WordPress Plugin Development Strategy

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Digital Revenue Opportunity via Plugin Products

# Executive Summary

* Develop and monetize in-house WordPress plugins
* Target pain points for our clients and wider WP users
* Revenue through sales, licensing, subscriptions, and services
* Strengthens our market authority as a WordPress agency

# Why WordPress Plugins?

* Over 43% of all websites use WordPress
* Growing demand for plugin solutions
* Clients want simple tools without custom coding
* Opportunity for passive income and recurring sales

# Plugin Opportunities We Can Build

* Client Portal Plugin: Help clients manage their projects securely on their site.
* WhatsApp/Live Chat Widget: A simple, in-demand support tool that boosts client engagement.
* Real Estate Listing Plugin: Useful for agencies, includes property management features.
* Directory Plugin: For professional listings, a common business need.
* LMS Enhancer: Add-ons for your LMS, such as quiz modules or certificates.
* Hamburger Menu Plugin: A modern, responsive mobile menu plugin that improves site navigation and user experience on mobile devices. A highly demanded feature for modern websites.

# Revenue Models

* Freemium: Free basic plugin attracts users, paid add-ons bring income.
* One-time Sales: Sell lifetime licenses to small businesses needing simple solutions.
* Subscriptions: Offer ongoing updates and premium support for recurring revenue.
* White Label: Let other agencies rebrand and resell your plugins, expanding reach.

# Plugin Marketing Channels

* Use WordPress.org to reach millions with free versions.
* Sell premium versions on Envato/CodeCanyon.
* Market on your website and through client demos.
* Leverage email marketing and SEO to increase visibility.

# Strategic Value for Our Agency

* Establishes your agency as a leader in WP development.
* Creates passive, scalable income streams.
* Builds trust and keeps clients coming back.
* Expands brand reach globally.

# Next Steps

* Identify and prioritize the most impactful plugins to build.
* Develop MVP versions to test the market quickly.
* Launch freemium models and monitor installs and feedback.
* Use metrics to improve and grow revenue.