

MusicTogether

How to go **Live** with Shopify

How selling on Shopify works

Go to [Shopify.ca](https://www.shopify.ca)
and start a trial

Build your theme, add your
apps/plugins, create your
products, and configure
your store settings

Test your shop and
LAUNCH IT

Before you start, you'll need:

- ❑ Photos of you/your band/group
- ❑ Any logos or brand assets
- ❑ Social Media URLs
- ❑ Streaming Service URLs
- ❑ Product photos (if you have products)

This process will take somewhere between 10 minutes and an hour, depending on how many products you wish to offer.

Time to start building

By now, you should have already started your Shopify trial. This slide provides a fast-strike list of documentation to get you through the process of building your entire shop, and getting it to a place where you can launch it. Remember that if you're stuck, you can reach out to us [here](#).

- ❑ [Create our products](#)
- ❑ [Add sales channels to sell on your social media](#)
- ❑ [Choose and customize your theme](#)
- ❑ [Add a navigation](#)
- ❑ [Add a domain](#)
- ❑ [Add content pages](#)
- ❑ [Configure your shipping](#)
- ❑ [Add your payment information](#)
- ❑ [Add your store policies to your checkout](#)
- ❑ [Set up Single Music](#)
- ❑ [Shopify Apps](#)
- ❑ Don't have products? Quickly earn about dropshipping [here](#), choose your dropshipper [here](#)

Set up Single Music

Single is the first (& only) dedicated music app for Shopify - currently powering thousands of major & indie artist stores.

Turn your shop into a distribution powerhouse with downloads, bundles, pre-saves, SoundScan & more!

- ❑ [Install via the Shopify App Store](#)
- ❑ [Creating Digital Releases](#)
- ❑ [Bundling Releases with Merch](#)
- ❑ [Chart Reporting Basics](#)
- ❑ [Setting up a Presave Campaign](#)

You are so close...

The hard work's been done. It's time to run some test and make sure you're happy with everything. Feel free to send a preview link to a friend for some feedback - sometimes a fresh set of eyes can be very insightful. Click [here](#) to learn how to do that. Once this is done, feel free to place a test order yourself - click [here](#) to learn how.

It's now time to LAUNCH your store. Click [here](#) to learn how to remove the store password.



CONGRATULATIONS! YOU'RE LIVE!

Streaming online

Now that your store is online, you're going to want to understand what all of your live streaming options are. There are many options - you can stream over social media, stream on platforms like YouTube and Vimeo, or even embed some of your live video streams directly on your Shopify site.

- ★ [Livestream on YouTube](#)
- ★ [Going live on Instagram](#)
- ★ [Livestream on Facebook](#)
- ★ [Using Vimeo's Livestream](#)
- ★ [Livestream on Twitch](#)

Many of these platforms will allow you to past an embed code on a Shopify page (click [here](#) to learn how to build a page). Feel free to do that, or simply direct your fans to your livestream link through your marketing channels.

Print-on-demand products

Don't have enough dough to buy hundreds or thousands of units of stock? No problem! Shopify, along with many third-party partners, have come together to offer plugins that let you choose products from a catalog, customize the products with your own logo and artwork, and then sell directly to your consumers. The best part, these third parties handle all the work of keeping the stock, printing and creating your items, and shipping them out. You just have to take care of the selling part! We have an ultimate guide on dropshipping [here](#). You can follow the links below to add some of these integrations directly to your store in order to start building your catalog quickly.

- ★ [Printful](#) (make your own merch)
- ★ [Printify](#) (make your own merch)
- ★ [DSers](#) (products from AliBaba - non customizable)
- ★ [Sprocket](#) (products from many US vendors - non customizable)
- ★ [Dropified](#) (all sorts of products from all over the web - non customizable)
- ★ [Oberlo](#) (all sorts of products from all over the web - non customizable)

Be sure to contact Shopify support [here](#) if you need any direction or help getting set up with the above dropshipping companies! It's recommended you keep your product catalog smaller and more relevant to your artistry. Have fun with it!

What else?

It's important that as you build your online presence, you continue to chip away at the work that can help you grow. Below are some important links and points that can help guide you down this path.

- ❑ [Facebook Marketing on Shopify](#)
- ❑ [Run Instagram Ads with Kit \(free Shopify app\)](#)
- ❑ [Developing a marketing plan](#)
- ❑ [Measuring your marketing efforts](#)
- ❑ [Fixing up your SEO](#)
- ❑ [Writing a strong About Us page](#)
- ❑ [Build a strong FAQ page](#)
- ❑ [Livestream video directly from your store](#)
- ❑ [Narrative, Boundless, and Brooklyn](#) - three wonderful free themes provided by Shopify
- ❑ Want something a bit more premium? Checkout [Label](#) - a very music friendly theme

There's a lot out there! But, this guide should help you get off to a strong and fast start. Please keep in mind that we have an incredible team of Shopify Gurus, open 24/7, 7 days a week who will help in providing you support for your Shopify store - you can contact us [here](#).