



Learn the Shopify basics



What's included in the playbook

Boost your affiliate content by becoming an expert at marketing Shopify. This playbook covers fast facts and features to help make marketing Shopify easy. You can also learn more in-depth information about how to promote Shopify by checking out these enablement guides in the Affiliate Growth Center:

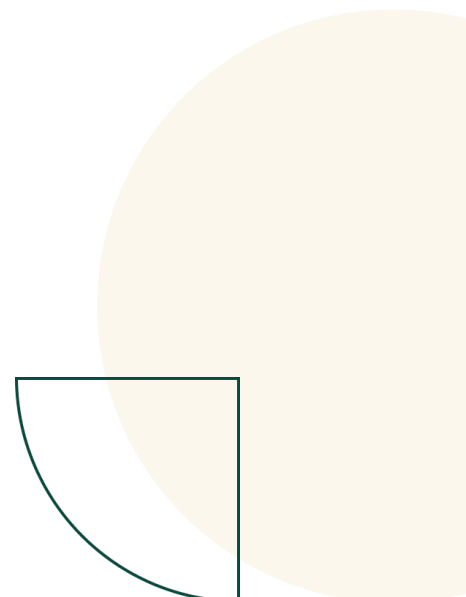
- [Help beginners start selling with Shopify](#)
- [Help your audience find products to sell with no investment in inventory](#)
- [Teach your audience how to design products and start a print on demand store](#)
- [Top converting landing pages playbook](#)
- [Replatforming playbook](#)

The basics

Shopify is a commerce platform designed to help merchants run their businesses. We have solutions to help them with the people, processes, and technology they need to succeed in commerce. You can think of the platform as a meal, made up of many ingredients, served in different ways to address the needs of different people.

Our user base has grown *significantly*, serving millions of businesses around the world ranging from very simple to very complex. Shopify merchants are motivated by independence, and the number one reason they love running their own business is the freedom it gives them.

Our Mission: Making commerce better for everyone. We help people achieve independence by making it easier to start, run, and grow a business. We believe the future of commerce has more voices, not fewer, so we're reducing the barriers to business ownership to make commerce better for everyone.



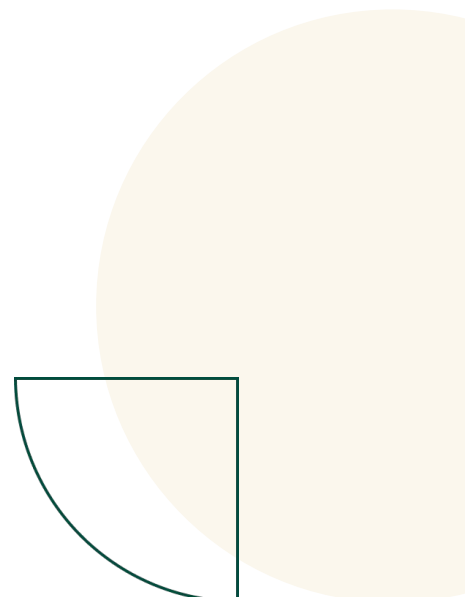
Who you should target with your Shopify affiliate link:

- People who want to earn extra money, pursue a passion, or make their hobby a business by creating a store.
- New or seasoned entrepreneurs who want to build an online or offline business.
- People who currently sell offline and want to create an online store, or vice versa.
- People who want to get started with a dropshipping or print-on-demand business by selling products without purchasing any inventory.
- Merchants who sell on another commerce platform or marketplace who would benefit from moving their store to Shopify.

Shopify FAQs

- Shopify powers millions of businesses and is trusted by brands such as Unilever, Kylie Cosmetics, Allbirds, MVMT, and many more.
- Shopify merchants sell in over 175 countries.
- Shopify merchants have sold more than \$100B total sales on Shopify worth of products online or in person.
- Shopify is a commerce platform that provides the tools and technology for merchants to set up an online store and sell products and services on their own website, at physical retail locations, marketplaces and more.
- Shopify is the world's leading multi-channel commerce platform.
- Shopify offers a variety of pricing structures and plans that support businesses of all sizes.
- Shopify empowers independent business owners everywhere: from the self-identified entrepreneur to the customer who has yet to come up with a product or idea.
- One platform that lets you sell wherever your customers are—online, in-person, and everywhere in-between.
- Shopify empowers independent business owners everywhere.
- Run and grow your business with Shopify, the all-in-one commerce platform.
- Made in Canada and trusted by millions of business owners worldwide.
- The all-in-one commerce platform to start, run, and grow a business.

[This guide](#) offers more information about Shopify and its features.



Shopify Features

Reference these features to help promote Shopify to your audience:

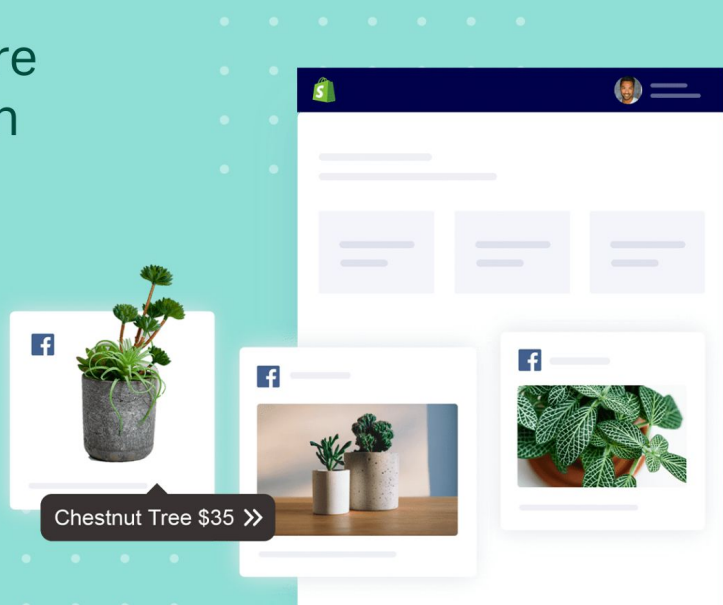
Industry-defining technology. Shopify is an all-in-one commerce platform with everything you need to launch and grow your business. From website builder to payment processor to negotiated shipping rates, we've got you covered.

Free tutorials and guidance. Access to free courses and a community of like-minded Canadian business owners like you. Self-paced lessons help you go from learning to launch, on your schedule.

Sell everywhere, anytime. Whether your customers are around the corner or across the country, you can sell online, in-store with Shopify POS and even through websites like Facebook, Instagram, Amazon, and more.

24/7 support. Doing it yourself doesn't mean you have to do it alone. With our dedicated community hub, you'll get the details you need, when you need it. And, our support team is here for you every step of the way, available via chat, email, call-back and social media.

Sell online, in store
and everywhere in
between



Resources to help your audience get started

Here's a collection of resources to help you get to know Shopify. Use what you learn to create educational content for your audience, or reference these resources in your content to help them get started.

- [Step-by-step checklist to help your audience start selling online](#)
- [Shopify Compass](#) offers a collection of free courses, tutorials and webinars to help you start and grow an online business
- [Watch videos](#) that show you how to get started with Shopify.
- Get detailed product information in the [Help Center](#)
- Let your audience know they can hire a [Shopify Expert](#) to get their business online with help from our network of established, third-party agencies and freelancers.
- To start selling on Shopify, your referral will need a Shopify [plan](#) and products to sell. Help them get started by signing up for Shopify. Then [set up](#) their store and [add products](#). If they don't have products to sell yet, [dropshipping](#) might be a good option for them.

Shopify can help your audience in the following ways:

Sell online. Add products and gift cards to your online store and start selling in minutes. Our built-in payment processors make it easy.

Manage inventory. No matter how many retail locations you may have, seamlessly integrate your online and in-store inventory all in one place.

Start shipping. From curbside pickup to international deliveries, Shopify helps you get your product to your customers wherever they are.

Automate customer communication. Never leave a customer in the dark. Automated emails keep customers informed about their delivery and when they can expect it.

Get new customers. Take advantage of your newfound global reach to get new customers. Start email marketing and advertising right from Shopify.

Start local, go global. Whether you're hoping to serve your local community or you have an eye on international expansion, we can help. Local delivery and pickup features mean you can identify exactly how far your business goes. Expand across borders and overseas with help from Shopify's built-in payment processor, multi-currency checkout, and multi-language options.

