

What is Zapier?

- Zapier eliminates busy work by moving information between webapps automatically
- An automation platform that connects 7,000+ apps to create automated workflows between each other
- No coding experience required



<https://zapier.com/>

What Problems Does Zapier Solve?

Taking hours doing simple tasks manually

Only being able to do one task at a time

Trying to learn code to connect apps used in business

Hours spent trying to get other AI to automate tasks

How Does Zapier Work?

- A workflow that says, *"When THIS happens in App A, do THAT in App B"*
- *Example:* When a customer places an order on our app... Then send them a thank-you email in Gmail.
- Simple drag-and-drop editor to select apps you want to extract data from, and what to do with information on second app.

How Can a Small Business Use Zapier?



The Bakery

- Automate emails by having Gmail connected to your order list, automatically scanning emails and sorting them as orders, questions, etc...



IT Problems

- Customer submits help ticket - Zap can use AI to summarize the ticket and post into a "Support" channel.



Contractor

- Automatically generate draft invoice in QuickBooks or Xero for specific client after they submit information.

Zapier Competitors

Tool	Zapier	Make (formerly Integromat)	IFTTT
Primary Audience	Business Pros / Teams	Power Users / Devs	Consumers / Smart Home
Ease of Use	High (Intuitive)	Medium (Visual Map)	Very High (Simple)
App Connections	7,000+ (The Leader)	2,800+	~800
Workflow Format	List-based steps (if x, then y)	Flowchart / Nodes	Single-step "Applets"
Best for...	App Variety, Simple Interface, Reliability	Complex, Branching Logic	Basic Personal Tasks

Zapier Pricing

Plan	Price	Features
Free	\$0	<ul style="list-style-type: none">• 100 tasks per month• 2-step Zaps
Pro	\$30/month	<ul style="list-style-type: none">• 750 tasks per month• Multi-step Zaps• Quicker Zap activation
Team	\$100/month	<ul style="list-style-type: none">• Unlimited Users• Unlimited Zaps• Shared Folders

Zapier Demo

<https://www.youtube.com/watch?v=ID8Llq2heis>

