2025

shopify
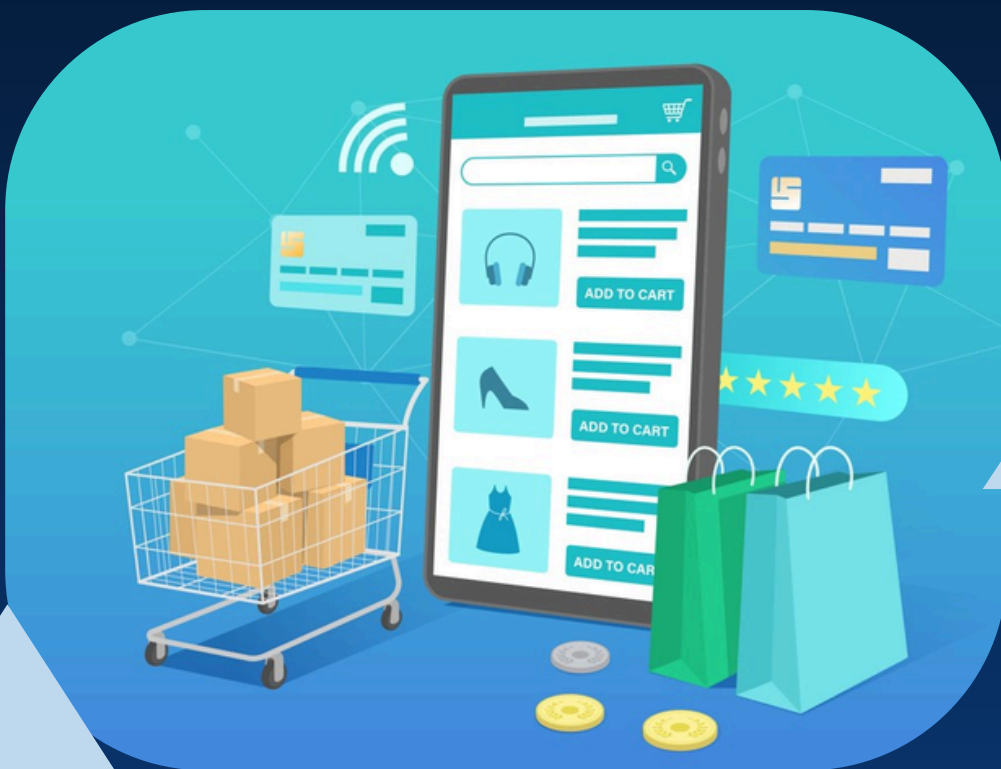
GROWTH PLAYBOOK

7 QUICK WINS BACKED BY $250M+ IN SALES

zipify

SMALL KEYS UNLOCK BIG DOORS

You don't need a massive team, VC funding, or a computer science degree to build a wildly successful Shopify store.

You just need to focus on the highest-impact areas that actually drive revenue. That's how Ezra Firestone built his brands to over **$250 million** in sales—and now you can copy his same playbook for 2025.

INSIDE, YOU'LL GET EZRA'S 7 QUICK WINS TO HELP YOU:

- 🚀 **Create scalable ads that boost ROAS and lower CAC**
- 🚀 **Lift your AOV with low-cost, high-profit upsells**
- 🚀 **Use content to attract and convert more customers**

START SMALL.
MOVE FAST.
STACK THE WINS.

Zipify

LET'S JUMP IN!

QUICK WIN #1: AVATAR-BASED VIDEO ADS + PRE-SELL PAGES

What It Is

Avatar-Based Marketing means you create ads and landing pages that target a single customer persona. The more personas you do this for, the more you can scale
.

EXAMPLE: One of Ezra's 8-figure brands Naväge runs separate ads for their avatars. Each ad clicks through to a pre-sell page that speaks directly to that avatar's pain points:

| MEN WHO DO YARD WORK | WOMEN WHO HAVE ALLERGIES | PEOPLE WITH WINTER DRYNESS |

Why It Matters

- Paid traffic loves relevance.
- Your ROAS rises when customers feel "this is for me."
- One-size-fits-all = lower conversion rate.

How to Implement

✅ Map out your 3–5 primary customer avatars.
✅ Write specific "who and why" headlines for each one.
✅ Create short 30–60 second videos addressing their unique needs.
✅ Build simple pre-sell pages with Zipify Pages that match each video.

⚡ **Quick Win Example:**

Naväge created 4 avatar-specific videos and saw a **38% lift in CTR** within two weeks.

🚫 **Common Mistake to Avoid:**

Don't just tweak your ad text—**match your pre-sell page** to the ad design for a seamless journey.

QUICK WIN #2:
US VS THEM MARKETING

What It Is

Your customer has choices, and Us vs Them marketing shows them plain and simple why you're the better option. It's not about trash talk—it's about drawing a line in the sand.
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EXAMPLE: Naväge sells a product most people think of as "neti pot" (like saying Kleenex or Q-tip). So we run ads that clearly show how we're faster, more effective, & more advanced.

Why It Matters

- You have to spell out what makes you different.
- Comparisons build trust and speed up decisions.
- Strong positioning lets you charge higher prices.

How to Implement

✅ Create a side-by-side chart comparing your product to competitors.
✅ Highlight what you offer that they don't.
✅ Use clear, tangible differentiators (shipping speed, warranty, sourcing).

⚡ **Quick Action Tip:**

Add a "Why Choose Us?" block to your landing page this week.

🚫 **Common Mistake to Avoid:**

Don't trash competitors—lift yourself up without looking petty.

QUICK WIN #3:
BASKET BUILDERS
(BOOST AOV FAST)

What It Is

Basket Builders are low-friction, **high-margin** items customers can add to their order. Think of accessories, kits, tools—anything relevant that makes the main product more useful.
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EXAMPLES:

- Cleaning kits
- Product refills
- Bundle upgrades
- Add-on warranties
- Gift wrapping
- Popular best-sellers

Why It Matters

- Higher AOV makes your ad spend more profitable
- Upsells boost margins so you can afford to scale
- Relevant add-ons increase customer satisfaction

How to Implement

✅ Identify 2–3 high-margin upsells or add-ons
✅ Use the **OneClickUpsell** app to offer them before or after checkout
✅ Split test your upsells find your top-converting offer

OCU FREE 30 DAY TRIAL

⚡ **Quick Action Tip:**

Start a 30-day free trial of OneClickUpsell & launch sitewide upsells in **under 2 minutes**

🚫 **Common Mistake to Avoid:**

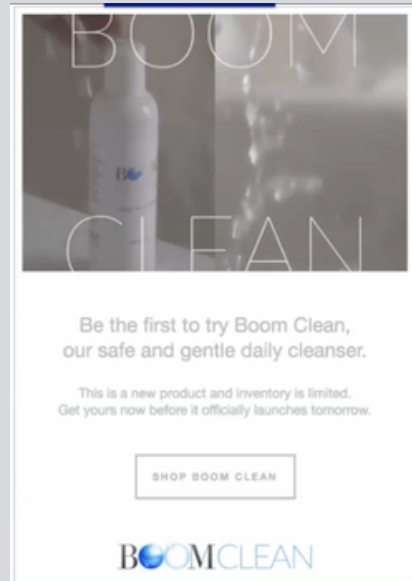Offering random or unrelated products. **Keep it relevant.**

QUICK WIN #4:
PRODUCT LAUNCHES = ENERGY

What It Is

Product launches aren't just for new SKUs. They're a reason to **re-engage your audience,** build anticipation, and drive sales—whether it's a new or limited item or a repackage.

Product Launching
Includes:

- New SKUs
- Limited editions
- Repackaged bundles
- Seasonal drops

Be the first to try Boom Clean, our safe and gentle daily cleanser.

This is a new product and inventory is limited. Get yours now before it officially launches tomorrow.

SHOP BOOM CLEAN

BOOMCLEAN

Why It Matters

- Launches create urgency and attention.
- They give you a reason to email, post, and retarget.
- Gives your best customers something to buy again

How to Implement

✅ Survey your customers—ask what they actually want
✅ Build an early-bird list to create anticipation
✅ Use ambassador videos or early reviews for social proof
✅ Launch with a strong sales page + video

⚡ Quick Win Example:

Ezra's brand Boom Beauty! re-released a best-seller in a new color and **sold out in 16 hours.**

🚫 Common Mistake to Avoid:

Waiting for a perfect product. **Reformulate something old** if it solves a real problem.

QUICK WIN #5:
TRADITIONAL CONTENT + MONTHLY MERCHANDISING

What It Is

Consistent content is about winning attention. And because content is so cheap to create, it's the most cost-effective way to attract leads, build trust, and convert new customers.

Example:

- Weekly skincare tips email
- Bi-weekly blog posts
- Monthly flash sale
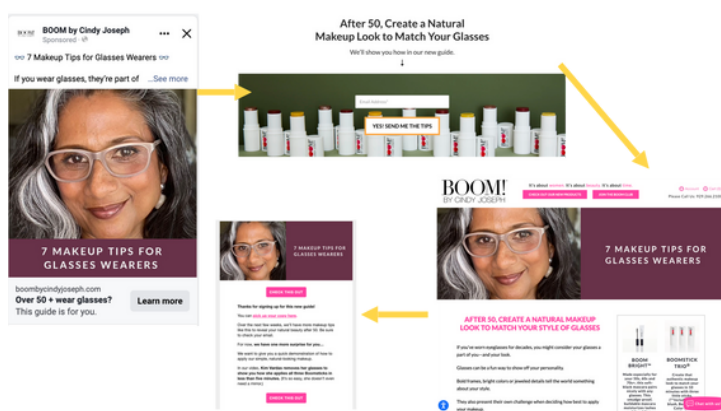
Why It Matters

- Content builds trust before the sale.
- Offers create urgency and drive conversions.
- Together, they form a predictable flywheel.

How to Implement

✅ Publish one valuable video, post, or email per week
✅ Track who watches, clicks, or reads
✅ Retarget them and run a sale at least once a month

⚡ Quick Action Tip:

Turn one content piece into many—repurpose video into blogs, emails, and social posts.

🚫 Common Mistake to Avoid:

Only posting during sales. If you don't show up with value, your offers fall flat.
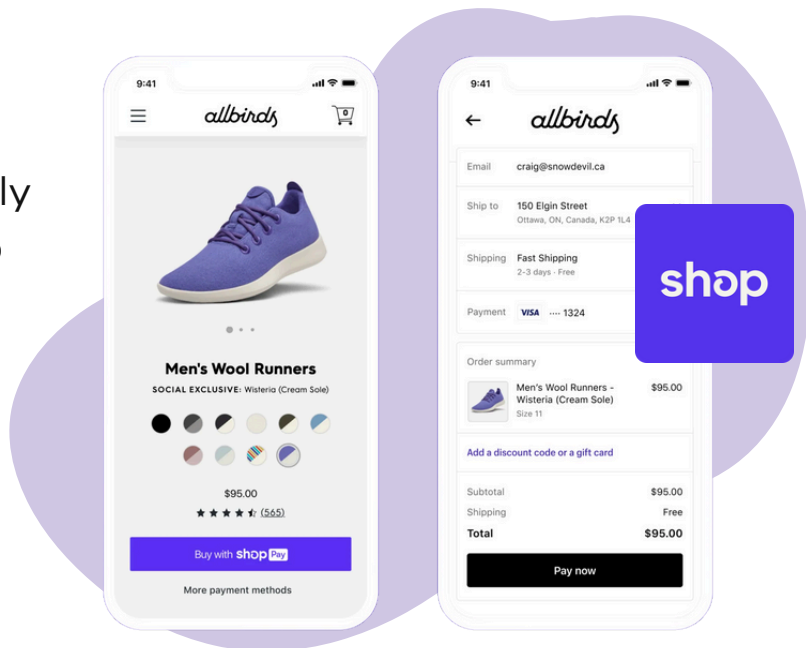
QUICK WIN #6: SHOP APP + SHOP PAY CAMPAIGNS

What It Is

The Shop App is Shopify's answer to Amazon. With 100+ million downloads and **Shop Pay's** turbocharged one-click checkout, it's untapped revenue for most brands out there.

Example:

Run exclusive Shop App-only promotions (e.g., "Shop App customers get 10% off").

Why It Matters

- Shop App traffic is growing fast
- Shop Pay users convert **up to 2x faster**
- Shopify is incentivizing customers to buy in the app

How to Implement

✅ Set up your Shop App profile
✅ Use limited-time Shop App discounts
✅ Highlight the offer in email and socials

⚡ Quick Action Tip:

Add upsells inside the Shop App with OneClickUpsell—it's the only app that offers Shop app upsells, and it works seamlessly with Shop Pay's one-click checkout.

🚫 Common Mistake to Avoid:

Ignoring the app. Shop App sales are still small—but growing fast. Get in early!

QUICK WIN #7:
FLOW OPTIMIZATION

What It Is

Automated **email flows** like abandoned cart and post-purchase run 24/7—but most brands never update them. Regular optimization is an easy way to capture more revenue with minimal effort.

Example:

- Abandoned Cart
- Browse Abandonment
- Post-Purchase
- Welcome Series

These are your silent salespeople.

Why It Matters

- Automatically recovers lost revenue
- Strengthens customer loyalty
- Increases LTV with repeat purchases

How to Implement

✅ Build out any missing automated email flows
✅ Track where email open and click rates decline
✅ Update those emails and split test the results

⚡ **Quick Optimization Tip:**

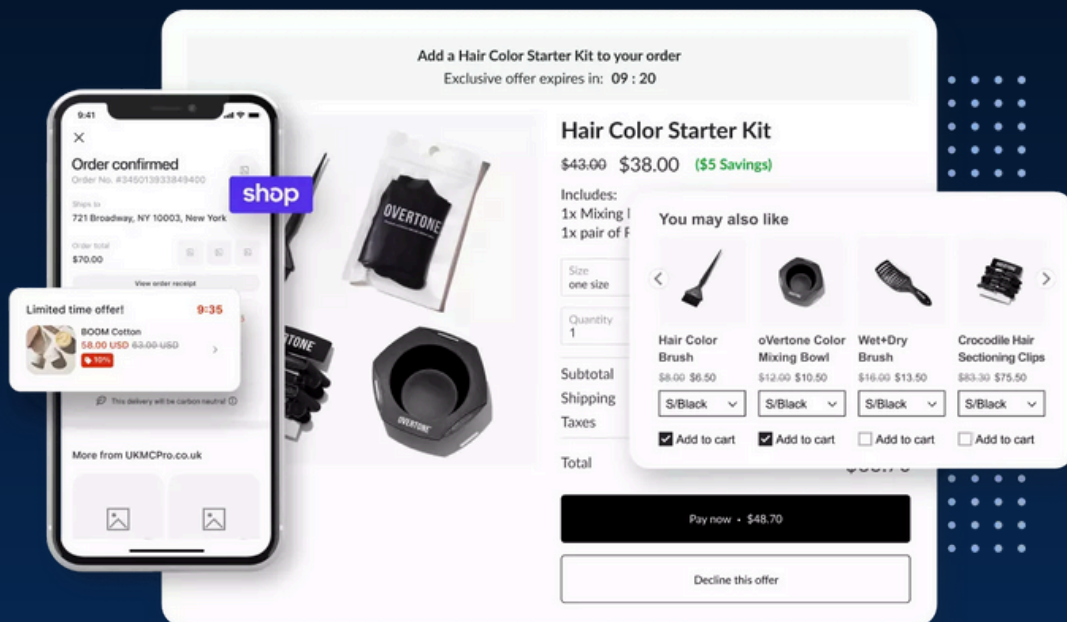Add a relevant **cross-sell** to your post-purchase flow—it's a simple way to increase lifetime value.

🚫 **Common Mistake to Avoid:**

"Set it and forget it" mentality. **Review flows quarterly.**

NEXT STEPS

Action beats perfection—so don't overthink it. Pick one of the strategies from the playbook, and implement it this week.

START WITH THE QUICKEST WIN ON EZRA'S LIST:

OneClickUpsell

TRY ONECLICKUPSELL FOR FREE AND ADD UP TO 30% MORE REVENUE WITH A SINGLE-CLICK.

FREE 30 DAY TRIAL

OneClickUpsell
by zipify

THE BEST POST PURCHASE APP I HAVE USED, GREAT SUPPORT, ALWAYS IMPROVING THE APP AND GIVING CONTENT TO LEARN HOW TO IMPROVE YOUR PERFORMANCE.

- ALPHASTRONG (USA)

TRUSTED BY 50,000 SHOPIFY BRANDS

TUSHY   Dr.Squatch   VICTORIA BECKHAM BEAUTY   HOP WTR   pura

TESTIMONIALS

In 2022, OneClickUpsell created 20% of our overall total sales. So 20% of our overall sales came from OneClickUpsell, which is huge. Like, I cannot tell you that anything else was to do with this other than OneClickUpsell. And so that's been a great success for us.

KES LEHRMAN (EAVARA)

Twenty thousand dollars. Twenty grand in OneClickUpsell... on top of everything else we've already sold this year. That's... freaking crazy.

RICH GARNER (DUTCH OVEN KITS)

I love that the app is so user friendly... I was able to teach myself how to use the app in under five minutes and set up my first funnel... There hasn't been one day that a product hasn't been added to the cart using the one click upsell

MARNIE MASSIE (TREAT BEAUTY)