How To Get Started

Shopify is the leading e-commerce platform, empowering businesses of all sizes to create stunning online stores and manage their operations effectively. Empower your Shopify store with the ultimate SMS marketing solution. Drive sales, engage customers, and grow your business with Mitto's SMS marketing integration.

PART 1

APP INSTALLATION & CONFIGURATION

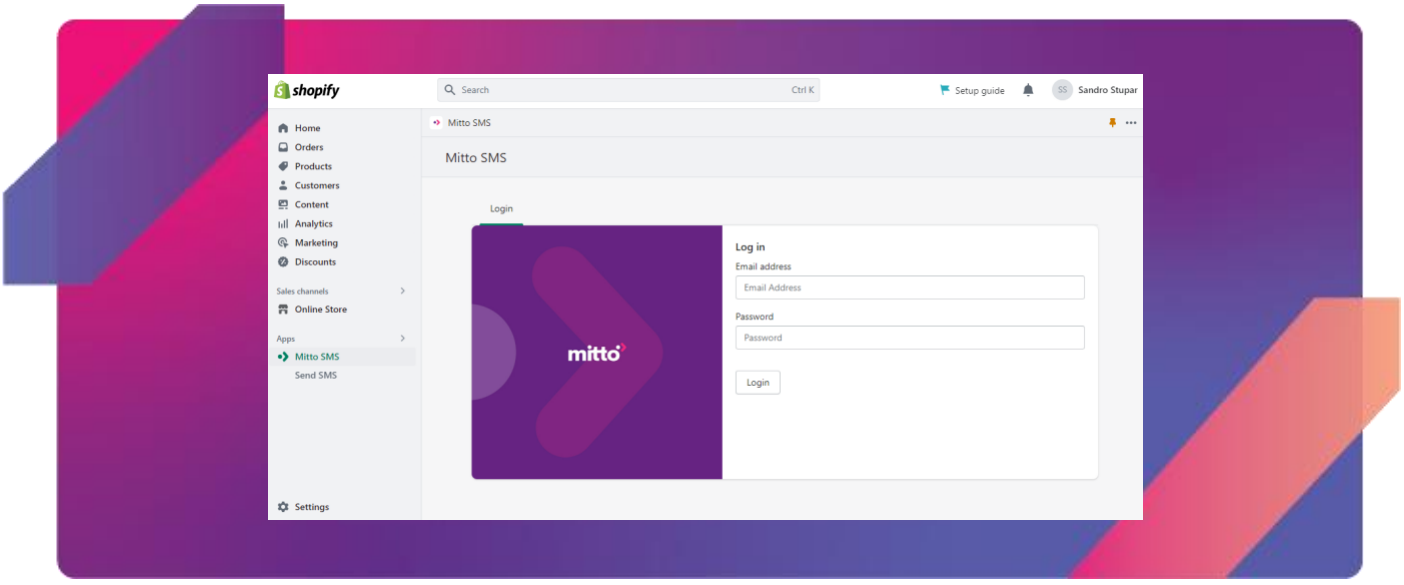
Prerequisites:

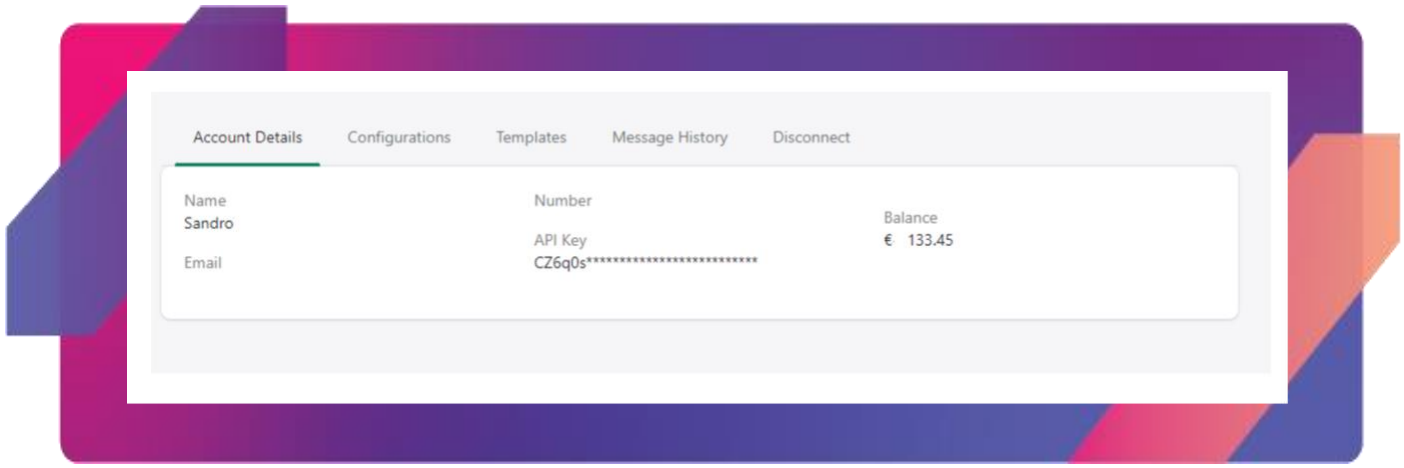
- Mitto account
- Shopify account

Steps:

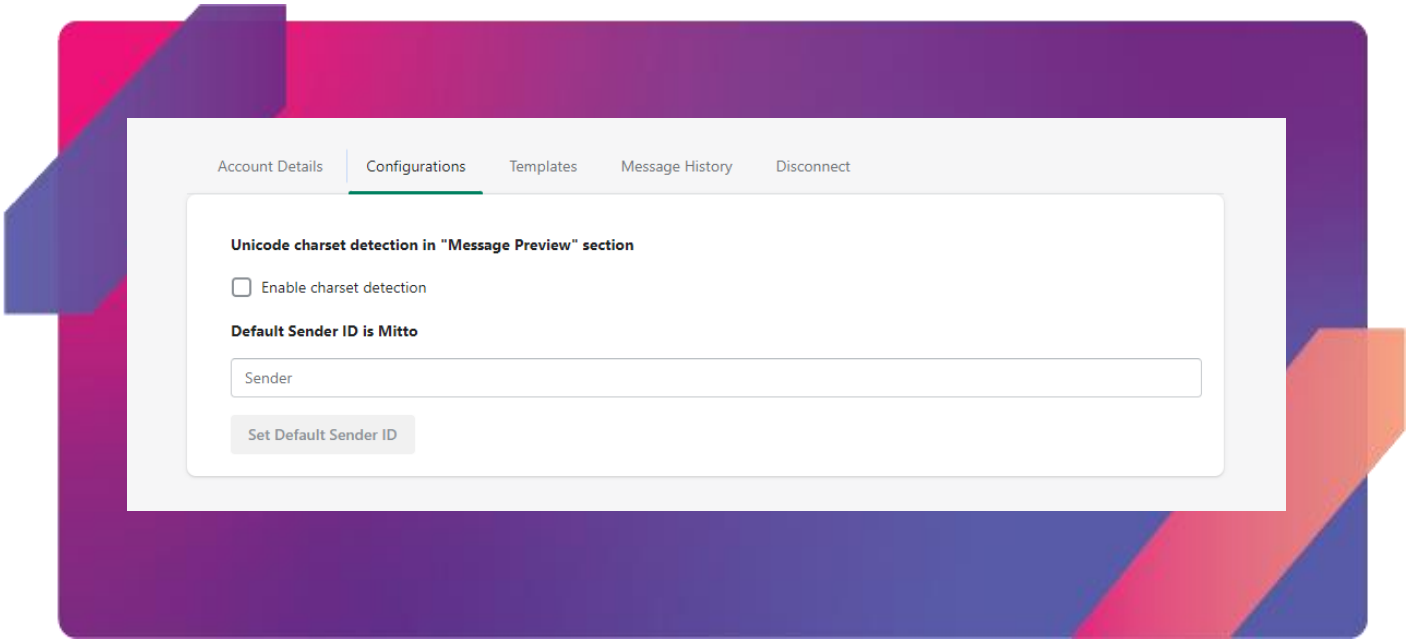
- With **Shopify's App Marketplace**, you can integrate tools you need for your business with your Shopify account. Mitto is available via this direct link: https://apps.shopify.com/mitto-sms?syclid=cgeql54f7cbs4vkrn6v0

- Click on **Add app** and enter your Mitto credentials (or create account first). Once you do that, you will be able to see your account details.

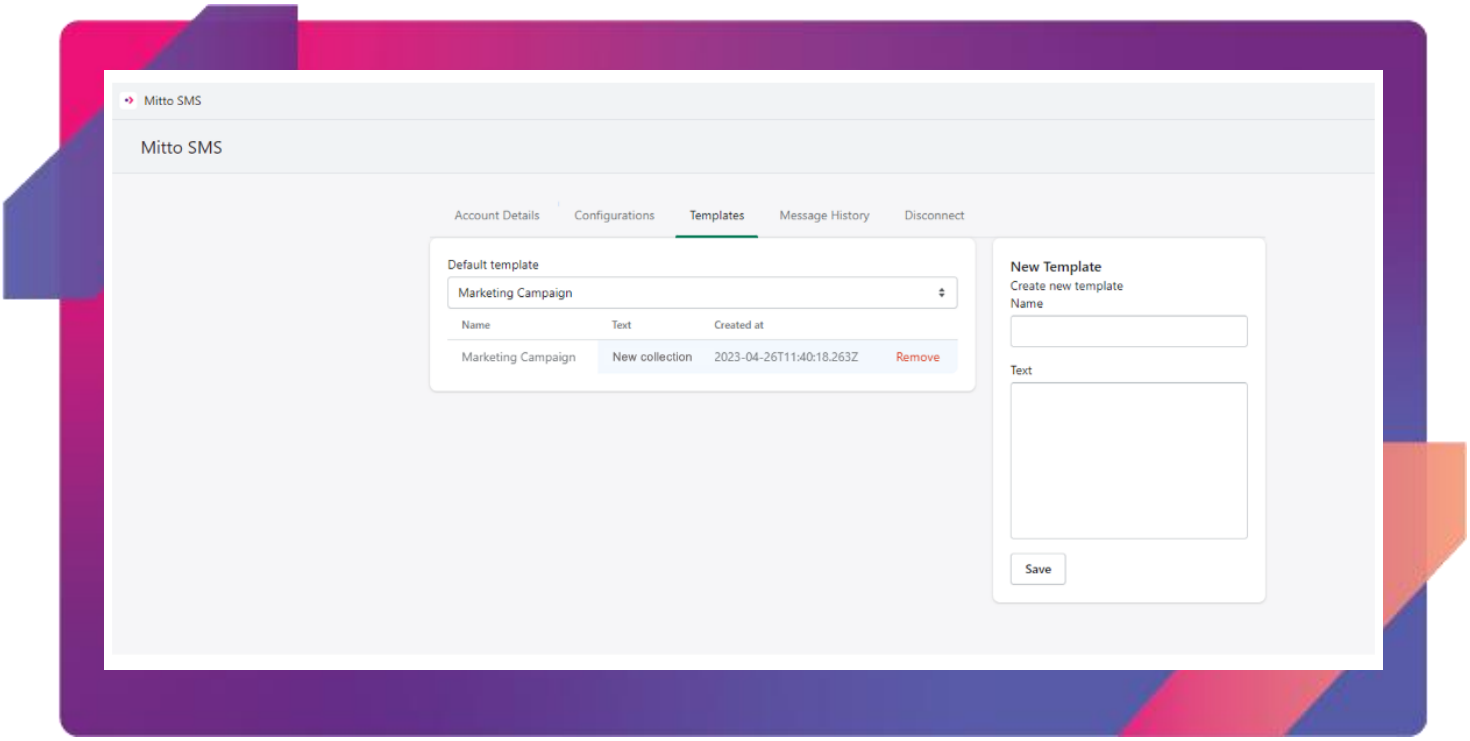




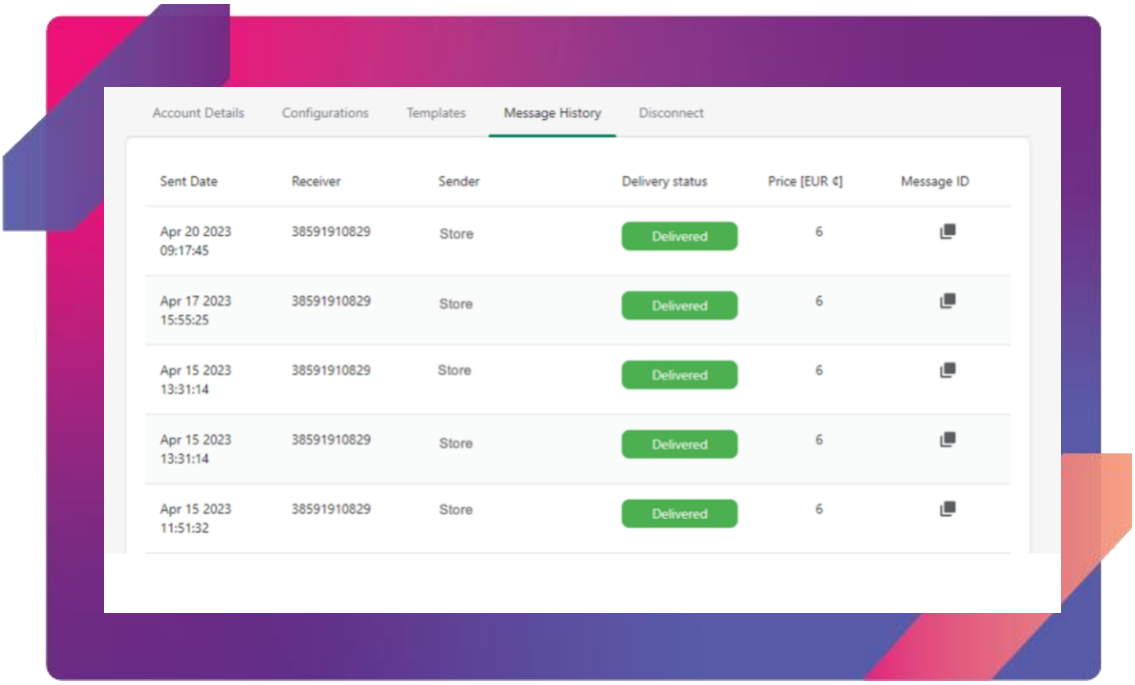
- Use **Configurations and Templates** tabs to set up everything you need.



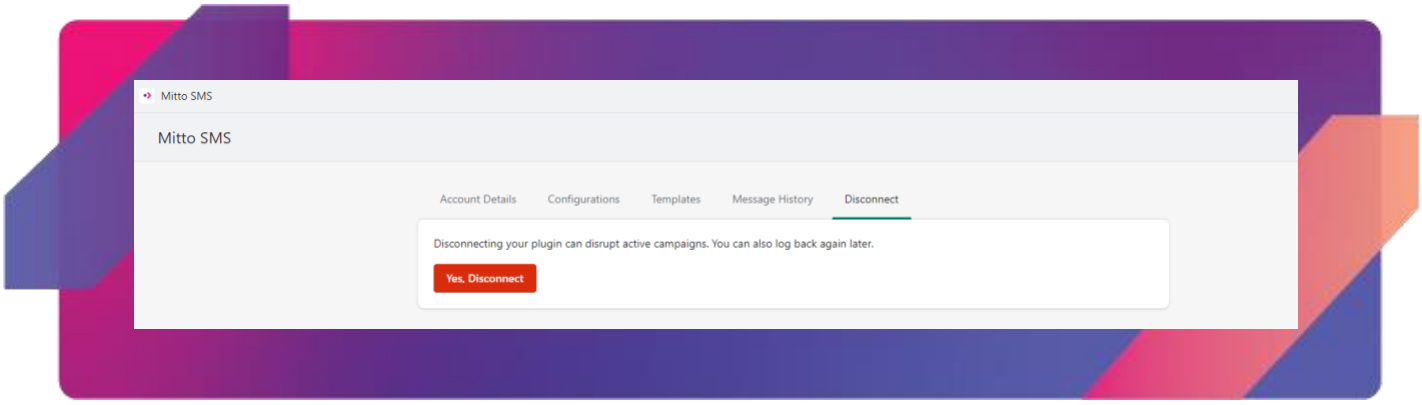
- You will need your Templates to send Campaigns and Automated messages (explained in part 2).



- Use **Message history** tab to see details for all sent messages.



- Use **Disconnect** tab if you wish to stop using integration.



PART 2

INTEGRATION FEATURES

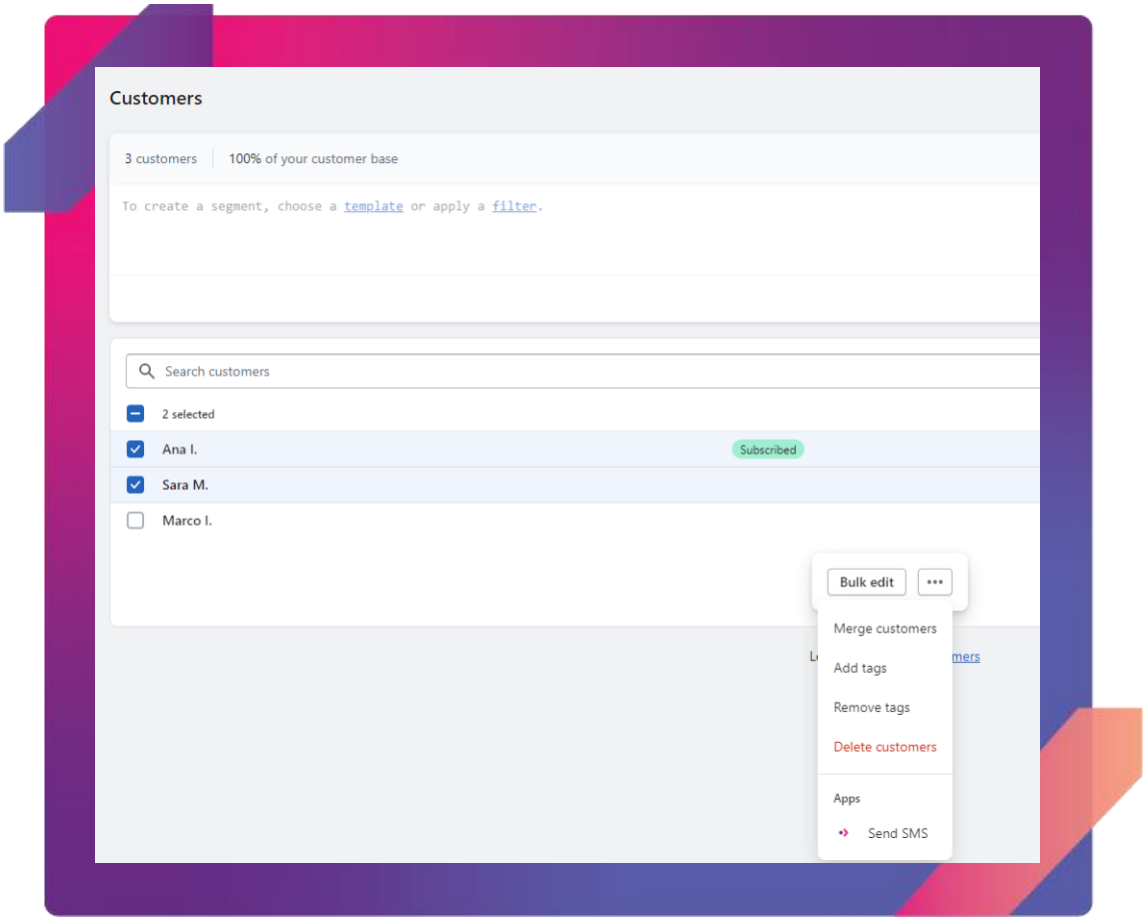
Mitto's SMS marketing product seamlessly integrates with Shopify store, unlocking the full potential of personalized messaging, offers, alerts, and notifications. Our easy-to-use platform provides a complete solution for various SMS marketing needs inside Shopify.

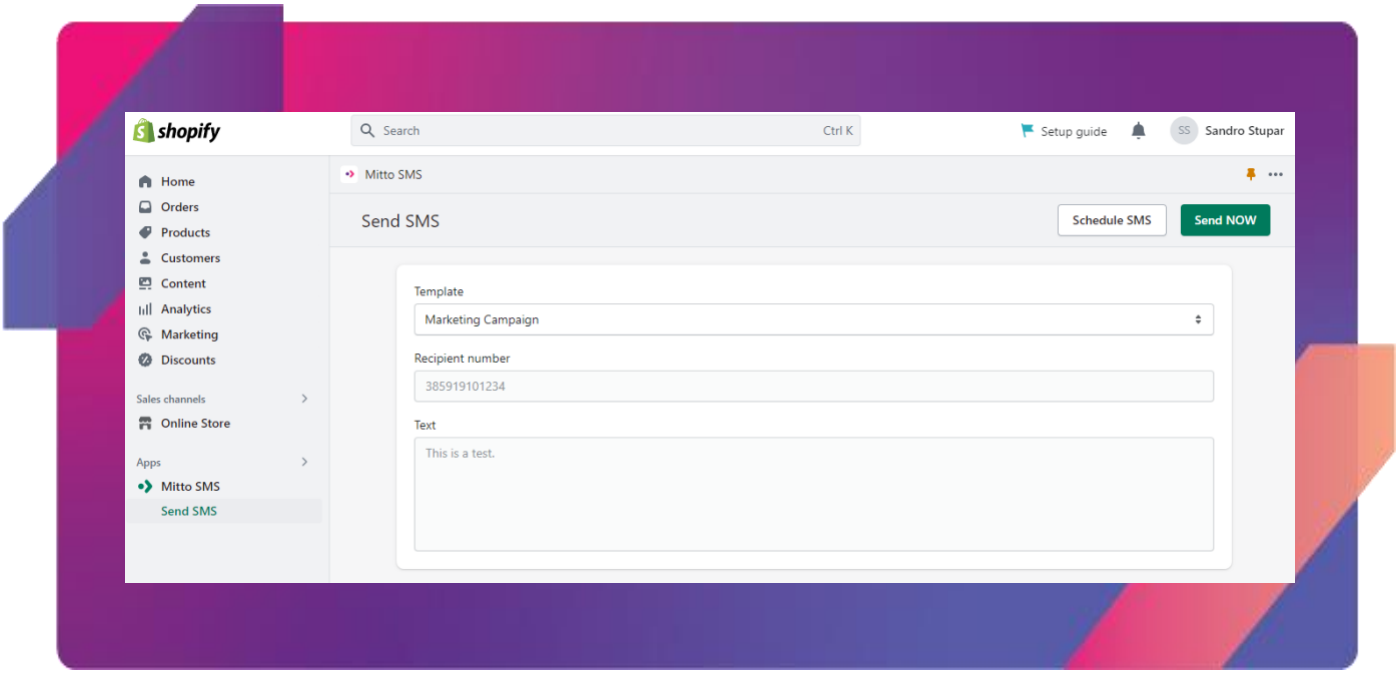
Once the integration steps are done, you can choose between:

- sending a simple SMS to specific customer(s)
- SMS blasts to a customer segment,
- smart event-triggered automated campaigns.

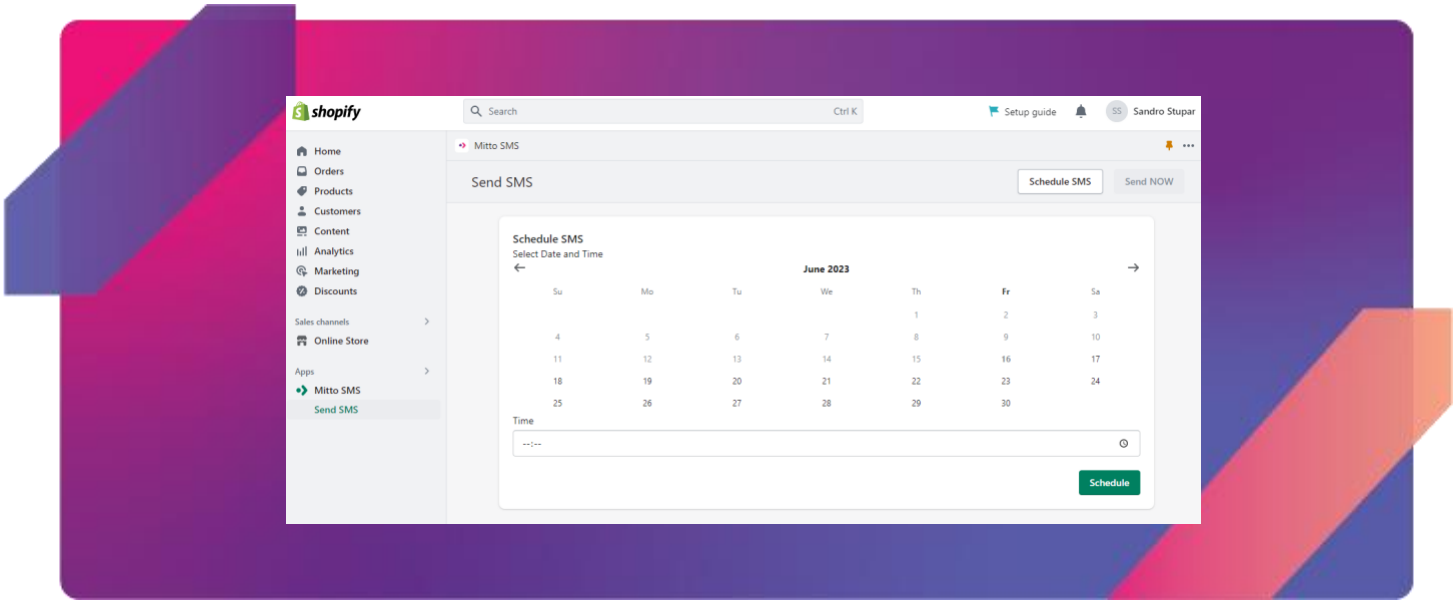
Send SMS to Specific Customer(s)

From the Customers page, choose **one or more customers** you want to contact, and go to **action Send SMS**.





- Create your message, if you wish schedule when you want to send it and that's it.

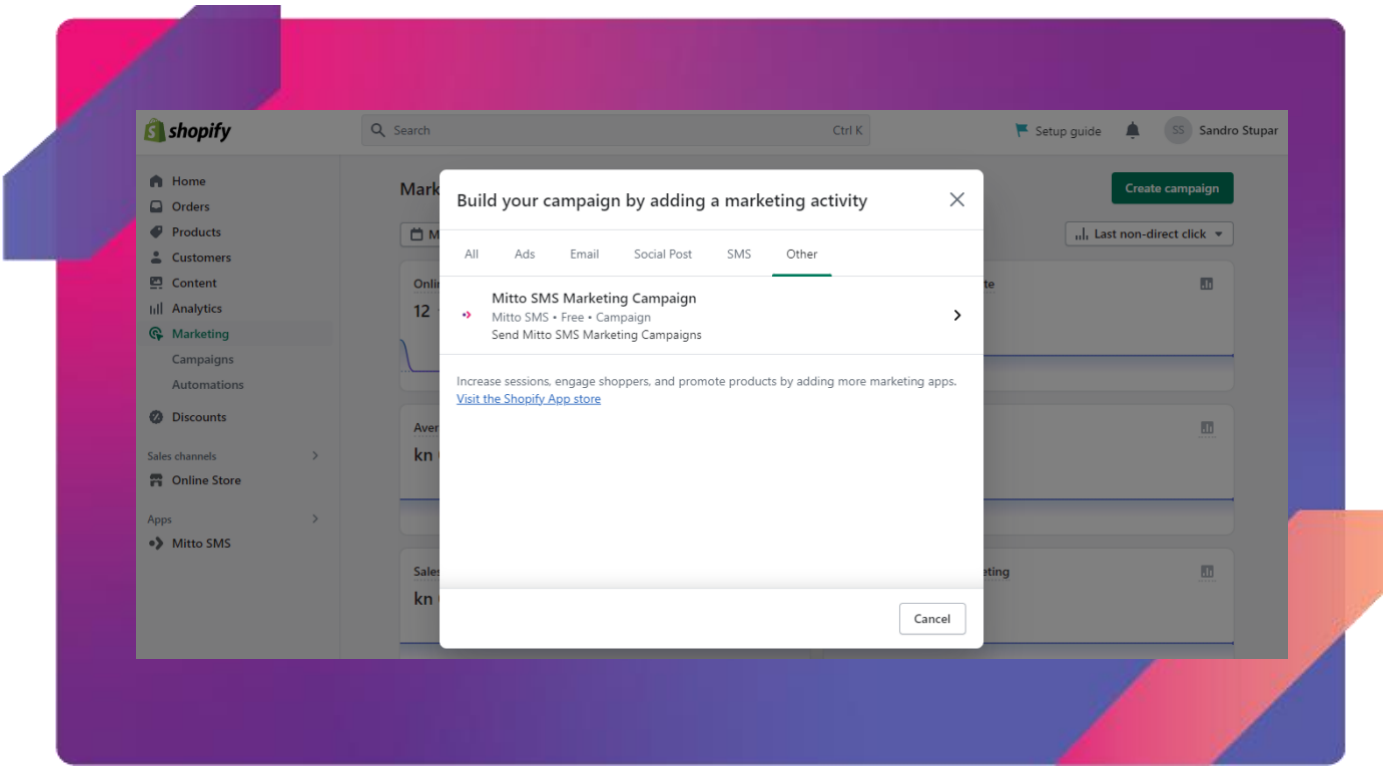


Send a Campaign to Targeted Customer Segment

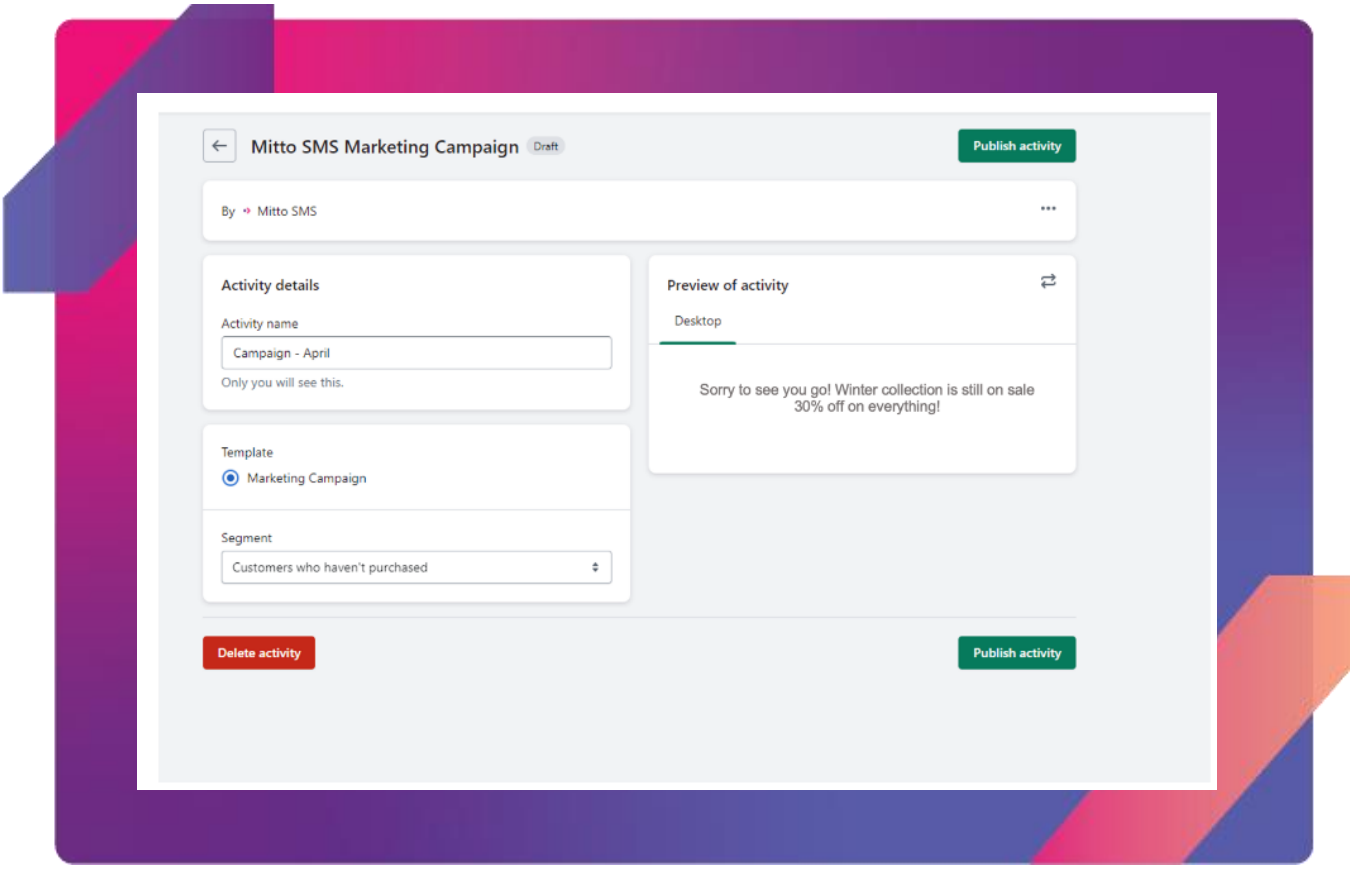
Send campaigns to a large number of people at once.

Please note: You will need to **create Templates** for various use cases you want to cover. Use Shopify targeting options to build your segments.

To create a Campaign go to **Marketing** in Shopify navigation **- Campaigns - Create Campaigns – Under tab Other choose Mitto activity.**



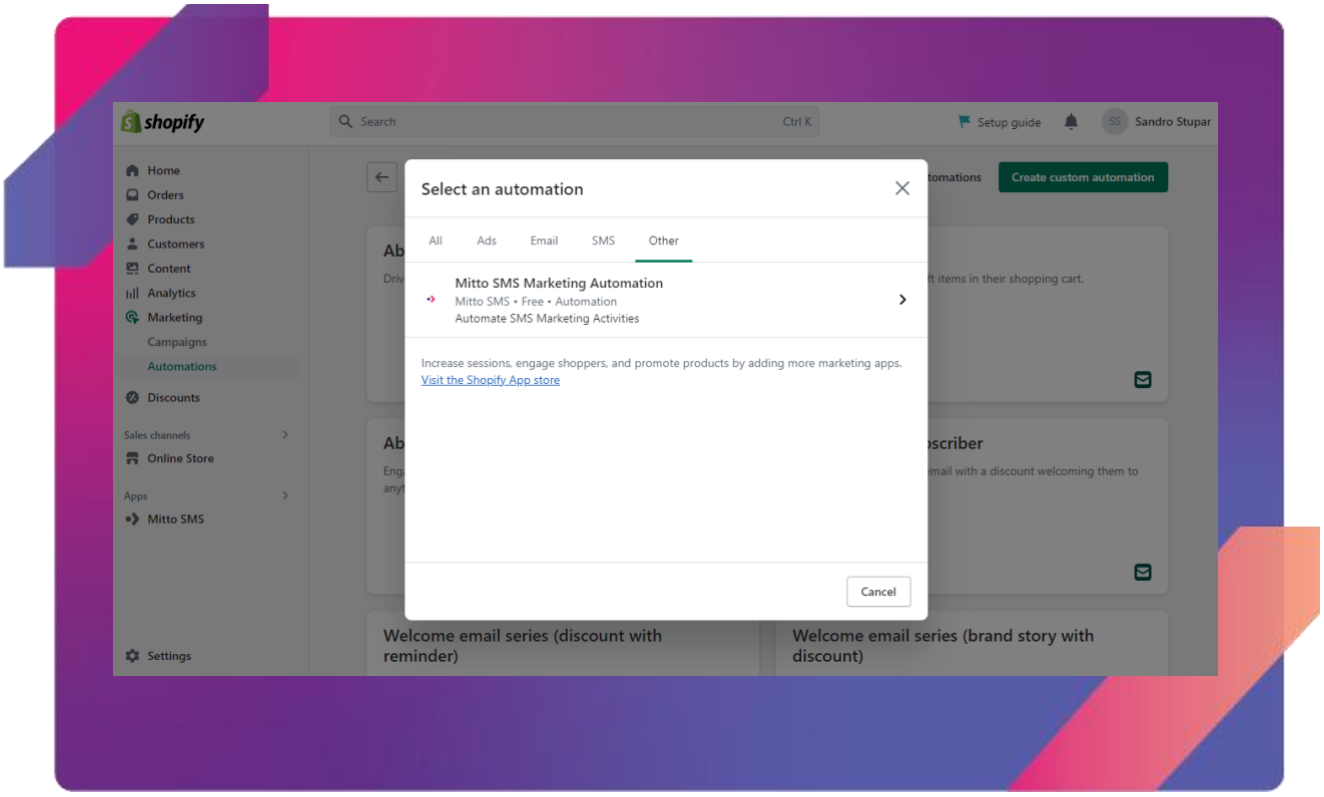
- Choose a template,, add name to your activity, see a message preview.



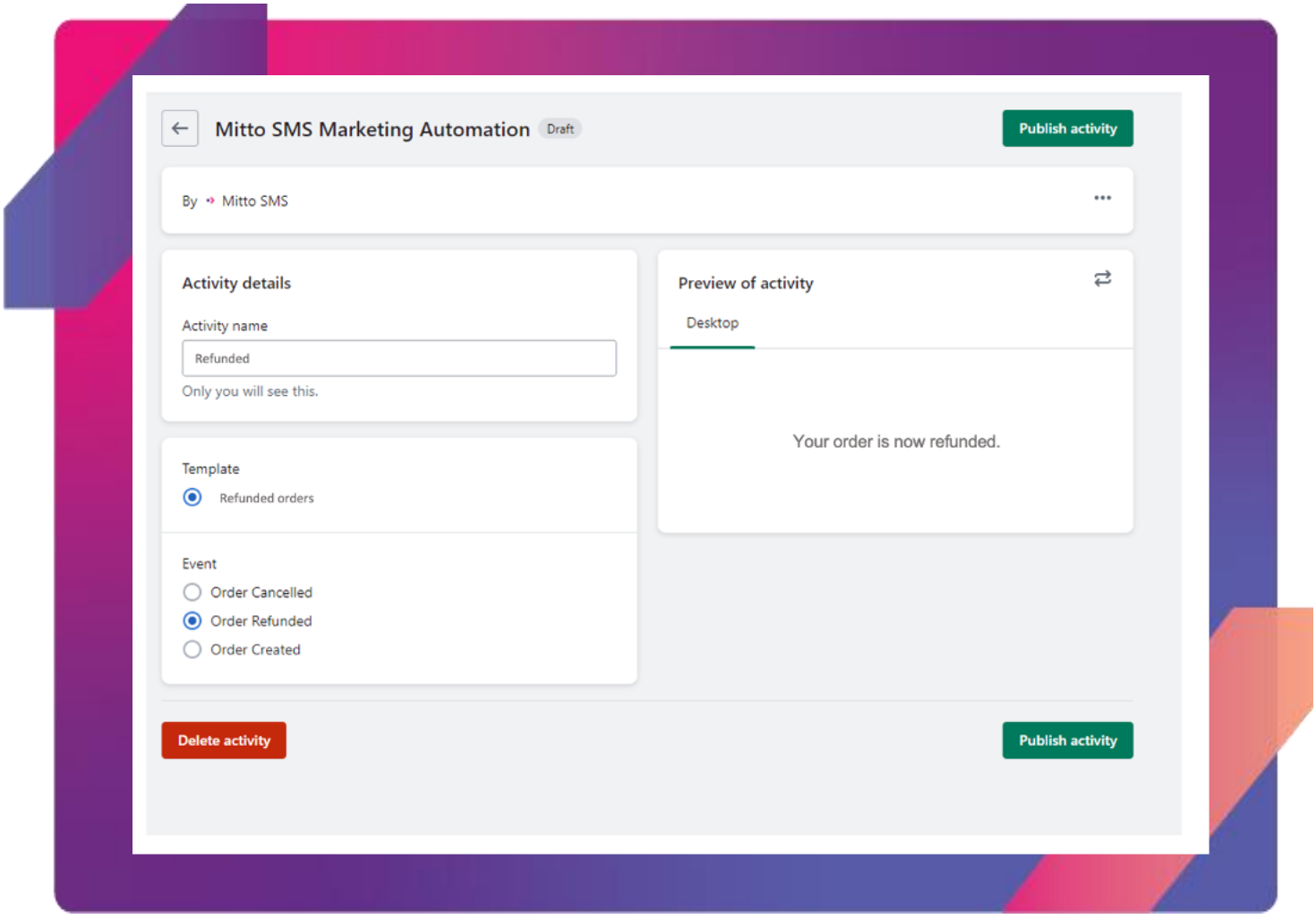
SMS as part of Marketing Automation

Use marketing automation options to reach your customers in the right moment with relevant information. We support various events such as order cancelled, refunded, and created.

Go to **Marketing -> Automations -> Create Automation -> 3rd party automations and choose Mitto.**



- Add activity name, choose a template, choose a trigger – event that should trigger a SMS message, and see a message preview.



- If you need help with Shopify features, visit help center.

mitto