

# BIGGA BAGG

Shopify Development Packages

## 1. BASIC PACKAGE — R2,000

Perfect for startups that need a clean, simple, ready-to-sell Shopify store.

### ✓ What's Included

- 1 Premium Landing Page  
(clean, modern, high converting)
- Up to 3-5 Shopify Pages  
(Home, About, Contact OR your choice)
- 10-15 Products Added
- Payment Gateway Setup  
(PayFast, Paystack, Yoco)
- Basic Store Branding
  - simple logo
  - colours
  - fonts
- Mobile Responsive Design
- Basic SEO Setup  
(titles, descriptions, image alt text)
- Shipping Setup
- Domain Connection
- 1-2 Basic Apps Installed
- Custom Banner Design  
(1-2 homepage banners)
- Analytics Setup
  - Google Analytics

- Facebook Pixel
- Social Media Integration
  - Instagram
  - Facebook
  - TikTok Pixel (if needed)
- 1 Revision
- 2-Days Support After Launch

## Summary — Basic Package (R2,000)

Perfect for new businesses that want:

- ✓ Clean, simple Shopify setup
- ✓ 3–5 essential pages
- ✓ 10–15 product uploads
- ✓ Payment gateway setup
- ✓ Basic branding (logo, colours)
- ✓ Mobile-responsive design
- ✓ Basic SEO
- ✓ Social media integration
- ✓ Custom banners
- ✓ Analytics setup
- ✓ Quick 2-day support

## 2. STANDARD PACKAGE — R4,500

A powerful Shopify setup for businesses that need more functionality, more products, better branding, and stronger optimization than the Basic package.

### INCLUDES EVERYTHING IN THE BASIC PACKAGE

(Standard includes ALL Basic features):

- 1 premium landing page
- Up to 3 pages
- 10–15 products uploaded
- Payment gateway setup
- Basic store branding
- Mobile responsive
- Basic SEO
- Shipping setup
- Domain connection
- 1–2 basic apps
- Custom banner design (1–2 banners)
- Analytics setup (Google Analytics + FB Pixel)
- 1 revision
- 2-day support after launch

PLUS, upgraded features below:

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## ✓ STANDARD PACKAGE FEATURES (ADDED)

- Up to 5 Shopify Pages  
(Home, About, Contact, Shop, FAQ, Policies, etc.)
- Up to 25 Products Added
- Standard Branding Pack
  - Upgraded logo
  - 2–3 custom homepage banners
  - Hero slider designs
- Collections Setup (Up to 4)
- Email Notifications Setup  
(order confirmations, shipping notifications, customer welcome)
- Product Reviews Integration  
Judge.me / Loox (free plan)
- Newsletter Subscription Setup  
Klaviyo OR Shopify Email
  - Popup
  - Footer signup
  - List setup
- Inventory Management Setup

- Stock tracking
  - Variants (sizes, colors)
  - SKU system
  - Low-stock alerts
- Conversion Boosters Installed
- Trust badges
  - Countdown timers
  - Sticky add-to-cart bar
  - Low stock pop-up
- Up to 5 Apps Installed
- Responsive Customer Support Setup
- . Helpdesk
  - . Contact forms
  - . Auto-reply messages
- 2 Revisions
- 7-Days Priority Support After Launch

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## Summary — Standard Package (R4,500)

Perfect for growing brands that want:

- ✓ 3–5 fully designed pages
- ✓ Up to 25 products uploaded
- ✓ Better branding (banners + sliders)
- ✓ Collections setup
- ✓ Email notifications
- ✓ Newsletter signup
- ✓ Product reviews integration
- ✓ Inventory management
- ✓ Conversion tools
- ✓ Up to 5 apps
- ✓ More revisions + priority support

## 3. ADVANCED PACKAGE — R7,500

A complete, high-performance Shopify store with deeper branding, automation, advanced SEO, and professional-level features.

## ✓ INCLUDES EVERYTHING IN BASIC + STANDARD PACKAGE

So, this includes:

- Landing page
- 3–5 pages
- 10–25 products
- Payment gateways
- Branding
- Mobile responsive
- SEO
- Shipping
- Domain
- Apps
- Custom banners
- Analytics
- Newsletter
- Inventory management
- Reviews
- Conversion tools
- Support
- 2 revisions in Standard
- etc.

PLUS, the advanced features below:

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## ✓ ADVANCED PACKAGE FEATURES (ADDED)

- 7–10 Custom Pages  
(Home, About, Contact, Shop, FAQ, Blog, Collections, Policies, Custom services page, etc.)
- Up to 50 Products Added
- Advanced Branding Pack

- Premium, more detailed logo
- Full brand guideline mini kit
- Color palette
- Custom icons
- Button + UI design style guide
- Custom Shopify Sections
  - Before/after slider
  - Comparison tables
  - Feature highlights
  - Custom forms
  - Image grids
  - Testimonials slider
- Advanced SEO Setup
  - Keyword optimization
  - Meta tags + structured data
  - Image optimization
  - URL structure improvements
- Email Marketing Setup  
(Klaviyo or Shopify Email)
  - 1 × Welcome Flow (3–5 emails)
  - List segmentation
  - Custom email design
- Advanced Conversion Tools
  - Carts upsell
  - Post-purchase upsells
  - Frequently bought together
  - Free shipping bar
  - Upsell drawer
- Up to 10 Apps Installed  
(Reviews, popups, automation, fulfilment, upsells, loyalty, etc.)
- Pixel + Tracking Setup
  - Facebook Pixel
  - Google Analytics
  - TikTok Pixel – if supported
  - Events tracking
- Store Automations
  - Abandoned cart email

- Order status updates
- Back-in-stock
- Customer win-back automation

• 3 Revisions

• 15-Days Priority Support After Launch

## Summary — Advanced Package (R7,500)

Perfect for established brands that want:

- ✓ 7–10 custom pages
- ✓ Up to 50 products uploaded
- ✓ Advanced branding (icons, guidelines)
- ✓ Custom Shopify sections
- ✓ Advanced SEO
- ✓ Email marketing (welcome flow)
- ✓ Advanced conversion tools
- ✓ Up to 10 apps
- ✓ Pixel & events setup
- ✓ Full store automation
- ✓ 30-day priority support

## 4. PREMIUM PACKAGE — R12,000

This package is designed for serious brands that want a complete online business, not just a website. It includes custom development, branding, funnels, ads setup, automation, 50-100 products, and VIP support.

**✓ INCLUDES EVERYTHING IN BASIC + STANDARD + ADVANCED**

Meaning it includes:

- Landing page
- 7–10 pages
- 50 products
- Full branding
- SEO
- Newsletter
- Inventory
- Reviews

- Conversions
- Apps
- Tracking
- Automation
- Pixel
- Email flows
- 30-day support

PLUS, the premium upgrades below:

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## ✓ PREMIUM PACKAGE FEATURES (ADDED)

★ • 50-100 Products Upload

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★ • Full Theme Revamp OR Custom Shopify Theme

- Custom layouts
- Custom UX sections
- High-end animations
- Premium user interface styling

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★ • Complete Brand Identity Design

Professional multi-part brand pack:

- Premium logo + sub-logos
- Icon set
- Color and typography system
- Brand patterns
- Product highlight templates

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★ • High-Converting Funnel Setup

- Upsell Funnel (post- purchase)
- One page checkout funnel
- Bundle deals page
- Offer landing page
- Free shipping threshold setup

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★ • Professional Copywriting (5–7 Pages)

We write:

- Home
  - About
  - Shop intro
  - product Description
  - FAQ
  - Contact
  - Brand story
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★ • Complete Facebook & Instagram Ads Setup

- Pixel+ domain verification Events
  - API setup Campaign structure
  - 3 professionally written ad copies
  - 3 Audience setup
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★ • Full Email Automation System

Using Klaviyo or Shopify Email:

- Welcome series (3–5 emails)
  - Abandoned cart flow
  - Browse abandon flow
  - Order follow-up flow
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- ★ • Loyalty & Rewards System Setup
- Points
  - Referrals
  - VIP tiers
  - Cashbacks
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- ★ • Priority Support

30 days priority support with faster response time.

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- ★ • Monthly Store Health Check (1 Session)

Review of:

- Conversions
  - SEO
  - Speed
  - Apps
  - Customer experience
  - Recommendations
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## Summary — Premium Package (R12,000)

Perfect for brands that want:

- ✓ Custom branding
- ✓ Full theme or redesign
- ✓ 50-100 product uploads
- ✓ Funnels
- ✓ Email automation
- ✓ Social proof
- ✓ High-end design
- ✓ VIP support

## Bigga Bagg – Shopify Development Pricing Table

Package	Price	Pages Included	Products Included	Support	Best For
Basic	R2,000	3–5 pages	10–15 products	2-day support	Startups & small businesses
Standard	R4,500	3–5 pages	Up to 25 products	2-day priority support	Growing brands needing more features
Advanced	R7,500	7–10 pages	Up to 50 products	15-day priority support	Established brands scaling operations
Premium	R10,000	10+ pages (full theme)	100 products	30-day VIP support	Serious brands needing full service + marketing

## Full Package Comparison Table

Features	Basic (R2,000)	Standard (R4,500)	Advanced (R7,500)	Premium (R12,000)
Landing Page	✓	✓	✓	✓ (Custom Premium)
Pages Included	3–5 pages	3–5 pages	7–10 pages	10+ pages (full theme)
Products Uploaded	10–15	Up to 25	Up to 50	Up to 100
Payment Gateway Setup	✓	✓	✓	✓
Basic Branding	Simple logo	Standard logo + banners	Advanced branding kit system	Full brand identity
Custom Banners	1–2	2–3	3–5	5–10 premium banners
Mobile Responsive	✓	✓	✓ (advanced)	✓ (premium responsive UI)
Basic SEO	✓	Standard SEO	Advanced SEO	Premium SEO + speed optimisation
Collections Setup	—	Up to 4	Up to 10	20 + funnel-based
Reviews Integration	—	✓	✓	✓ (premium setup)
Newsletter / Email Signup	—	✓	✓	✓

Email Automation	—	—	Welcome Flow (3–5 emails)	3 Flows (Welcome, Abandoned Cart, Browse Abandon)
Inventory Management	—	✓	✓	✓ (advanced)
Conversion Tools	Basic	Standard	Advanced	Premium + funnel
Apps Installed 1–2		Up to 5	Up to 10	Up to 50
Pixel & Analytics Setup	✓	✓	✓ + events	✓ + Advanced Pixel & CAPI
Custom Sections	—	—	✓	✓ (premium-level)
Funnel Setup	—	—	Basic upsell options	Full funnel (upsells, bundles, one-page funnel)
Support	2 Days	7-Day Priority	15-Day Priority	30-Day VIP
Revisions	1	2	3	10 minor edits



## BIGGA BAGG Add-Ons

Optional extras clients can purchase separately.

- Logo design (simple or premium)
- Banner design
- Social media template packs
- Highlight covers / icons
- Full brand identity kit
- Additional pages
- Additional product uploads
- Theme customisation

- Speed optimisation
- App installation
- Domain setup
- Inventory configuration
- Facebook ads setup
- TikTok ads setup
- Email flows
- UGC script writing
- Ad creative design
- Retargeting setup
- Funnel creation
- Video ads
- Static ads
- Carousel ads
- Reels
- UGC scripts
- Ad copywriting
- Product mockups
- Lifestyle edits