Plentiful Commerce

Services and Pricing Guide

www.plentifulcommerce.com

Hey! **I'm Jocelyn Dunkley!**

We collaborate with purpose-driven small and medium-sized ecommerce brands on their Shopify stores to increase customer connection.

We're passionate about

- Creating beautiful and functional Shopify stores

- Tailoring Shopify workflows to you and your business

- Customizing Shopify stores for an immersive customer journey experience

We love working with:

- New ecommerce businesses that need support setting up their stores and navigating the Shopify ecosystem

- Successful non-Shopify ecommerce businesses that want to migrate to Shopify

- Established Shopify businesses that need custom solutions

We develop tailor-made, holistic plans for your business to increase sales and cultivate a loyal customer base. We love to empower our clients along the way as collaborators and strategic partners to develop a deeper understanding of the Shopify ecosystem and take control of their online business.

Shopify Store Creation

Starting a new business online is exciting but can feel daunting when you have to be on top of so many aspects of your business. We set up and build unique Shopify stores so you can confidently hit the ground running when you launch.

This is for you if

- You're launching a new ecommerce business and need a Shopify expert well-versed in your business and customer needs

- You have an established offline business and want to move online to attract non-local customers

What's Included

- 30 minute strategy call
- Content and assets guidance
- Design and strategy for 6 pages
- Mobile-optimized store
- Up to 50 products added in Shopify
- Basic SEO optimization and analytics integration

- Shopify apps guidance
- Domain and email setup
- Vigorous site testing
- 30 days of post-launch support

Investment starting at $2,500

Timeline 4-6 weeks

Platform Migration

Using another ecommerce platform but want to take the leap to Shopify? We will set you up for success with a fully functional and streamlined store, all previous store data imported and no disruption to customers during the switch.

This is for you if

- You believe Shopify is the best platform for the future of your business and you need a partner to guide you

- You are unsure about the migration process and scared about interrupting your store services

What's Included

- Analysis of the two platforms and a plan for migration
- Database backup
- Export order, customer and product data from current platform and insert into Shopify
- Everything included in the Shopify store creation service
- Extensive testing between the two stores
- Shopify platform training for common day-to-day tasks

Investment starting at $3,500
Timeline 6-8 weeks

Supported platforms: Etsy, Squarespace, Wix eCommerce, WooCommerce, BigCommerce, BigCartel

Shopify Audit & Development Day

We offer a two-part package: a full-store audit and a Shopify Development Day. We offer the store audit without the Shopify Development Day, however we recommend both parts for ease of communication and speed.

This is for you if

- Your store isn't hitting your goals and you need an expert's perspective to understand how to improve

- You have a list of bugs and customizations that need implementing now but no in-house capacity or experience to complete it fast

What's Included

- 1 hour discovery call
- Deep dive into your Shopify store to investigate identified problems and find other technical issues
- Investigation into your analytics, sales pipeline, site performance, user experience, theme code and Shopify apps

- Industry analysis report
- Personalized audit document with tailored suggestions
- One-on-one consultation to review audit document, ask any questions and discuss next steps

Investment starting at $700

Timeline 1-2 weeks

Shopify Development Day

After the site audit we will agree upon a manageable scope for a Shopify Development Day. You can reserve a half or full-day of our time solely dedicated to your store.

Common improvements include

- Rebrand or restructure product or collection page
- Theme customization (FAQ dropdown, custom homepage section or product page upsell)
- Custom Shopify template for a product or blog
- Create a sales page for a new collection

- Update theme version and clean up theme code
- Install and configure an app
- Improve store speed
- Adjust navigation and product filtering
- Fix small bugs

Half day: $500   Full day $1,000

Theme customization

Your business is unique - your Shopify store should be too. If you have an established Shopify store and need help with a larger-scale development project, let's work together.

Common larger-scale projects

- Brand refresh implementation
- Shopify theme migration

Investment Starting At $750

Timeline 2-4 weeks