You Created a Plugin

Now What?

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SiteLock

@SITELOCK

Who Are You?

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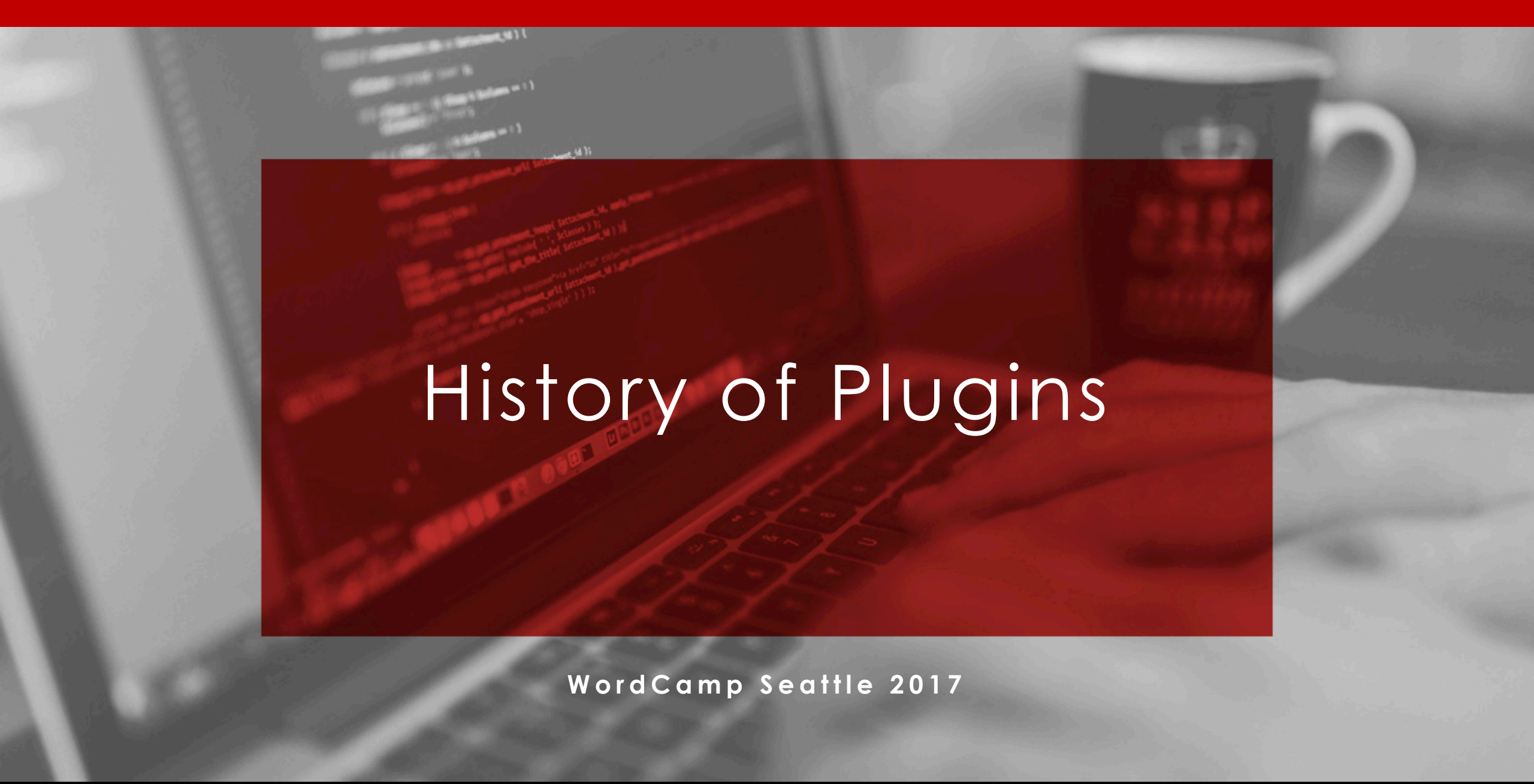
Adam W. Warner

- WordPress Evangelist at SiteLock
- Co-Founder at FooPlugins
- Discovered WordPress in 2005
- WordPress Community Addict
- Fan of Fractals
- Lover of Meatballs
- Proud Dad!



History of Plugins

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- WordPress Released – 5/27/2003
- Mingus – 5/22/2004- Added support of Plugins
- Duke – 12/31/2005 - Improvements for Plugin developers
- Brecker – 3/29/2008 - Improved plugin system
- Coltrane – 12/11/2008 - Auto upgrades and installation/wp-admin
- Carmen – 12/19/2009 - Batch plugin updating
- Benny – 9/4/2014 - Plugin discovery
- Dinah – 12/18/2014 - Plugin recommendations

Premium Plugins

- WP eCommerce
- Wishlist Member
- WPMUDEV - 2007
- Gravity Forms - 2008
- iThemes (Billboard plugin) – 2008
- CodeCanyon - 2010

Should You Start?
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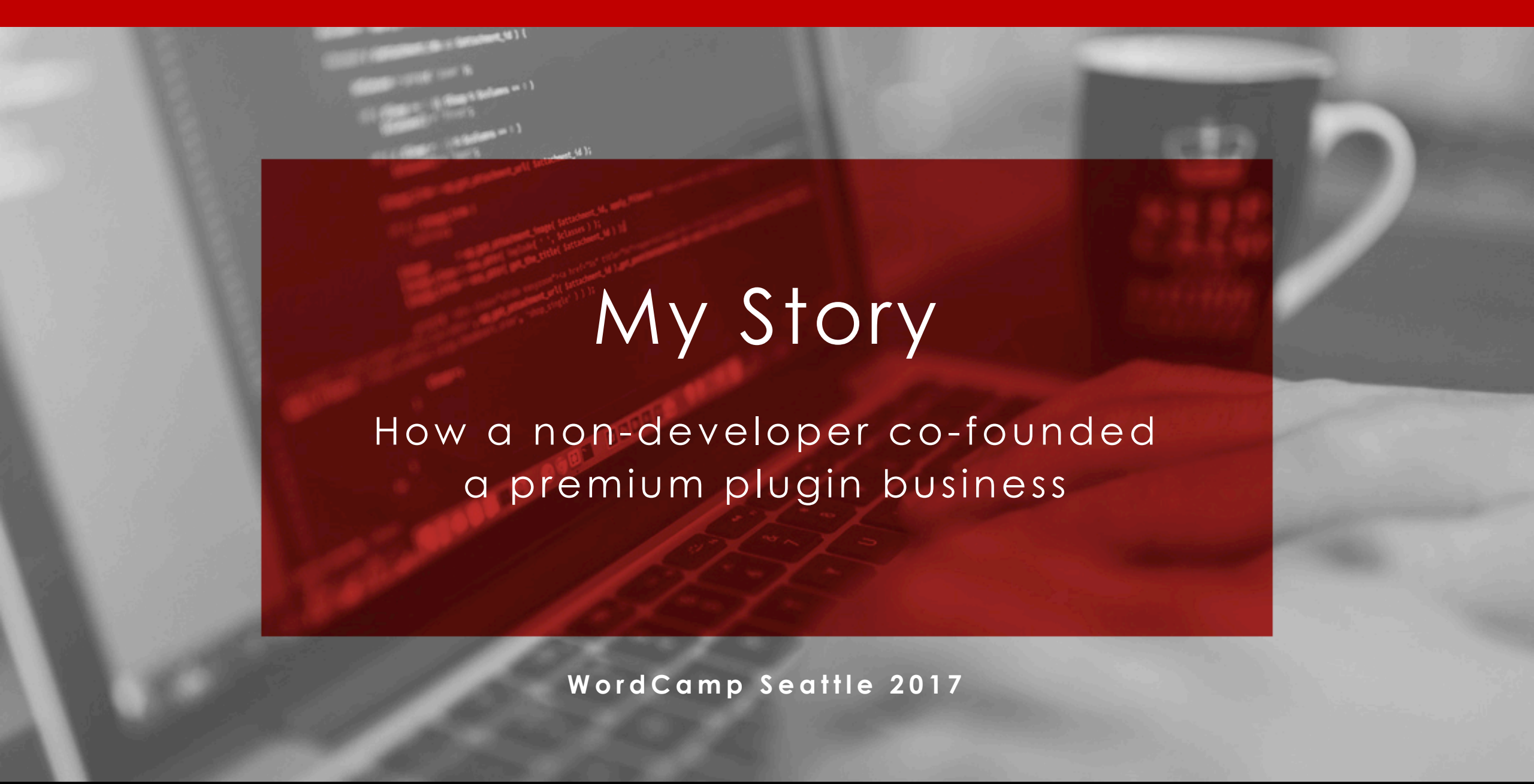
Considerations

Pros:
Do what you love
In total control
Better work/life balance?
More efficient than office
Pride
More $$$

Cons:
Uncertain income
Health insurance
More complicated finances
Higher criteria for loans
Doing everything = stress
Remote work isolation

Is It a Good Idea?

Will People Buy It?



My Story

How a non-developer co-founded a premium plugin business

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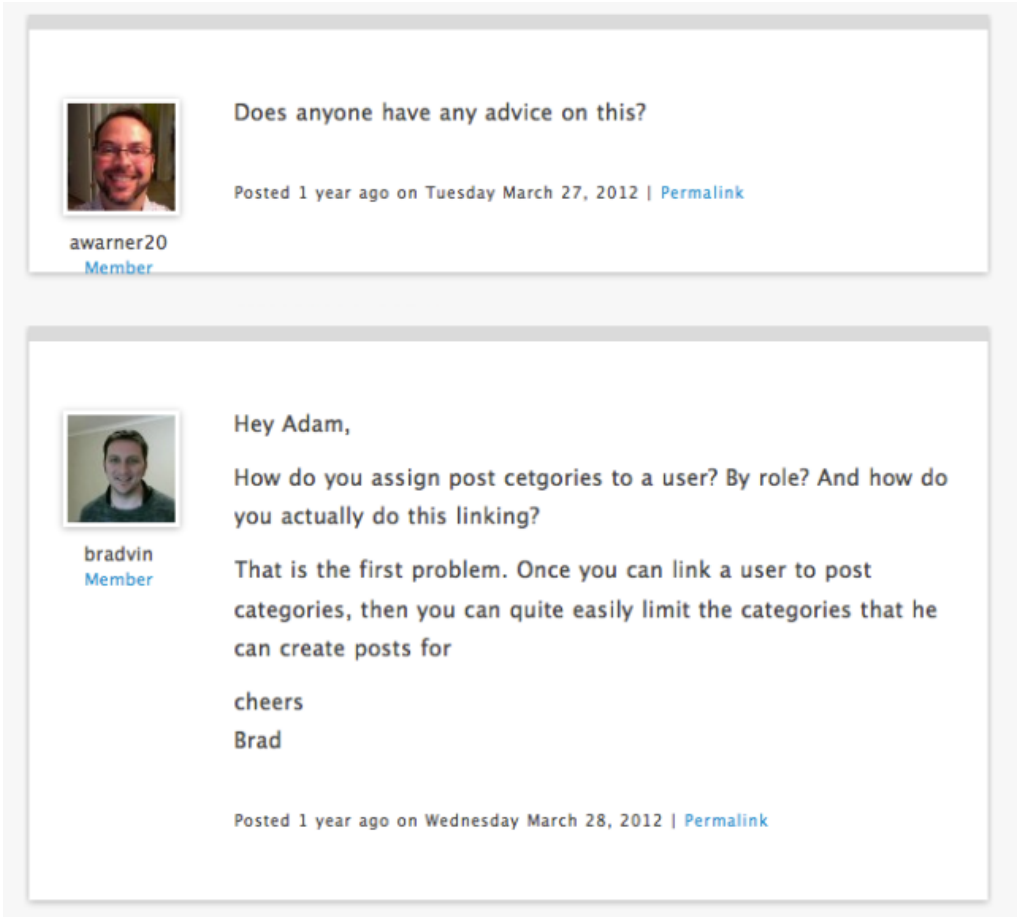
It Started with a Paper Route

Finding WordPress

Following My Passion

Finding a Partner



awarner20
Member

Does anyone have any advice on this?

Posted 1 year ago on Tuesday March 27, 2012 | Permalink

bradvin
Member

Hey Adam,

How do you assign post cetgories to a user? By role? And how do you actually do this linking?

That is the first problem. Once you can link a user to post categories, then you can quite easily limit the categories that he can create posts for

cheers
Brad

Posted 1 year ago on Wednesday March 28, 2012 | Permalink

Before You Sell

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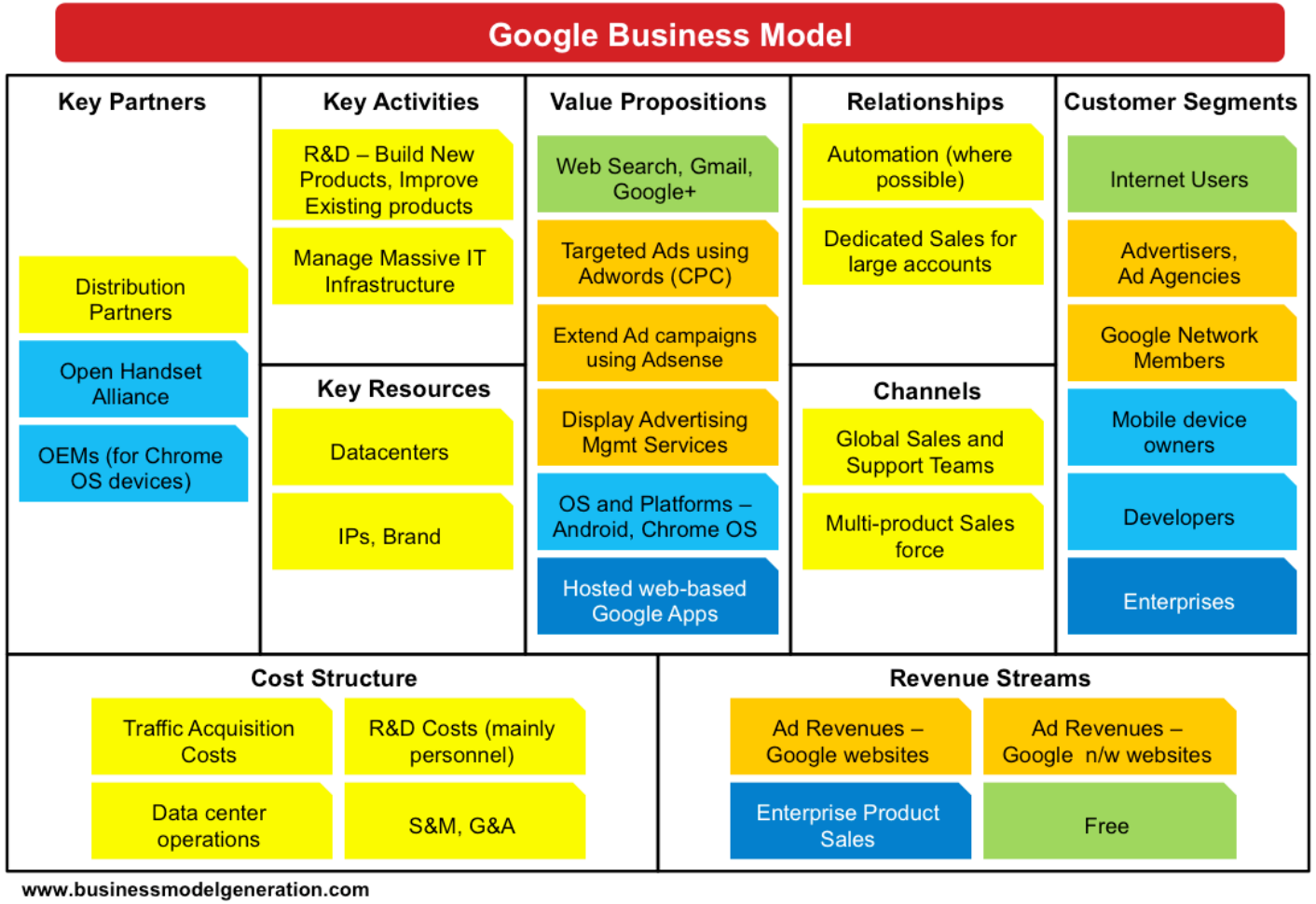
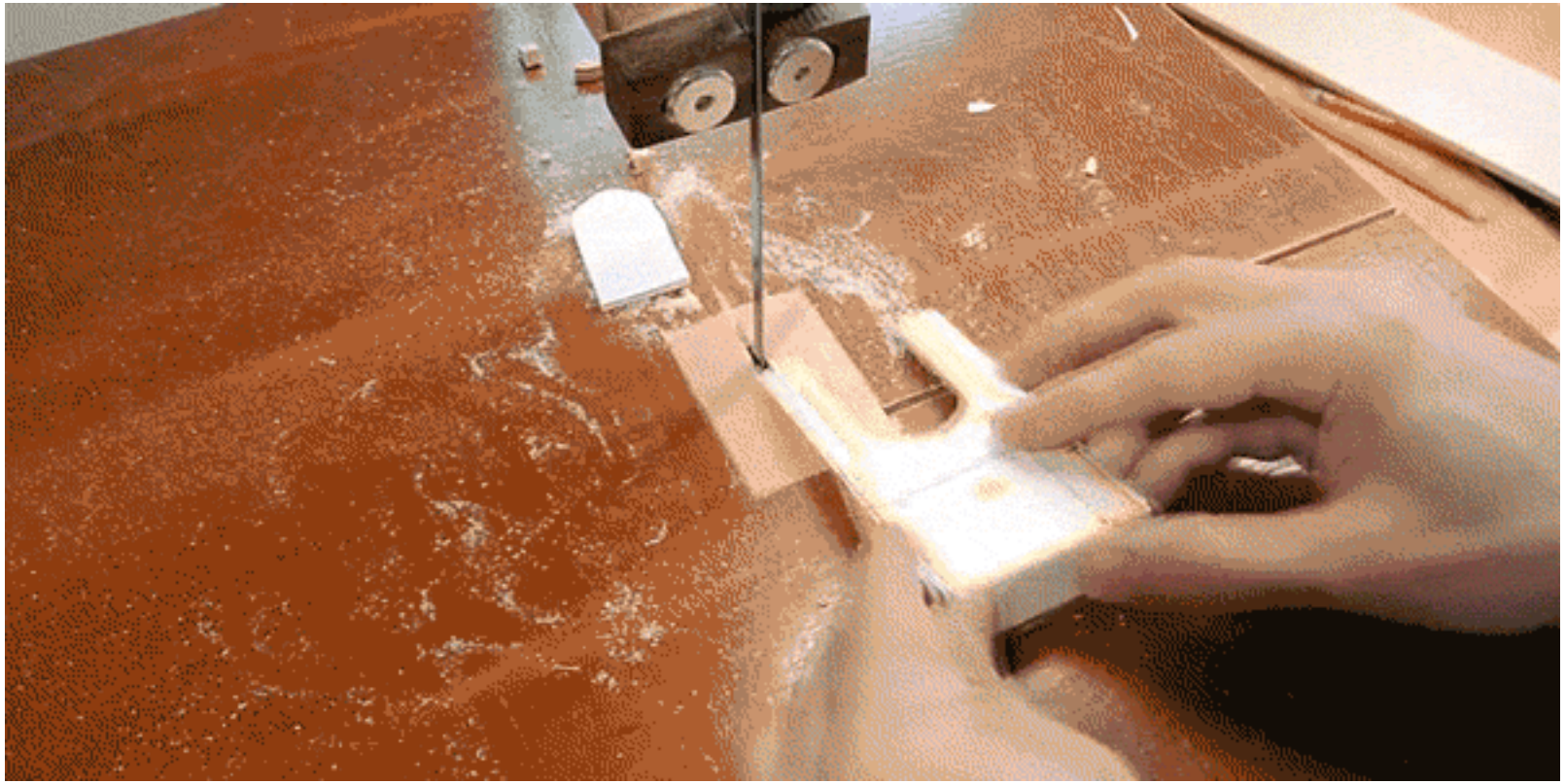
Market Research

Know Your Business Model



Solve a Problem

Don’t Reinvent – Do It Better



Where to Sell

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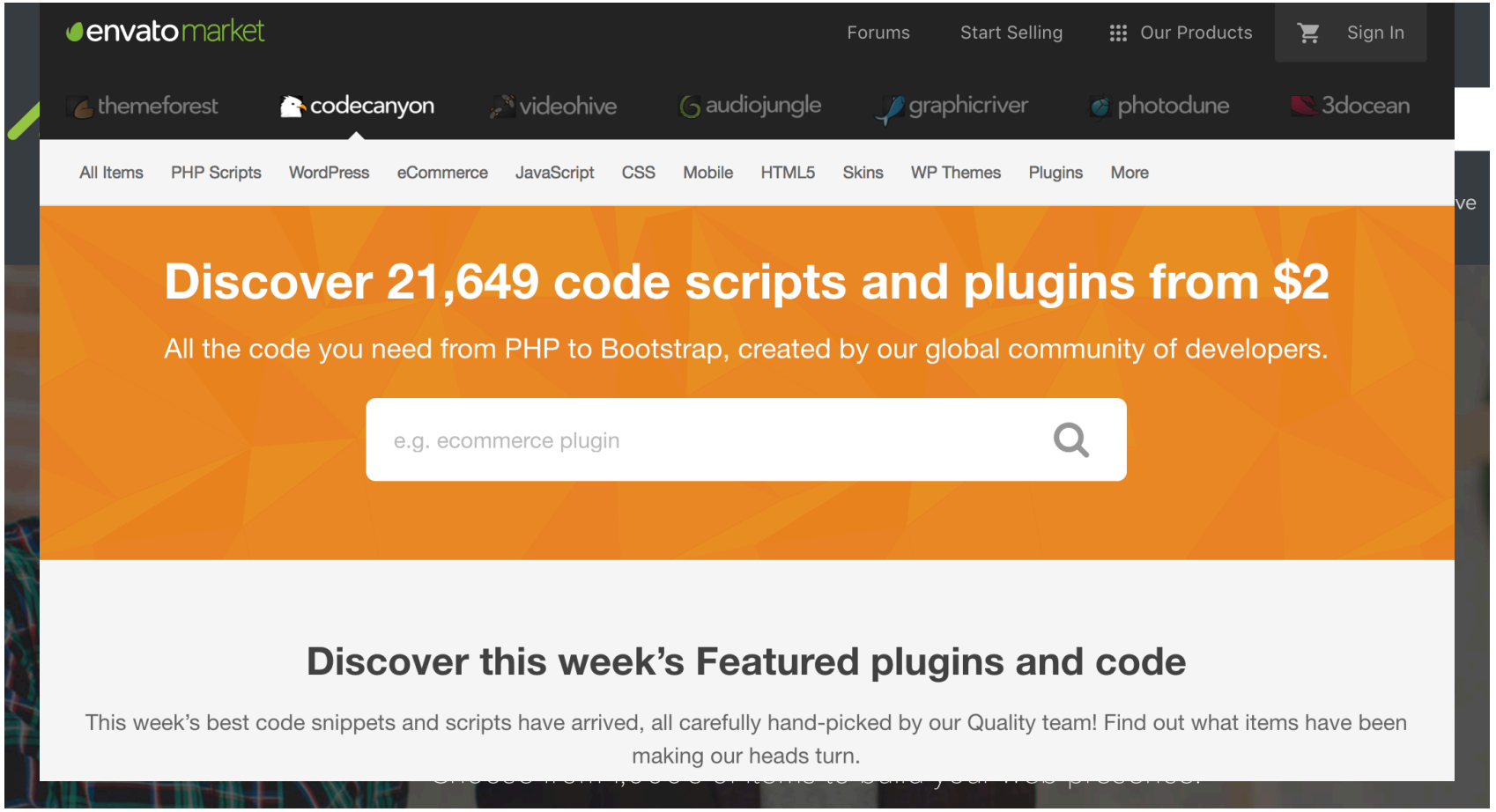
Existing Marketplace



Your Own Site

How to Sell

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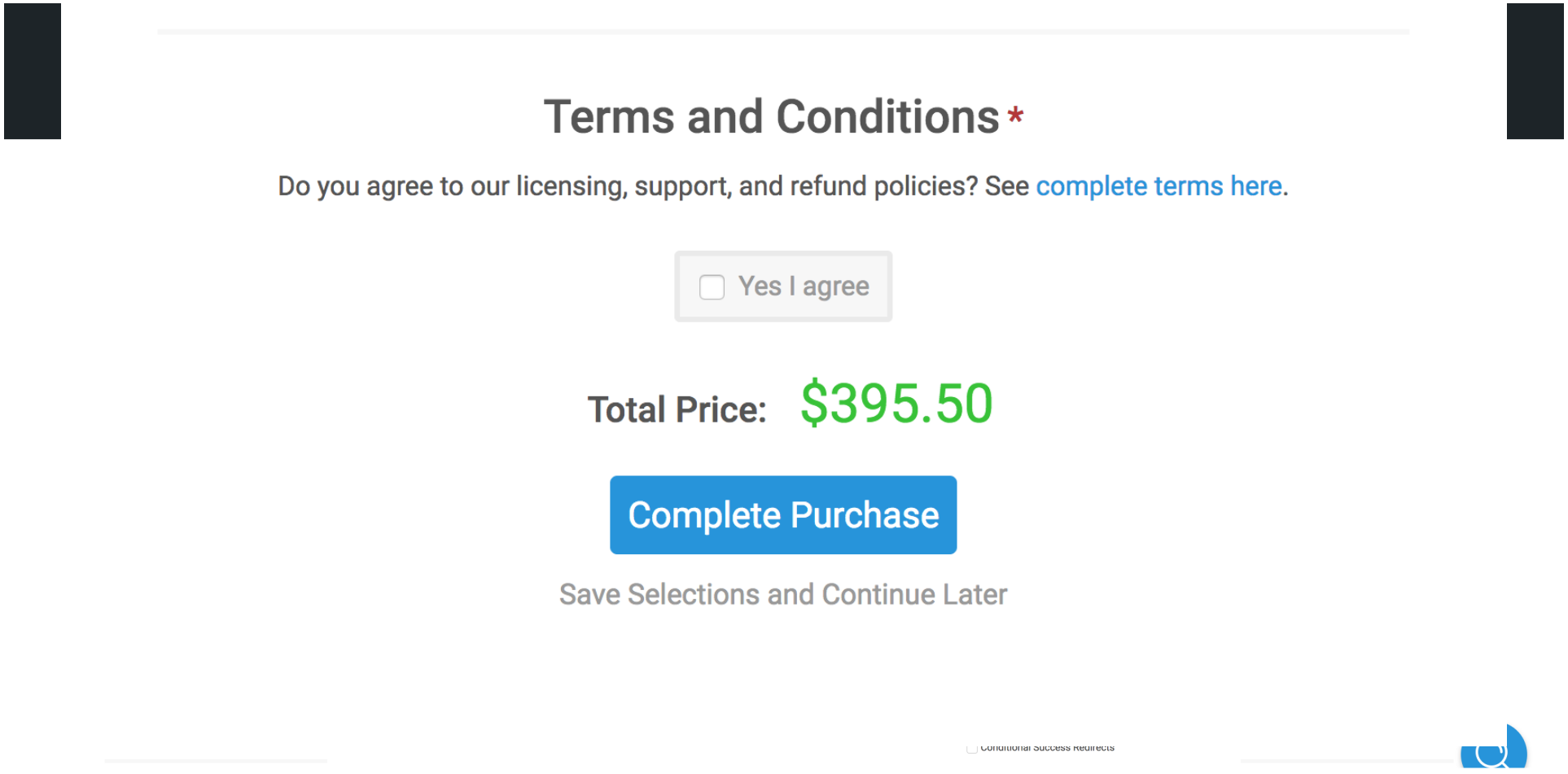
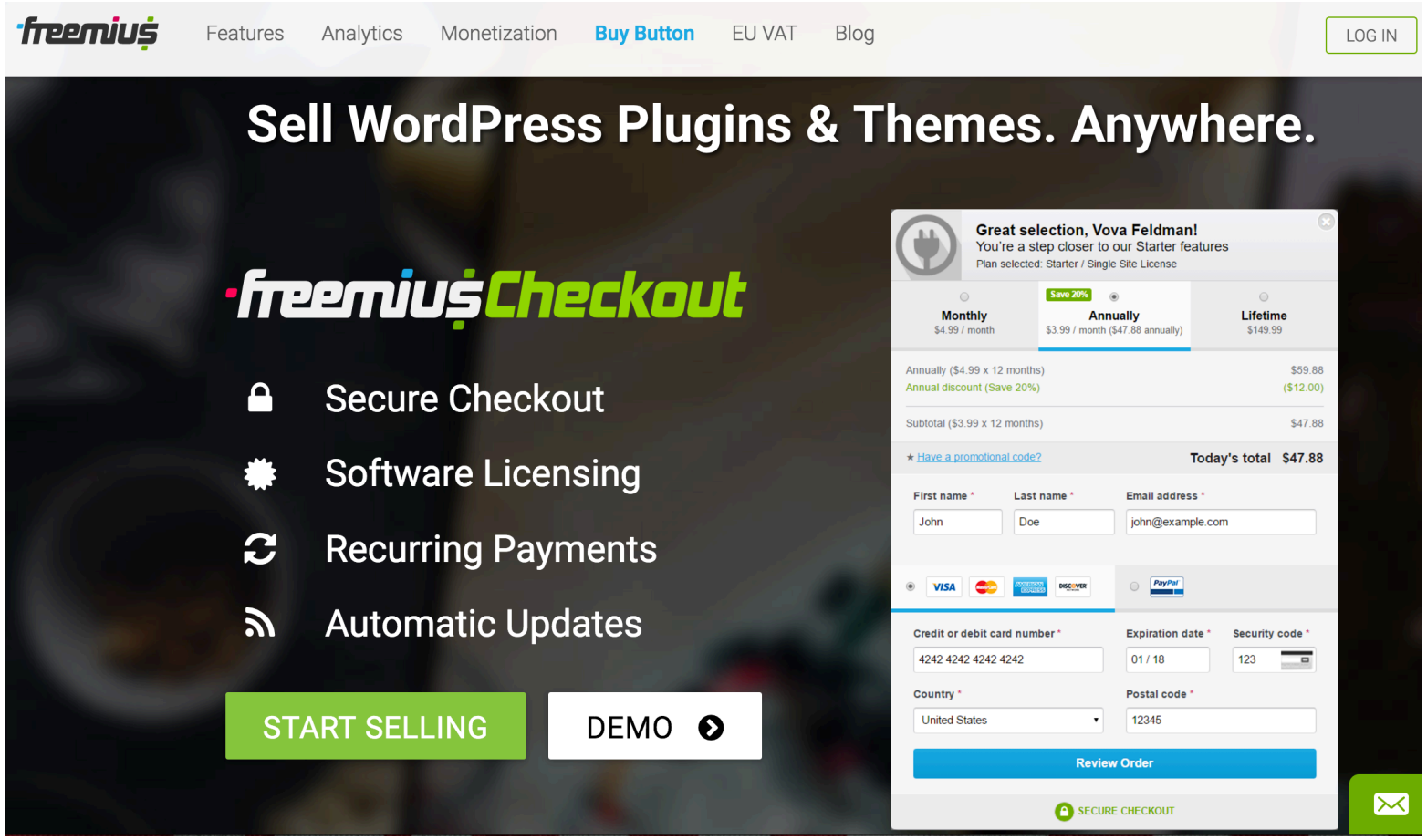
The Right Tool for the Job



The Other Right Tool for the Job



Marketing

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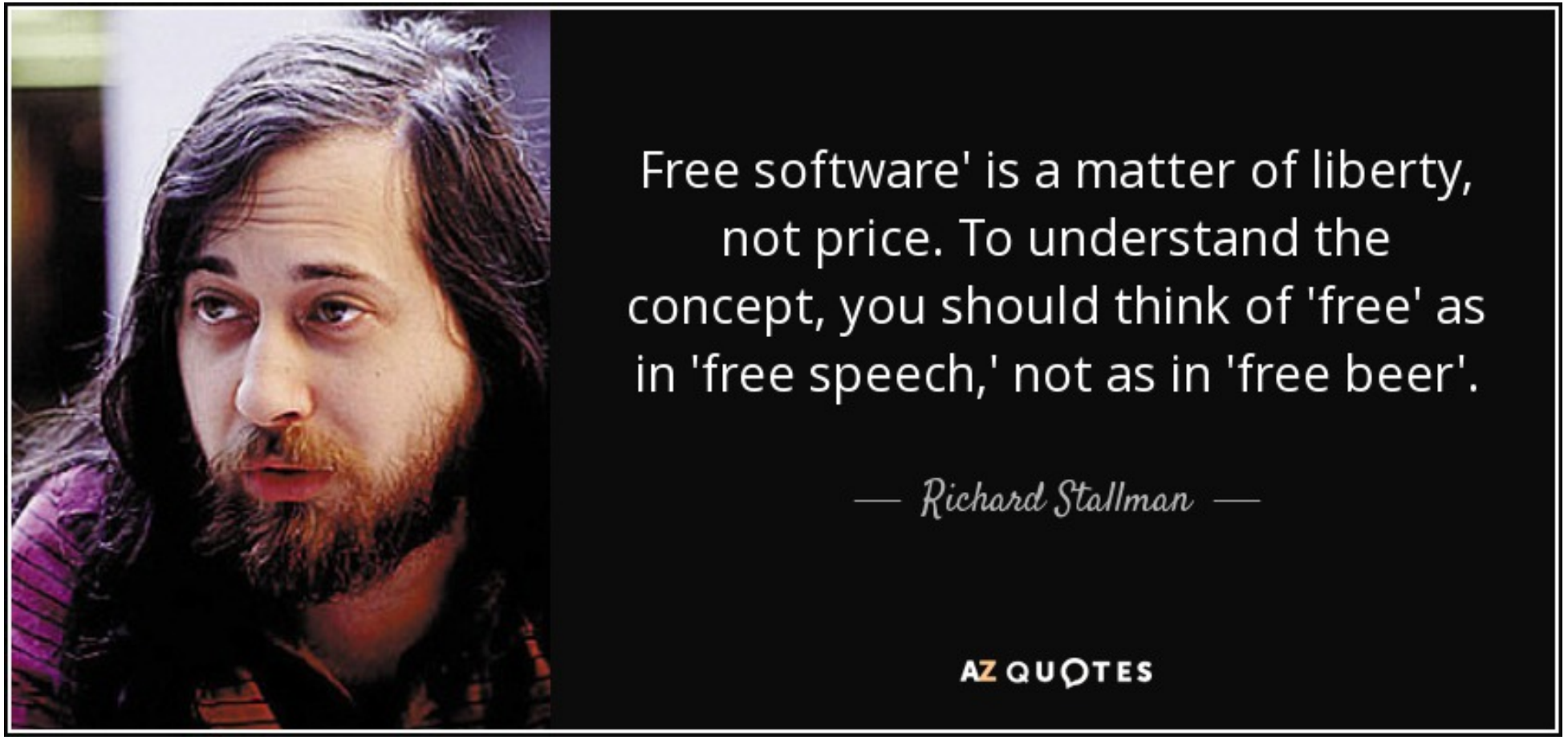
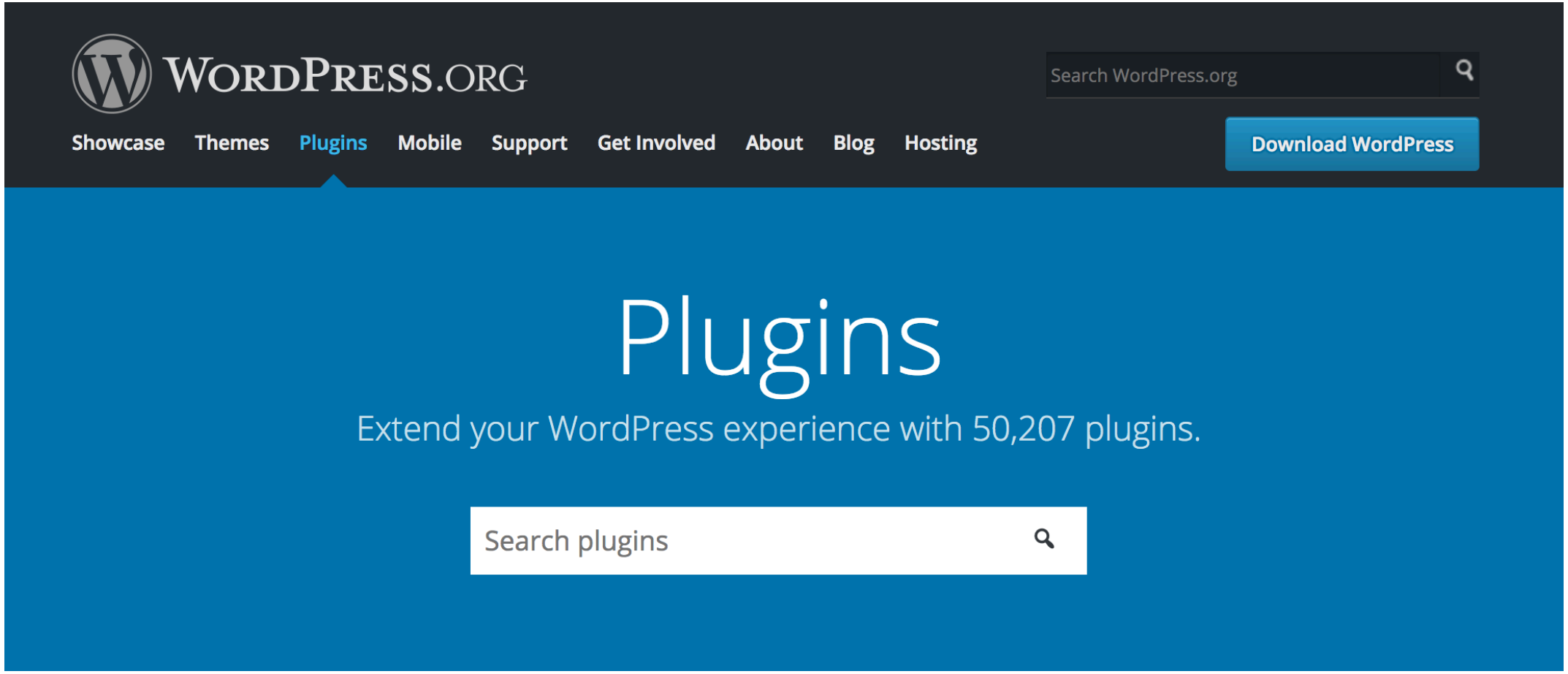
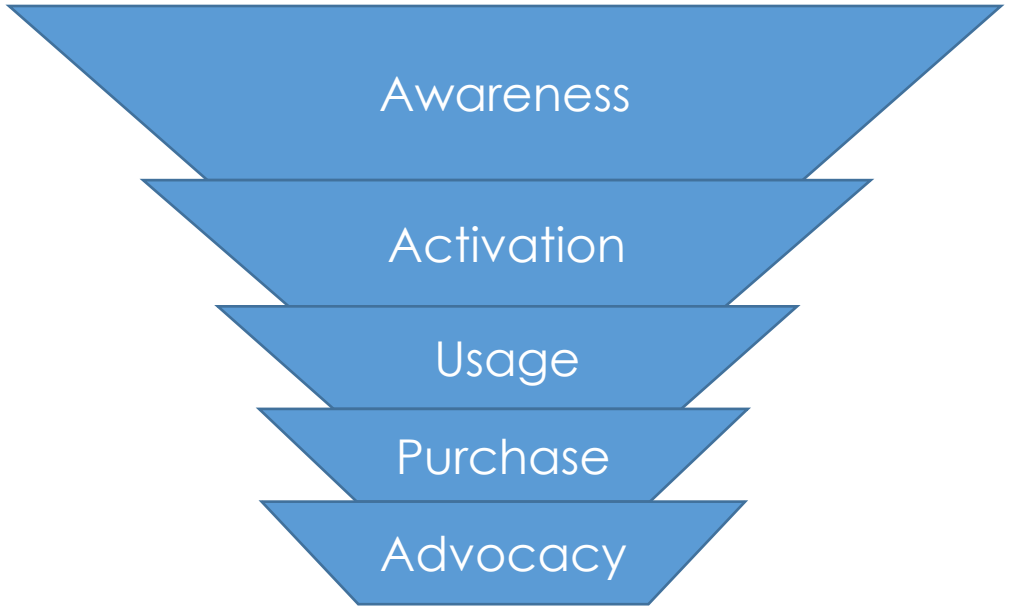
It Starts with Free



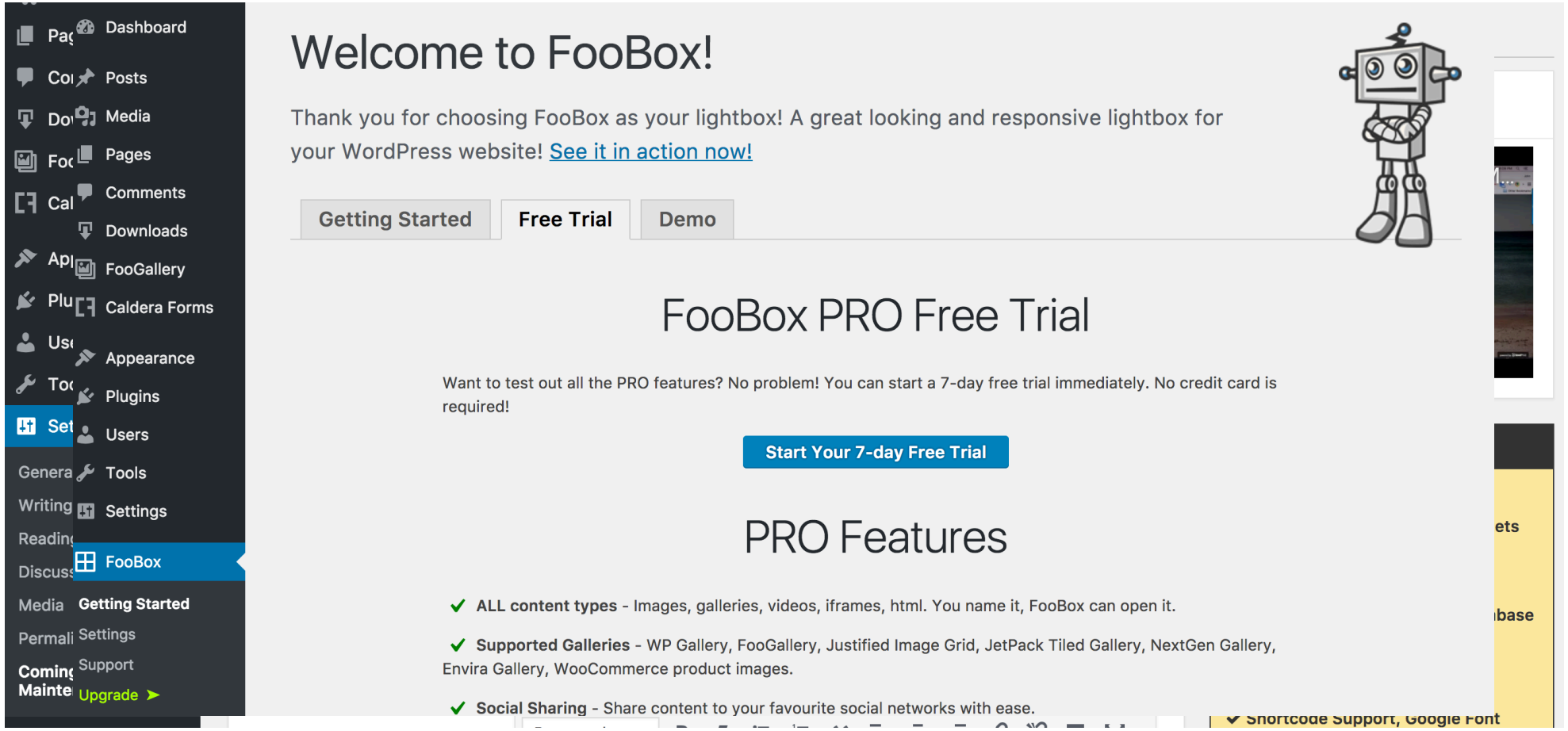
WP.org


WordPress.org
Search WordPress.org
Showcase
Themes
Plugins
Mobile
Support
Get Involved
About
Blog
Hosting
Download WordPress
Plugins
Extend your WordPress experience with 50,207 plugins.
Search plugins

The Freemium Sales Funnel



Upgrades or Extensions



Increasing Active Installs (and Sales)

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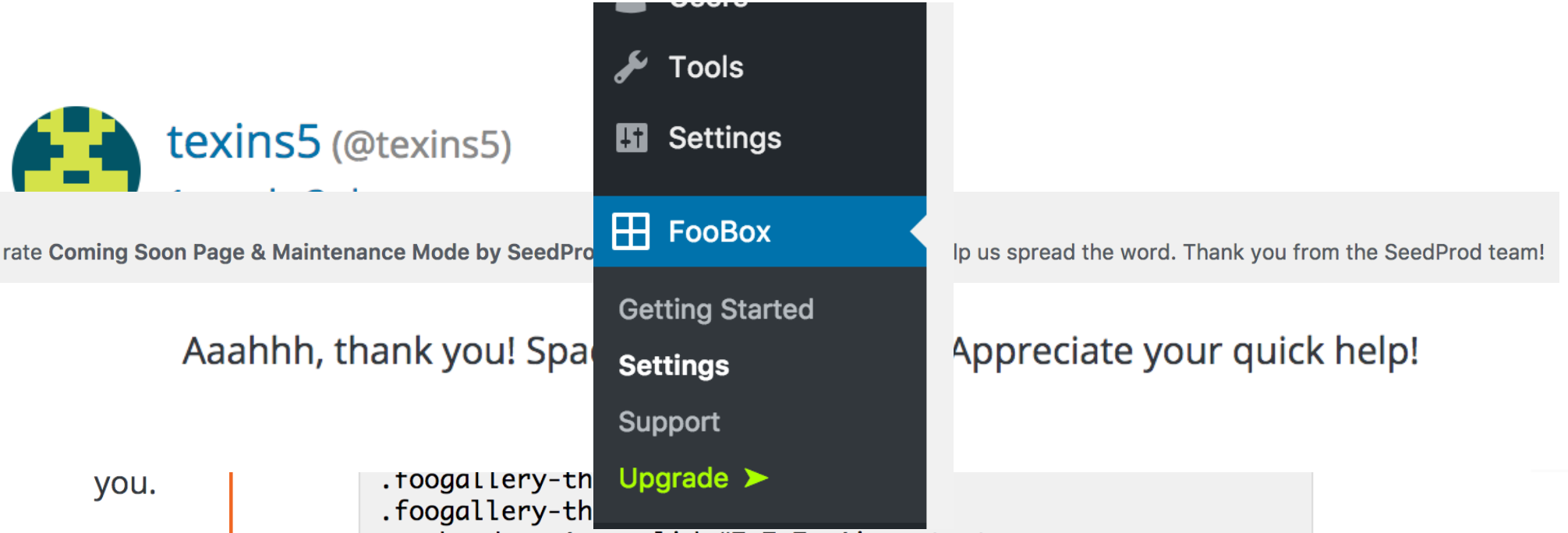
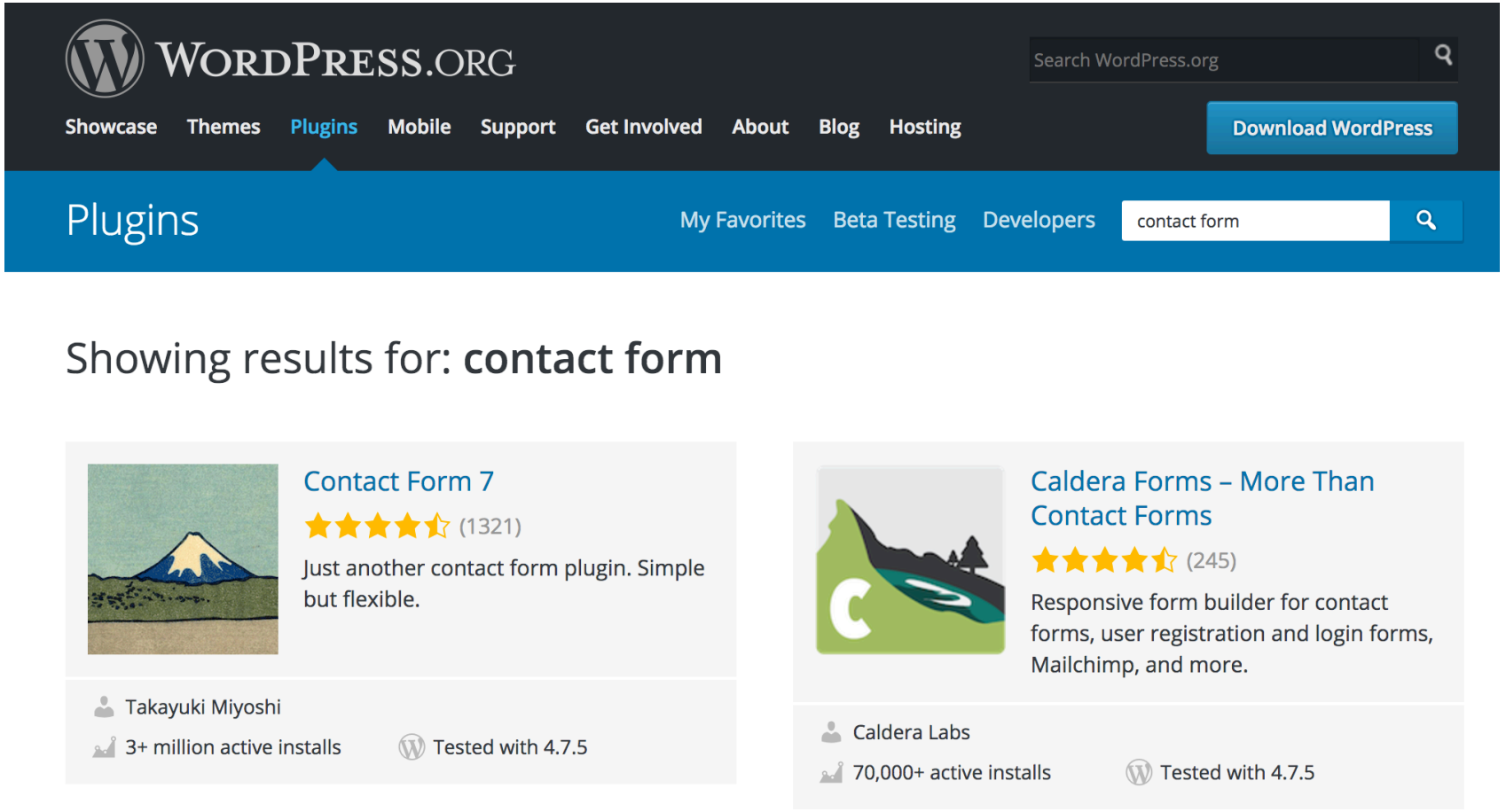
Repo Meta Matters



Copy that Drives Installs

- Explain what and why
- Highlight benefits not features
- How to use
- Include free/pro comparison

Plugin Repository SEO



Algorithm Phase One

- Title
- Excerpt (short description)
- Description (including FAQ, changelog, everything...)
- Tags
- Slug
- Author name
- Contributors names

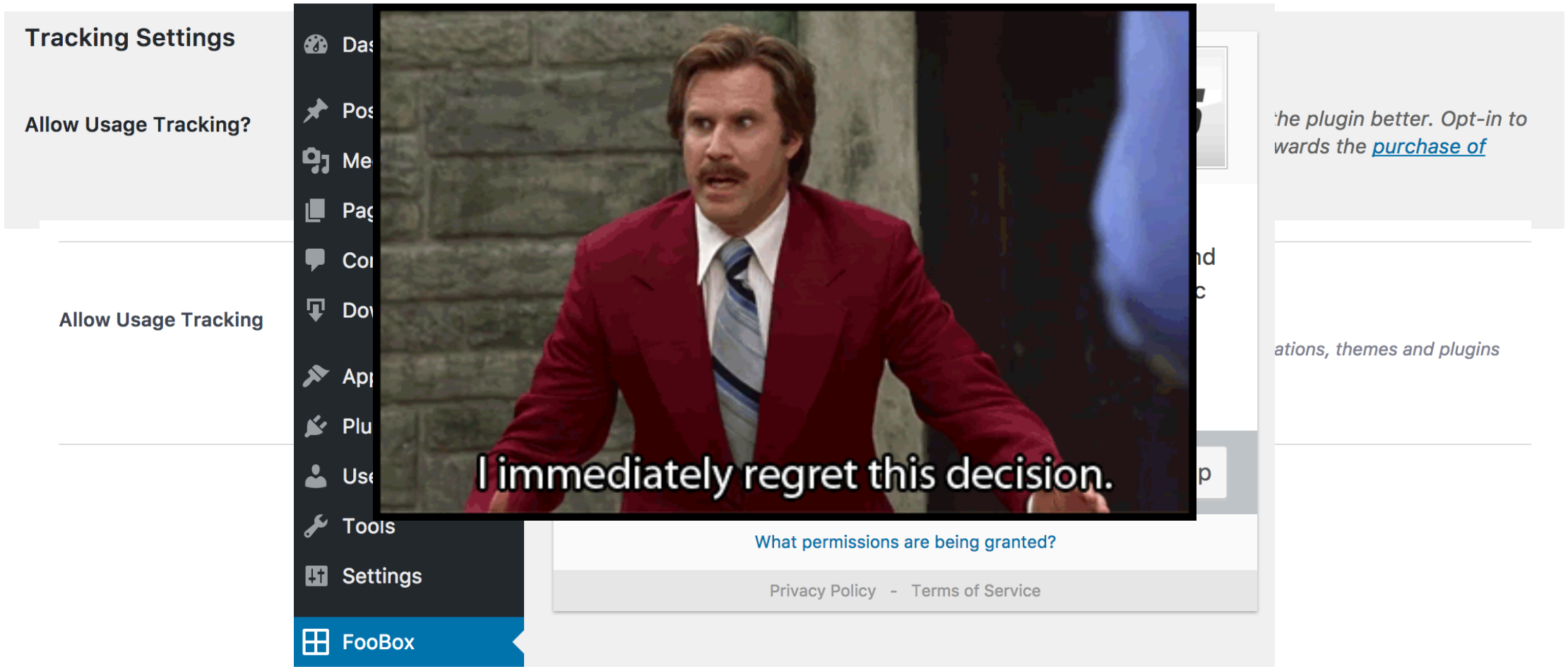
Algorithm Phase Two

- Last update date
- Compatibility with the latest core version
- Number of active installs
- % of resolved support tickets
- Average rating

SEO Summary

- Title
- Excerpt (short description)
- Description (including FAQ, changelog, everything...)
- Tags
- Slug
- Author name
- Contributors names
- Translations
- Releasing an update every 180 days
- Tested up to (Compatibility with latest core version)
- Resolving support tickets

Uninformed Decisions Gone Bad



Streamlining Upgrades

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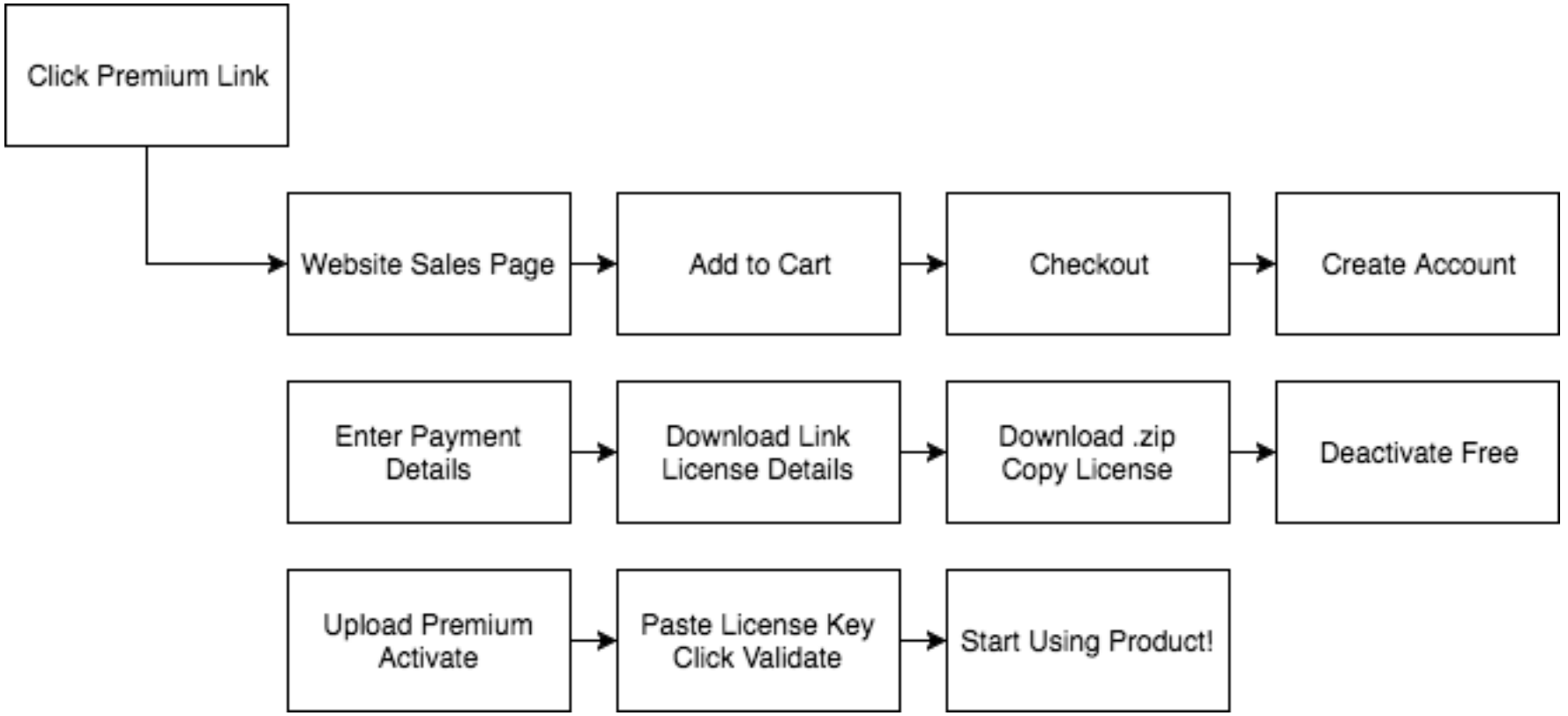
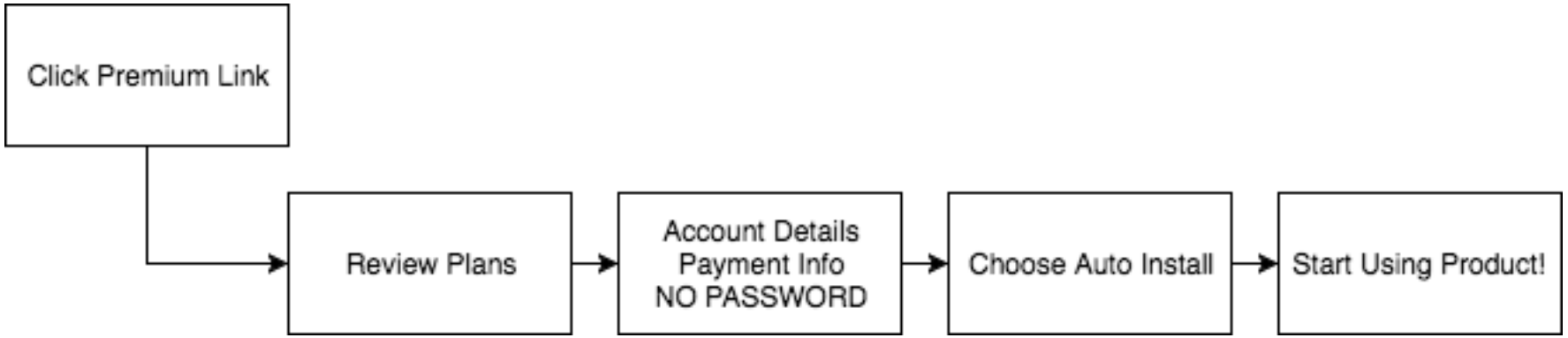
The Old Way


Click Premium Link
Website Sales Page
Add to Cart
Checkout
Create Account
Enter Payment Details
Download Link License Details
Download .zip Copy License
Deactivate Free
Upload Premium Activate
Paste License Key Click Validate
Start Using Product!

The New Way


Click Premium Link
Review Plans
Account Details
Payment Info
NO PASSWORD
Choose Auto Install
Start Using Product!

Have I Mentioned Marketing Yet?

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Email Marketing

- Opt-in in free plugin
- Opt-in when upgrading
- Automation
- Add value
- Ask for the sale
- Freemius webhooks + Mailchimp = awesome

Content Marketing

- Plugin benefits and features
- Plugin settings
- Related tutorials
- Use support as inspiration
- Customer showcase

Social Media Marketing

- Use data/analytics to tell you where
- Sources for content
- Schedule posts
- Reword and reuse
- Not a designer? Use this...

Affiliate Program

- Incentivize reviews
- Increased exposure
- Increased website traffic
- Better search engine ranking
- You control percentages
- Opens partnership doors

Pro Tips

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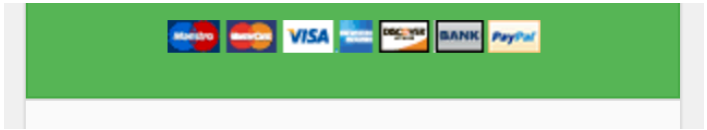
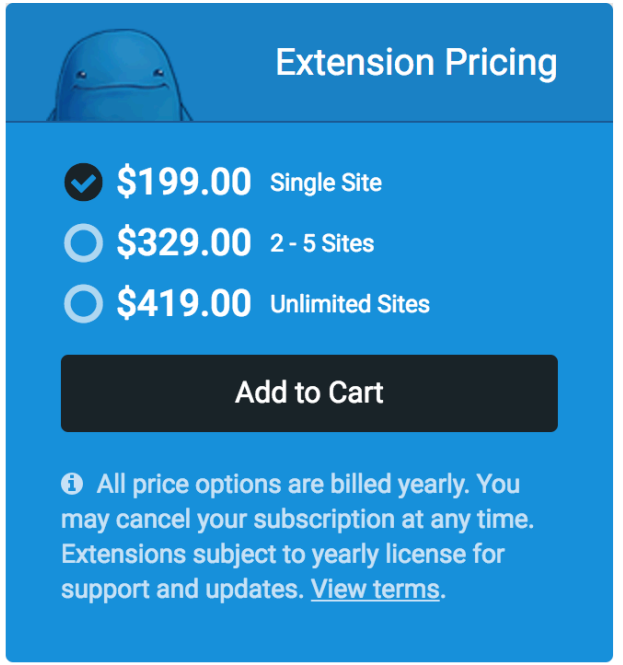
Upsells

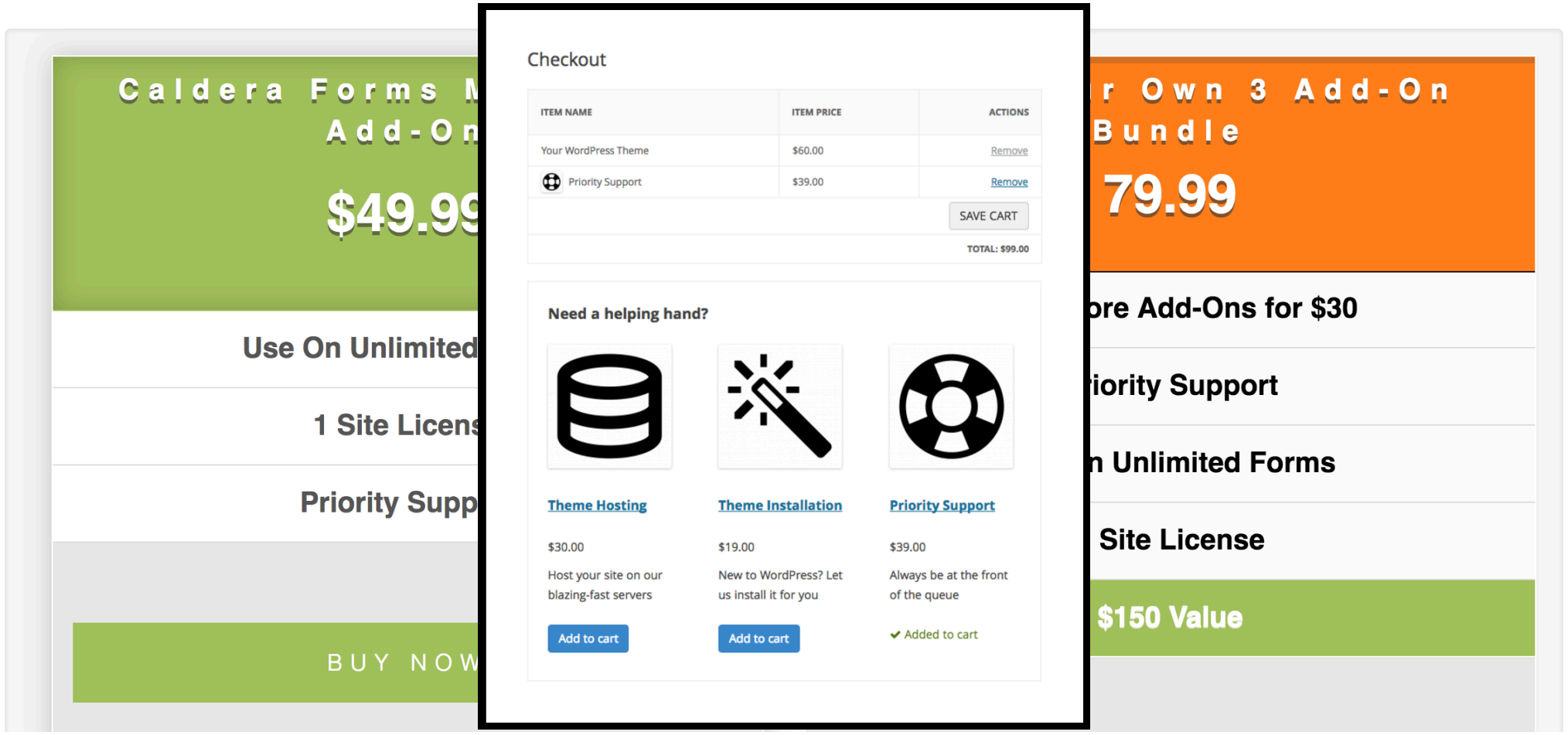
Recurring Payments



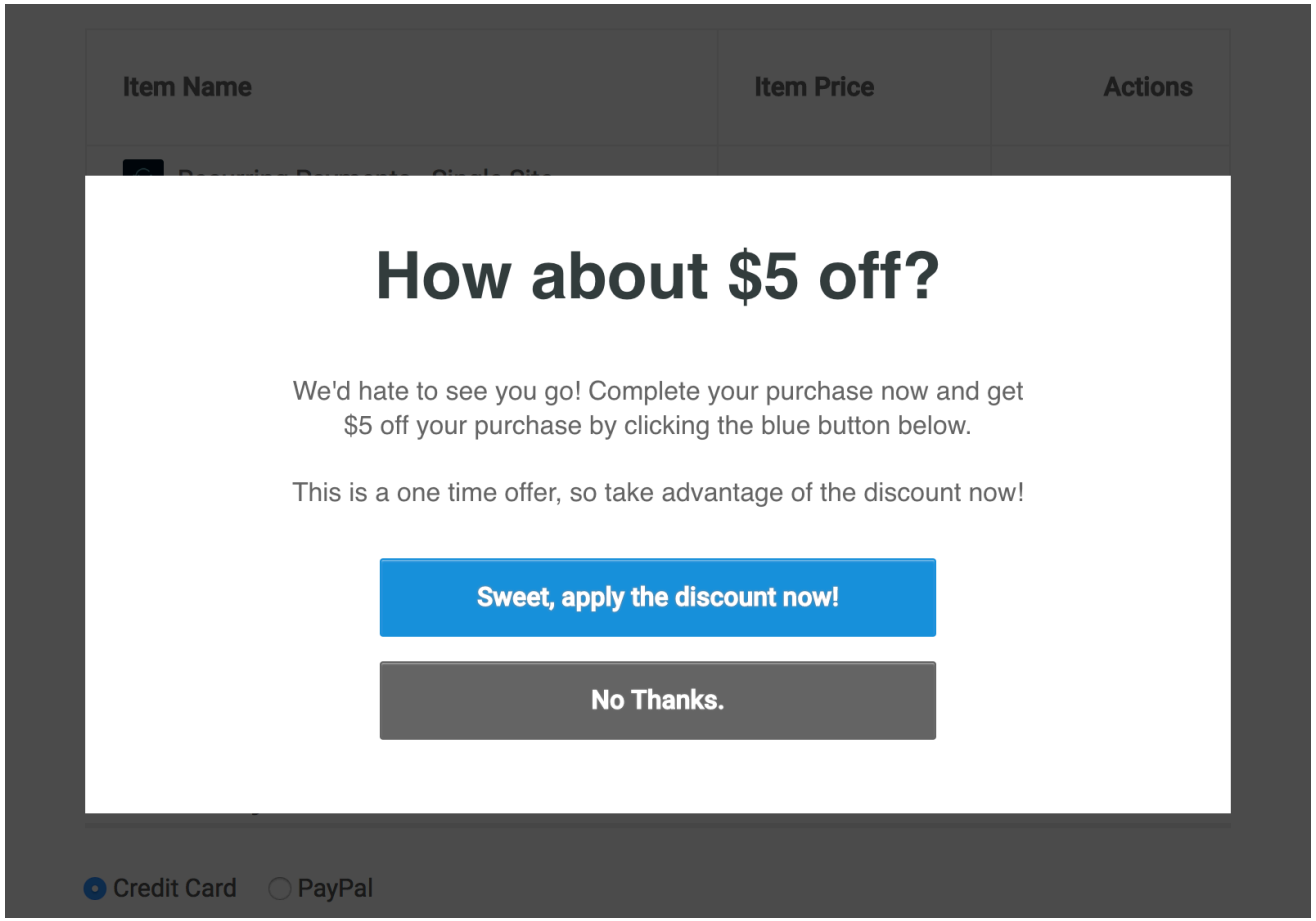


Extension Details

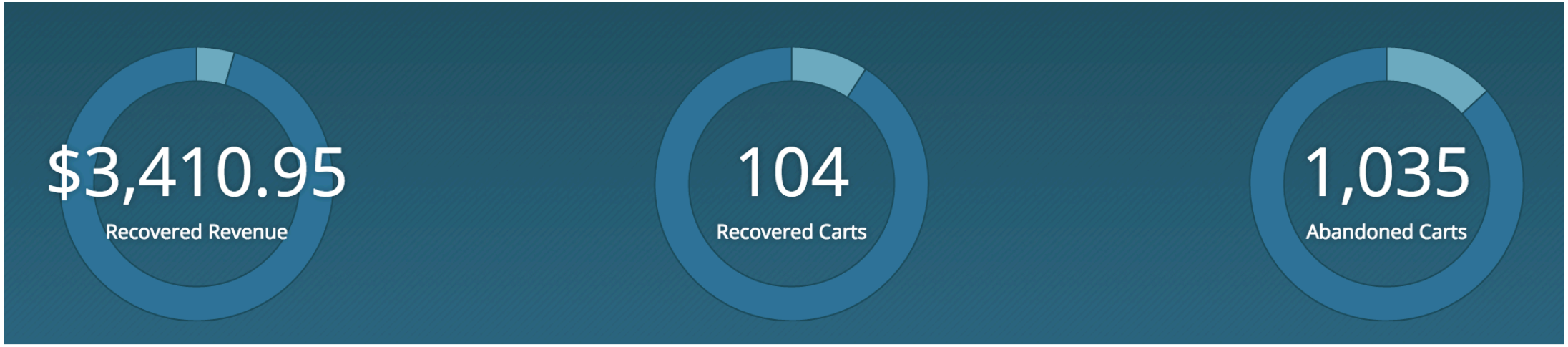
Cross Sells


Caldera Forms M
Add-On
$49.99
Use On Unlimited
1 Site Licens
Priority Supp
BUY NOW
Checkout
ITEM NAME
ITEM PRICE
ACTIONS
Your WordPress Theme
$60.00
Remove
Priority Support
$39.00
Remove
SAVE CART
TOTAL: $99.00
Need a helping hand?
Theme Hosting
$30.00
Host your site on our blazing-fast servers
Add to cart
Theme Installation
$19.00
New to WordPress? Let us install it for you
Add to cart
Priority Support
$39.00
Always be at the front of the queue
Added to cart
r Own 3 Add-On
Bundle
79.99
ore Add-Ons for $30
iority Support
n Unlimited Forms
Site License
$150 Value

Exit Discounts



Recovered Carts

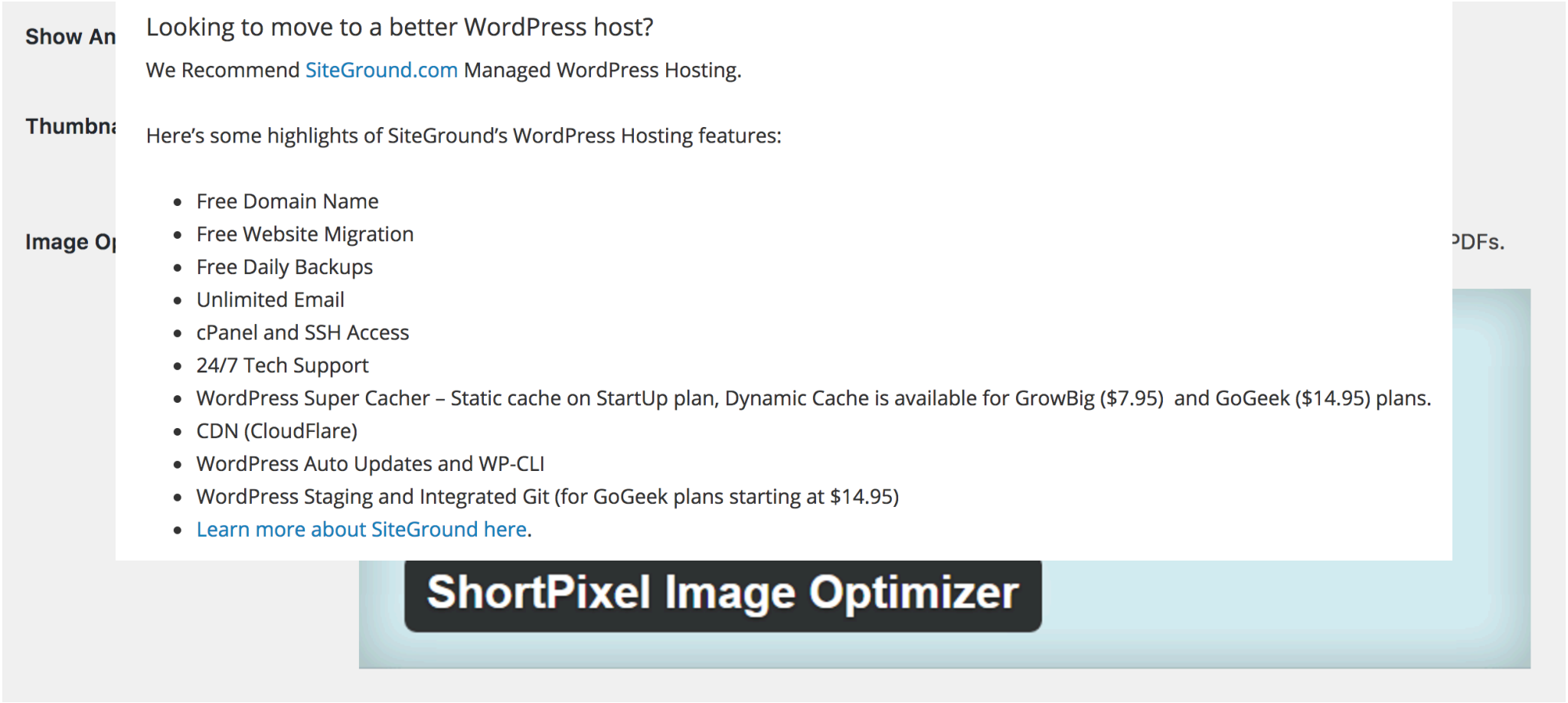


4.71%
of Total Revenue

10.05%
of Abandoned Carts

15.09%
of Total Carts

Cross Promotion Partnerships



Pricing

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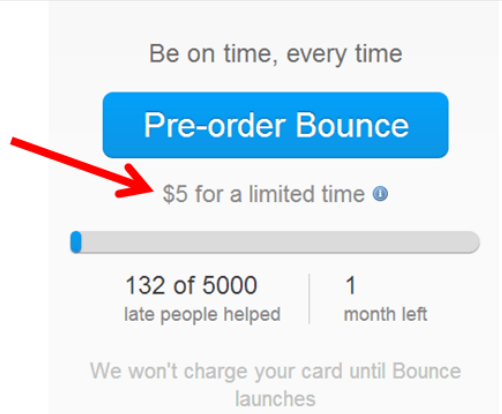
What Will the Market Bear?

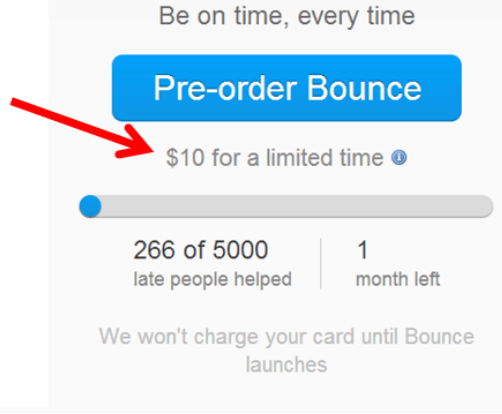
Auto Renew

A/B Testing

A



B



Developer Tips

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Make Your Life Easier

- Hat tip to John Turner and Josh Pollock
- Sanitize and validate everything
- Use the WordPress Settings API and native UI CSS classes
- Prefix everything
- Namespace everything
- Properly enqueue scripts

The Elephant in the Room

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Support Will Make or Break You

Good

Carter Wilkerson @carterjwm · 1m
Yo @Wendys how many retweets for a year of free chicken nuggets?
1
Wendy's
@Wendys
Replying to @carterjwm
18 Million
QUALITY IS OUR RECIPE

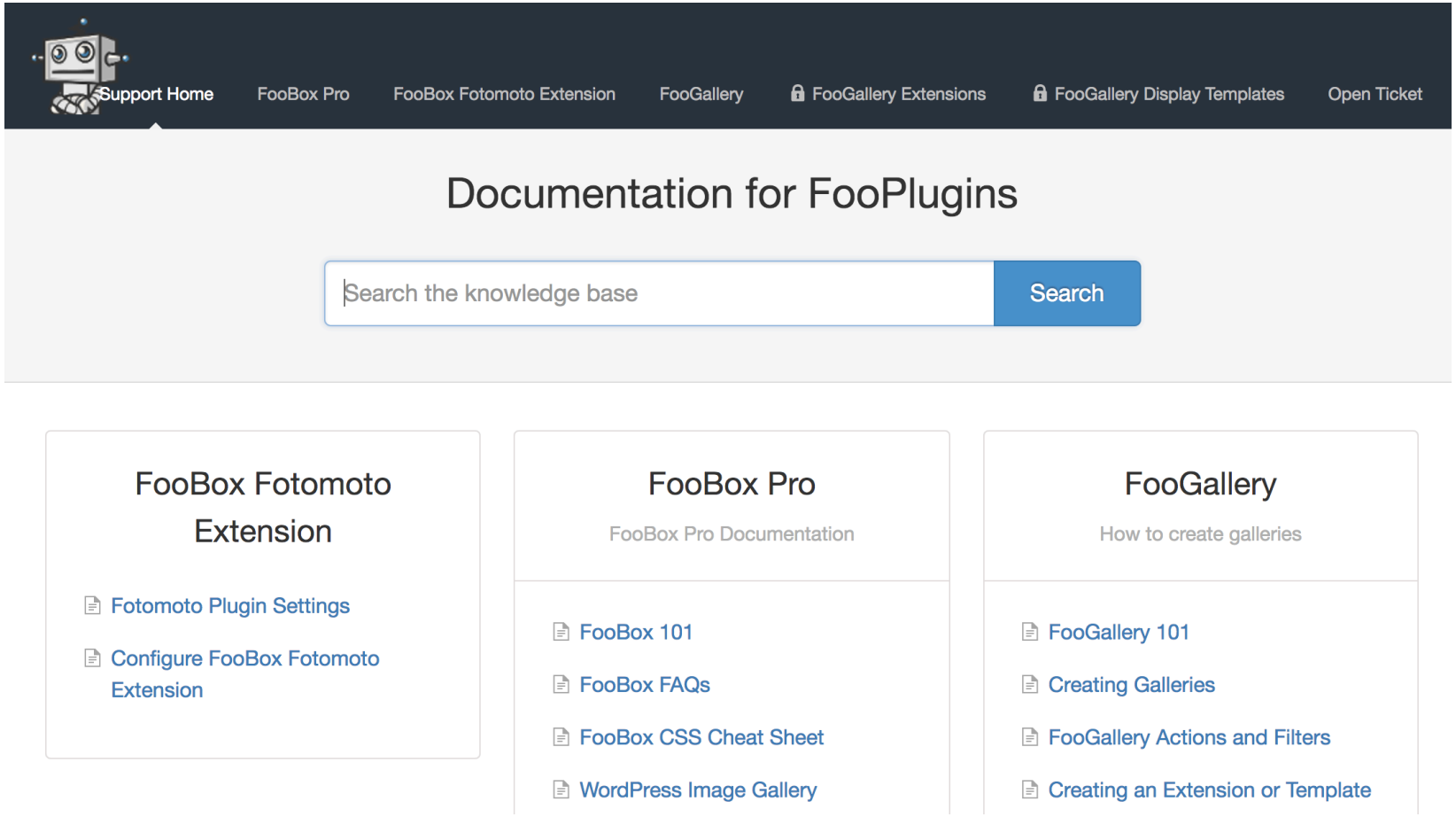
Bad

Social Proof

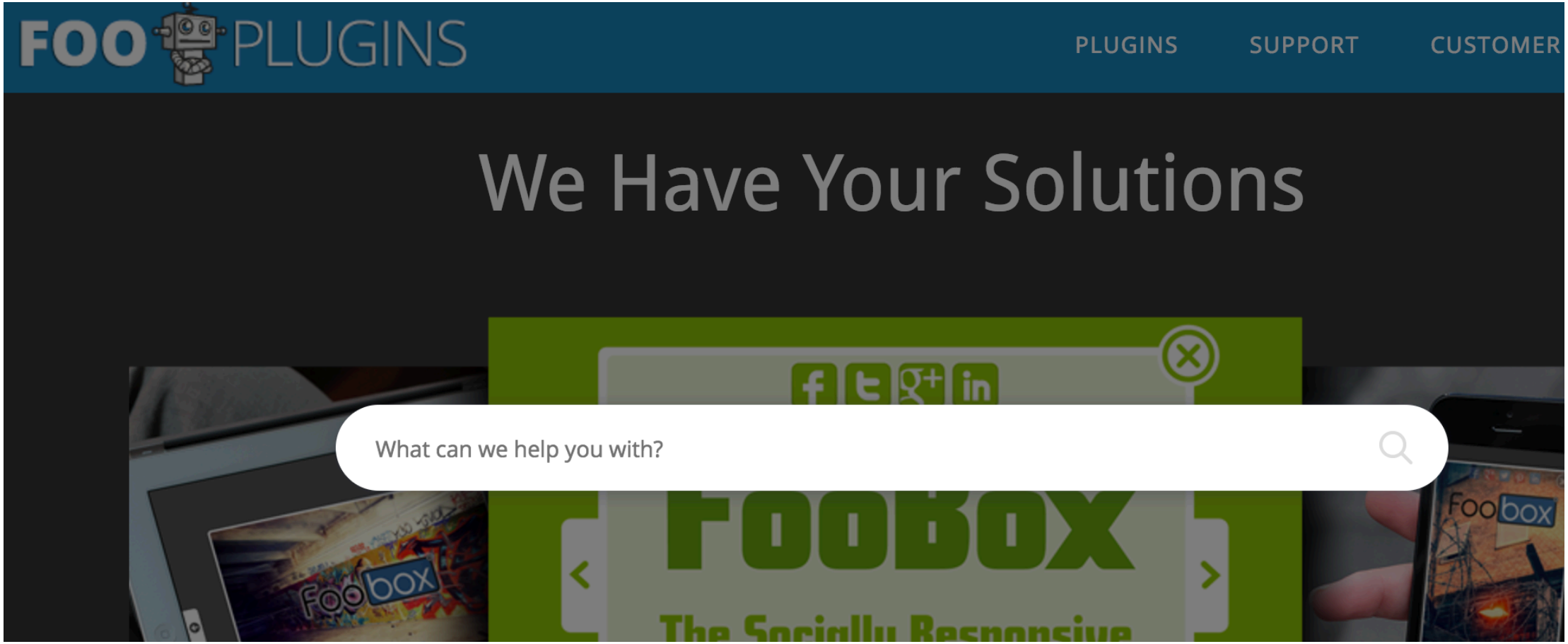
The internet is viciously trolling United Airlines, and it's a sight to behold

Support Options

Knowledge Base



Encourage Self Help



Now What?

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- Validate your idea
- Market research
- Choose a platform
- Marketing
- Marketing
- Marketing…

Thank You – Questions?

- Follow at:
  - @WPDistrict
  - @wpmodder
- My Blog Posts:
  - http://wpdistrict.sitelock.com
  - http://succeedwithwp.com
  - https://fooplugins.com