



BuyBlvd Retailer & Affiliate Onboarding Guide

Welcome to the BuyBlvd community! This guide is designed to walk you through everything you need to get started—whether you’re a store owner joining the platform or an affiliate helping connect shoppers to hidden gems in their neighborhoods.

A Note from Eliza & Ryan

Hi there,

We’re so excited to welcome you to the BuyBlvd community.

When we started this journey, we weren’t trying to build just another tech platform—we wanted to build a bridge. A bridge between the digital world and the amazing in-store experiences that make local shopping so special.

We’ve spent years working closely with stores across LA, seeing firsthand the passion, creativity, and care that go into running a retail business. We also saw how hard it can be to stay visible in a world dominated by big-box e-commerce.

That’s why we built BuyBlvd—to level the playing field. To make it easier for shoppers to find what’s in-stock nearby, and to give independent retailers the digital visibility they deserve.

Thank you for joining us. Your store isn’t just part of our platform—it’s part of the story we’re telling about the future of local retail: one that’s more connected, more personal, and just around the corner.

We can’t wait to see what we build together!

With gratitude,

Eliza & Ryan

Co-Founders, BuyBlvd

Understanding BuyBlvd's Affiliate Model

BuyBlvd is designed to help independent stores like yours compete in a digital-first retail world—without sacrificing the magic of in-person shopping. Our affiliate marketing platform connects your real-time, in-stock inventory with local shoppers through a network of trusted creators, influencers, and media partners. These affiliates help drive high-intent foot traffic straight to your door.

How It Works:

Creators Promote Your Products:

Affiliates—ranging from fashion influencers to trusted editorial voices—create engaging content (like Instagram Reels, TikToks, blog posts, or newsletters) that feature products currently in-stock at your store. They use real-time data pulled directly from your Shopify inventory (via the BuyBlvd app) to ensure accurate availability.

Shoppers Browse, Click, and Visit:

When a shopper engages with affiliate content, we track those digital touchpoints—such as link clicks, product views, and store interest. Our system attributes these actions back to the original affiliate, even if the shopper doesn't make a purchase right away.

In-Store Purchase = Tracked Commission

If the shopper ends up visiting your boutique and making a purchase, BuyBlvd uses a proprietary O2O (online-to-offline) tracking system to confirm the sale. The affiliate who originally influenced the visit earns a commission, and your store gains a new (and likely returning) customer.

Why It Works for Retailers

- **No upfront advertising costs** – You only pay a commission *after* a verified sale.
- **Built-in exposure** – Your store gets discovered by new audiences through trusted creators with authentic followings.
- **Data-driven insights** – See which products and creators are generating the most engagement and store traffic.
- **Local-first focus** – BuyBlvd is built to support in-person shopping and community connection—not just clicks.

This model is designed to be win-win: shoppers find what they're looking for faster, affiliates get rewarded for quality content, and retailers get real results without the guesswork.

Installing the BuyBlvd Shopify App

The easiest way to sync your store's real-time inventory with BuyBlvd is through our seamless Shopify integration. This process ensures that your product catalog is automatically updated on the BuyBlvd platform, enabling you to start promoting your products to potential customers right away. Follow these simple steps to get started:

To Install:

1. **Go to the Shopify App Store:**
 - Open your Shopify admin panel and navigate to the *Shopify App Store*. You can search for the BuyBlvd app directly or click [here](#) to visit the store.
2. **Search for “BuyBlvd”:**
 - In the search bar at the top of the page, type “BuyBlvd” and hit *Enter*. This will bring up the BuyBlvd app listing.
3. **Click Install App:**
 - Once you've located the BuyBlvd app, click the *Install App* button to begin the installation process.
4. **Grant Required Permissions:**
 - Shopify will prompt you to grant the necessary permissions for the app to access your store's product data, inventory levels, and sales information. These permissions are essential for syncing your store with BuyBlvd and ensuring that your product availability is accurately reflected.
 - Review the permissions, and if everything looks good, click *Approve Access*.
5. **Automatic Product Catalog Sync:**
 - After the installation is complete, the BuyBlvd app will automatically begin syncing your product catalog, including your inventory levels and product availability. This ensures that your real-time inventory is up-to-date on the BuyBlvd platform.

Need Help?

If you encounter any issues during installation or have questions about setting up your store, our support team is here to assist you! Reach out to us at support@buyblvd.com and we'll guide you through the process.

By following these steps, you'll be ready to connect your Shopify store with BuyBlvd, taking advantage of real-time inventory syncing, enhanced affiliate marketing capabilities, and streamlined data management.

Best Practices for Driving Foot Traffic

To maximize your store's visibility and foot traffic, it's crucial to optimize your presence on BuyBlvd. The better you present your store and products, the more likely shoppers will find and visit your physical location. Here's how you and your affiliates can work together to drive more in-store visits and sales:

Retailer Tips:

1. Keep Inventory Up to Date:

- Accurate, real-time product listings are key to building trust with both affiliates and shoppers. Ensure that your inventory is always up-to-date, reflecting the current availability of your products. Shoppers are more likely to visit a store if they know the items they're interested in are in stock. A reliable inventory boosts your credibility and encourages return visits.

2. Add Product Tags and Lifestyle Photos:

- Use **product tags** to categorize your items and make it easier for affiliates to search and promote them. Adding **lifestyle photos**—pictures showing your products in use or styled in real-life settings—helps affiliates showcase the products in a way that resonates with potential buyers. These images also inspire shoppers and encourage them to envision how the items fit into their lives.

3. Create a Compelling Store Bio:

- Your store's bio is an opportunity to **tell your story** and connect with your audience. Share the unique aspects of your business, such as your history, values, and what makes your store stand out in the community. A compelling bio can attract loyal, local shoppers who appreciate your story and are more likely to visit in person.

Affiliate Tips:

1. Highlight What's in Stock:

- Affiliates should emphasize **products that are in stock** and ready for immediate purchase. When shoppers see that an item is available now, they are more likely to click through and make a purchase or visit the store. Clear messaging about product availability increases urgency and drives action.

2. Use Geotags and Mention Location:

- Affiliates should use **geotags** and **mention your store's location** in their posts. This allows local shoppers to see that the product they're interested in is nearby and just a short walk or drive away. By helping people visualize how close they are to your store, affiliates make it easier for potential customers to take action and visit.

3. Tell a Story:

- Affiliates who weave **narratives around products**—showing how they fit into daily life—tend to drive more engagement. Whether it's demonstrating the product in action or sharing personal experiences, storytelling humanizes the product and connects emotionally with the audience. Products that are tied to real-life use cases are more compelling and lead to higher foot traffic.

Getting Paid & Managing Performance

At BuyBlvd, we've streamlined the process of managing commissions, tracking performance, and ensuring timely payouts. Both retailers and affiliates benefit from a transparent and efficient system that allows them to focus on growing their businesses, without the hassle of manual tracking or delayed payments.

What Retailers Manage:

- **Store Page:** Retailers have full control over their store page, where they can customize their brand's presentation, display key products, and engage with their audience directly. This page serves as the heart of your online presence, helping to drive customer trust and loyalty by reflecting your brand's identity.
- **Product Visibility:** Retailers can choose how their products are featured on the BuyBlvd platform, prioritizing specific items or categories. This control allows retailers to highlight their bestsellers, new arrivals, or seasonal products, ensuring they gain the attention they deserve from potential customers.
- **Local Creator Marketplace:** Retailers can access and collaborate with creators in the local creator marketplace. While retailers cannot opt out of affiliates, they can choose to partner with creators on specific campaigns that align with their brand values and marketing objectives. This provides an opportunity to work with creators who resonate with your target audience.

What Affiliates Receive:

- **Earnings Updates:** Affiliates can monitor their earnings in real time through the BuyBlvd dashboard. This transparency allows affiliates to track the impact of their marketing efforts and optimize their strategies to maximize their income.
- **Campaign Marketplace:** Affiliates can browse and join campaigns in the marketplace, selecting the ones that best match their audience and style. This marketplace offers affiliates a chance to work on exciting, high-reward campaigns that allow for creative freedom while promoting products they believe in.
- **Access to a Growing Library of Store Inventory:** Affiliates gain access to a continuously expanding catalog of boutique inventory, offering a variety of unique, high-quality products to promote.

This streamlined process ensures both retailers and affiliates can focus on building their businesses without worrying about the complexities of commission tracking and payouts. Whether you're a retailer looking to optimize product visibility or an affiliate looking to maximize your earnings, BuyBlvd provides the tools you need to succeed.

FAQs & Support

What if I'm not on Shopify?

We support custom integrations—reach out to our onboarding team to discuss options.

Can I approve which affiliates promote my store?

Yes! You'll always have control over your store's affiliate relationships.

Can I track in-store sales conversions?

Yes. Our tech connects online views and content to in-store behavior using verified attribution.

Support Contacts

✉ **Retailer Onboarding:** retailers@buyblvd.com

✉ **Affiliate Support:** support@buyblvd.com

🌐 www.buyblvd.com

Let's build the future of local retail—together.
