

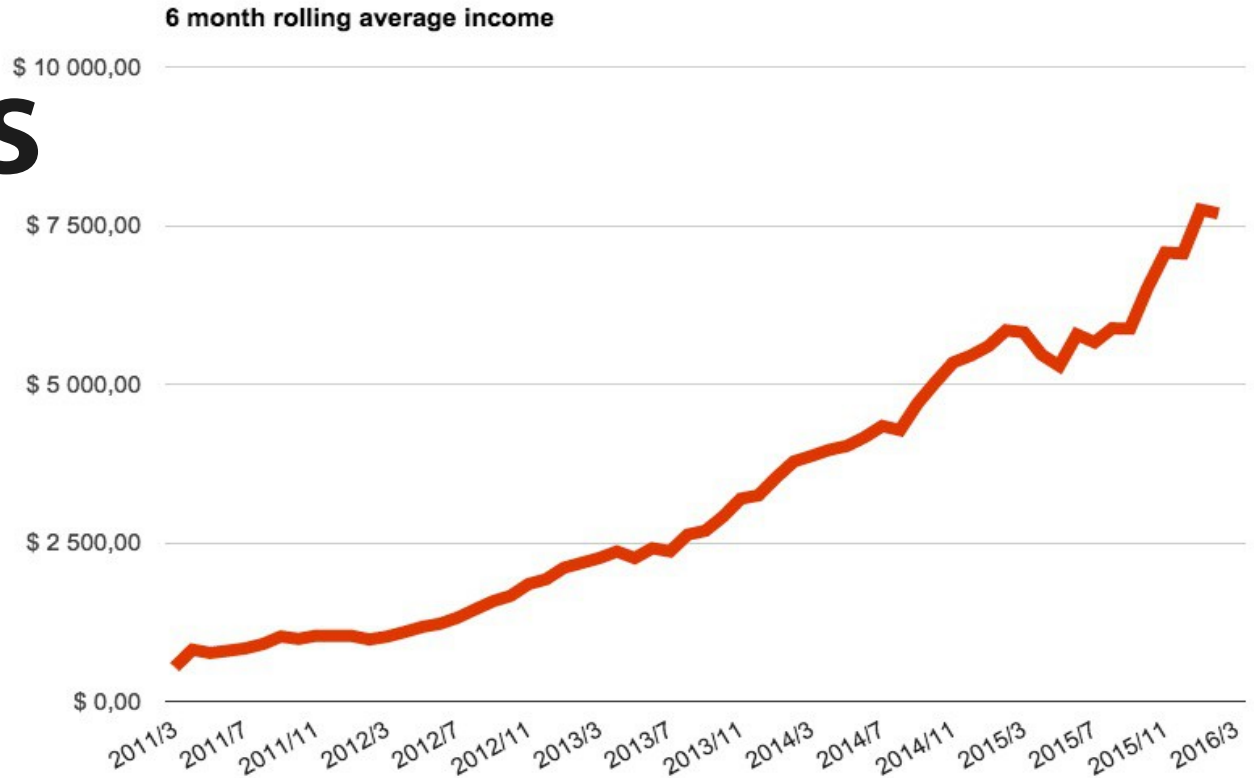
From free to premium Doing business by selling a WordPress plugin

Lightning talk at
WordCamp Finland 2016

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WordPress market is BIG.



**Have strenghts.
Know them.
Use them.**

First Reply Time

The time it takes for your agent to first respond to a ticket.

⊖ Remained steady this month.

2.7 hrs

THIS MONTH

2.8 hrs

LAST MONTH

26.4 hrs

BENCHMARK

Your first reply time is **23.7** hours shorter than your industry average. This is better than **94.3%** of other Zendesk customers.

**Know your weaknesses.
Be honest about them.
Guide people to right tools.**

Best marketing you can have?

**An excellent free version
of your plugin.**

Be nice to free users.

**They're potential clients and
a great source of ideas.**

Marketplace

- No worries, but the price can be heavy.

Set up your own store

- Lots of worries, but your cut is bigger.

One copy of Relevanssi Premium costs practically nothing.

So where do I set the price?

The price affects the buyer profile.

**I'd rather sell to developers,
so the price can and should
be higher.**

**Customers don't like
subscriptions.**

Your profit does.

Questions?

Ask now or later:

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