

WHY MATTERS

USEFUL TIPS TO KNOW BEFORE BUYING SHOPIFY



Whatever product or service you're buying, you want value for money. But that doesn't just mean buying the cheapest tools around.

Whenever you purchase a tool for your business, first and foremost you need to make sure that the product has

everything you need and is going to help you grow.

Shopify isn't the cheapest ecommerce platform, but its offering is by far one of the most comprehensive.

That's value for money.

HOW TO GET THE BEST PRICE

Shopify is designed to help you scale your business over time. There are three plans to choose from:

SHOPIFY BASIC

\$29 PER MONTH

You'll also pay a 2.9% commission
+ 30¢ per online transaction

SHOPIFY

\$79 PER MONTH

You'll also pay a 2.6% commission
+ 30¢ per online transaction

ADVANCED SHOPIFY

\$299 PER YEAR

You'll also pay a 2.4% commission
+ 30¢ per online transaction

However, there are discounts available if you subscribe to an annual plan rather than paying monthly....

Subscribe for one year and receive a 10% discount or two years for a 20% discount on the total cost of your plan.

SHOPIFY PRICING PLAN	SHOPIFY BASIC	SHOPIFY	ADVANCED SHOPIFY
Monthly	\$29	\$79	\$299
1 year \$ per month	\$26.10	\$71.10	\$269.10
Saving	10%	10%	10%
2 year \$ per month	\$23.20	\$63.20	\$239.20
Saving	20%	20%	20%

All too often, businesses fall into the trap of settling into a month-by-month plan without really giving it much thought. Granted, with a month-by-month plan you have flexibility, but when you consider that you can save up to \$1,435.20 over two years by signing up in advance, it pays to be a little more forward-thinking.

WANT TO AVOID TRANSACTION FEES?

Like most e-commerce platforms, you are required to pay a transaction fee on all payments received through Shopify. However, unlike many of its competitors, Shopify has its own payment gateway, Shopify Payments, and it will waive all transaction fees if your customers pay this way rather than via PayPal, for instance.

So, if you want to save more, you should use Shopify Payments.

DON'T PAY MORE THAN YOU NEED TO!

The plan you choose will determine how many staff accounts you can have, your marketing tools and reporting capabilities, whether you can sell gift cards, plus more. However, only pay for what you need initially - you can always upgrade later.

Take a look at our plan comparison table:

FEATURES	SHOPIFY BASIC \$29 PER MONTH All the basics for starting a new business	SHOPIFY \$79 PER MONTH Everything you need for a growing business	ADVANCED SHOPIFY \$299 PER YEAR Advanced features for scaling your business
Online store Includes ecommerce website and blog	✓	✓	✓
Unlimited products	✓	✓	✓
Staff accounts Staff members with access to the Shopify admin and Shopify POS.	2	5	15
24/7 support	✓	✓	✓
Sales channels Sell on online marketplaces and social media.	✓	✓	✓
Locations Assign inventory to retail stores, warehouses, pop-ups, or wherever you store products.	4	5	8
Discount codes	✓	✓	✓
Free SSL certificate	✓	✓	✓
Abandoned cart recovery	✓	✓	✓
Gift cards	✓	✓	✓
Professional reports	×	✓	✓
Advanced report builder	×	×	✓
Third-party shipping rates Show calculated rates with your own account or third-party apps at checkout.	×	×	✓

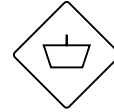
HOW TO CHOOSE THE RIGHT PLAN FOR YOUR BUSINESS

The great thing about Shopify is that you can select a plan that works for your business currently and then upgrade or downgrade your plan as your business develops.



SMALL BUSINESS

As a small business owner, or someone launching a new business, you will find everything you need to showcase your products and begin taking online orders with Shopify Basic. You will not be able to connect your account to third party shipping apps, which means you will need to set your own rates manually, and you will also not have access to detailed reports, however you will have access to everything else you need to run a successful small business.



MEDIUM-SIZED BUSINESS

As a medium-sized business owner, which equates a business earning in excess of \$5,000 per month, you should subscribe to Shopify's standard plan. This plan will give you access to reports, which will provide data and insight you need to make meaningful business decisions and grow. On this plan you can also give up to 5 members of staff access, so they can help you to manage your shop and, in turn, fulfil orders quickly.



MEDIUM-TO-LARGE BUSINESS

Owners of medium-to-large businesses with revenues of at least \$10,000 per month should select Shopify's Advanced plan. This includes 15 staff accounts, up to 8 locations, and professional reporting for even further insight into your business and customers. Advanced Shopify also includes functionality that allows you to connect your courier account to your store so that shipping rates are automatically calculated at checkout, which means your customers always pay the correct amount for shipping. You don't have to do a thing.

Still unsure of which plan is best suited to your business? Contact us at info@whymatters.co.uk - we're happy to answer any questions you have to ensure you make the right decision.

IN SUMMARY

If you only want to make a few hundred dollars a month, Shopify may not be the platform for you. However, if you are looking to scale your business and take dozens, or hundreds, of orders every month, it will give you the tools and infrastructure you need to succeed.