

Shopify & E-Commerce Platforms Which is Best for You?



Presented by Edison Apps, LLC

So Many Platforms To Choose From

20+ popular platforms for e-commerce sites

2 Types

- Hosted (Shopify, Wix)
- Self-Hosted (WooCommerce)

E-Commerce Platforms



3 Metrics To Measure



Setup

How easy/difficult is it to setup e-commerce store and begin selling



Maintenance

How easy/difficult is it to update, maintain, and make changes to the store



Fulfillment

How easy/difficult is it to fulfill orders placed on your e-commerce store



Deeper Inspection Categories

Features

Does the platform natively have the features you require out of the box?

Scalability / Price

Can you scale this platform to meet your growth expectations, and what does that cost?

Ease of Use

Can you DIY this platform or do you require a developer? Customizations, unique features/functions, your skill level, etc.

Sales Funnels

How will you get traffic, capture leads, nurture leads, and close sales?



Any E-commerce Platform CAN work for you!

Assess your needs before committing to one!

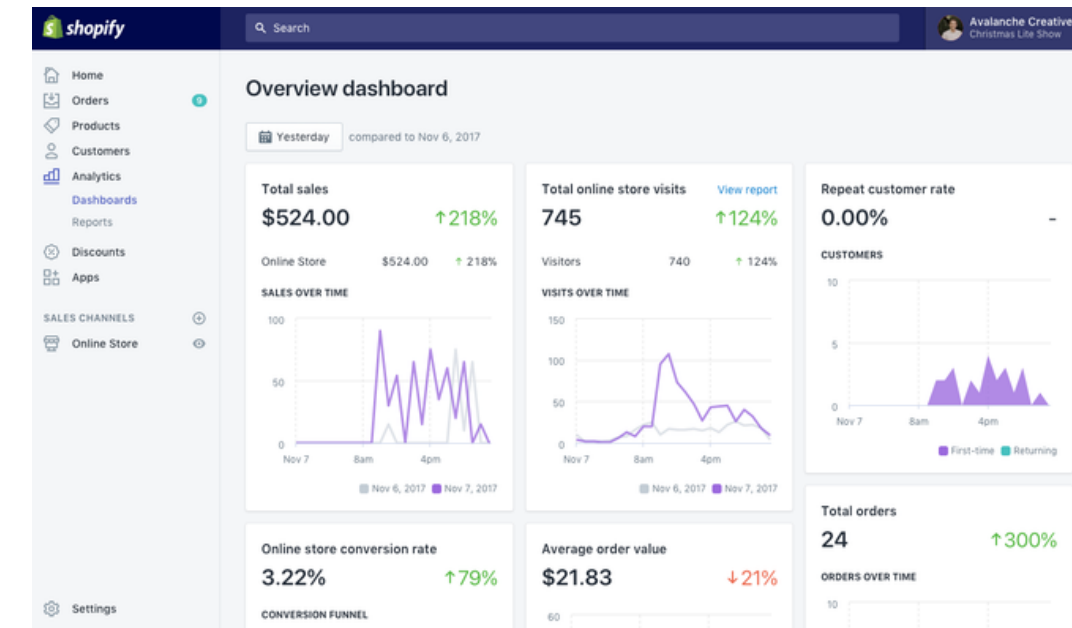
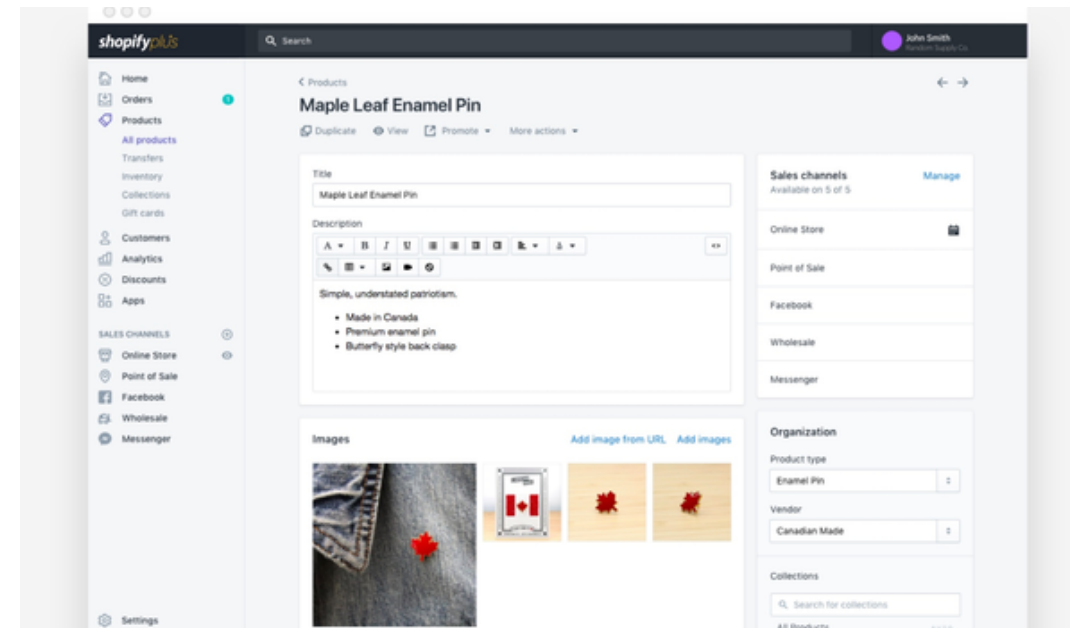
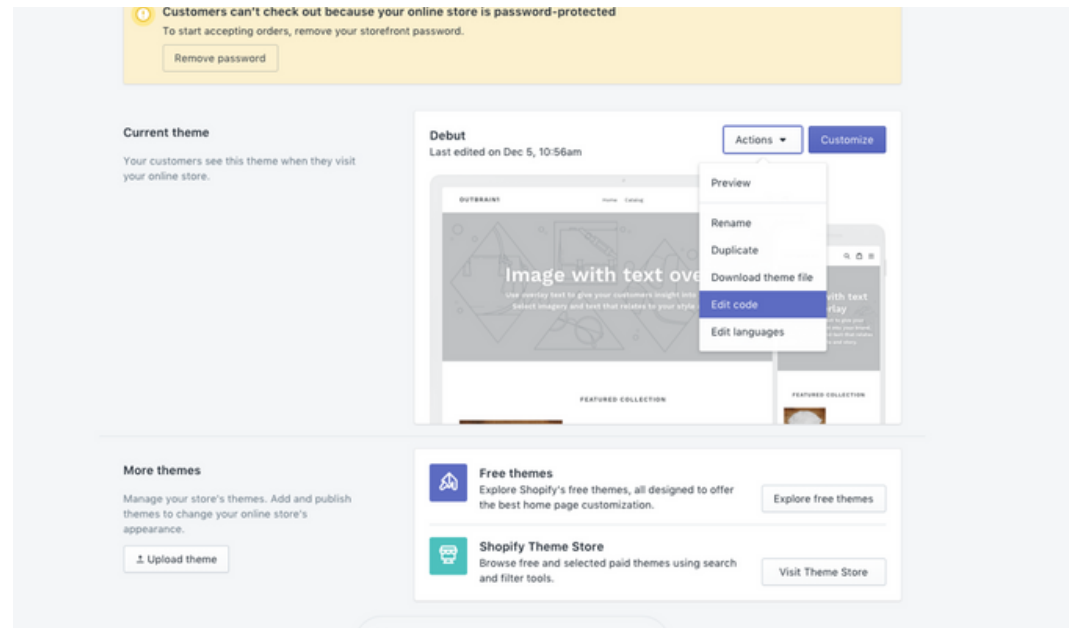
Don't over-estimate your skills



Hosted E-Commerce Platform
Most popular platform -
over 1 million merchants

Shopify

Shopify Examined



Setup

- Easy to Setup
- Free & Paid themes available
- Website pages easy to create with paid templates
- Big community of users - lots of forums for Q&A

Maintenance

- Easy to maintain for most
- Product management options (simple or complex)
- Simple to Very Complex depending on level of customization required

Fulfillment

- Highly integrated
- Mobile App available
- Plugins help make seamless
- Great Analytics Dashboard



Features

- Works out of the box
- Simple Theme = Store Live 24hrs
- No coding knowledge required

Scalability/Price

- 100% scalable
- Multiple price points based on needs (\$29 - \$300/month)
- Plugins can be expensive as well as customizations - most are monthly subscriptions

Ease of Use

- Very easy for even novices to use
- Customization requires knowledge of coding or hiring developers
- Landing pages require code knowledge or builder app (additional costs)

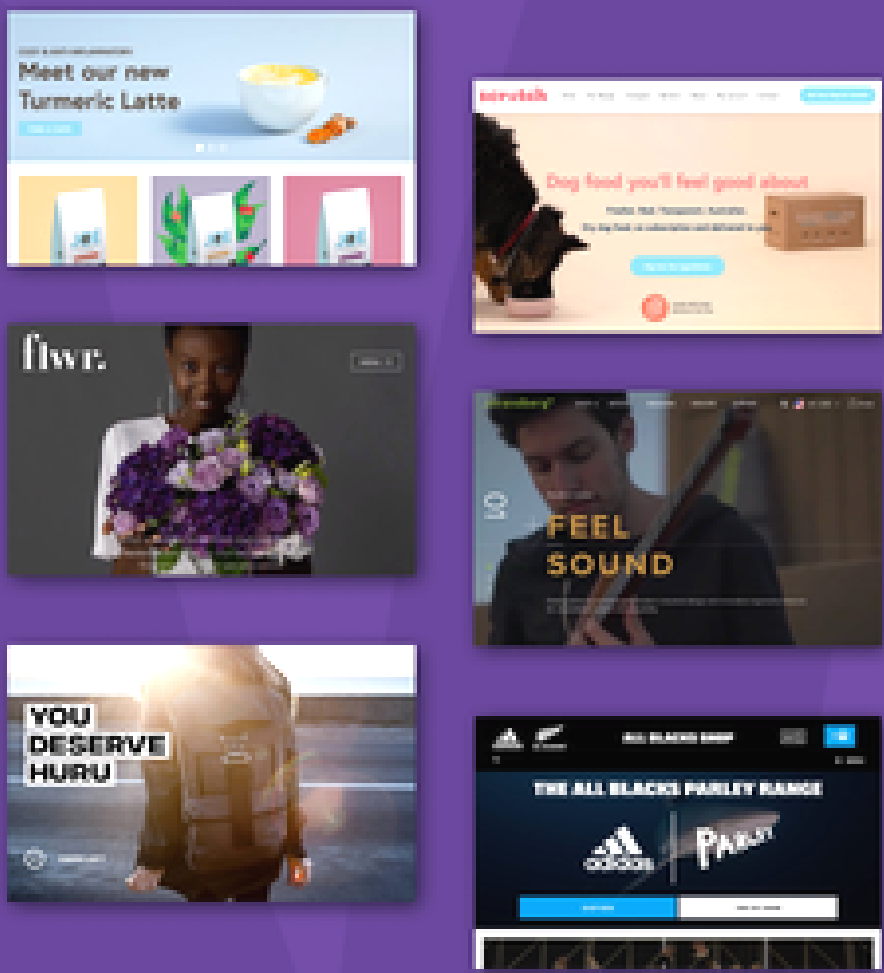
Sales Funnels

- Product pages easiest
- Landing pages more difficult
- Integrates with social easily (Facebook shop pages, market place, Instagram)



WooCommerce

Build exactly the eCommerce website you want

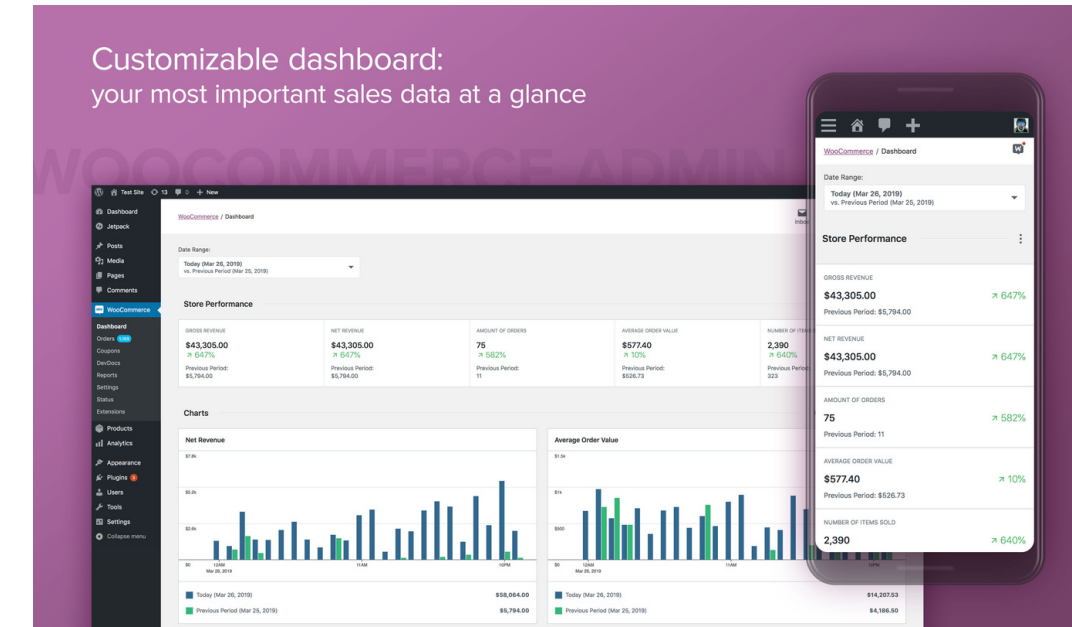
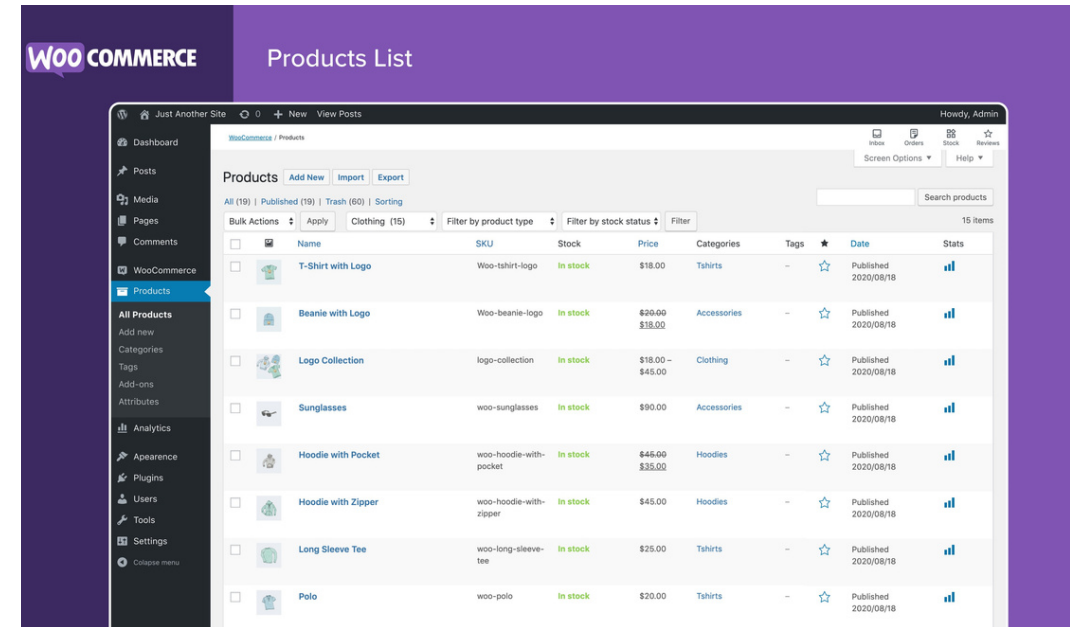
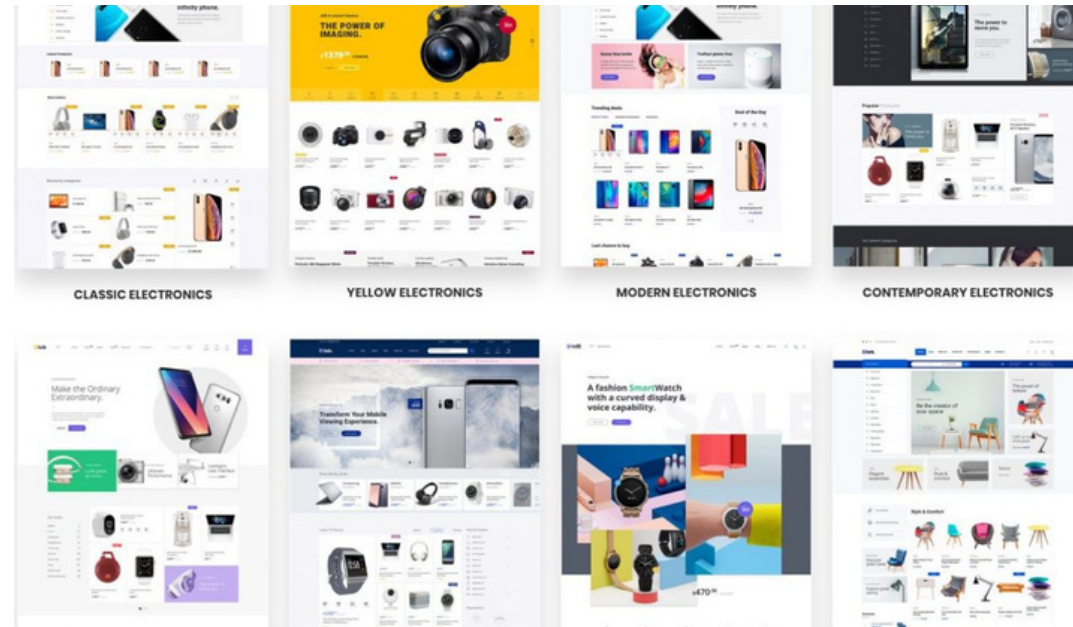


Self-Hosted E-Commerce Platform (WordPress Plugin)

Go To for Customized Stores

WooCommerce

WooCommerce Examined



Setup

- Moderate - Difficult Setup
- Free & Paid themes
- Full Website, landing pages, blogs easy to create
- Requires some code knowledge
- Big community of users
- Great SEO

Maintenance

- Moderate - Difficult
- Product management options (simple or complex)
- Coding when needing high level of customization
- Hosting requires attention daily/weekly

Fulfillment

- Highly integrated
- Mobile App available
- Abundant 3rd Party Integrations
- Great Analytics Dashboard



Features

- Highly integrated with WordPress
- Setup to Live Store within Days
- Some coding knowledge required
- Hosting provider and security are your responsibility

Scalability/Price

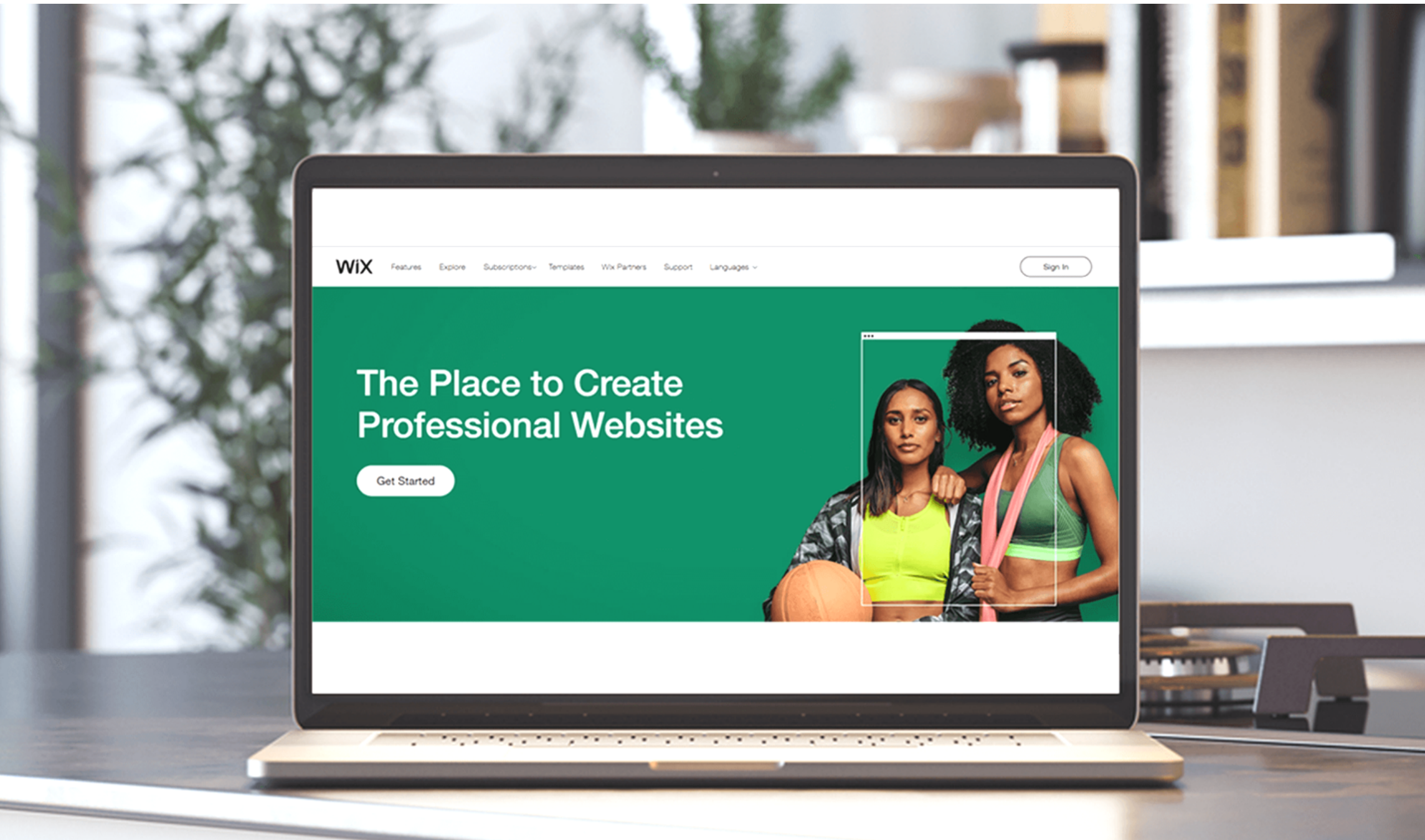
- 100% scalable
- Pricing varies (widely) based on hosting provider, plugins, (\$35-300/month)
- Basic stores need additional plugins to operate well (\$15-99/month each)

Ease of Use

- Easy if you have coding knowledge
- Customization requires knowledge of coding or hiring developers
- Store functions run seamless once setup (minimal maintenance)

Sales Funnels

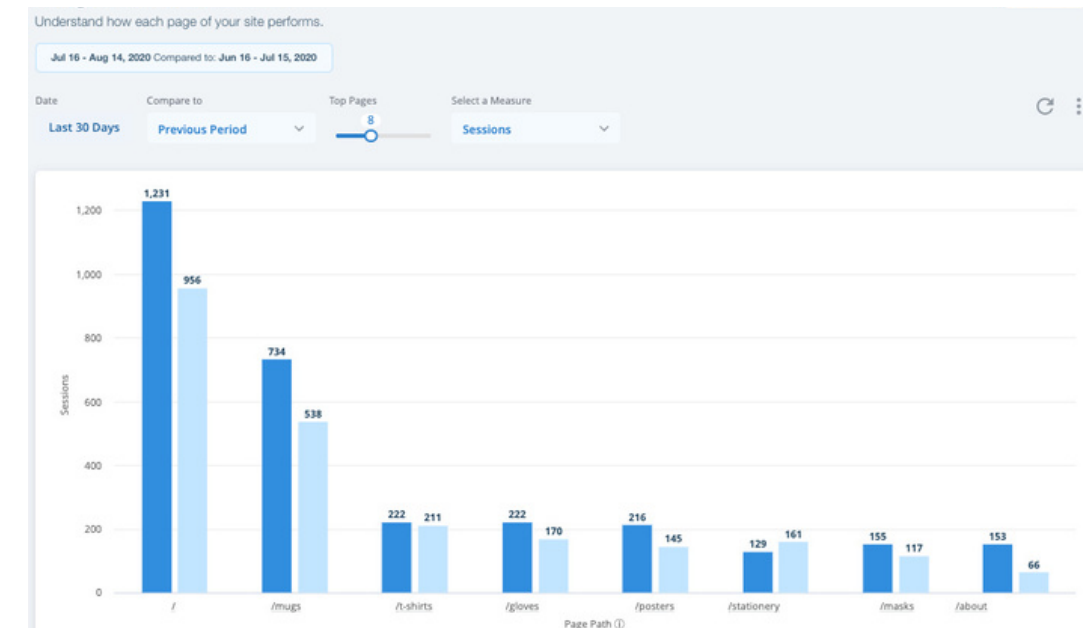
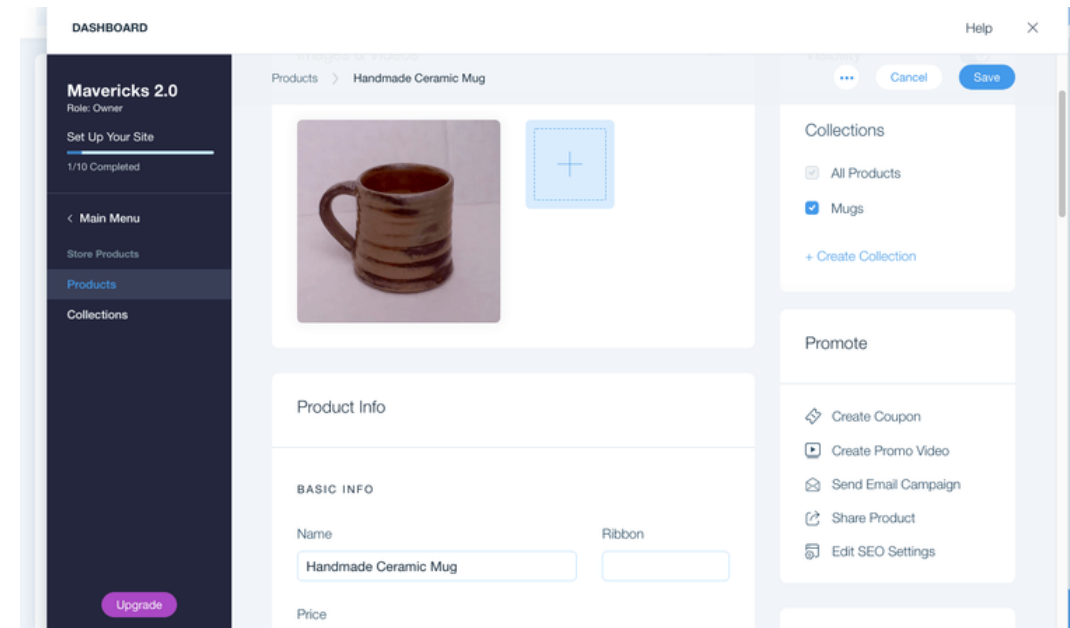
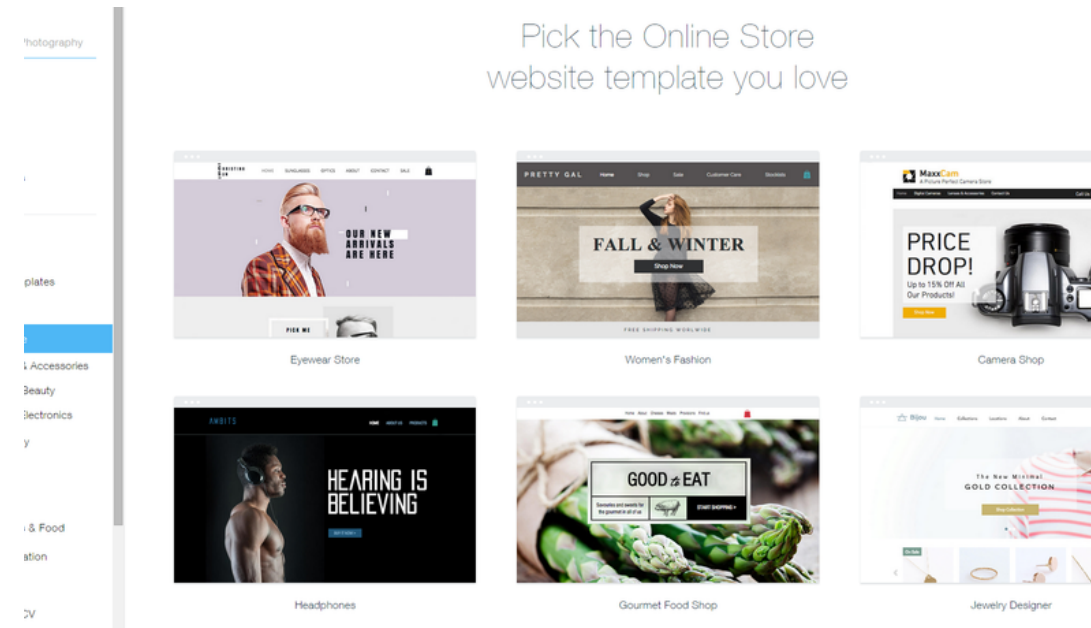
- Unlimited landing pages
- Integrates with social easily (Facebook shop pages, market place, Instagram)
- 3rd party integrations make sales funnel very easy to maintain and use



Hosted E-Commerce Platform
Great For Smaller Online Stores

Wix.com

Wix Examined



Setup

- Easy to setup
- Free themes
- Full Website, landing pages, blogs easy to create
- Drag & Drop
- Great Support
- Great SEO

Maintenance

- Easy To Update
- Simple Product management options
- Very little required
- Limited to what is offered via the platform

Fulfillment

- Highly integrated
- Mobile App available
- Not Many 3rd Party Options
- Limited to what is offered by the platform



Features

- Great Templates
- Setup to Live within 24hrs
- Easy to manage and grow
- Large community of users

Scalability/Price

- Scalable but has limits
- Pricing varies based on level of support/features required (\$23-\$500/month)
- Basic stores need additional plugins to operate well (\$7-99/month)

Ease of Use

- Easiest platform for beginners
- Minimal customization needed
- Easy to manage and maintain

Sales Funnels

- Unlimited landing pages
- Integrates with social easily (Facebook shop pages, market place, Instagram)
- 3rd party plugins available, but limited to platform offerings

Summary

Choose the best option for your business!



Key Take Aways

- Easy To Use
- Scalable
- Cost Efficient
- Solid Support
- Quick Launch (simple stores)
- Mobile App
- Variety of Plugins Available



Key Take Aways

- Highly Customizable
- Scalable
- Requires Code Knowledge
- More Attention to Maintenance
- Moderate Costs
- Great SEO
- Mobile App
- Requires Hosting & Security



Key Take Aways

- Easiest Platform To Use
- Great Templates
- Quick Launch
- Cost Efficient
- Mobile App
- Platform Limitations
- Slower Loading Speeds
- Plugins Available

Contact Information

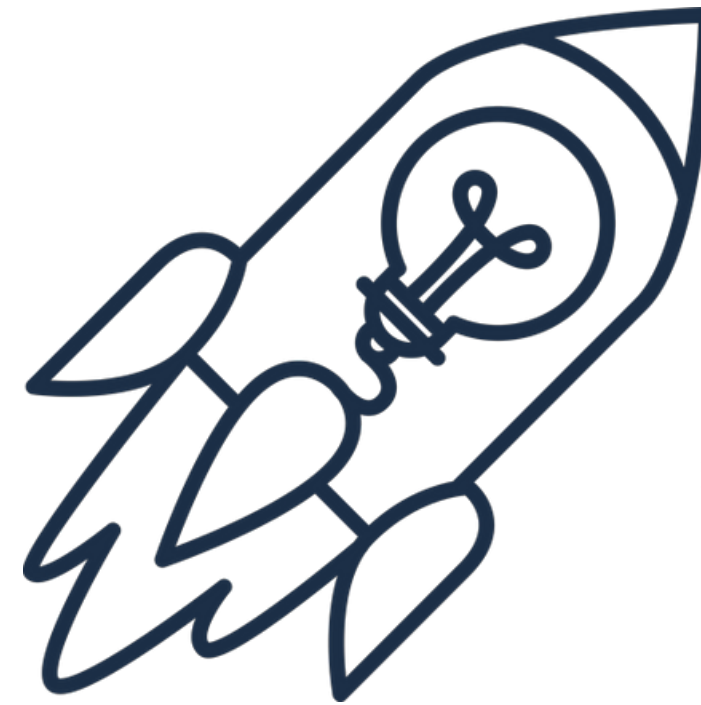
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