

## Getting started

### [General checklist](#)

This checklist outlines all of the steps that you need to take to get started with Shopify

### [Shopify Academy](#)

Free Shopify training to help you build and grow a profitable business. Shopify Academy gives you exclusive access to experienced entrepreneurs, here to tell their story. You'll have your very own virtual business mentor to keep you informed, accountable, and motivated.

### [Getting Started With Shopify Academy Course](#)

This course walks you through the basics of getting setup on Shopify and working towards your first sale.

### [Shopify Compass](#)

Access videos, articles, and tools to help you get your business started. Follow the step-by-step guide, or choose your own path using only what you need. Compass helps entrepreneurs start and run businesses on Shopify by giving them access to the guidance and resources they need to be successful. Compass will help our merchants by providing guidance that is directly actionable in Shopify—so that entrepreneurs can learn while completing important steps in their business journey. Compass will go into general availability on April 6, and will include a visual refresh as well as courses and other features.

### [Build a “Buy Online, Pickup Curbside” store](#)

Step by step guide on how to build a store

### [How to Quickly Set Up a "Buy Online, Pickup Curbside" Experience with Shopify](#)

Blog post that compliments above

## What Shopify is offering merchants globally to help get set up:

### [Shopify COVID-19 Response](#)

### [Resources for businesses impacted by COVID-19](#)

- Extended 90-day free trial
- Gift cards for all plans and customers
- \$200 million in small business funding
- Gift cards for all plans and customers
- Local pickup and delivery
- Community support

## **Branding || Marketing || Communications**

Here are some resources to help merchants create or revisit their brand mission. These resources will help merchants remain authentic to their customers and see how their product is relevant in these changing times.

- What to say.
- How to say it.
- Measuring success.

### **Own your Story {What to say}**

#### **Revisit your Brand's Story and Mission**

- [How to Start Your Own Brand From Scratch in 7 Steps](#)
- [Brand Guidelines: How to Create a 'Minimum Viable' Style Guide](#)

#### **Think Creatively about your Product and Service**

- [Gift Card Support Is Now Available on All Plans to Help Small Businesses](#)

### **Walk your Talk: {How to say it}**

Here are some resources to help merchants tap into their communities with authentic and empathetic conversations. We also encourage them to rethink “business as usual” with a checklist for modifying regular communications for covid, and emphasizing the value of customer feedback more than ever.

#### **Get Social**

- <https://www.shopify.ie/blog/social-media-marketing-strategy#audience>
- <https://www.shopify.ie/blog/video-editing-apps>
- [Social Media Customer Service: A Beginner's Guide](#)
- [How to Make the Most of Instagram Video with Posts, Stories, and IGTV](#)

#### **Spread the Love Online**

- <https://www.shopify.ie/blog/community-management>

#### **Make your Customer the Hero**

- <https://www.shopify.ie/blog/user-generated-content>

### Be a hero for your community

- <https://www.shopify.ie/blog/acts-of-kindness>

### Keep Customers in the Loop

- <https://www.shopify.ie/blog/tranquilo-mat-facebook-live-marketing>
- <https://www.shopify.ie/blog/acts-of-kindness>

### Personalise your approach

- <https://www.shopify.ie/blog/customer-appreciation>
- [How A \\$15 Million Company Was Built On Personal Messages](#)

## **Measuring Success**

Defining metrics that support your business goals

- [Marketing Analytics: A Complete Guide for Beginners](#)
- [The Big List of 40+ Goal Setting Tools](#)

## **Apps**

These Apps can help merchants connect with their customers using Social Media and Messaging Services.

- [\[TokShop\]](#) Connects Tik Tok to Shopify
- [\[Social Popup\]](#) Invites customers to merchant's online communities.
- [\[Instagram Feed + Photo Gallery\]](#)
- [\[Free Call\]](#) Allows our customers to call you from free from your store
- [\[Snapchat Ads\]](#) Allows merchants advertise through Snapchat
- [\[WhatsApp Chat + Abandoned Cart\]](#) Provide quick & easy customer support service via WhatsApp Chat button. Increase referral sales with WhatsApp Share button.
- [\[Instagram Feed Stories\]](#)- The app pulls latest Instagram stories and shows up on your website header, you can contact customer support to customize the placement.
- [\[Messenger channel\]](#) - Connect with customers using Facebook Messenger

## Ireland Centric Resources

### Payment Gateways Ireland

- [Shopify Payments](#)
  - There are unique terms of service for each Shopify Payments country account type and the one for Ireland can be [found here](#).
  - Processing Rates - To view our currently offered processing rates per plan tier, [click here](#) for the Republic of Ireland pricing page.
- For a full list of Payment Gateways available in Ireland available [here](#).

### Shipping companies and resources available in Ireland.

- [GLS Ireland](#)
- [An Post](#)
- [Irish Parcels](#) - Irish Parcels provides a low cost and reliable shipping solution to help small businesses make considerable savings on their delivery costs.
- [Parcel2Go Ireland](#) - This website enables you to send anything, from a small packet to a large parcel, to destinations throughout Ireland, the UK and internationally, and all for a surprisingly cheap price.
- [Fastway Couriers](#) - They offer a cost effective, reliable courier service, backed up by the latest computer technology and online parcel tracking facilities, making Fastway Couriers the ideal choice for small to medium sized businesses.
- [FedEx Ireland](#)
- [UPS Ireland](#)
- [DHL Ireland](#)
- [\[DPD Integration\]](#) - App that allows integrate with DPD (including Ireland)

### Tax resources for Ireland based businesses.

- [How To: Setup Irish taxes in Shopify](#) - Allows you to configure taxes if your Shopify store is based in Ireland. However, please note, this is just a guide, we strongly suggest reaching out to an accounting or tax professional regarding your business.