

Sell More, Work Less:

A Checklist for Growing Your

Shopify Store

Attract

Just launched your store? If your priority is generating sales and finding new customers, you're at this stage. When your brand is in start-up mode, the key to success is staying flexible and responding quickly to change.

To-Do Checklist

- Identify your value proposition
- Conduct a [competitive analysis](#)
- Determine your [marketing KPIs](#)
- Create your [marketing budget](#)
- Design a brand guide
 - Logos
 - Fonts
 - Voice & tone
 - Tagline
 - Brand colors
- Determine your marketing funnel and [customer journey](#)
- Create a [social media strategy](#)
 - Make profiles for every platform
- Develop an email strategy
 - Check out [this guide](#) to every email your brand needs
- Design a [retargeting strategy](#)
 - [See how AdRoll can help you](#)
- Research your target audience
 - Interview potential customers
 - Write out your [customer personas](#)
- Look into [UTMs](#)
- Create a Shopify account
 - Research different [Shopify themes](#)
- Set up your operations stack
 - Internal emails
 - Accounting
 - Project management
 - Point of sale (POS) system
 - CRM
 - Billing & payments
- Set up your marketing technology stack
- Find a measurement & analytics platform

Delight

Your Shopify store is in a good place — now, it's time to take it one step further. Think of this stage as an opportunity for growth, such as a new strategic or feature initiative. This is the time to determine which direction to go next.

Delight: To-Do Checklist

- Grow your customer support
 - [Research chatbots](#)
- Launch a referral program
- Create a [rewards program](#)
- Consider a website revamp
- Evaluate your ecommerce platform
- Develop a branded app
- Reach out to other companies in your industry for partnership opportunities
- Research new marketing opportunities
 - SMS marketing
 - [Livestream marketing](#)
- [Hire a marketing agency](#)

Engage

Your Shopify store is steadily churning out sales, but you know there are still friction points that can be ironed out. This stage is all about making the shopping experience more engaging for new and existing shoppers.

To-Do Checklist

- Optimize your product pages
 - Add keywords to every product page
 - Update product photos
- Optimize your [checkout process](#)
- Optimize [SEO](#)
 - Improve site speed
 - Determine target keywords
- [A/B test all your creative](#)
- Create a [promotions strategy](#)
- Improve your [landing pages](#)
- Determine all [upsell and cross-sell opportunities](#)
- [Build](#) your email & SMS marketing lists
- Design a post-purchase reviews program
 - Craft follow-up emails
- Optimize your shipping and fulfillment processes