



## Should You Upgrade to PowerShop? Here Are the Top 10 Reasons

If **any of these things are true** for you, PowerShop answers your needs.

1. You want the flexibility and cash-flow advantage of switching from PayPal payment gateway to Square, Stripe or one of many POS and payment providers we work with, and/or you want payments by Email Transfer to be indicated on your purchase order.
2. You sell (or you want to sell) enough online that managing and controlling inventory in your shopping cart is important.
3. You want to sell online beyond locally, and need automatic taxation and shipping calculations in the checkout process.
4. You want to easily integrate your online store to a Facebook or Instagram store, Google Shopping, Amazon or eBay (separate fees from those media may apply).
5. You want slick, flexible new design and layout tools for your catalog.
6. You need to use online-scheduled curbside pickup times.
7. You're ready to use and self-manage advanced marketing tools like abandoned cart management, preferred customer groups, and/or Google, Facebook and other Social Media retargeting.
8. You need to adapt to a shopping clientele who have become suddenly more comfortable with online shopping, and who otherwise would spend their money on big-box stores, chains and online retailer giants who have better resources than you.
9. Your restaurant has to adapt to a post-COVID-19 world where more customers order for takeout, and online ordering will help smooth your operations – and the delivery services simply charge too much!
10. You're in the services industry and have to adapt to a post-COVID-19 clientele who will book and hold consultations, classes or seminars online, buy more digital product, and need to be able to pay online.

PowerShop puts the power of full e-commerce capability in the hands of the small business person. It's affordable, easy to use, and provides you with everything you need to move your business online – where your customers are already waiting – *today!*

Ask your ShopCity.com representative to help you select and launch your PowerShop and bring the power to your online store.