

The Ultimate Shopify Growth Guide



Lettering Art Gallery

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Intro

Any Shopify seller will tell you how much they love the **complete control** they have **over their brand**. The platform provides full store personalization and the ability to establish a direct and meaningful relationship with your customers.

But unlike eCommerce marketplaces like Etsy or eBay, **building your own Shopify site requires more time and effort** to generate traffic and create loyal customers ready to spend their hard-earned cash.

Even seasoned Shopify merchants often face common challenges in the ever-evolving world of eCommerce.

Their main hurdles include:

- Identifying a profitable niche and products to sell
- Driving website traffic and converting it into successful sales and returning customers
- Crafting effective marketing strategies to spread the word about their business

We're here to provide **real solutions** based on our own research and the experiences of top Shopify merchants.

This guide is your secret sauce to growth on Shopify – directly from the lips of some of the most successful sellers in eCommerce.

It's packed with tips, insights, and valuable advice we've gathered from top-notch sellers.

We'll dive deep into topics like **mindset, niche, marketing, and growth strategies** that will pave your way to the top of eCommerce – with Shopify.

Four Main Aspects of a Successful Shopify Business

First, we need to understand the core pillars that every Shopify business owner should have in place. These four main components of a thriving business – the right mindset, a profitable niche, converting traffic, and growth opportunities – can turn any dream into a profitable eCommerce business on Shopify.

- 01 Mindset
- 02 Niche
- 03 Driving and Converting Traffic
- 04 Opportunities for Growth



To succeed on Shopify, you need to look at it as a marathon, not a sprint. You have to be determined and ready to dedicate time and effort to get to know and master the platform. In other words, you need the right mindset to approach every aspect of Shopify.

What does that mean?

The more **determined**, **conscious**, and **focused** you are, the higher chance you'll have of successfully growing your Shopify business.

Understand that success won't happen overnight. You need to be willing to dedicate a lot of time to learning, researching, building, marketing, and adjusting your store, efforts, and strategies.



You have to **sell** your products and designs to new and existing customers. Printify will help you, but they can only do so much. **You** have to build your brand and store yourself.

Clara | seasoned Shopify merchant



Key Ingredients to the RIGHT MINDSET of Shopify Merchants

✓ A vision

A dream, an idea you stay committed to.

✓ A niche

A clear understanding of what you're selling and to whom.

✓ Strong inner motivation

You'll need a 'can do' attitude and a commitment to overcoming hurdles, no matter what.

✓ Monitoring skills

Be ready to continuously monitor the needs of your end customers to search for new opportunities to grow your business.

✓ Dedication to growth

Successful merchants internalize and practice certain growth and sales tactics to expand their business.

✓ Profit-driven commitment

You'll need to monitor your business's profit and loss status. You're not just a merchant – you're on your way to becoming a **true business professional**.

”

There's gonna be slow times, there's gonna be really busy times. You can't give up. You have to be ready to dedicate time, time, and more time to get to know POD, eCommerce, Shopify, and your own audience.

Heidi | top Shopify seller





A niche is the **ONLY** reason why people buy your products. It gets them interested in what you're selling.



Joe Robert
eCommerce expert

Joe, a well-renowned POD expert, says it best. An eCommerce business is nothing without a proper niche. And you really need to not only pick one but master it in every way possible to succeed on Shopify.

So, what is a niche, and how do you pick the right one?

A niche is a specific market segment that speaks to a group of individuals who share a common interest and are enthusiastic about spending money on products tailored to it. For example, a yoga-themed mug for yoga enthusiasts or a hometown-themed shirt for local residents.

We all belong to niches; your task is to find one where individuals resonate with your designs and are ready to buy them.

Two main things to remember when choosing a niche:



Product types are NOT niches

Gym shorts, shower curtains, and custom bottles are not niches. Yoga moms, hiking, or cheese lovers – those are niche examples.



Target audiences are NOT niches

25-30 year old women are not a niche. You need to pick something that a specific group of those women have in common. Something they all want, like, do, or are interested in, like Siamese cats or scuba diving.



Have a niche, build a strong brand, and select specific products. Don't try to build a new Amazon by throwing everything at your customers.

Krista | Shopify veteran

There are many different aspects to consider when brainstorming niche ideas.

✓ **Focus on your interests and passions**

The more familiar you are with the topic, the better your chances of succeeding in it. You already know the common problems or gaps within the industry that your potential products and designs can fill. You can work in a niche you don't know, but you may find it hard to stay enthusiastic about making content for it.

✓ **Do market research**

Explore the market and your competitors in your potential niche. See what others are or **aren't** offering. That way, you can shape your products and designs based on what's already out there. Explore existing stores or use tools like [Semrush](#), Google, or [Survey Monkey](#) to get the latest data.

✓ **Explore relevant keywords**

Sometimes, we have a topic in mind but need to narrow it down to a specific niche. If that's your case, use tools like [Ahrefs](#), [Google Trends](#) or search on Google, YouTube, Amazon, and Etsy to see what specific terms people are searching for within your topic and what results are out there.

For example, if you love raccoons and want to sell products to other enthusiasts, go to any keyword research tool or sales channel and type 'raccoon'.

You'll see from the autocomplete dropdown that among the most searched terms are 'raccoon hat,' 'raccoon mug,' 'raccoon birthday card,' and more.

Research like that should help you come up with at least a few niche ideas within your chosen topic. Narrow them down as much as possible and start brainstorming product and design ideas for your target audience.



Quick Tip

Our data shows that high-volume sellers pick a niche and stay there. They stick to it, experimenting primarily with products and designs. Read more in [What is a Niche](#).

The third and one of the most **important elements** for success on Shopify (and any eCommerce store) is traffic. And not just driven but converted traffic. This is a tough one since Shopify stores don't come with built-in popularity and audiences like Etsy, eBay, or other marketplaces.

That means **you have to work harder** to attract visitors and turn them into paying customers.



Be customer-centric. Customers and potential shoppers are your bread and butter. No matter how good your products and designs are, you won't make money unless you attract customers and convince them to buy.

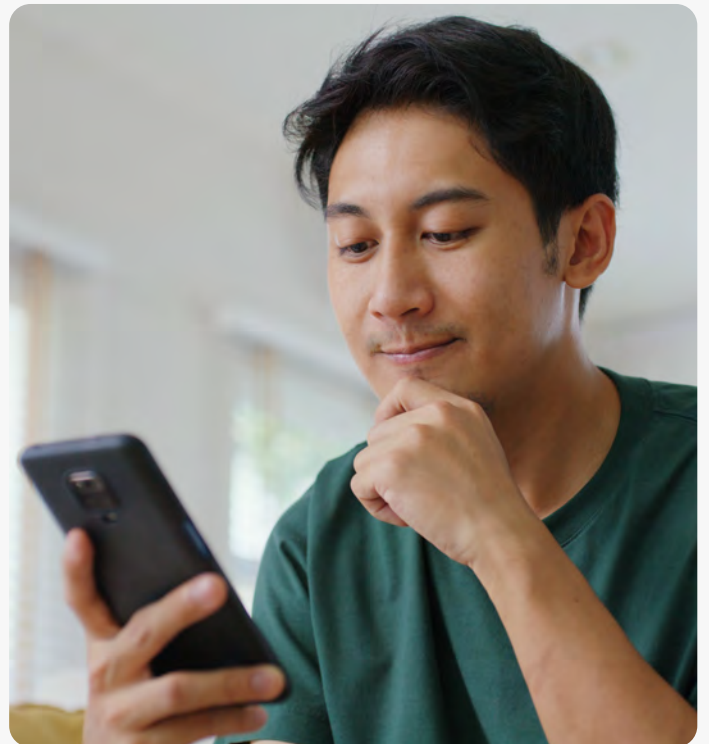
Mark | Shopify veteran

Exactly. You can spend hours on your product scope and unique designs. But no matter how great they are, your Shopify business will only flourish if you **master the art of attracting and converting** customers.

But don't get discouraged.

Shopify might require additional work, but it all pays off. Your efforts should all be aimed at providing products and a brand that customers love, especially those with a high likelihood of returning – one of the key benefits of running a Shopify store.

And you're not alone. Keep reading to find exclusive insights, tips, and helpful ideas from experienced and successful Shopify merchants on how to increase traffic and grow your business on the platform.



04 Opportunities for Growth

Determined Shopify sellers need to constantly **hunt for new opportunities** to expand their business.

Here are some of the ways you can do that, **according to our seasoned Shopify merchants**:

- Add relevant new products and designs for your customers.
- Search for related groups on Facebook and other social media that could be interested in your products and interact with potential customers promoting your brand.
- Try to find ways to reduce shipment times and/or shipment costs.
- Customize personal on-demand orders from customers who message you directly or offer customizable products.
- Engage with new channels (brick-and-mortar stores, wholesalers, popup stores) to attract bigger audiences and promote your brand.

These are successful examples of how experienced Shopify sellers managed to scale their stores, reach new audiences, and boost their sales. To find out more on how they can help your business, read on.

But that's not all. They also shared detailed tactics and ways for boosting traffic, conversions, and business growth.

We've compiled a comprehensive list of strategies and ideas you can use to make your Shopify business flourish. So take notes, take action, and reach sky-high profits on Shopify, guided by Printify and our seasoned merchants who've overcome the hurdles you might be currently facing.

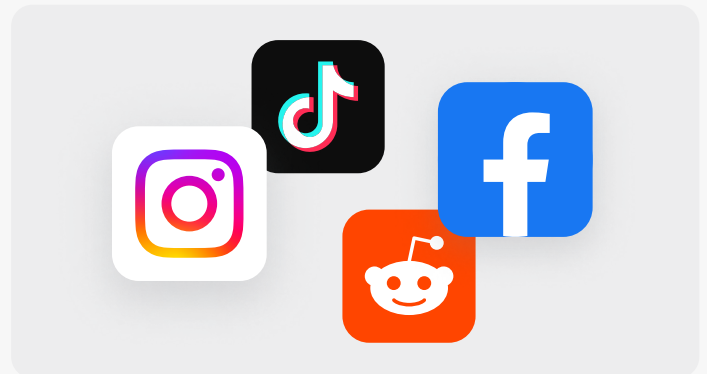


9 Game-Changing Tactics for Traffic, Conversions, and Growth

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There are plenty of ways you can use communities, social media channels, and other marketers to increase the traffic to your Shopify store entirely for FREE. Let's look at some well-vetted strategies our successful merchants shared as being very effective.



Social Media and Content Marketing

A great way to increase popularity and reach wider audiences is through social media marketing. And it's an absolute **must**, according to our high-volume Shopify sellers.

Being active on multiple social media channels has greatly contributed to the success of their businesses – bringing in loads of people they couldn't otherwise access.



The primary social media platforms Shopify merchants use are



Instagram

Almost every merchant we interviewed has an Instagram account for their brand. They display their products creatively, film reels, and interact with loyal and potential customers, asking and answering questions about their brand.

And the best part about Instagram is – **you don't even need to create your own reels or posts.** You can simply reshare other accounts with content relevant to your niche.

This is something our vetted industry expert, Joe Robert, emphasized at the [Printify Amplified](#) event.



Create a so-called faceless account that posts daily tips and insights within your niche and slowly seduce them over to your store page.



Joe Robert



Discord

These groups have gained popularity over the last few years, with people interacting via Discord communities. Engage directly with your consumers and target audiences in real-time, discussing important topics within your niche.



TikTok

The second most popular choice among seasoned Shopify sellers to reach younger audiences. TikTok is well-loved because **any video you put out has the potential to go viral.** Unlike other networks emphasizing following, TikTok's algorithms place more weight on how audiences interact with content. All videos are given a chance for viewers to respond positively.

And the latest Printify x TikTok Shop integration has the potential, displaying your products directly on a customized store page on TikTok.



Facebook

This is the go-to place for finding communities and groups that could be potentially interested in your products. Our merchants post content on their feeds and are active in various groups, scouting for new customers and business opportunities.



Building / Engaging Communities

Find and engage with communities that align with your niche. Our merchants shared their success stories of reaching out to people within their target audiences and boosting traffic and sales that way.

Specific examples include – church mom groups online and in a certain area, a Scandinavian community based in the US, and a fan base of a certain music genre. These merchants have established their brand within these communities as a **unique and reliable source for custom products**.

Ways to reach out and establish communication include

- Scouting out or creating Facebook groups
- Attending local events
- Participating in forums
- Getting involved with actual associations and related groups and communities

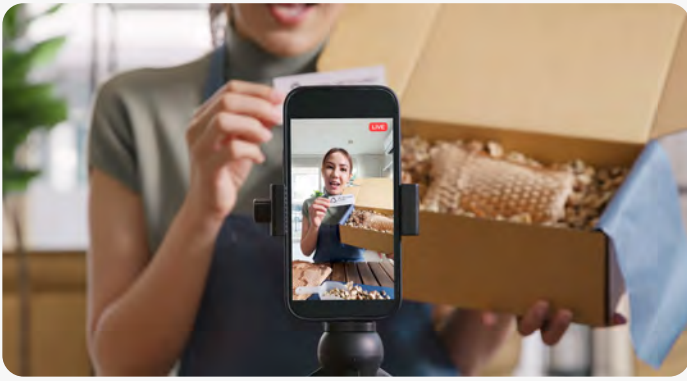
Social media is an excellent way to not only **showcase your products** but your **brand, values, and personality** as well.

For example, one merchant excels in her Christianity-based niche. And she regularly posts things like prayers, well wishes, and seasonal greetings on her Facebook Page.

While these posts don't directly display her products or designs, they keep her engaged with her audience, further promoting her brand and values – something her target audience loves.

Shopify has amazing potential to attract returning customers. You can do that by continuously engaging with your store visitors and providing an excellent shopping experience with a friendly website, fast shipping, and dedicated customer support and communication.

Be active on social media, present yourself and your brand in the best light, and listen to your audience. That way, you have the potential to become their go-to eCommerce store over and over again.



Here's how it works

- You enter a contract with potential affiliates (such as active social media personas, bloggers, social media influencers, other eCommerce businesses, and review websites) and provide them with unique links to promote. Those links can lead to your business account, store page, or specific products.
- They promote those links on their chosen channels – such as blogs, social media accounts, YouTube videos, and other outlets.
- Every time someone clicks their link **and makes a purchase** – you compensate them with a commission from the final sales price.



Note

Tools like [SmartSEO](#) are your go-to apps for top-notch optimization.

Affiliate Marketing

You can design your own affiliate marketing programs to **boost traffic and popularity** by teaming up with affiliates – people, companies, or websites willing to promote your products for a small fee.

This is an **excellent tactic** – it requires no upfront investment, and it makes others do the promoting for you while you focus on growing your brand.

Some of our Shopify merchants have successful affiliate partnerships that bring extra traffic to their stores.



I have **20 affiliates** that do my marketing for me on Instagram's side. They use direct or unique Shopify links and have generated **23,000** followers to my creator's account. Most of my traffic comes from Instagram and TikTok.

Clara

The **average commission percentage** in affiliate marketing varies **between 5% and 30%** or more, depending on factors like your niche industry, product pricing, and the terms negotiated with your affiliates.

The key is to select affiliates whose audience aligns with your target customers and who don't contradict your brand and personal values. This strategy allows you to tap into their existing audiences, expanding your customer base without upfront marketing costs.

And while you have to pay out commissions, if a partnership like this **skyrockets your traffic and conversions**, it's a small price to pay for



Income Sharing Programs

If your niche is connected with a specific band, group of people, or community, consider **reaching out for a possible partnership**.

For example, one of our merchants struck a deal with their favorite band. They design band-related merch that sells worldwide and **share the profit 50/50**.

While this is a very specific case, **opportunities like this are very convenient**, especially for merchants wanting to scale their business. And don't forget all the **free traffic** you can get from such deals.

So, if you see a possibility for income-sharing partnerships, don't hesitate to reach out yourself and make important connections for your Shopify business.



✓ Customer Engagement

Making your Shopify store more relevant to holiday events will drive more customers to your website who are looking for something specific and wouldn't normally stumble upon your products.

✓ Increased Sales

People are likelier to purchase custom products around peak events, especially gifts. One-of-a-kind items create a sense of urgency, encouraging consumers to buy there and then.

✓ Competitive Advantage

Surpass the competition by preparing your store and products for different events throughout the year well in advance. You'll increase traffic during the holidays and create returning customers for your next seasonal campaign.

✓ Your Chance to Be Creative

Seasonal promotions allow you to try new designs, products, and marketing efforts. Jump on holiday-related trends to generate buzz around your brand.

Seasonal Marketing

Every year is filled with different-themed events and holidays that significantly increase sales, from Easter and Valentine's to Back-to-School, Halloween, and, of course, Christmas promotions.

You need to **mark all the important dates on your marketing calendar**, especially the ones that matter to your niche, because that's exactly when people will be scouting the internet for gift ideas, unique deals, and holiday sales.

This is an **excellent tactic** – it requires no upfront investment, and it makes others do the promoting for you while you focus on growing your brand.

Some of our Shopify merchants have successful affiliate partnerships that bring extra traffic to their stores.

Participating in these shopping events is an excellent way to increase traffic and the popularity of your Shopify store.

Seasonal marketing campaigns are excellent for generating traffic and sales that our top-selling Shopify merchants engage in annually. And we have the perfect tool to help you stay in the game.

Printify regularly updates our [Marketing Calendar](#) for the present and upcoming years. It's packed with top events every month to help you stay ahead of the holidays and, most importantly – your competitors.

Some of the most important events and holidays to keep in mind are:

- Super Bowl Weekend
- Valentine's Day
- Easter
- Labor Day
- 4th of July
- Back-to-School Season
- Halloween
- Pride Month
- Dress Up Your Animals Day
- Black Friday
- Cyber Monday
- Cancer Awareness Month
- Thanksgiving
- Christmas
- New Year

And many more. You can download our [Marketing Calendar](#) and adjust your seasonal marketing campaigns to not miss a chance to spruce up your sales.



It's no secret that mastering search engine optimization (SEO) is a great way to increase your chances of being noticed. That means **optimizing your Shopify store to rank you high on search results** when people are looking for terms related to your store and niche. And there are several ways to do it.



Choosing a Domain Name

Proper domain names were highlighted by the merchants we interviewed as one of the most important things in terms of building your store. They play a **vital role in the credibility** and overall appeal of your Shopify business.

Being active on multiple social media channels has greatly contributed to the success of their businesses – bringing in loads of people they couldn't otherwise access.

Here are some factors to consider when picking a domain name for your store.

✓ Relevance

Make sure you pick a domain for your website relevant to your niche and brand. If you only sell t-shirts with cheese designs, 'wesellsthings.com' will confuse customers, and they might not click when searching for cheesy tees.

✓ Domain History

If you choose a used domain, make sure to research its history. You don't want to pick one previously associated with spam or any type of negativity.

✓ SEO

Domain names that perfectly match your niche and the products you sell can also help you rank higher on search engines. Add a well-searched keyword in there to boost those chances even more.

✓ Domain Length

Don't make your customers remember and type lengthy website names that don't stick. Keep it short and simple.

✓ Domain Extension

While there are hundreds of clever and fun options, if possible, stick to the good old .com domain extension. It will definitely add reliability to your business.

✓ Consistency

Keep all your social media handles aligned with your domain and business name. If you already have thriving social media accounts, consider adjusting your domain name to stay consistent.

One of the safest ways to ensure you have a bulletproof domain is Shopify's very own [Domain Name Generator](#). This free tool provides quality ideas with popular and reliable extensions.

”

Your domain name is never going to be the difference between you making zero sales or a hundred sales. Keep it simple, niche-relevant, and **spend 10-20 minutes on it** – you'll find something that sticks.

Joe



However. Coming up with a domain name for your Shopify store **shouldn't take up the majority of your time.** While it is important for SEO and other reasons, your domain name will not really be seen or remembered if you drive traffic from social media and other sources.

Keywords

Keywords are the foundation of SEO. They're the main reason your store page gets found on search results – and you shouldn't treat them lightly. Our Shopify merchants spend some time researching terms and optimizing their store pages – and it pays off since they all have reached the status of high-volume sellers.

Where to put those keywords to rank better?

- Product titles
- Product descriptions
- Meta titles
- Meta descriptions
- Image alt text
- Custom URLs
- Collections pages
- Domain
- Category pages
- Blog posts
- Header tags
- Feedback and reviews
- Navigation menus



Quick Tip

Explore our article on mastering [Shopify SEO](#) for more advice and insights.

How to find the most relevant keywords to your website and niche?



From Buyer Personas

Imagine you want to buy the products you're selling. What would you type to find those items?



Scout Social Media

Check for products and posts within your niche to see what terms appear most in the description and hashtags.



Research Competitors

Browse competitor pages and listings to see how they word their offers and products. If they do great, you can learn a thing or two.



Use SEO Tools

Keyword research tools like [Ahrefs](#), [Google Trends](#), and [Google Ads Keyword Planner](#) are excellent sources for top-searched terms within your niche. Don't forget to explore the Shopify App Store for some free and paid helpers in terms of SEO.



Hire Professional

Go to sites like [Fiverr](#) and scout for SEO gurus who can do the work for you. Or partner with a professional from the [Printify Experts](#) program.

Custom Links

Long and messy URLs can be a pain point for Shopify merchants since the platform uses a subfolder-based URL system, making inconveniently long links. While this is an issue, you can fix that by **optimizing your custom links manually**.

How to change Shopify links?

1. Head over to your Shopify Admin panel.
2. Choose a product and open the listing for editing.
3. Scroll down to the Search engine listing section and click Edit.
4. Customize the URL handle and click Save.

Don't forget to **include relevant keywords** in the URLs to further secure your chance of top spots on search results. There are plenty of benefits to customized Shopify links.

- Improved user experience
- Increased click-through rate
- Improved link building
- Chance for social sharing
- Mobile-friendly
- Improved credibility

Top-Notch Content

Fill your website with relevant content packed with keywords to grab the top spots on search results. Some popular types of content include

✓ Blog Posts

Write about topics that resonate with your niche, industry, and products, from the latest news and trends to how-to's and more.

✓ FAQ

Add an FAQ section to your store page to answer the most common questions shoppers might ask. This is a great place to add a lot of relevant keywords for SEO.

✓ Category Pages

Quality images and optimized descriptions for catalog pages can also help you rank on search engines when people are looking for a specific category.

✓ Reviews and Testimonials

User-generated content is great for boosting not only your store's SEO but the overall trust in your brand.



Metafields

Metafields help you personalize the overall look of your store by adding **custom fields** to each product page that **highlight specific features for different items**. Such as materials (100% cotton), shipping instructions (time, price, destinations), colors, weight, size range, release dates, and more.

You can add Metafields manually or use an app for it – depending on the scale of your business, personal skills, and brand needs.

These custom fields help you keep your store organized and display all the necessary information your customers need and value. It's also an excellent way to sneak in some extra keywords to rank for.

It might take some time to master them, but Shopify merchants admit that adding Metafields to their pages is great for SEO and transparency. It helps you get the right information out to your customers – something they highly value.



Note

Tools like SmartSEO are your go-to apps for top-notch optimization.

During our interviews, all of our seasoned Shopify merchants emphasized the importance of **keeping up with the latest trends and newcomers**. Not just within their niche but eCommerce and Print on Demand industries as well.

Keeping up with what's going on in your niche and across popular culture is an excellent way to **stay ahead of your competitors** and ensure that your store is the go-to place for the latest, well, everything. And here's how to do it.

Current Trends and Industry News

Always check relevant blogs, social media posts, and news within your niche and industry. Especially when it comes to:

- New products
- New styles
- New printing techniques
- New colors
- And new design placements

Sources like the [Printify Blog](#) and the [New Arrivals](#) section of the Catalog are great for keeping up with industry news and the latest product drops.

Don't forget to **regularly check social media platforms** for what's poppin' and what's floppin'. Viral videos and top-liked and shared Instagram posts will tell you what colors, products, and styles are in before any other news outlet.

Our merchants recommend **regularly introducing new products, styles, and variants** to your store.

A common practice is to **incorporate a 'New Arrivals' section** in your store, making it easier for customers to discover freshly added products and designs. You can update this section weekly or monthly, depending on your strategy and customer expectations.

It brings in traffic and lets you experiment with something new – that can potentially become your next bestseller and a part of your permanent catalog. And if something flops, you can simply take it down whenever you like.



Customer Feedback

Another great source of information on all things trendy is your consumers.

- Give your customers a way to reach out with suggestions or personalized requests, whether via your social media accounts or feedback forms on your site.
- Some consumers have great ideas for future products, colors, print placements, or design ideas.
- Some love your designs but may want them on different products.

Always listen to your customers. Look through feedback, emails, and comments. Post online surveys and do Q&A sessions on your website or social media. Sometimes, your biggest fans can brainstorm **truly unique ideas** that can skyrocket your business.

And according to our Shopify merchants, they are **one of the greatest sources** of information and inspiration for something new and exciting.

Competitor Research

Always monitor your competitors.

Competitor research lets you gather information and data on things that work and sell well within your niche, as well as the things that don't. If they introduce something new and it's well-accepted, you might want to consider that product, color combination, or style.

On the contrary, maybe a competitor is already introducing something you're thinking about, and it fails miserably. This information can help you spend your time on the things that matter.



Note

A great app to use for feedback and reviews is [Judge.me](https://www.judge.me)

While online marketing strategies work well, you can always promote your business and products offline. Your reach might not be as large, but it always pays off to **go straight to the people** and establish real-world connections.

Expand your reach in the physical realm by engaging directly with customers and displaying your designs right in front of them.



- Wear your own merch
- Get your friends, family, or colleagues to do it
- Hand it out to local establishments where others might see it and fall in love
- Give your merch away as a prize in competitions benefitting local good causes

This type of advertising is – in a way – better than online promotions. **People get to see all the aspects of your products in real life.** How the design actually looks printed, how the material feels, and how it suits different people and scenarios.

Brand Ambassadors

Give out your products for people to wear or use and become your free billboards. It's a great way to reach new potential customers – **showcasing your products and designs up close and personal.**



Booths and Pop-Ups

Print on Demand is an excellent way to sell things without keeping stock yourself. But sometimes, you need to take a leap of faith and trust in your products.

Meaning – you need to make a bulk order, and instead of bringing people to your store, you need to bring your products to the people.

Order a nice stack of inventory and sell your merchandise at various **fairs, events, or personal popups**. You don't need to order a lot to provoke a bulk discount – at Printify bulk pricing starts at **just 60 items**. It's a great way to **advertise your brand and products in person**, where people can actually see, feel, and appreciate the quality and design.

If something is left over at the end of the day, you can use those samples for our first offline marketing tip – wear and use them yourself or hand them out to others for free advertising.



QR Cards

A creative way of driving traffic to your store. Print out cards with QR codes that send people directly to your store and hand them out to passersby, local establishments, or events.

Storytime. One of our merchants told a story about how they were on a vacation in Hawaii, wearing their own shirts. A person approached them asking about the tees and their creative designs.

This lucky merchant happened to have their QR card with them to share. And that's how they landed a sale there and then – while on vacation.

You never know when opportunities like this might strike. **Keep a little business promotion in your pocket at all times.** It's an excellent way to drive traffic and score new and potentially returning customers.

With over 60% of shoppers admitting that fast shipping is a major factor in their purchasing decisions, it's an important aspect to consider as a sales-driving tactic for your Shopify store.

While this isn't something you can always fully control or affect, there are several ways you can guarantee the best for your customers in terms of shipping times and prices.

Test Out Print Providers

Each Print Provider works with their own shipping company and has their own times and prices set. Test some of them out by ordering samples.

This will not only let you evaluate the fulfillment process but the entire quality of your products and designs.

Make some test runs to determine which Print Provider and option works best for your customers and make an informed decision for your Shopify store.

Enable Order Routing

If you haven't already, we **highly recommend** this feature.

Order Routing focuses mainly on in-stock related issues, automatically sending your orders to another Print Provider in case your first choice has run out of certain products or is dealing with other problems.

However, now this feature also looks for the best Print Provider for each order in terms of the geographic location of your customer. Our automation will pick the closest Print Provider to the final destination, **significantly reducing shipping times and costs.**

This feature is an excellent way to offer cheaper and faster delivery solutions to your global customers.



Read More

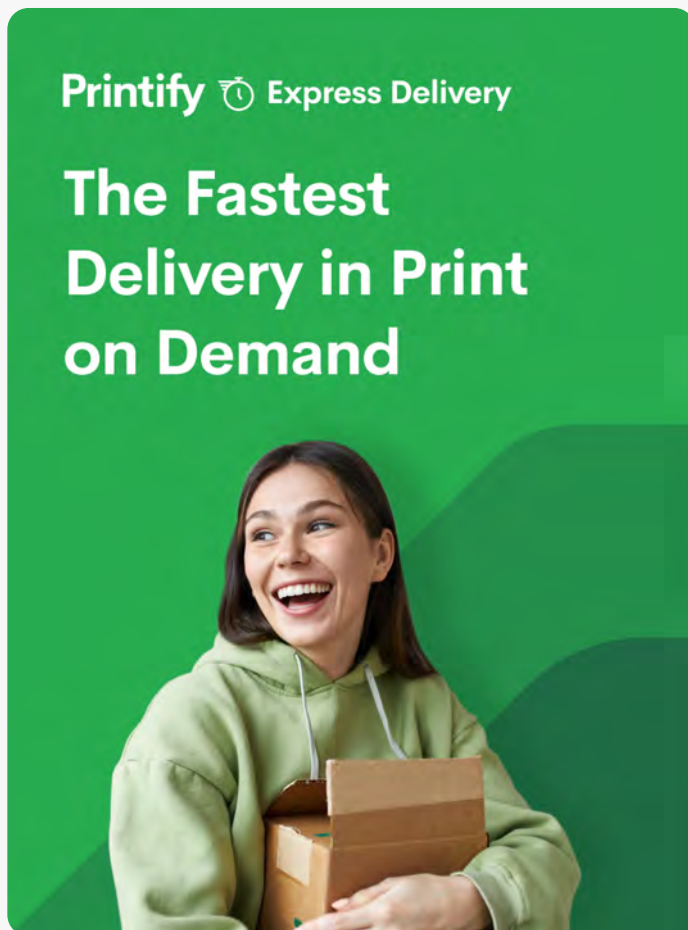
What is Order Routing and how it works

Offer Express Shipping

With Printify's Express Delivery, you can get your custom products printed, packaged, and delivered within the US in 2-3 business days.

This feature is available – and highly recommended – all year round. However, to a limited amount of products and shipping destinations.

Still, it's something **worth exploring** if your customers need your products fast. We say if, because cases depend on every merchant and their business individually.



Here are some tactics to try.

✓ Experimentation

Try introducing express delivery to see if it outperforms standard shipping. It does raise the price a bit, but it might be just the thing your eager customers need.

✓ Pricing Strategy

Consider incorporating shipping costs into the product's final price rather than charging for shipping separately. Research shows that consumers are more likely to buy a product that is slightly more expensive but has free shipping than a cheaper one with costly shipping options.

It's always worth exploring the possibilities of Express Shipping as a **great feature for boosting traffic and sales**. It could even be your new sales pitch, attracting customers with the promise of delivering their goods fast.

It's most convenient around the holidays when people are looking for last-minute gifts and fast delivery options. Plus, it allows you to sell Christmas options longer, extending your most profitable holiday of the year.

Having a customer-driven mindset **increases your chances of success on your Shopify journey**. Customers are the bread and butter of your business – so make sure they have a pleasant experience from entering your store to making a purchase and all the way to unboxing your goods.

Overall Engagement and Communication

Customers value good communication. They like to be sure of the status of their order during the fulfillment phase and always be up to date with the latest information. So, make sure to inform them of each step of the process on time.

Transparency is key to good customer support. Even if something goes wrong within the fulfillment process – that you can't control yourself – good and honest communication goes a long way and can help you put out fires created by any other party involved.



Post-Order Experience

This step is all about keeping the positive momentum going after a customer has made a purchase. You want to ensure they feel like their order is real, safe, and coming soon.

First, **quickly and honestly** update your buyers about the status of their order. Make sure your partners are upfront about their production and delivery times.

Let your customers know **immediately** about any delays, out-of-stock problems, lost orders, or any other issues. This way, you'll be able to establish an honest brand that cares about its customers, ensuring a pleasant shopping journey.



What to use branding inserts for?

✓ Say Thanks

Customized thank-you cards are an excellent way to improve the customer's perception of you and your brand.

✓ Tell Your Brand Story

Tell more about yourself and how you established your brand. Maybe you have a sentimental story to tell – it can inspire people, resonate with them, make them feel like a part of something, and encourage repeat purchases.

✓ Promote Your Brand

Add your full branding, from logo and business name to a slogan, contact information, and links to social media. That way, you can create a loyal customer base who knows where to find and follow you.

✓ Give Out Discounts

Branding inserts are excellent for special promos, discount codes, and upcoming sales. That way, you can boost the chance of a customer returning to your store.

Unboxing Experience

But the journey doesn't stop after a purchase is made. There are still ways you can improve their overall experience with your store – all the way to unboxing and enjoying your goods.

That's where Printify's custom neck labels and branding inserts come in handy. You can add a personal touch to every package with a beautiful, personalized, one-of-a-kind note that will leave your customers smiling, satisfied, and wanting to order more.



Give customers some sort of 'call to action'. You can say thank you and add a discount code for a future purchase, but you can also tell them to **tag you** on social media with your products for an additional discount. **Tell them to do something.** It's a great way to gather social proof or generate another sale.



Joe Robert



Note

Currently, branding inserts are available for only some of our well-vetted Print Providers. But keep your eyes and ears open for updates. The Printify Team is working hard to implement more branding opportunities to help you skyrocket sales and establish loyal and returning customers worldwide

Less Managing, More Earning



Try Printify Connect

Branding inserts and pre-order communication is completely up to you. However, there is a way you can still keep your customers informed, engaged, and supported throughout the fulfillment process without spending time on it yourself.

It's called Printify Connect.

This amazing feature connects your customers to Printify directly – leaving you as the middleman out of the equation. Any concerns, complaints, and feedback that come in after purchase go directly to our Support Team, who are ready to help, guide, and solve problems 24/7.



Read More

What is Printify Connect, and how it works



We've discussed multiple ways to boost traffic to your store page, but now comes the most important part: conversion. **How do we make sure these online scrollers turn into paying and potentially returning customers?**

There are many things that affect traffic conversion. From the look and feel of your page to prices, shipping methods, language, and more. Let's see what you can do to improve the conversion rate and become the go-to seller for your niche's products.

Brand Identity

From a business name and logo to messaging and values – your brand identity means everything your Shopify store is, does, and represents. And often enough, it can play a significant role in a consumer's decision whether to make a purchase or not.

Main elements of brand identity:

- Logo and business name
- Brand story
- Stated vision and mission
- Visual identity (your color palette, images, typography, and other visual elements)
- Messaging and tone of voice
- Product packaging and other distinctive features

This is yet another aspect of eCommerce and running a Shopify site that involves researching your target audience and competitors to gather tips and insights into the values potential customers align with.



Quick Tip

Read our articles on [How to Build a Strong and Unique Brand Identity for Your Business](#) and [Shopify Store Names](#) to get inspired.

Start with your brand story.

A great story lets you **highlight the unique qualities of your business** and gives customers something to connect with. It can be common interests, a great cause, or personal passions like eco-friendly, locally-centric, or all-inclusive brands and more.

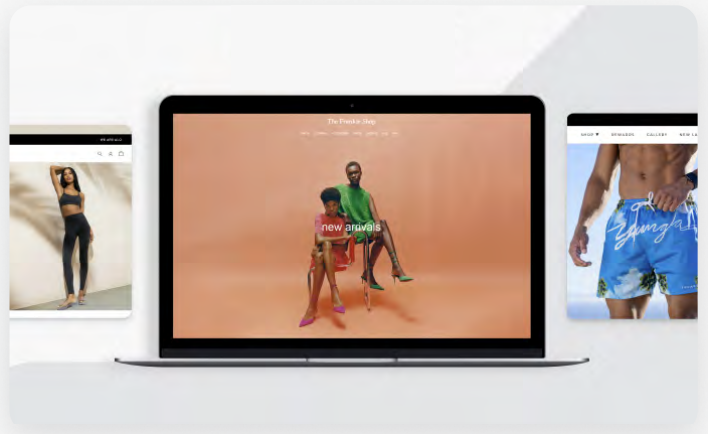
Decide what your brand will be, create your story, and build an identity around it, from designing a powerful logo to picking your colors and spreading awareness. Use emotion in your story and **make the message authentic** and believable.

But! Remember to be **customer-centric**. Customers should be the heroes in your story. Let them know how your brand and products can make their lives better.



Quick Tip

If you don't have the skills, time, or resources to develop a strong brand identity yourself, consider hiring a professional on sites like [Fiverr](#). Some talented people will gladly design your logo, write your content, and create a beautiful brand story.



Store Aesthetics and User Experience

That means your Shopify store's personality and appearance. It's how you make your customers feel from the moment they visit your website to making a purchase.

While this is a terrible message to give to young children, when it comes to succeeding on Shopify – **looks matter**. Store aesthetics and user experience (UX) are all about the ease, legitimacy, and appeal of your site.



Clean and simple – that's what it's supposed to look like. A homepage is basically a brochure that you can open and click through to learn more.



Joe Robert

Your store needs to be

✓ Easy to navigate

With an understandable and simple layout, categories, and subcategories.

✓ Mobile-friendly

With a fully responsive interface for shoppers on the go.

✓ Simple

With nothing too bright or complicated, but also nothing too boring and generic.

✓ Fast

In terms of loading speed for a pleasant shopping experience.

✓ Clear

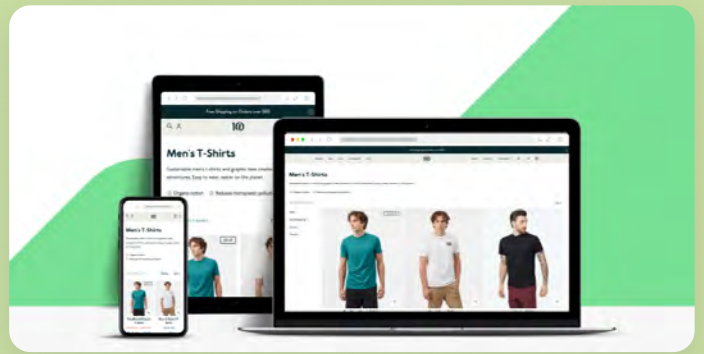
With direct 'call to action' buttons like 'Buy Now', 'Checkout', and more.

✓ Professional

With legal pages, honest and clear statements, an address, an 'About' section, and contact information.

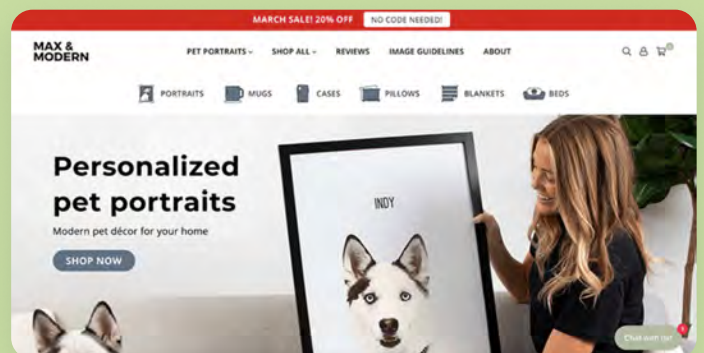
✓ Appealing

With beautiful banners, collection displays, and more. Your page needs to immediately connect with the shoppers, making them intrigued and ready to buy.



A great starting point can be our blog article on [The Best Shopify Store Examples for 2023](#), compiling a list of well-planned, structured, and simply beautiful storefronts to explore for inspiration.

Like the clever [Max & Modern](#) store that tells their brand mission in their store banner already.



It also features an easy-to-navigate layout with product listings, guidelines on getting your pet portrait done, and testimonials for social proof. Clean and simple – Joe would approve.

Another great way to test the potential of your store is by **asking for feedback from friends and family.**

Let them go through the website to see what's clear, what's not, what they like and hate, and what they would like to see done differently. Consider not telling them that you made the site to get an honest reaction.

This way, you can learn where the customer might stumble and abandon the shopping process – and fix it to guarantee a pleasant experience on your store.



Quality Listings

Once you've wowed your customers with your website, it's time to kick it up a notch with stunning product listings.

There are thousands of other merchants selling similar products to yours. To stand out in a sea of same-looking mockups and generic listings, you'll need to spend some time crafting the perfect product lineup that will turn heads and generate not only clicks but sales as well.

One of the most common suggestions from our **seasoned Shopify merchants** is to **take your own photos.**

What better way to showcase your products and designs than in real-life settings? Order samples and spend a day or two shooting one-of-a-kind mockups for truly unique listings.

This will ensure your product lineup is:

- Unique, standing out from competitor pages
- Professional-looking, showing you spent some time on them
- Trustworthy, since real people are already wearing/using them
- Showcasing people in your target niche (make sure to use appropriate models)

Another option is **sourcing high-quality realistic mockups online** from sites like [Placeit](#). They offer creative and versatile real-life mockups for thousands of products. You can upload your designs on t-shirts, tote bags, stickers, and other top-selling products and download unique mockups for your store.

Other important features merchants pointed out were, of course, the titles and descriptions, as well as additional information, such as size, material, and care instructions.

People like to know what they're buying. The more informed they are on your page, the more confident they feel about buying your products. So, **be transparent, honest, and professional** with your information.

Personalization

A great way to attract more people to your page and convince them to buy is through the power of personalization – a well-tried and proven tactic from our successful Shopify merchants.



This can be done in two different ways.

1. Offer Personalized Products

You can list generic products and offer individual personalization for each customer – manually or with clever apps like [Customily](#). People love to customize gifts with names, photos, titles, professions, or sweet and funny messages to have something unique. And you can offer them the opportunity through Print on Demand.

2. Let Them Design Your Products

We already mentioned this as a great tactic for boosting traffic. Post surveys or host live interactions where customers can share their ideas and preferences. If something sounds fun enough to try, you can implement new designs suggested by your audience.

Keep your eyes and ears open for personal requests. If someone emails you an idea that they would want your design but on a different product you don't currently offer – maybe someone else would love it, too.



Pricing Techniques

We know that pricing your products on eCommerce stores is tricky. With so many offers out there already, how do you find the appropriate value for your own goods?

Luckily, our experienced merchants have some tips to share.

✓ Value Your Products

Don't be afraid to price your products high (within reason, of course). If there are significant elements that differentiate your products and designs from others (like eco-friendly materials, inclusive sizes, special packaging, etc.), set a price that represents the quality your customers receive.

✓ Try Different Pricing Strategies

There are different approaches to pricing your products. Test them out to see what works best for your Shopify store. Read more in our article about [pricing strategies](#) and implement the right one for your business (for example, value-based or competitor-based pricing).

✓ Sales + Promotions

A great way to boost sales even with pricier products is by combining them with promotions. For example, 'buy one, get one for free' and other similar deals.

The right price matters a lot since it can make or break your business. Price your products too high and risk being skipped for cheaper deals. Price them too low and lose credibility.

When setting prices, it's important to **evaluate your products, designs, and competitors.**

The market average is a good place to start. And, if your store offers something more and worth paying for – make sure you communicate it to your customers. If they see the value, they won't mind paying more for something high-quality and unique.



Global Localization

Running a print-on-demand store on Shopify is an excellent way to go global with your products and designs.

However, localizing your page and efforts to different communities, countries, and customer bases can be a game-changer for boosting and converting traffic. After all, we all like buying products in our own language.

Let's look at some handy tools and approaches you can use to go global – while appearing local.



Shopify Markets

This is an exciting solution for bringing international traffic, driving customer conversions, and boosting sales globally. This feature allows you to sell your products to specific countries or regions with a customized buying experience.

Create custom Markets for your store to automatically add localized currencies, customized URLs, local payment methods, and translations for SEO.

Shopify's research shows that merchants experience up to a **40% conversion increase** when customers are shown their local currencies and can pay with familiar payment methods.

And adding multiple languages to your store page is an excellent way to appeal to people who aren't fluent in English.



Learn More

Learn more about how to set up [Shopify Markets](#).



Printify

Yes, Printify itself can be an excellent tool for your global localization, thanks to our international Print Provider network and printing facilities around the world.

Utilize Printify's network as a **clever selling point** to different regions and communities by listing where the printing facilities are. That way, people in Australia can see that – even though your store is officially located in Spain – you have Print Providers with fulfillment facilities near them. Meaning that shipping will be cheaper and faster.

You can even select specific Print Providers for certain countries or regions, promoting local-only order fulfillment.

Remember to enable **Order Routing** to find the closest, cheapest, and most convenient solutions for your customers.

Maintaining a local touch while going global is an excellent tactic our high-volume Shopify sellers use in their businesses. It's a way to expand your brand utilizing local authenticity – a great way to stay relevant while appealing to audiences worldwide.

It takes a lot of effort to convince a customer to purchase on your Shopify store. And your work doesn't stop there. You need to make sure those customers stay loyal to your brand and return for more time and time again.

Rewarding **repeat customers** is an important sales tactic to help you form a loyal consumer base, increase revenue, and lower marketing costs in the long run.



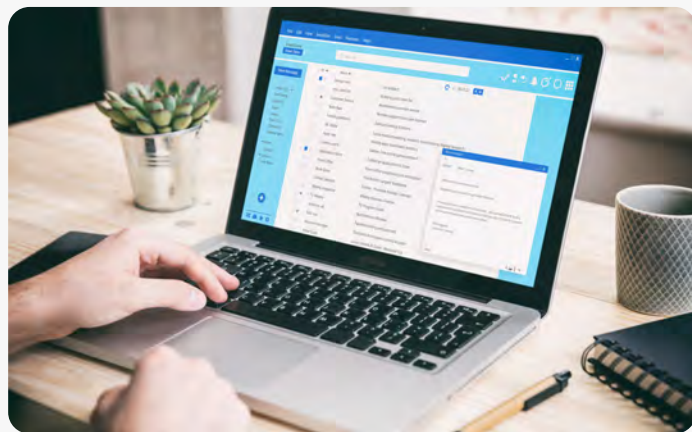
A few hundred or a few thousand loyal customers are more valuable than 50,000 people who came to you once.



Joe Robert at the Printify Amplified event

If your buyers not only get your products but also leave your store with a feeling of respect, care, a pleasant shopping experience, and a great price point, they won't be tempted to look for similar goods elsewhere.

Let's look at some ways **you can secure and reward loyal customers** to make sure they keep returning to your store regularly – and encourage others to do so, too.



1. Emails

From targeted welcome and thank-you letters to early emails about upcoming promotions, new arrivals, and exclusive deals. Email is a **great way to communicate** with your target audience and **build relationships**. (The free [Shopify emails](#) app is a great place to start).

2. Loyalty Programs

Design reward-based loyalty programs to **encourage repeat purchases**. You can even divide customers into loyalty groups (bronze, silver, gold) to increase their will to buy more and collect points for the next level and better rewards.

Loyalty programs can include rewards like early access to unreleased products, special discounts, free shipping, and more. But make sure to state the rules, rewards, and guidelines clearly. The [UX Bundle](#) app can help you with that.

3. Subscriptions

Just like on YouTube, where subscribers regularly get their daily, weekly, or monthly dose of content, you can offer subscriptions to your Shopify store for eager and loyal customers to get your products, news, and private deals on a scheduled basis.

Offer personalized benefits, exclusive insights, and promotions to those who subscribe. It's an excellent tactic for retaining return customers and convincing them to stay loyal to your brand – while **ensuring a predictable and steady revenue stream**. (Start with the [Seal Subscriptions App](#) designed specifically for Shopify).

4. Abandoned Cart Recovery

People abandon their carts for multiple reasons. Shipping that's expensive or takes too long, distractions, changes of heart, last-minute doubts, and more.

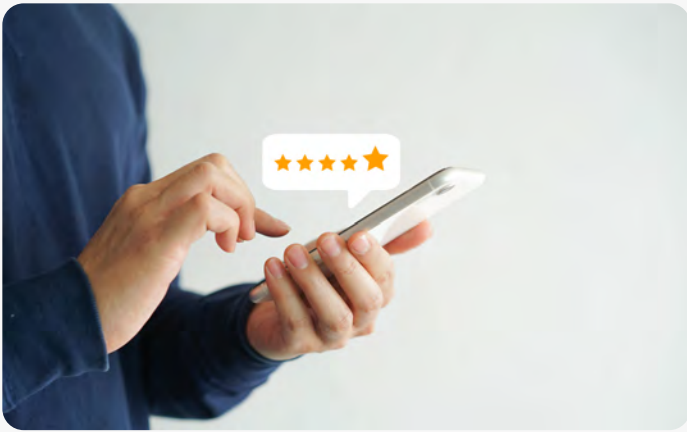
Whatever the reason, with the right tools, strategies, and approach, **you can convince customers to return** and maybe even add something more to their cart – before actually going through with the purchase.

Set up automated emails and notifications with apps like [PushOwl](#) or use native Shopify abandoned cart emails; just make sure to customize them. Offer those customers incentives like discounts or free shipping to persuade them to return and finalize the order.

This is an excellent strategy that will

- Recover lost sales
- Keep your customers engaged
- Prove how much you care about each buyer
- Help you collect data on consumer behavior

This is a necessary tactic to make sure customers return to your store to finalize a purchase – and keep coming back for more.



5. Post-Purchase Follow-Ups

We already mentioned how important it is to communicate with your customers throughout the entire fulfillment process – and after it.

It's a great way to **establish a positive relationship** with your target audience and show how much you care about their experience, prompting them to return to your store in the future. You can point out your subscriptions, loyalty programs, discounts, or personalized offers for their next purchase.

These follow-up emails can also **generate testimonials and feedback** on your brand, products, and services. This data can help you adjust your efforts and strategies to further up your Shopify game – so don't forget to reach out after a successful deal to secure another happy customer.



6. Friendly Return Policies

Well-crafted and honest return policies can greatly benefit your business. They foster trust and confidence in your store and encourage repeat purchases and positive reviews.

A hassle-free return process is also **good for your reputation**, as it further shows your commitment to providing an excellent shopping experience and boosting customer satisfaction.

Make sure to clearly state

- The required conditions for returns,
- The return window,
- And any other important details about requesting returns and handling issues.

Explain to your customers the typical policy for refunds and reprints that come with Print on Demand:

1. Returns and exchanges are not supported in cases where the customer ordered the wrong color or size or simply changed their mind.
2. They can get a free replacement or a refund in case of a damaged product or design (if they contact you – and you contact us – within 30 business days of receiving their order).

Here's more information on [how we handle refunds](#). You can include this information in your listings and website for full transparency.

Returning buyers are more likely to spend more on your goods and promote your store to others – turning them into free billboards for your brand.

So make sure to show appreciation and ensure an excellent shopping experience that will persuade them to not just return for more goods in the future but tell a friend as well.



You, like most of the merchants we interviewed, are probably a one-person team, navigating all the technical, creative, and business aspects of Shopify. And doing all of that while trying to grow your brand and market your products at the same time is never easy.

Good news! There are some ways you can **hand over some of your tasks to good old automation**, saving yourself a lot of hassle.

There are various apps and automations on the market that can help you optimize your store, from inventory and order management to marketing, data analytics, and even support.



Use Helpful Apps

The Shopify App Store is a rich source of help with more than 8,000 free and paid apps for:

✓ Finding and Managing Products

Some apps can help you scout new products and trends from POD companies, dropshippers, and even wholesalers (like the [Printify App](#)).

✓ Creating Listings

Use product description generators, automated mockups, and other tools that can help you create high-ranking listings ([Hextom](#) tool is a great start or [Placeit](#) for mockups).

✓ Store Design

Use apps to customize your store with different templates, customer reviews, and good navigation (like the [Debutify](#) helper).

✓ SEO

Apps like [Smart SEO](#) can help you generate metas, optimize images for a better user experience, and fix links for better rankings.

✓ Ads and Promotions

Automizely Traffic & Ads and similar apps help you handle advertising without breaking the bank.

✓ Reviews and Feedback

Apps like Judge.me and Joy handle loyalty programs, product reviews, memberships, and communication with your customers.

✓ Store Management

Set up customer support, legal pages, payments, chat, FAQs, loyalty programs, and more (use different apps for different purposes, Fiverr is a great start).

✓ Marketing and Conversions

Use creative apps to set up email campaigns, discounts, and SEO-related content (apps like Promo will help you create epic videos for social media and marketing).

✓ Localization

There are apps that can help you with translations into other languages and currency exchanges (like Transcy: AI Language Translate, built specifically for Shopify).

Browse the App Store yourself or read our article on the Best Free Shopify Apps to see what's out there and what tools can potentially improve your store's performance, perception, and rankings on search engines.

Clever apps can improve the shopping experience for your customers, generating return sales and a positive reputation – and they can greatly reduce your time spent on manually managing all the aspects of your Shopify store, but if they don't do their job or take too long to set up, they can end up draining your time, so choose them wisely.





Enable Order Routing

We already discussed this feature in detail, but in case you missed it:

Order Routing is a **great automation that saves you time and hassle** managing out-of-stock and shipping issues on a global scale.

If a product goes out of stock or your chosen Print Provider is unable to fulfill your orders, they are automatically sent to the next best solution – a Print Provider closest to your customer that has the same or a very similar item in stock.

Read More

[What is Order Routing, and how does it work?](#)

[How can I enable Order Routing?](#)



Edit in Bulk

With Printify, you can **edit, price, and update** your listings in bulk.

Our [Bulk Editing Tool](#) is designed to make your product management experience faster, easier, and more efficient – saving time on handling each product variant manually.

After editing your products on Printify, you can pick which updated details (like color, size, mockup, title, description, and price) you want to sync with your store. Hit Publish and watch your listings get automatically edited in no time.

Read More

[How do I use selective publishing on my sales channels?](#)

Printify Connect



Use Printify Connect

Another amazing feature we'd like to remind you about – as it greatly reduces your time spent handling order issues, reprints, and customer reviews.

Printify Connect does exactly what you think it does: it **connects your customers directly with Printify's** dedicated Customer Support Team – which handles concerns, complaints, and feedback without your involvement.



Read More

What is Printify Connect, and how it works

Set Up Shipping

Choose one of Printify's many shipping setup options that work best for you.

You can



Automatically Assign a Shipping Profile

If you choose this option, you'll publish your products with Printify's flat shipping rates directly to your store, ensuring that customers pay the same price for shipping that you pay for order fulfillment. (Here's [how](#)). **No further involvement from you is needed.**



Set Up a Printify Shipping Calculator

This feature not only applies the correct shipping rates to your customer's purchase, but also lets them choose between standard and priority shipping. (Here's [how](#)). But **you'll have to reach out to Shopify** for carrier-calculated rates.



Set Up Custom Shipping Rates

For example, free shipping. You can **manually do this** on your Printify account (here's [how](#)) – or use an app for it, like [Hextom: Free Shipping Bar](#). Just make sure to **adjust your retail prices** when offering free shipping.

Read More

You'll have to update your shipping and retail prices if carriers update theirs. This process differs for each shipping setup. [Read here](#) what to do in each case.



Link Your Social Media Accounts



You don't have to be on all the social media platforms at once. The key is to find the place your niche buyers hang out – and master them. Facebook and Instagram are good places to start.

Joe Robert

That being said, it's good business to establish a brand presence in any channel your target audience occupies. Whether it's TikTok, LinkedIn, Pinterest, Instagram, Snapchat, or something else. Link your social media accounts to your Shopify store to **optimize your time spent on posting new and relevant content.**



This will allow you to automatically share promotions, product updates, and brand news without the hassle of repetitive manual work. And apps like [Promo](#) will help you create stunning content in just a few clicks.

Utilize these helpful apps and features to **avoid human error and hassle** and **ensure both smooth operations and shopping experiences**.

Apps and automation let you save time for other important and strategic aspects of your business, like innovating new products and designs, engaging with loyal and new customers, and growing your Shopify business.



Conclusions

By now, you know that this ultimate Shopify Growth Guide is **the manual every merchant needs**.

We've covered all the main pillars, aspects, and growth tactics of a successful Shopify business. From having the right mindset and picking a top-selling niche to driving and converting traffic, establishing relationships with your customers, and uncovering new opportunities for growth.

With the nine game-changing tactics shared by seasoned Shopify sellers, including:

- 01** Free Ways to Bring Traffic to Your Store
- 02** SEO
- 03** Trends and New Industry Drops
- 04** Offline Marketing
- 05** Fast and Cheap Shipping
- 06** Customer Support / Experience
- 07** Traffic Conversion
- 08** Securing and Rewarding Returning Customers
- 09** Optimizing Your Time With Automated Processes

– you have what you need to master the platform by incorporating these things into your business.

You're now well-equipped to take the eCommerce world by storm and reach new heights with your Shopify store.

Your growth on the platform starts now.

Reach sky-high profits with Printify – your partner in print!