**Task 1: Create a Campaign Idea**

Flits is a Shopify marketing app or service made for Shopify merchants to help their businesses to grow via its benefits or features provided as Loyalty points and referral program, passwordless login for customers, customer accounts and wishlist. But Flits also has its competitors like [Smile.io](http://smile.io), LoyaltyLion, Yopto, etc. So it’s not like that Shopify merchants will only use Flits for their benefits, Flits should stand out in terms of benefits they provide to merchants, support and service system, etc to gain high value customer attention.

As Flits have many competitors and also provide similar services to Shopify merchants, so why would any Shopify brand use their services? The answer is that Flits have a very simple process to integrate their services on merchants' websites. It has a simple UI, no complicated or tech terms explanation and also it has shown customer reviews, screenshots on their website.

Means:

***Visual proof → Screenshots, reviews.***

***Trust → Success stories.***

**General marketing campaign idea:**

Firstly I would like to share that in a marketing campaign, there are 3 important steps. First is to mention the benefits or features that you advertise on, second is the identification of the targeted customers and third one is the mode of sharing marketing information that is campaigning via blog post, short and crisp email to already existing customers or via LinkedIn ads for more customer reach.

**Flits Campaign idea for promoting Wishlist feature:**

“To improve Flits’ app listing, I’d make it **benefit-focused** rather than feature-heavy. For example, instead of saying *‘Loyalty program with points system’*, I’d say *‘Boost repeat sales by rewarding customers with loyalty points.’* I’d also add **clear screenshots showing how the app looks inside Shopify**, and include **short customer success stories** to build trust. For campaigns, I’d create catchy email subject lines like *‘Turn one-time buyers into loyal fans’* and design simple social media posts highlighting Flits’ value for small Shopify stores.”

**Task 2: Social Media for SaaS Promotion**

Idea 1:

Promote Flits as a Simple, Effective App -

* **Content:** Highlight that Flits is easy to use and helps merchants increase sales, save time, and improve customer loyalty.
* **Stand Out:** Focus on results—merchants don’t want complex tools, they just want apps that work and boost their revenue.

Idea 2:

Showcase Success Stories / Case Studies -

* **Content:** Short posts or videos showing how a Shopify merchant increased sales, repeat customers, or engagement using Flits.
* **Stand Out:** Use real numbers and visuals (charts, before-after comparisons). Even though social media is consumer-focused, success stories attract merchants who want results.

Idea 3:

Quick Tips & Mini-Guides -

* **Content:** Share simple tips like “3 ways to boost repeat purchases with Flits” or “How to use wishlists to increase sales.”
* **Why it works:** Merchants value easy-to-implement ideas. Posts should be short, clear, and actionable.

**Task 3: Competitor Snapshot**

Pick one competitor Shopify app in the Loyalty or Wishlist category. Look at its app listing on the Shopify App Store.

For this I will go with the competitor ‘Yotpo’ .

What Yotpo is Doing Well:

1. **Comprehensive Feature Set:** Offers loyalty, reviews, and SMS features in one platform — great for large brands needing multiple tools.
2. **Strong Integrations:** Works seamlessly with Shopify, Google, TikTok, and other platforms, making it easy to manage marketing and customer engagement.
3. **Excellent Customer Support:** Merchants frequently praise Yotpo for responsive and helpful support, solving setup or integration issues quickly.

What Flits could do differently to stand out:

1. **Focus on Simplicity for Small/Medium Merchants:** Emphasize easy setup, lightweight interface, and no unnecessary features — ideal for small and mid-sized Shopify stores.
2. **Highlight Direct Sales & Loyalty Impact:** Show clear results like “increase repeat purchases” and “boost customer loyalty” rather than broad enterprise-level features.

**Positioning Statement:** “While Yotpo is built for large enterprises with multiple features, Flits empowers small/medium Shopify businesses with a simple, effective loyalty program that drives repeat sales without extra cost or complexity.”

**Conceptual Questions on B2B SaaS**

1. In B2B SaaS, why is retention often more important than acquisition?

-> In B2B SaaS, keeping existing customers is often more valuable than acquiring new ones because retained customers provide recurring revenue through subscriptions, which builds long-term business stability. Acquiring new customers is usually costlier and slower, while loyal customers are more likely to upgrade, refer others, and provide feedback. High retention also signals that the product solves real problems, which helps in sustainable growth.

2. Imagine a Shopify merchant asks: “Why should I choose Flits instead of another Loyalty or Wishlist app?” How would you answer in 3–4 sentences?

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Flits is built especially for small and mid-sized Shopify merchants who want results without complexity. Unlike many loyalty or wishlist apps that are either expensive or hard to set up, Flits is affordable, quick to install, and easy to manage. It helps you boost repeat sales by rewarding customers and keeping them engaged, all while keeping the app lightweight and merchant-friendly. In short, Flits gives you the right features at the right price to grow your store.