Selling WordPress.

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Why “Selling WordPress?”
WordPress isn’t very good at selling itself.
How are we selling WordPress at Illustrate Digital?
Why isn’t your website easy to create content with?
WordPress vs Other Platforms.
Umbraco/Sitecore

Fancy spending more time than you need to on developing a site?
Ladybird Education
Squarespace/Wix
Fancy building it all yourself? And ranking low on Google?
Proprietary CMS
Fancy risking everything on something you’ll never own?
Upsides and downsides.
Security

“The most attacked CMS on the planet”

- Most used CMS on the planet
- Specialist over generalist
- Whack some processes in there
- Provide reassurance
Hodge Bank

Savings to suit your needs

We offer a wide range of savings accounts and ISAs to suit your needs. With different levels of access and interest rates, you can choose the product best for you. Our depth of knowledge and experience means your savings are in safe hands.

1 Month Fixed Rate Account/Bond
Plugins
“Don’t they slow sites down?”

- Yes, they do
- Can help to save a tonne of money (or add a tonne of value)
- Don’t use if not necessary
- Whack some shiny processes in there
“You’re on your own, right?”
Support

“Loads of software updates, no support”

• One of the greatest communities in the world
• You are the best support your customers could hope for
• Reassure
Costs

“It’s expensive to maintain”

• How expensive is the alternative?
• Be open to clients leaving you
Content

“It’s not very flexible”

• Biggest selling point of WordPress is flexibility

• Other people aren’t implementing it the way this community does

• Sell the experience
SEO

(Literally couldn’t think of anything negative)

- Best friends with Google
- Good, natural content structure
- Structure can be improved
- If you’re turd at SEO, don’t do it
Gutenberg
“What’s this Gutenberg thing?”
Contribute
Five for the Future

5%  95%
Summary.

- Focus on what you and WordPress are best at
- Know your argument (and the competition)
- Define and explain your processes
• Reassure your potential clients
• Keep moving forward (and talk about it)
• Get into the heart of the community

Summary.
Thanks!
Any questions?

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