



## For Companies Providing WordPress Related Products & Services

### The Problem:

**WordPress** powers more than 43% of all Internet websites, but offers no unified system or service for product & service companies to achieve success.

### The Solution:

**WPLaunchify Pro** fills this gap by providing a concierge service and proven system for achieving brand awareness, product-market fit, positioning, and the strategic relationships necessary for success in the WordPress ecosystem.

We focus on the **Four Verticals** of the WordPress Marketplace:

- 1) **eCommerce** - WooCommerce, Sales Funnels and related plugins
- 2) **Marketing Automation** - Internal and connected CRMs and related plugins
- 3) **Membership** - One time and recurring access to protected content, media, events and services
- 4) **Online Learning** - Digital courses, coaching, certification and more

We craft a custom solution bundle that provides your company a way to achieve immediate traction in any or all of these four verticals.

Based on sixteen years of experience and thousands of personal interactions with both the creators and customers of WordPress, we offer the following:

### Our Services:

#### 1) **Demonstration Sites**

We provide an immediate win for your company by **strategically partnering** your product or service with other well known companies we represent into full featured demonstration sites that can be launched by prospective customers with one click.

Our demonstration sites provide your prospective customers with immediate and satisfying clarity of vision as to how your product or service will solve their problems in the context of the four verticals.

## **2) Global Distribution**

Our custom product demonstration sites are available to a global network of hosting partners with millions of prospective customers for your product.

In a typical situation, after a prospective customer has been presented with a curated product demonstration, they may elect to “own” this solution with one click by purchasing the same via a hosting partner.

We manage all of these distribution relationships on your behalf, including negotiating most favorable terms for licensing, support and ongoing cross-promotion.

## **3) Brand Ambassadorship & Product Evangelism**

Our team, led by Spencer Forman, have over sixteen years providing marketing advice, promotion and evangelism to the WordPress marketplace.

We have had the pleasure of representing and advising some of the most beloved brands in WordPress and helped many new brands to achieve awareness and a new base of customers more quickly than they would have on their own.

We can provide the immediate recognition your product or service needs to succeed in the sometimes finicky ecosystem of WordPress where it can otherwise be hard to understand or predict the response of this somewhat particular customer base.

## **4) Content Marketing & Product Promotion**

As professional marketers, promoters and content creators, we provide you a turnkey stream of relevant content for your products and services. These include product demonstration videos, promotional audio and video, voice overs, animations, live events, sales funnels and more.

We eliminate the need for you to hire a separate agency or team to create the content you need for successfully marketing and promoting your product or service.

Since this content is also created as part of our other work on your behalf, you are guaranteed a perfect “fit” with the messaging, target market, and tone of the content and promotion.

## **5) Prospect & Lead Metrics With Follow-up Marketing**

Our systems have integrated tracking for us to provide you with the detailed metrics and customer lead information you need to move interested parties forward to a successful sale.

We eliminate the pain and wasted resources you would otherwise have to endure in order to achieve what we've successfully created and tested for so many others.

With our system and services, you can follow any potential customer along the full journey from cold lead through paying customer, with the ability to see where adjustments need to be made to improve the process. Best of all, we analyze and report all of this information to you and your team in a way that is actionable and includes our advice on next steps to improve your results.

## **6) New Customer Acquisition**

Our systems include mechanisms for including new leads via the strategic partner demonstrations, promotions, content and more. We can also manage customized sales, redemption and coupon transactions for Black Friday sales, AppSumo deals and more.

By bundling related products into our strategies, and making it easy for customers to understand how all the parts work together, your company is shown in a most favorable light to a much larger audience of prospective customers than you would otherwise.

This means that you achieve a greater ROI on any budget spent with WPLaunchify Pro than you would by way of creating your own marketing and promotion campaign.

## **Concierge Pricing:**

We operate on a relationship-basis with our clients. As such, we have plans that fit any reasonable budget, whether for a one-time engagement or an ongoing retainer.

To learn more about your company, products & services, and how we can help you, please email us at [help@wplaunchify.com](mailto:help@wplaunchify.com) or schedule a free zoom call with Spence via <https://wplaunchify.com/call>