TEAM SHOPIFY

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MANAGING DIRECTOR

South Africa's first female Shopify Expert and the recipient of the Shopify Unite 2018 Award.

MAVERICKMARKETING
shopify experts

shopify

WOO COMMERCE

POLL 1: HOW MANY ONLINE STORES ARE BUILT WITH SHOPIFY?

1 150 000 +

2 500 000 +

3 1 Million +

4 5 Million +

WHY SHOPIFY?

ABOUT

CANADIAN COMPANY

Started by Tobias Lütke, a web developer, and his two partners, Daniel Weinand, and Scott Lake

FOUNDED IN 2004

With the intention to create a better e-commerce system than what was available at the time.

WENT PUBLIC IN 2015

At an IPO of $17 when first going public – today, its share price sits at around $1 000

GOING UP AND UP

It has experienced massive growth since. It is the second largest growing e-commerce platform (after BigCommerce)

(source: e-Commerce CEO)

3RD LARGEST MARKET SHARE

According to BuiltWith, Shopify has a market share of 31% in the United States alone for websites using ecommerce technologies.

TRENDING

Most popular e-commerce search term

(source: Gooale Trends)

Google Trends comparison of worldwide searches in the last 5 years

POLL 2: WHAT IS SHOPIFY MOST WELL KNOW FOR?

1 That it’s expensive

2 That anyone can do it

3 That it is the most secure e-commerce platform in the world

4 That it is only for small business

WHY I ❤ SHOPIFY

01. SELF HOSTED

03. SCALABILITY

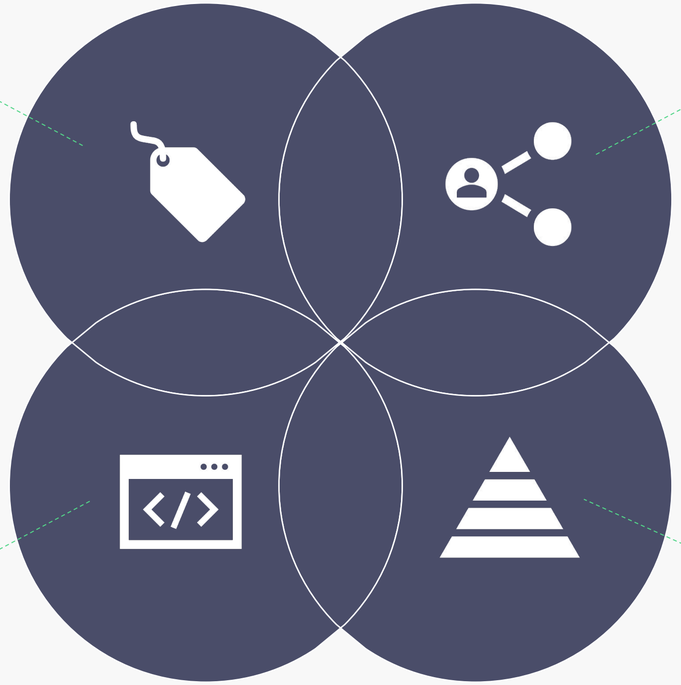
02. PRICE IS TRANSPARENT

04. EASE OF USE

WHY I ❤ SHOPIFY

05. E-COMMERCE-FIRST SOLID FOUNDATION

07. FULLY INTEGRATED & INTEGRATABLE



06. FULL ACCESS TO CODE

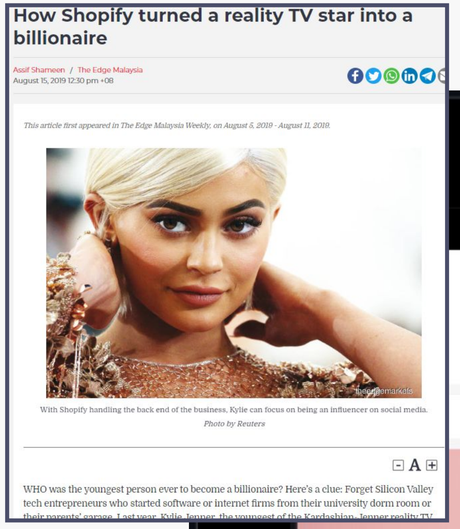
08. FOR SMALL, BIG AND COLOSSAL SIZE BUSINESS

01. SHOPIFY IS SELF-HOSTED

WHAT DOES THAT MEAN AND WHY DO I CARE?

SHOPIFY HAS ITS OWN CDN (NETWORK OF SERVERS)

- Always Online (99.98% guarantee)
- Unlimited bandwidth
- Level 1 PCI Compliance (test them)
- Blazing Fast

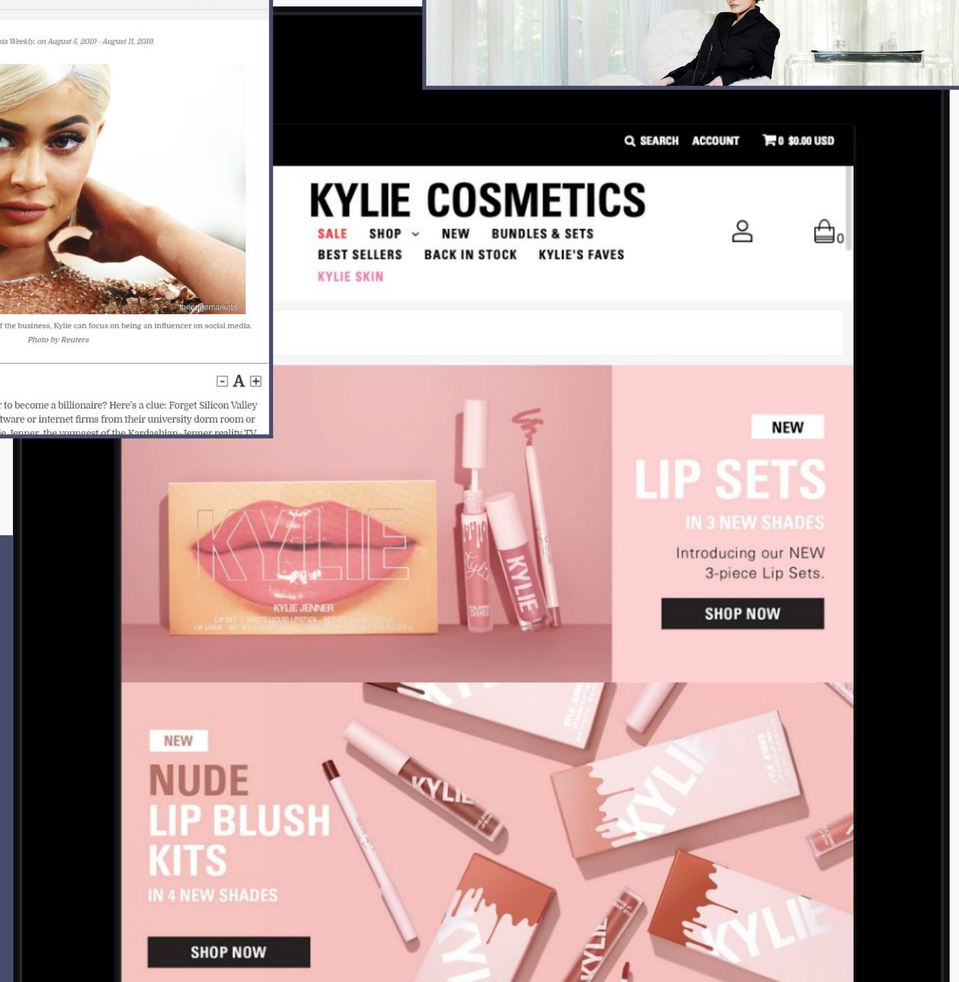

How Shopify turned a reality TV star into a billionaire

Assif Shameen / The Edge Malaysia
August 15, 2019 12:30 pm +08

This article first appeared in The Edge Malaysia Weekly, on August 5, 2019 - August 11, 2019.

With Shopify handling the back end of the business, Kylie can focus on being an influencer on social media.
Photo by Reuters

WHO was the youngest person ever to become a billionaire? Here's a clue: Forget Silicon Valley tech entrepreneurs who started software or internet firms from their university dorm room or



Sold her $29 lip kits *online only*

On launch day, everything was sold out - *60 Seconds after she posted to her 140 million Instagram followers!*

Average traffic is *100 000 visitors on site at any time.* Doubles as soon as a new shade is announced.

02. FEES

EVERYONE MOANS ABOUT SHOPIFY FEES, BUT…

Shopify Fees cover:

- Hosting and uptime
- Security
- R&D
- Support

BASIC SHOPIFY

USD$29/MO

ALL THE BASICS FOR STARTING A NEW BUSINESS

Transaction fees – 2%

STANDARD SHOPIFY

USD$79/MO

EVERYTHING YOU NEED FOR GROWING A BUSINESS

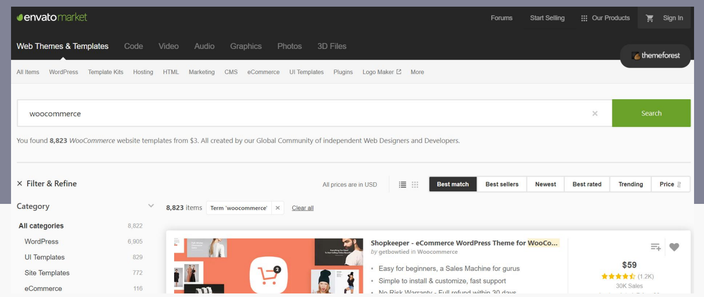
Transaction fees – 1%

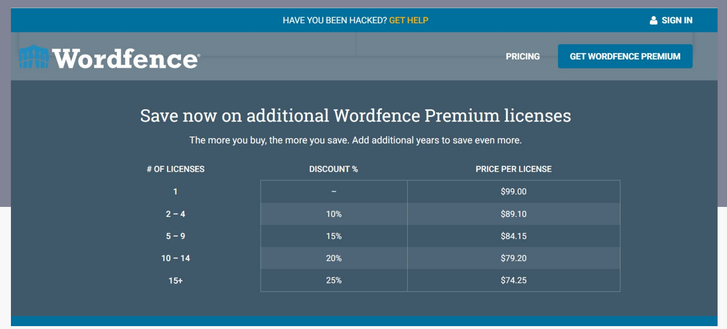
ADVANCED SHOPIFY

USD$299/MO

ADVANCED FEATURES FOR SCALING YOUR BUSINESS

Transaction fees – 0,5%





03. SCALABILITY

FROM PRODUCTS TO TRAFFIC TO COMPLEXITY

PRODUCTS

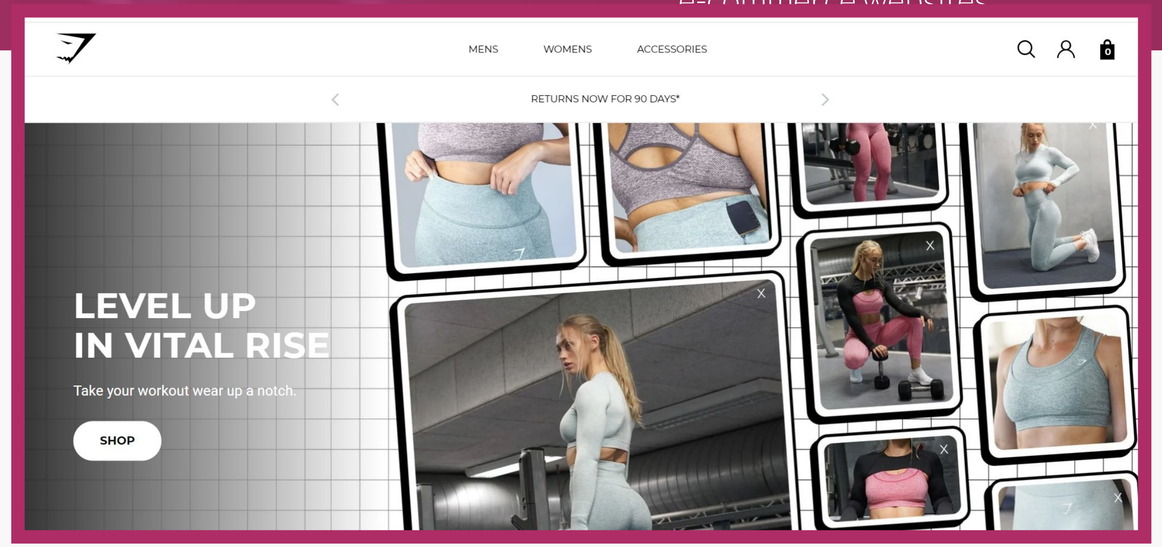
Small inventories to massive inventories with up to 100 variants (or more ...)

TRAFFIC

From a trickle of traffic to Gym Shark's Black Friday

COMPLEXITY

From Basic websites that you can get up in a weekend to highly complex and custom e-commerce websites



CASE STUDY: GYMSHARK.COM

GymShark is one of Shopify's flagship stores and sold about $42 million last year.

In 2015 GymShark, then on Magento, went down for 8 hours on Black Friday, losing $143 000 in sales. They estimate that that cost would be 10 times higher in 2019.

But they don't have that worry now because due to the disaster, they moved to Shopify!

POLL 3: HOW MANY TRANSACTIONS CAN A SHOPIFY STORE PROCESS PER DAY?

1 Up to 15

2 Up to 100

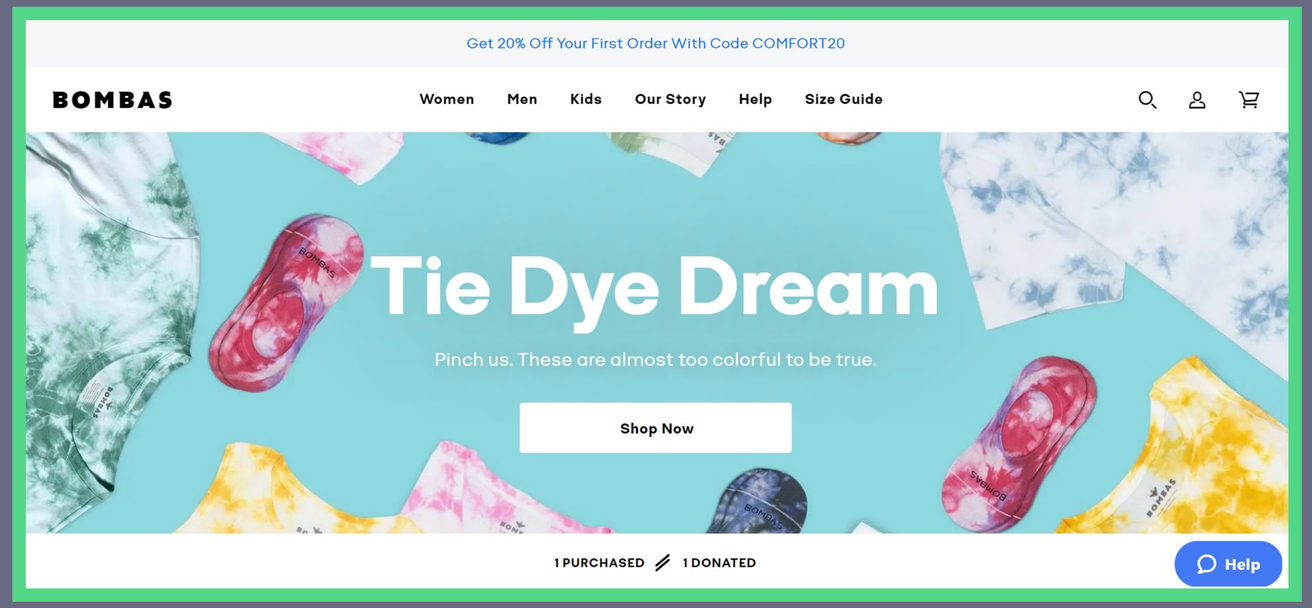
3 Up to 1000

4 Up to 5000

This past Black Friday/Cyber Monday weekend, Shopify saw $2.9 billion in total sales; during its peak, Shopify software was processing $1.5 million in sales and 16,000 checkouts per minute.

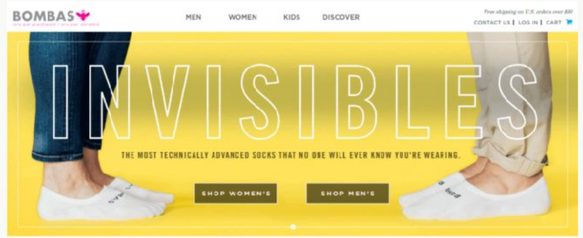
CASE STUDY: BOMBAS.COM

Bombas switched to Shopify because they grew from doing 500 orders a day to doing over 4 000 a day and Magento kept crashing



Side Note: *Each time they had to fix the Magento bugs it cost $150 000 and cost weeks of down time.*

Bombas Switched to Shopify Plus to Cure Their Growing Pains



You may know Bombas socks from their Shark Tank episode where they got a deal with investor Daymond John. Since then, the performance sock brand has steadily been growing ($300,000 in 2013, $1.8 million in 2014, $4.7 million in 2015, and the company is projected to do between $7-$8 million in 2016). (source)

They have grown from a brand doing 500 transactions a day to 4,000+ transactions a day. Obviously, they've grown and are still growing quickly. But their website just couldn't keep up.

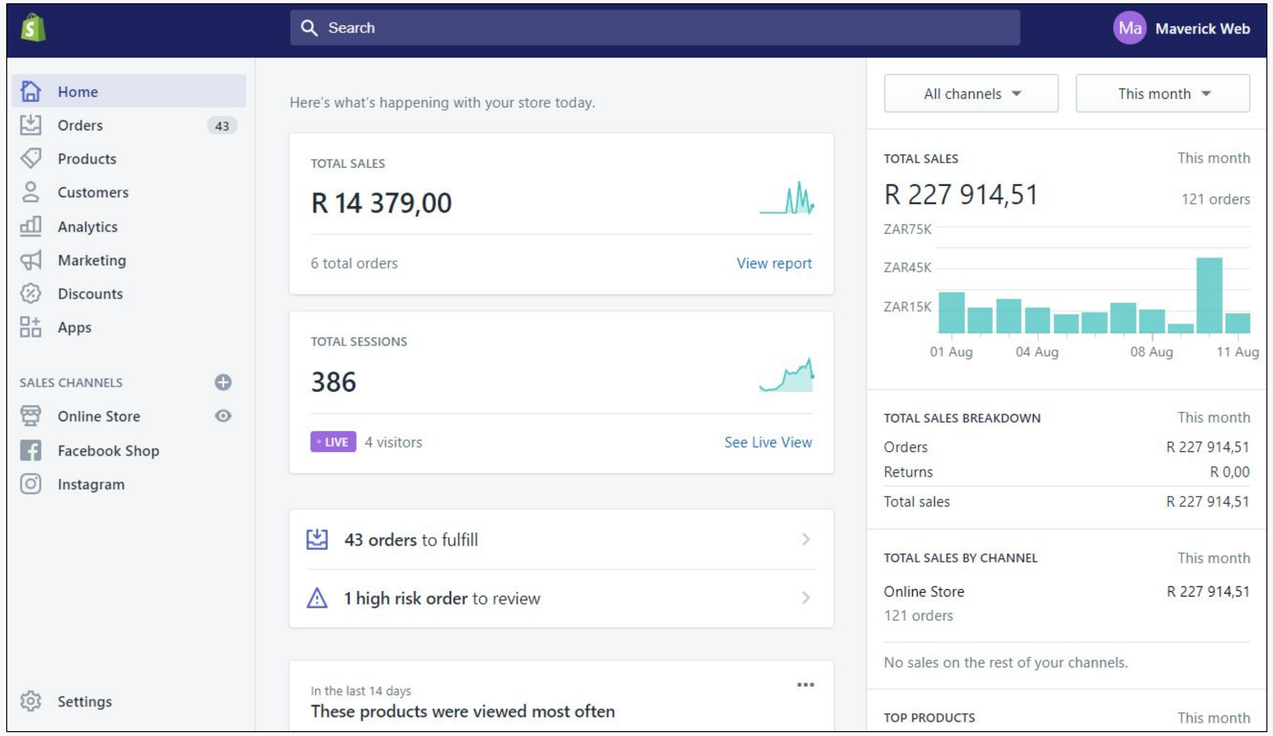
Bombas previously ran on the Magento ecommerce platform and were seeing delay times of up to 2.5 weeks for a fix to be built, tested and launched (not to mention a $150,000 price tag). Plus, they were paying thousands in server maintenance to prevent their site from crashing.

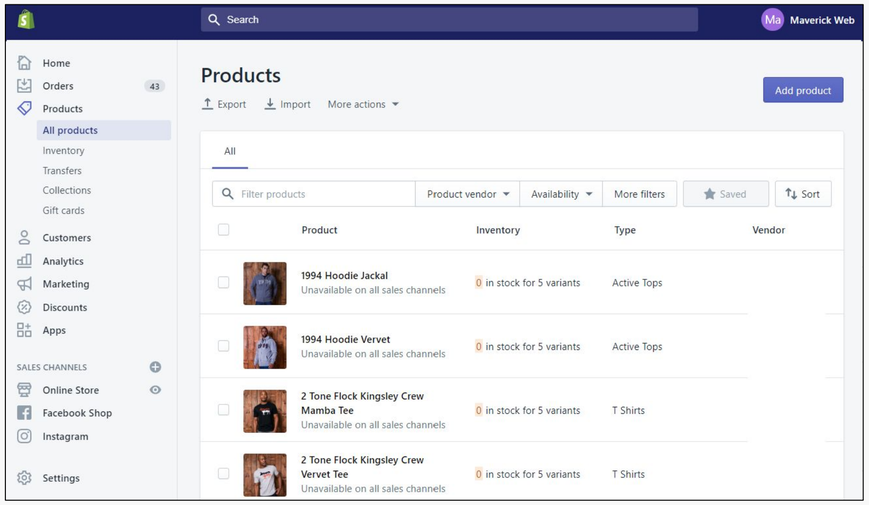
04. EASE OF USE

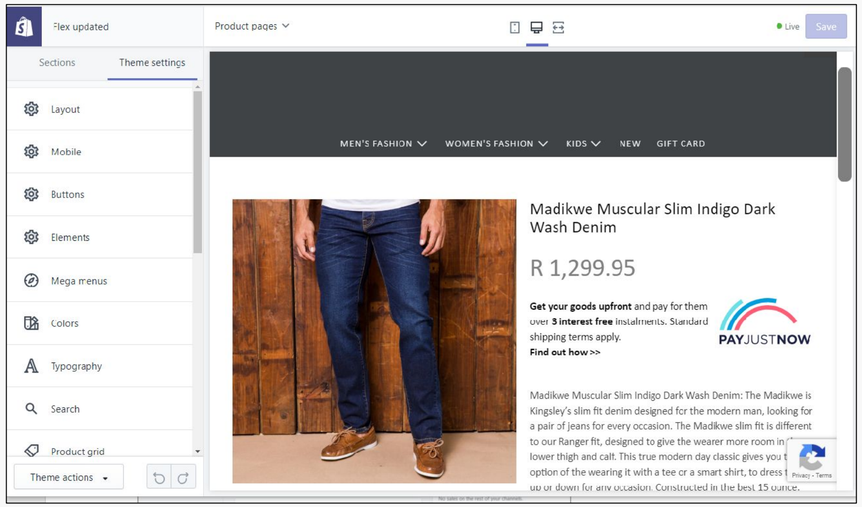
ANYONE CAN USE IT

If you're a beginner, you don't need to worry about the tech!

- Lots of themes
- Full support
- Lots of community support and social groups
- Full access to the code!



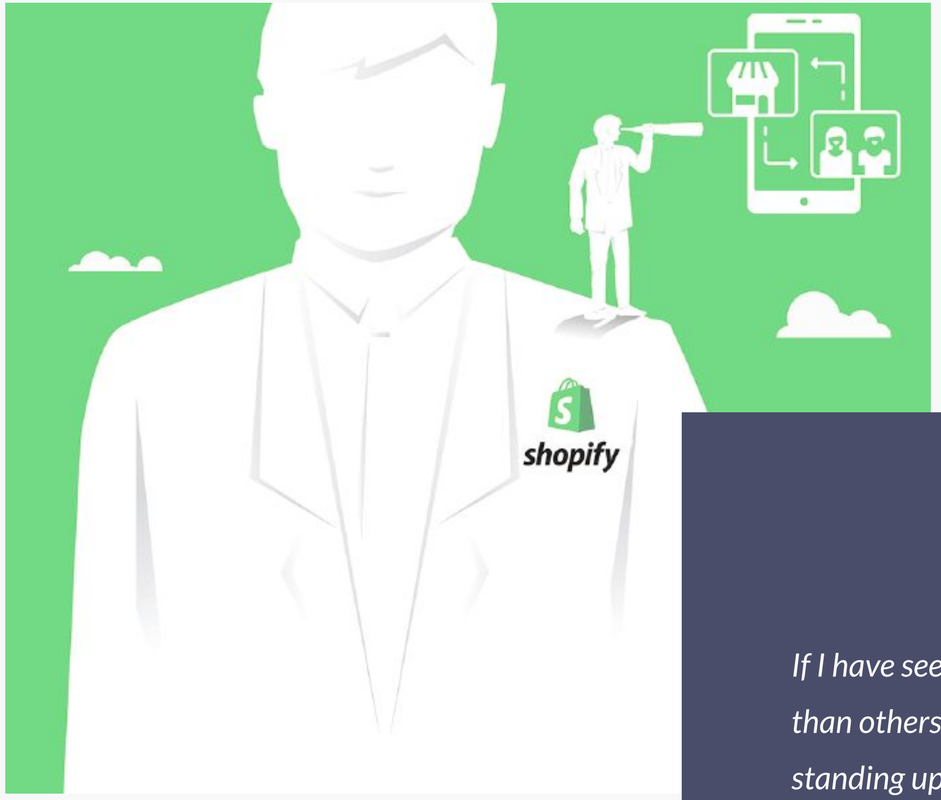




05. E-COMMERCE FIRST FOUNDATION

MADE FOR E-COMMERCE AND CONTINUALLY OPTIMISED

- It's an e-commerce first solution
- It has a massive team of R&D that ensures that it has a solid e-commerce foundation to grow off.



If I have seen further than others, It is by standing upon the shoulders of giants

- Sir Isaac Newton

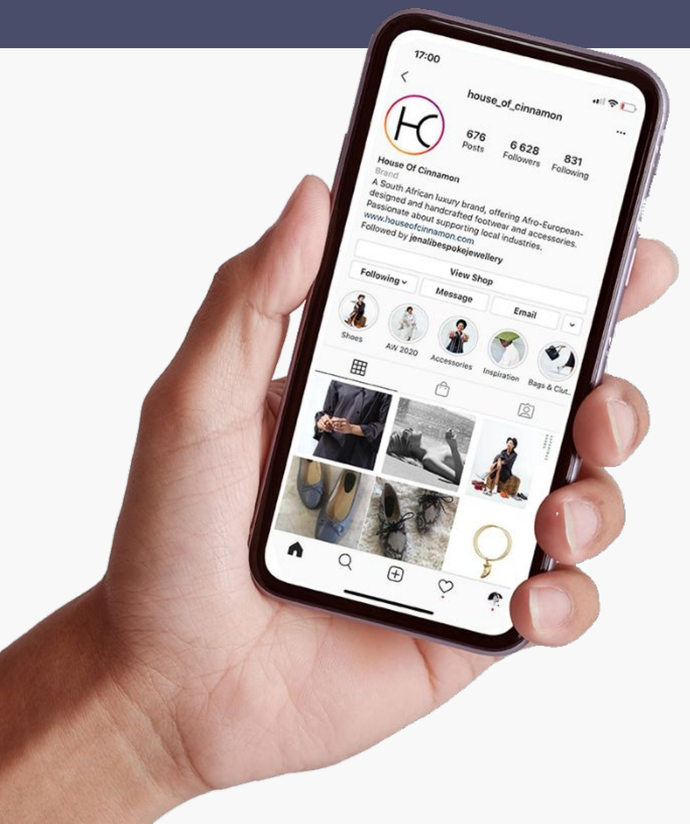
06. FULLY INTEGRATED AND INTEGRATES FULLY

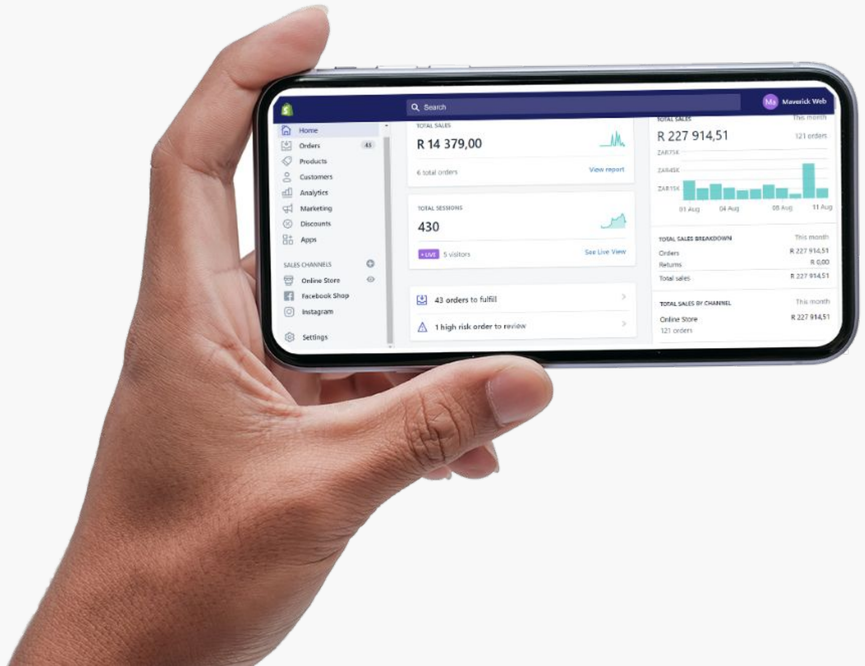
MULTICHANNEL AND APPS WITH EASE

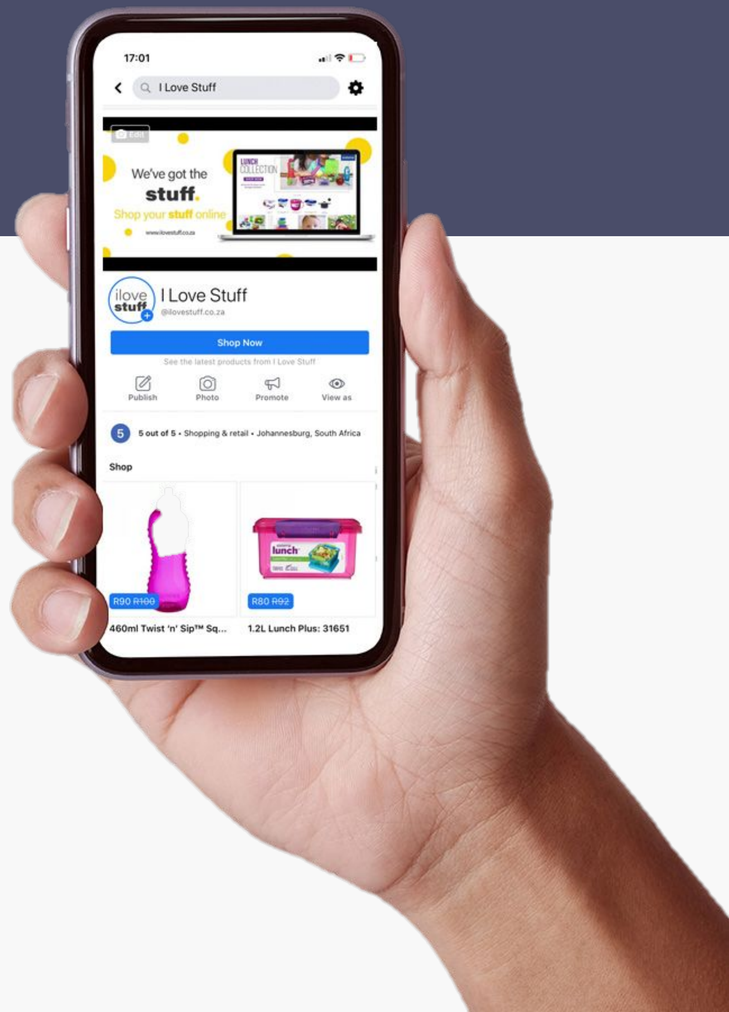
Integrates with:

- Amazon
- eBay
- Oberlo
- Facebook
- Instagram
- Pinterest
- SnapChat
- Google
- BidorBuy in SA

Full POS
Mail servers
All accounting systems and CRMs
Couriers
Payment Gateways
Loyalty apps







07. SCALABILITY REDEFINED!

MOM'S & POPS

BOUTIQUE

MULTIPLE OUTLETS

WHOLESALERS & MULTINATIONALS

POLL 4: WHY WOULDN’T YOU BUILD AN E-COMMERCE SITE WITH SHOPIFY

1 Price

2 Lack of Experience

3 Peer Pressure

4 Other Unanswered Questions

Melissa Rowlston
MANAGING DIRECTOR

MAVERICKWEB
shopify experts