



Marketing options for your extensions

How to market your plugins and themes in the Shopware Community Store



Our 100,000+ customers have access to more than 3,500 plugins in the Community Store. These include extensions from various categories and with various possibilities: from overly complex interfaces and smaller plugins, to themes that allow customers to personalise the design of their online stores. With such a wide range of plugins available, it is vital that you, the plugin manufacturer, take advantage of the available marketing tools. Here we show you what you can use to increase the visibility, reach, and conversion of your extension.

Marketing options in the account

Let's start with what's available in the plugin details area of your account. These marketing options can be found under the »star« in the plugin details and can be activated with just one click.

Attract more attention with a »Shopware Certification«

We use various metrics to distinguish high-quality extensions that stand for exceptional quality, service, and support, decorating them with one of three plugin certifications: bronze, silver, or gold. This distinction highlights your extension in the store, differentiates it from your competitors, and builds trust in your work. Upon activation, the certification is immediately visible to your potential customers in the Community Store with the corresponding badge and generates more attention.

- **Activate your certification:** Your extension is automatically evaluated for one of the possible certifications: bronze, silver, or gold. If it fulfils all the metrics of a certification level, you can simply activate it in the »Marketing tools« area of your plugin details. The corresponding badge will then appear next to the extension in the Community Store.
- **Level up:** In your plugin details, you will find the respective metrics your extension has fulfilled, and which points are required to achieve the next level. This may include your plugin ratings, support response time, number of your plugins in the store, etc.
- **Cost:** 10% commission



Plugin description and images

A meaningful description with attractive images is half the battle. You should therefore present your extension with appealing text and suitable images that inform your potential customer about the benefits and features of your extension.

- **Text:** Do you need help creating your text? Structure your text and convince potential customers of your extension by asking yourself the following questions:

1. What can your extension do (features and possibilities)? Or what problem does it solve?
2. What sets your extension apart from the rest? Outline your USPs.
3. What makes you stand out as the manufacturer? Do you offer quick support, do you have Shopware certification, etc.?

You can highlight special functions with highlights and features in your plugin details. These are then clearly displayed for your customers to see as part of the description.

- **Images:** A picture is worth a thousand words – you can make the functions of your extensions clearly visible with attractive images: e.g. screenshots of the functions from the storefront/administration or a finished theme.

Reviews for your plugins

Positive feedback from your customers can become an automatic marketing tool for your extension. You should therefore ask your customers for authentic reviews, e.g. by sending a follow up email. This will give your extension transparency, and help potential customers be convinced by your existing ones. You can find your current reviews in your Shopware account under »Reviews«.

Special highlighting in the category listing

Items that appear at the top or even above a category get more customer visibility than those within a listing. The special highlighting option does exactly this for your extension.

- **Increase visibility:** You can activate »special highlighting« for your extension with just one click in your plugin details in the »Marketing tools«. Your extension will then appear immediately above the corresponding category as »Extensions selected for you« and quickly generate more visibility. If many extensions have booked this additional option, the selection of plugins/themes rotates daily.
- **Cost:** 5% commission

Marketing options outside of your account

»Plugin of the week« / »Plugin of the month«

As the name suggests, we announce several »*Plugins of the week*« and one new »*Plugin of the month*« regularly. After careful consideration, these are hand-picked by us to appear directly on the Community Store homepage. In addition, they are also advertised in our newsletter (with more than 35,000 recipients) with direct links to the Community Store.

The criteria to be considered are as follows:

Plugin of the week

- Shopware 6 extension
- Offers added value for Shopware (plugin function enhances the functionality of Shopware and distinguishes it from other plugins. It must not be identical or even similar to another plugin)
- Available in the store in both German and English
- Complies with our [Plugin quality guide](#)

Plugin of the month

- Shopware 6 extension
- Frequently downloaded/sold in the previous weeks
- Available in the store in both German and English
- Exceptionally good reviews from the community (average rating of 4 stars or more)
- Informative description
- Compatible with the latest version of Shopware
- [Open source](#)
- Ideally [certified by Shopware](#)
- The manufacturer provides quick support

So, how can your plugin become the plugin of the week or month?

Simply email us at redaktion@shopware.com with your plugin request for the award. We will evaluate it accordingly and provide you with feedback as quickly as possible. This award is completely free of charge.

Use your manufacturer profile to promote yourself

Aside from making sure your extensions are well placed in the Community Store for your customers to see and adorning them with various marketing options, as a manufacturer you can also use your personal manufacturer profile to promote yourself, your company and your USPs, as well as grant your customers a behind-the-scenes look at your extension.

Why should you maintain your manufacturer profile?

Your manufacturer profile is linked to each of your extensions, displayed in the manufacturer listing, and shown in the search. So fill it out in your [account](#) and use it to promote yourself effectively.

Do you have any questions about these marketing options or ideas/requests for new ones? Then get in touch with us at redaktion@shopware.com.

We look forward to hearing from you!

Your Shopware team

Contact:

shopware AG
Ebbinghoff 10
48624 Schöppingen
Germany

✉ redaktion@shopware.com

☎ + 800 746 76260

☎ +49 (0) 2555 92885-99

🌐 www.shopware.com