FAQ's

What is ShopAppy.com?

ShopAppy.com is a "Shop & Support Local" website supported and backed by VISA, making it easier than ever for people to browse, book and buy from their local businesses at their convenience. We call this, "Convenience with a local Conscience". At ShopAppy.com our mission isn't to create more online shoppers but create a community of *local* shoppers that can opt to shop in the way *they* choose.

Our high streets are under threat and physical spend is quickly moving online. This has been accelerated by COVID-19, with £1 in every £3 now being spent with larger online retailers like Amazon. ShopAppy.com disrupts this behaviour by providing shoppers with all the products and lovely independent shops in their area – a one-stop-local-online-shop!

Why is my subscription free and what happens after the first year?

o South Oxfordshire and Vale of White Horse District Councils have partnered with ShopAppy.com to offer 12 months free from March 2022

o In year 2, ShopAppy.com subscriptions start from £9.99 plus VAT per month for part time traders, and £19.99 plus VAT per month for full time businesses

o There is no commitment or obligation to sign up for the second year, you can make the decision closer to the renewal date

Are there any fees in my first year?

o There are never any commission fees to pay on ShopAppy.com online orders. The only fee you will have to pay is the 2% card processing fee taken by Stripe before it reaches ShopAppy.com

How do I get paid?

o Once you have received your order, you will need to mark it as "Shipped" on your dashboard (you will be shown how to do this very easy process) and ShopAppy will BAC's transfer to you once the funds have landed with them from Stripe (their payment runs are every Wednesday and Friday, and it normally takes 5 – 7 days for funds to reach your account)

I already sell online using my own website, why would I need another platform?

o If you have your own website, that is great news and you are already ahead of the curve. Your own website will give you a national or even global presence for your business and products. What ShopAppy.com does is to offer a level of convenience to local shoppers, that currently they can only get on Amazon and similar global platforms. ShopAppy brings online shopping back to the local economy where your independent business is based reconnecting people with their High Street. This means, customers in your hometown can shop with you and other local businesses and benefit from one check out, one click & collect location or one delivery in your town. This keeps everyone safer during lockdown restrictions and beyond and also contributes to lowering carbon emissions and looking after our planet! *Happy People, Happy Places, Happy Planet!*

I already sell on Facebook and that seems to be working for me.

o It's great that you have built a loyal following on Facebook… But isn't it time consuming and admin heavy? Businesses that join ShopAppy.com from solely trading on Facebook report saving hours a day messaging people and see on average an increase of 25% on their average order values

It's easy to keep pushing your business through Facebook but you can add a "Shop Now" button and have an automated reply message in messenger to direct people to your ShopAppy.com profile, where they can browse your products and make purchases, and you will be notified by email of the orders. You get the time back to focus on your business… Or spend extra time with your family and loved ones at home. We also think you will love the ShopAppy Family group on Facebook where our Vendors share tips, questions and support – Join the ShopAppy Vendor family

I have never used anything web based before and I'm not comfortable using digital platforms.

o ShopAppy.com was created with tech-phobes in mind. If John the greengrocer in Saltaire can use it, when he only used his phone to make calls… Then anyone can. As well as the dashboard being quite intuitive for tech beginners, there is a lot of support available for those who need it. You will have a dedicated Community Support Manager, we host fortnightly drop-in sessions and there are videos in your

welcome emails that talk you through, step by step, how to add products and services

How much effort do I need to put in?

o We advise that businesses allocate just 20 minutes a week to managing their profile.

Key actions each week:

- Ensuring your products and profile is up to date
- Sharing one new product, service or general post

Every business needs to commit to being a gateway to their town and the other businesses. You are all much stronger together and together, you can help to keep that spend within your local business community, rather than going out of the UK

How do I get involved?

o You can join a "Find out more" event. Register here on Eventbrite or you can simply register at www.shopappy.com/vendor and click "Register New Account". One of the team will call you to get you started within 48 hours

Key Stats

- 60% of every pound spent locally stays within the local economy. When people spend on Amazon, how much of that comes back to your community? This is an opportunity for everyone to fight back and level the playing field
- Pre Covid, £1 in every £5 was spent online. Now, it's £3 in every £5 and our smaller indie businesses aren't benefiting from this additional online spend
- Pre Covid, 20% of all footfall was driven by digital influence. As restrictions ease, ShopAppy.com will showcase the variety of businesses available and promote more footfall within our places