rewind

Agency Partner Program
Learn to Earn Guide

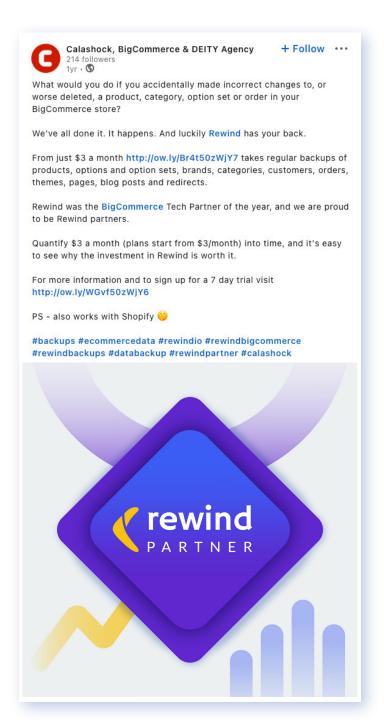# Repeatable Ways to Get Referrals

What are some ways to get referrals? There's one thing that our top partners have in common – they're using the resources we provide them to talk to their clients and engage their audience.

Announce Your Partner Status

To kick things off, we welcome you to share that you've become a Rewind Agency Partner on the social media channels where you're active. This is a great chance to introduce your audience to Rewind Backups and use your custom referral link.

> Writer's block? Check out some prewritten messages and graphics we made for you here.

Calashock, BigCommerce & DEITY Agency   + Follow   •••
214 followers
1yr • 🌐

What would you do if you accidentally made incorrect changes to, or worse deleted, a product, category, option set or order in your BigCommerce store?

We've all done it. It happens. And luckily Rewind has your back.

From just $3 a month http://ow.ly/Br4t50zWjY7 takes regular backups of products, options and option sets, brands, categories, customers, orders, themes, pages, blog posts and redirects.

Rewind was the BigCommerce Tech Partner of the year, and we are proud to be Rewind partners.

Quantify $3 a month (plans start from $3/month) into time, and it's easy to see why the investment in Rewind is worth it.

For more information and to sign up for a 7 day trial visit http://ow.ly/WGvf50zWjY6

PS - also works with Shopify 😮

#backups #ecommercedata #rewindio #rewindbigcommerce #rewindbackups #databackup #rewindpartner #calashock

> **"**
>
> **I think that every agency should be taking better care of their merchants. We should be investing in the right partners, the right platforms, and the right technologies to make that possible.**
>
> **Jonathan Poma | CEO of BVACCEL**

Educate your Clients

Your clients may not know that Shopify and BigCommerce *do not* back up merchant-level data. If they delete all of the products or themes from their store, this information is permanently lost unless it is being backed up. That's why Rewind exists.

Rewind works for the user by backing up account-level data. In the event of data loss, Rewind helps the user recover swiftly. Rewind has helped protect tens of thousands of ecommerce stores ranging from small businesses to enterprises and has helped countless merchants recover from stomach-churning mistakes.

Unfortunately, data loss disasters happen without warning. Human error, buggy third-party apps, and malicious attacks are the leading causes of data loss catastrophes. If your client is operating their business without a backup and a mishap occurs in their store, it'll be too late.

No company is immune to downtime. On Black Friday of 2015, Gymshark lost an estimated $143,000 when their website went down for 8 hours.

Send Email Introductions

Send emails to your past and current clients introducing them to us. This is one of the easiest strategies with a really high return on investment. Merchants like to learn about must-have solutions from their agency and trust their agency's recommendations.

Don't forget to submit your referrals in PartnerStack after sending your email introductions.

Email Templates

Rewind Backups | BigCommerce

Subject Line: When did you last back up your store?

Hi there,

I'm happy to introduce you to our latest technology partner: Rewind Backups for BigCommerce.

As you may or may not know, BigCommerce does not locally back up merchant data. If someone deletes all the products or themes from a BigCommerce store, this information is lost unless you are backing up that data. BigCommerce only maintains disaster recovery backups — meaning backups that are used to recover the entire platform in case of a major service outage.

It's highly recommended for merchants to use an app such as Rewind to back up your store on a daily basis. This is especially important when you have larger teams. If you (or someone on your team) ever delete data by accident, you can access your Rewind Vault to quickly recover that data.

BigCommerce has named Rewind the 2019 Tech Partner of the Year and recommends it as a must-have app. In our experience building BigCommerce stores, we've seen merchants lose data and it's incredibly frustrating and expensive to fix the issue without a backup. That's why we personally recommend that all of our clients use Rewind.

If you have any questions, I've cc'd the Rewind Partners Team. Feel free to reach out to them directly.

Email Templates

Rewind Backups | Shopify

Subject Line: When did you last back up your store?

Hi there,

I'm happy to introduce you to our latest technology partner: Rewind Backups for Shopify.

As you may or may not know, Shopify does not locally back up merchant data. If someone deletes all the products or themes from a Shopify store, this information is lost unless you are backing up that data. Shopify only maintains disaster recovery backups — meaning backups that are used to recover the entire platform in case of a major service outage.

It's highly recommended for merchants to use an app such as Rewind to back up your store on a daily basis. This is especially important when you have larger teams. If you (or someone on your team) ever delete data by accident, you can access your Rewind Vault to quickly recover that data.

Rewind is the only backup service recommended by Shopify Plus in the Launch Guideline document under "Backing Up Data". In our experience building Shopify stores, we've seen merchants lose data and it's incredibly frustrating and expensive to fix the issue without a backup. That's why we personally recommend that all of our clients use Rewind.

If you have any questions, I've cc'd the Rewind Partners Team. Feel free to reach out to them directly.

Write a Blog Post

Another opportunity to use your referral link to earn revenue is by posting about Rewind on your website's blog. Check out this example from our friends at Digitl Haus. Their blog post doesn't just talk about what Rewind does. It mentions how Rewind makes their clients feel knowing the data powering their business is prtected. Having published blog posts about tech solutions on your website can come in handy when clients ask for app recommendations.

DIGITLHAUS

The Feels of a Backed Up BigCommerce Store

Whether the error is big or small (not to mention human or machine made) things can take a negative turn when your eCommerce webstore isn't properly backed up. Why would you risk all of the hard work you've put into making your business profitable? A website that is down for hours, maybe even days, will cause you to lose the revenue that you rightfully deserve.

The problem is, no business owner can completely avoid errors and mistakes that are bound to happen at some point to an online store. For instance, an employee that might have a vendetta out for you could maliciously destroy content on your website with no warning. Or maybe you yourself accidently deleted several pages of products without intending to. Or perhaps there's a glitch in some recently installed application that causes an unwanted changes to your website.

Either way, whatever or whoever's fault it is, your store's website has still been severely compromised— that means data lost, website failure, and revenue lost. If there isn't proper backup support in place, it's going to be time consuming and stressful to try and rebuild and recover your store to the way you had it before.

You might be thinking: shouldn't BigCommerce be able to help me recover from these kind of eCommerce emergencies because they have back-ups of my store? Yes and no.

Include Rewind in Your Newsletter

If your agency runs its own newsletter like our Agency Partner, Milk Bottle Labs, we suggest creating a round-up of your favourite apps. Remember to include your referral link when recommending Rewind.

milkbottle

Hi there,

As we enter the busiest time of the ecommerce year, here's the top apps we use in every store to improve customer experience, protect your business and build long term sales & loyalty:

- Back up your store with Rewind.io
- Harvest your emails with Klaviyo
- Build social proof with Loox.io reviews
- Build Loyalty with with Smile.io
- Make site search easy with Searchanise
- Add Pick & Delivery with Zapiet
- Enhance your notifications with Orderly Print

Check out our latest podcast episode with Human + Kind. Well worth a listen if your interested in building a DTC brand on Shopify.

Keith Matthews

Founder, Milk Bottle Labs

That's it!

There you have it. Everything you need to get started recommending Rewind to your clients. Rewind takes care of the nitty-gritty so you can focus on growing your agency. If you have any questions, please don't hesitate to contact us at partners@rewind.com! We're here to help and always happy to hop on a call with you or your clients.

Contact Us

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