

Shopify Cheat Sheet

For Beginners



Setting up your store

Shopify makes it easy to set up your online store. To create your website and arrange behind-the-scenes details:

- Sign up for Shopify
- Select your website's visual theme
- Create your store's pages
- Choose your store's name and details
- Set up technical details (read: taxes and payment)



Growing store awareness

Use digital content marketing and advertising to start attracting leads and customers to your store. You should:

- Create blog posts
- Share product photos on Instagram
- Start conversations on Twitter
- Craft informative videos on TikTok or YouTube
- Run paid social campaigns
- Ask customers to sign up for your SMS and email lists
- Measure brand awareness & make improvements



Boosting sales

Once you have an audience, you can start cranking up sales. These tactics will help you get a strong start:

- Install live chat or SMS widget to support shoppers
- Send a consistent SMS or email newsletter
- Hype up product drops, especially for limited items
- Amp up content marketing with guest blog posts
- Encourage current customers to submit online reviews
- Track performance to measure traction & make improvements



Fulfilling orders

The steps to starting order fulfillment are simple—but important. Spend time getting your process right:

- Choose whether you, a dropshipper, or a logistics company will fulfill orders
- Indicate fulfillment options in Shopify
- Ensure orders are fulfilled quickly for high customer satisfaction



Aceing customer service

Customer communications are the backbone of customer service. To knock customer service out of the park:

- Let customers reach out via their favorite channels, including email, web chat, business SMS, and messaging services (e.g., Instagram Messaging)
- Use auto replies to manage customer expectations
- Stay connected by answering queries and checking in after ticket resolutions and deliveries
- Personalize all customer interactions with customer history and custom fields
- Make it clear you're a human, not a bot: include a signature, and use a casual, polite tone in chats