a result drive more sales.

How It Works

- First, install Shopify Email and create a campaign. You can choose to schedule the email for a custom time, or a suggested time. To choose the suggested time, optimized for the best click-through rate, click the option that has the Suggested badge beside it.

- Visit the Shopify Help Center to learn more.

Why It Matters

This feature helps new merchants send email campaigns at a time when their audience is most likely to engage with their email and helps improve the overall performance.

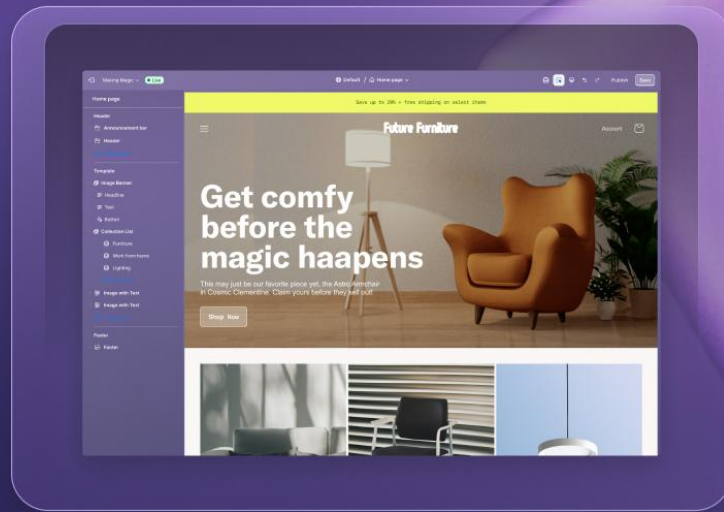**Currently, this product is only available in:**

- English
- German
- Spanish
- French
- Italian
- Japanese
- Portuguese *(Brazilian)*
- Chinese *(Simplified)*
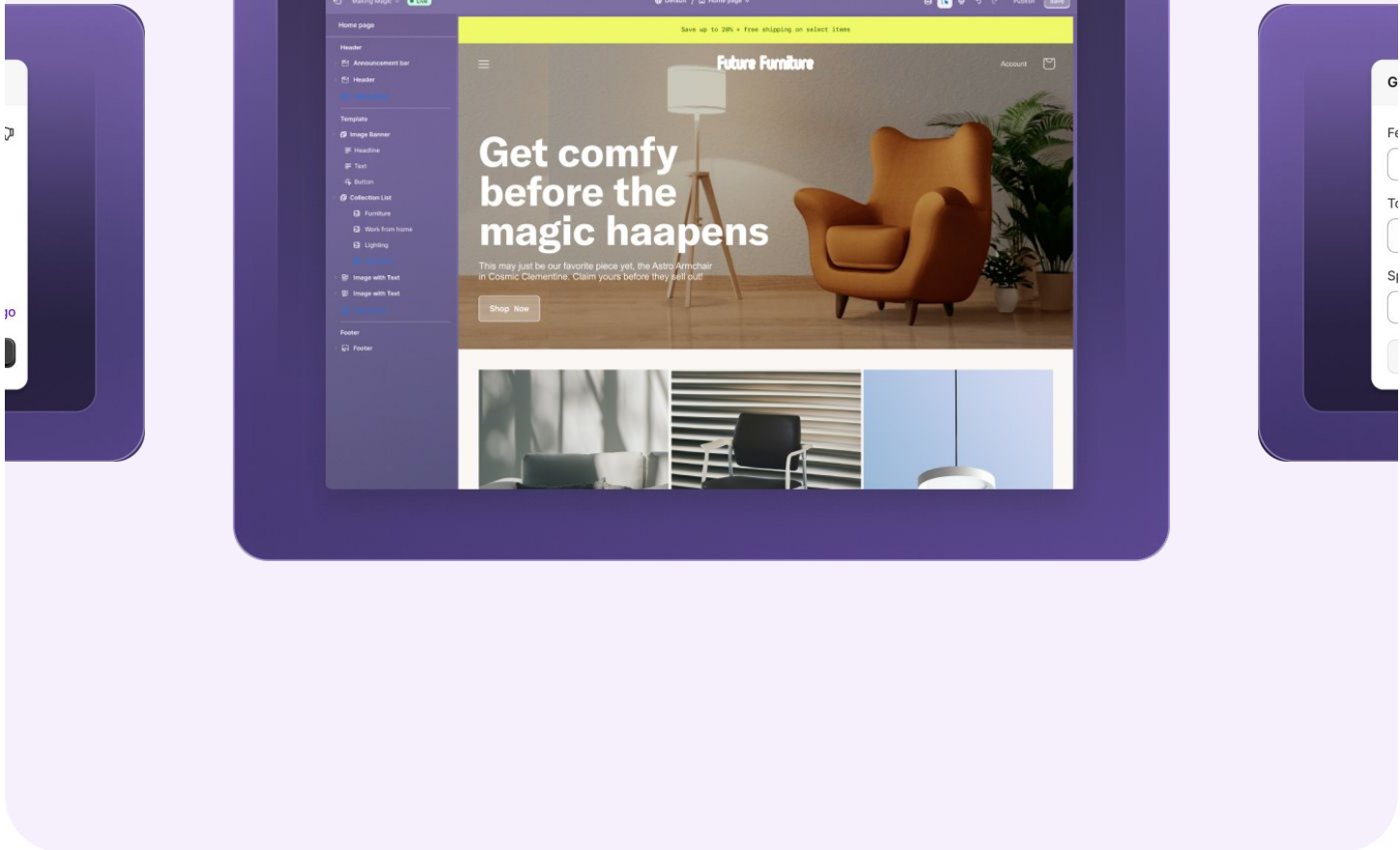
Build Your Brand

A big challenge new merchants face while getting started is creating content for their online store. As an affiliate, you can teach them how to use Shopify Magic features to streamline content creation.

Shopify Magic in the Online Store Editor

Through Shopify Magic, you can use AI in the theme editor to generate content across your store, from the header to the footer. Input a few details, such as key talking points and tone of voice to generate compelling content in seconds.

How It Works

- In the online store theme editor, select a text element in your theme such as header or footer content. Click the Shopify Magic icon in the toolbar, enter keywords and a tone for the generated text.

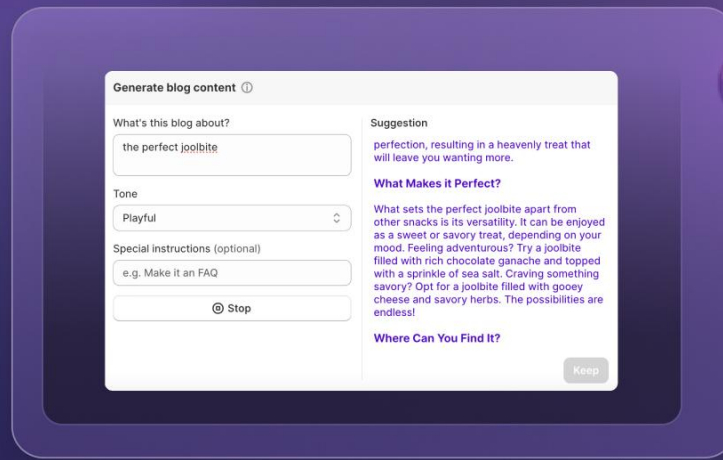- Visit the Shopify Help Center to learn more.

Why It Matters

This feature helps new merchants quickly create high quality content, instead of starting from scratch.

Currently, this product is only available in:

- English
- German
- Spanish
- French
- Italian
- Japanese
- Portuguese *(Brazilian)*
- Chinese *(Simplified)*

Blog Post Generator

Write and edit blog posts using automatic text generation. This feature uses AI to take details that you provide, such as blog topic, tone, and any special instructions to write a blog post. You can change any part of the content to match what your customers would expect.

How It Works

- When you create a blog post, you can use Shopify Magic to generate a title and content. To generate a blog title, click the Generate text icon, and then write a description of what the post is about.

- Visit the [Shopify Help Center](#) to learn more.

Why It Matters

This feature helps new merchants overcome writer's block and increase traffic to their store.

Currently, this product is only available in English.
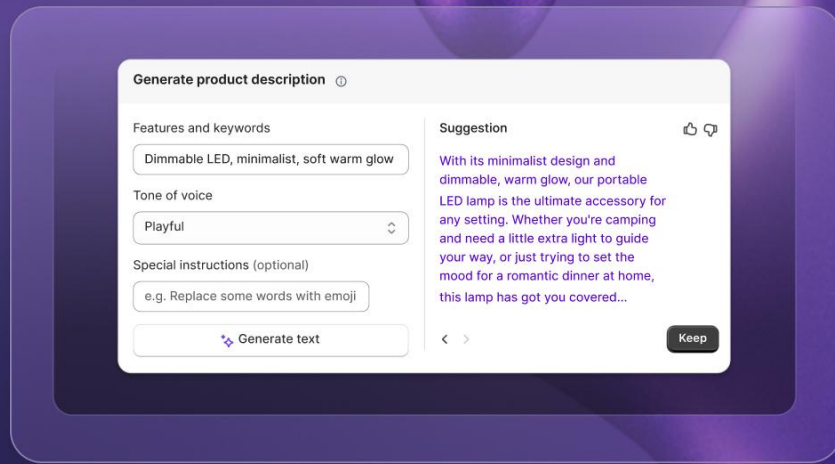
Product Descriptions

You can use Shopify Magic to write and edit product descriptions using automatic text generation. This feature uses AI to take details that you provide, such as a product title and keywords, and generates a suggestion for a product description. Shopify Magic can also offer suggestions to help you rewrite selected text from an existing description.

How It Works

- When you want to write a new product description, you can use automatically generated descriptions to help you get started. To generate a description click the Shopify Magic icon and enter features and keywords. Then you can select the tone of your description and click generate text for the first version of your suggested content.

- Visit the Shopify Help Center to learn more.

Why It Matters

This feature helps new merchants create on-brand and engaging product descriptions.

Currently, this product is only available in:

- English
- German
- Spanish
- French
- Italian
- Japanese
- Portuguese *(Brazilian)*
- Chinese *(Simplified)*

shopify

Share Shopify Magic
with Your Audience

To help you head-start your next content piece, our team has created a series of assets you can use to more effectively engage your audience. Simply log into Impact account, and select **Content → Assets** from the navigation at the top.

Using the navigation on the left, search by label "**Product Features**" to find the right creative for your audience.