

**Connecting
the dots**

**Shopify Master Class Series
Webinar - Part 3**





by
MARYAM GOLABGIR

Maryam Golabgir, our CEO, will be leading the team. She's a digital marketer, programmer, and website guru. Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and many metrics to accompany digital plans. Maryam's digital expertise includes social media marketing strategies, website development, search engine marketing and optimization, online advertising, and video / mobile marketing. Digital Marketing Experts was nominated as one of the top advertising agencies in the York Region last year.

For more information about our business, you can visit www.digitalmarketingexperts.ca or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>

The key to Shopify success in 2025 lies in leveraging high-impact digital marketing strategies and understanding how social media trends can drive growth.

Digital Marketing & Social Media Strategies for Shopify in 2025

AI-Driven Marketing Automation

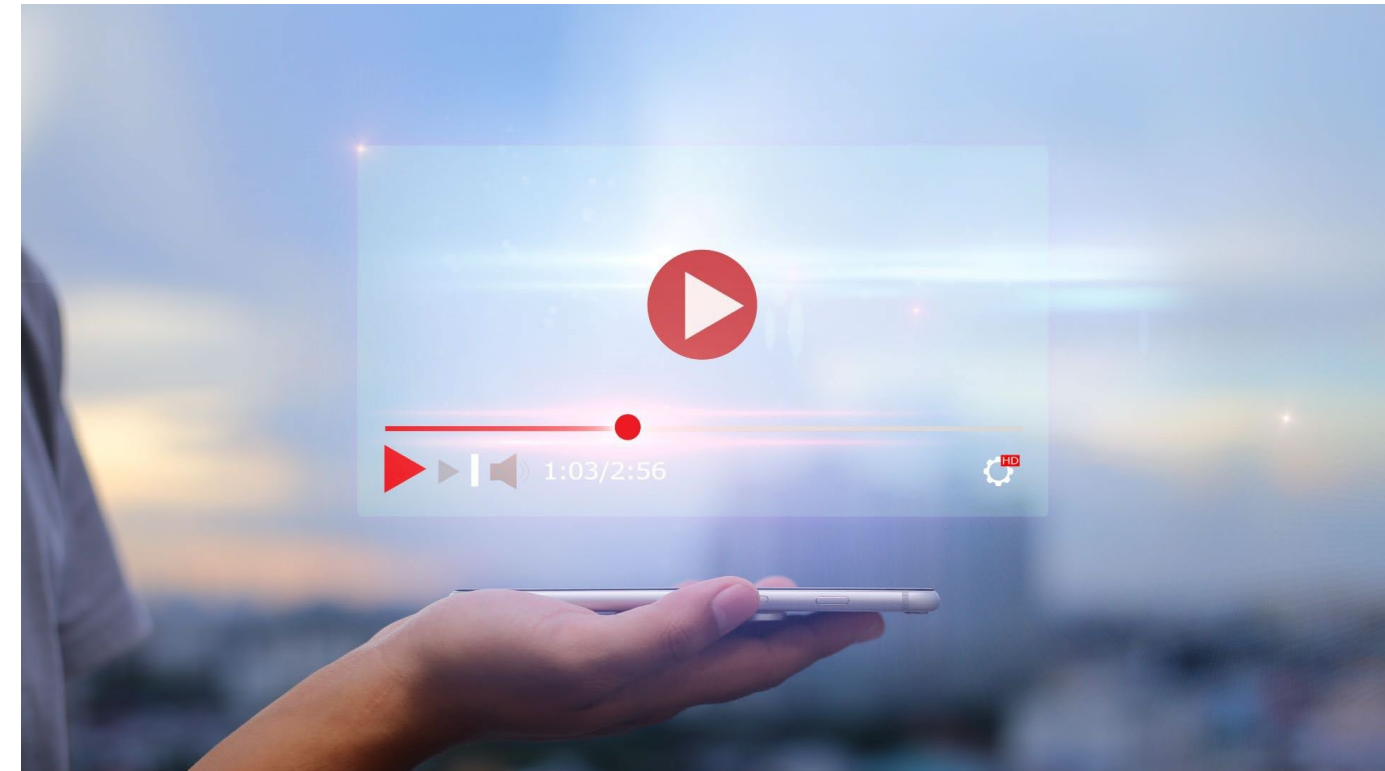
- Predictive AI for personalized customer journeys
- AI-generated content for social media



Video-Centric Marketing

Short-form videos (TikTok, Instagram Reels)

User-generated content (UGC) for brand trust



Influencer & Micro-Influencer Partnerships

Collaborating with niche influencers for authenticity

Building communities around Shopify brands





SEO for Shopify Stores

**AI-powered keyword
research**

**Voice search and visual
search optimization**





Conversion-Optimized Shopify Ads

Advanced retargeting strategies

**Google Shopping Ads &
Facebook Dynamic Product Ads**



Shoppable live streams

**AI-enhanced product
recommendations**

**AI-Generated Social Media
Content**



Interactive Customer Engagement

Gamified rewards programs

AI-driven quizzes for product recommendations

Case Studies of Success Stories



Case Study 1: Leveraging TikTok for Shopify Sales Growth

A Shopify-based skincare brand leveraged **TikTok's viral potential** by collaborating with micro-influencers and creating engaging short-form videos showcasing product benefits.

Through **authentic storytelling and user-generated content (UGC)**, the brand built trust and drove massive engagement, leading to a **300% increase in sales** within three months. By integrating TikTok Shop and using **AI-powered ad targeting**, they optimized their campaigns for higher conversions and reduced customer acquisition costs.

The success of their strategy demonstrated the power of **social commerce, interactive engagement, and influencer partnerships** in scaling Shopify sales through TikTok.

Case Study : AI-Powered Ad Optimization for Shopify Store



A Shopify-based online pet store implemented AI-powered ad optimization using **Meta (Facebook) and Google Ads** to enhance targeting precision and maximize return on ad spend (ROAS).

By leveraging AI-driven tools such as **Adzooma and Smartly.io**, the store dynamically adjusted ad creatives, optimized bidding strategies, and personalized product recommendations for different customer segments.

As a result, their ROAS increased **5x**, with a **40% reduction in customer acquisition costs** and a **70% improvement in ad click-through rates (CTR)**. This AI-driven approach allowed the brand to scale its ad spend efficiently while maintaining high conversion rates and improving profitability.

Case Study : SEO & Influencer Marketing for Shopify Growth

A Shopify jewelry brand implemented a dual strategy of **SEO optimization and influencer marketing** to drive organic growth.

By leveraging **AI-powered keyword research**, they optimized product pages and blog content, leading to a **250% increase in organic traffic** over six months.

Simultaneously, they collaborated with **micro-influencers on Instagram and TikTok**, who created authentic content that boosted engagement and trust, resulting in a **60% uplift in conversions**.

The combination of improved search rankings and social proof from influencers helped the brand establish itself as a top contender in the competitive online jewelry market.



**Do you have any
questions?**

