

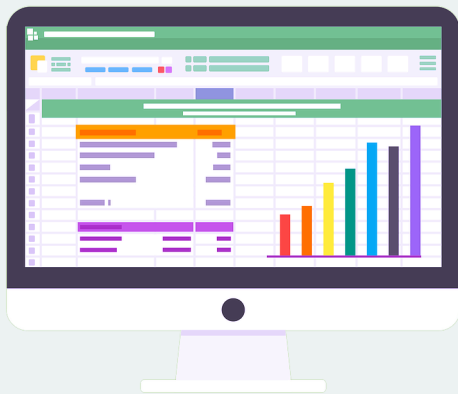
CHANGE

Stage 4

Apps & Plugins

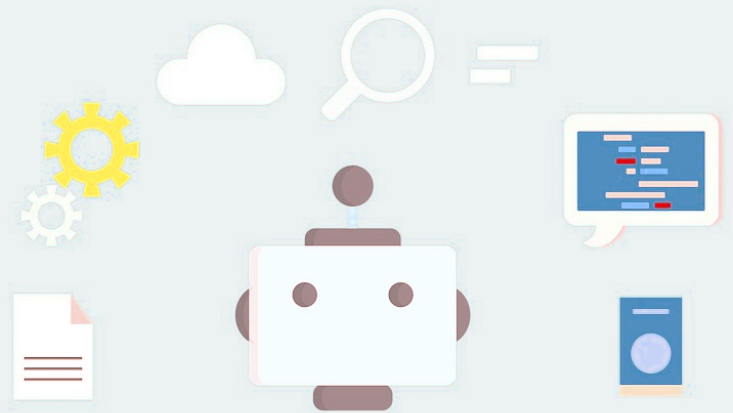
What are Apps

Apps, or Applications, are programs designed to execute a specific series of tasks and function independently. They are available to download from the platform you are using. For example, Shopify's app store offers Heat Map and SMS Marketing Apps. The Heat Map provides information on popular areas and user behaviour on your site. It allows you to identify the areas which will need improvement. An example would be a section where customers frequently exit the site before making a purchase. There is several different SMS Marketing app with different functions. One of the most recommended by Change collects phone numbers in exchange for promotions. It provides you with a marketing opportunity to leverage later down the line with new products. Another example would be an SMS Marketing tool that targets advertisements to those who entered details into their cart but didn't complete the purchase. It provides an extra incentive for them to make a purchase.



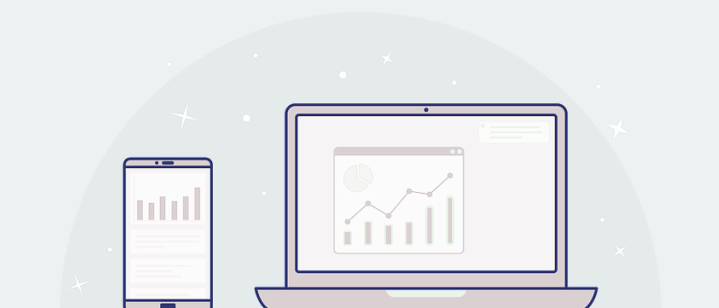
Research Before you Install

You may be tempted to install every app and plugin to increase your success. However, it is essential to do your research before you commit to using any applications or plugins. Research the functionality and purpose they offer and whether it conforms to your business strategy. It is also vital to assess paid, and free versions as multiple options exist. Use free tools and a trial and evaluate whether the added functionality of the paid version would yield better results. You can also find many reviews and recommendations online, allowing you to learn from other users' experiences. You can also find guidance and advice from within the Change community.



What are Plugins

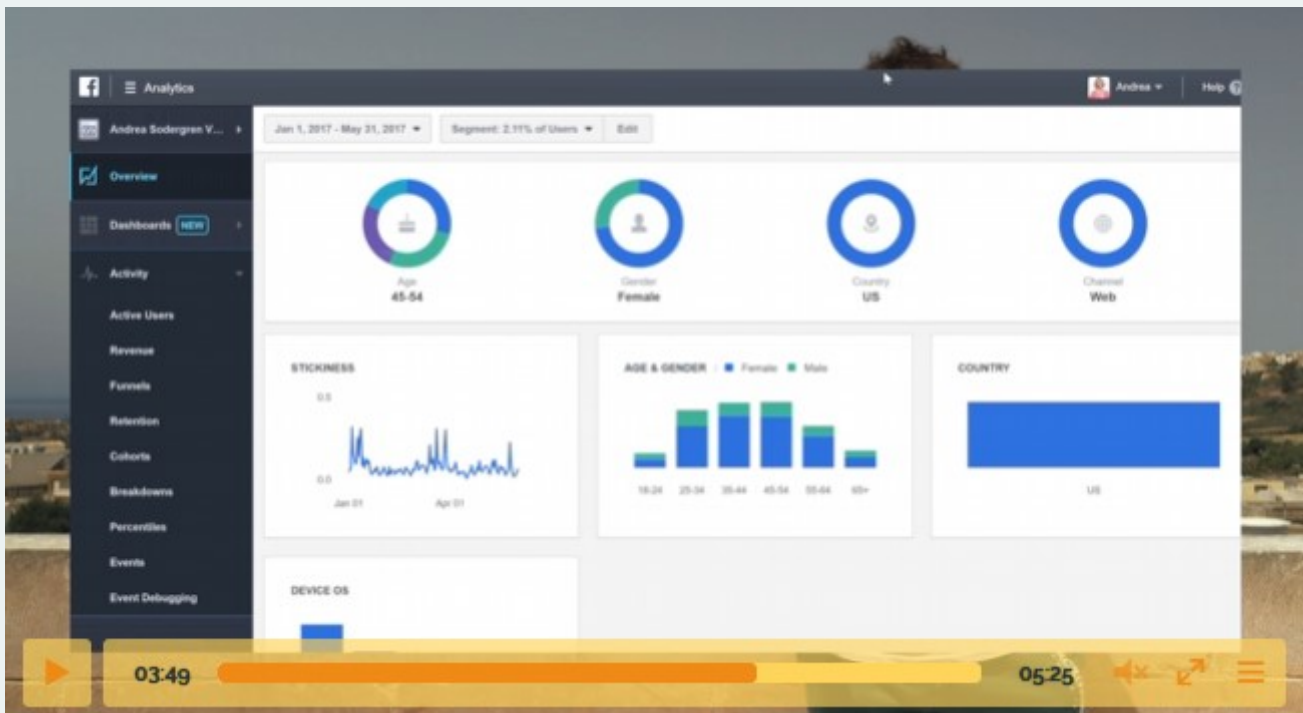
Plugins are designed to work in tandem with Apps to expand their functionality and provide more details. They typically do not function without the App they are designed to work with. The app creators can offer them; however, they are also available through third parties and external sources and are then connected to your store. Examples include Facebook Pixel and Google Pixel, which collect information over time and analyse this data. These Plugins collect information on your customer base and allow you to identify traits with the individuals who have most frequently purchased from you. You can then port over this information to Ad Managers. From here, you can create a lookalike audience campaign that will target others with similar traits and behaviours. This campaign will see better results than previous attempts because it is driven by long-term data collection and analysis, which identifies the audience most likely to buy from you. Another example of a Plugin would be Mail-Chimp. The platform offers third-party automated email marketing solutions for managing mailing lists and creating email marketing campaigns. It's a third-party service that you can incorporate into your business.



Apps & Plugins

Apps and Plugins can streamline the development of your marketing campaigns and provide unique tools to increase sales. There are differences between the two, and there are some things you should understand before installing them.

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