

# **WIE AUS DEINEM PLUGIN EIN VERKAUFBARES PRODUKT WIRD**

Vortrag Sandra Kurze  
WC Vienna 2024

# Agenda

- **Pricing**
  - Freemium
  - Preisgestaltung
  - Lifetime vs. Subscription
- **Sales & Marketing**
  - [wordpress.org](https://wordpress.org) als Funnel
  - Andere Kanäle
- **Team Zusammensetzung**
  - Sales Team ja/nein?

# Pricing

# Plugins

Erweitere deine WordPress-Erfahrung! Durchsuche 59.471 kostenlose Plugins.

Alle Community Kommerziell

# Pricing



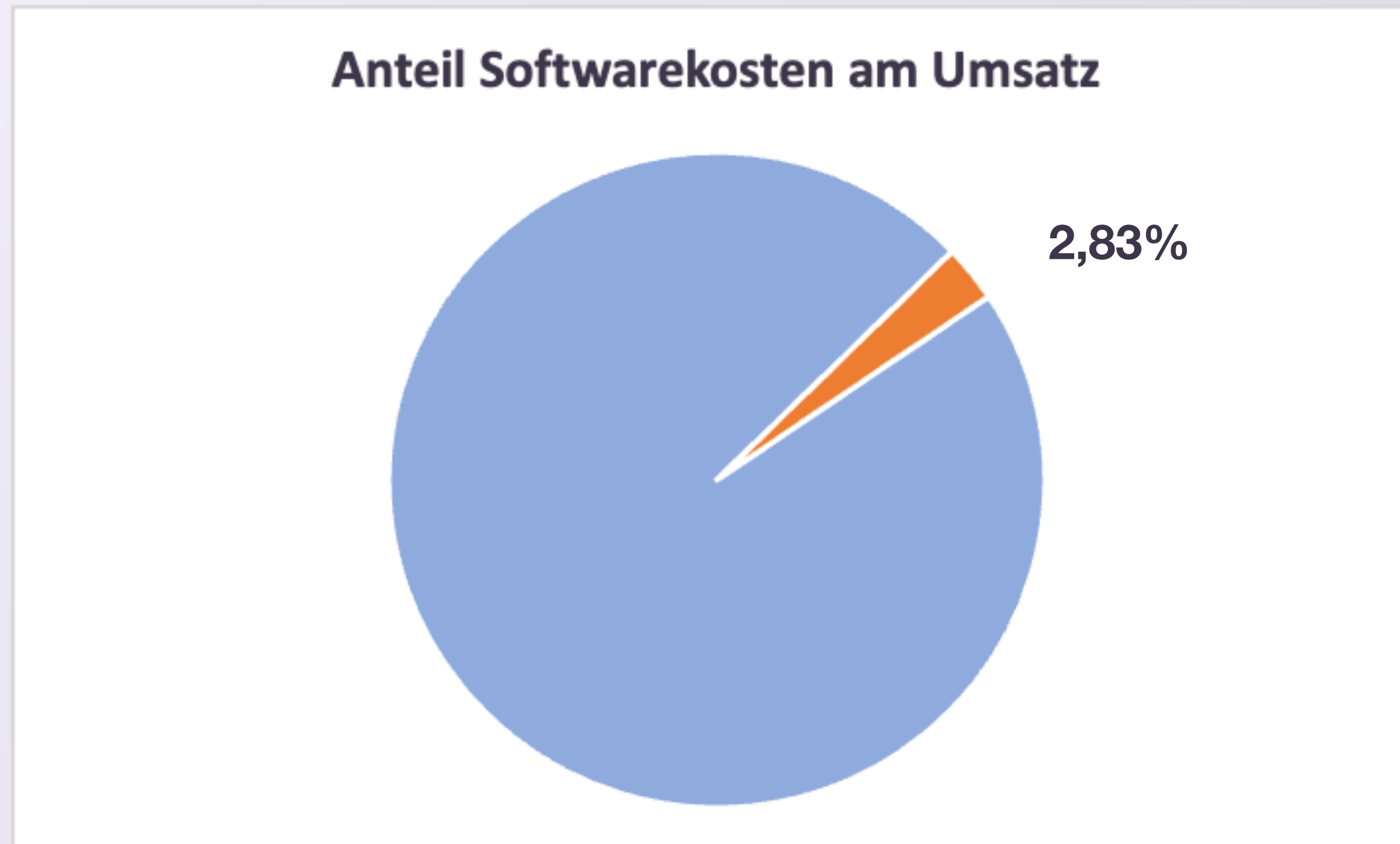
The screenshot shows the top of a blog post on ChrisLema.com. The header includes the logo 'CHRISLEMA' and navigation links for 'COACHING', 'ABOUT', 'BLOG', and 'CONTACT'. The main title is 'WordPress Plugin Prices Are Too Low' in large white text on a black background. Below the title, the date '05/23/2013' and category 'THEMES & PLUGINS' are visible. The main content area features a pink sale tag graphic that says 'UP TO 50% OFF' hanging in a store. Below the image, the author writes: 'I'll admit it, I'm on a mission. Just like you are. Only mine is righteous and yours is evil. Ok, maybe that's a bit extreme. 😊' and 'I spend my afternoons and evenings working with startups, and these days many of them are in the WordPress community. It's easier for me that way – there's more natural consolidation and alignment than if my coaching were with other startups and I still spent time writing and using WordPress.'

<https://chrislema.com/wordpress-plugin-prices/>



## Cwicy's Unexpected Farewell: Founder Decides to Discontinue Development

# Pricing



**Umsatz Website: 3.500 €**

**Kosten Theme: 99 €**



# Pricing



Lifetime Plan Going Away in Favor of Annual Renewals

WP All Import Is Moving Away from Lifetime Licenses



Why We're not Going to Offer any More Lifetime Accounts for Toolset

QXYGEN

Your Last Chance To Buy Unlimited, Lifetime Licenses

## Rara Themes

One important thing that we have learned in the past year is that our business model is unsustainable, especially due to lifetime updates.

With lifetime theme update, it increases the expenditure over time and compound risks. In the early days, we didn't notice it. But, now we have seen our operating margin and customer lifetime value decrease (although our revenue is growing well), it is impacting our business.

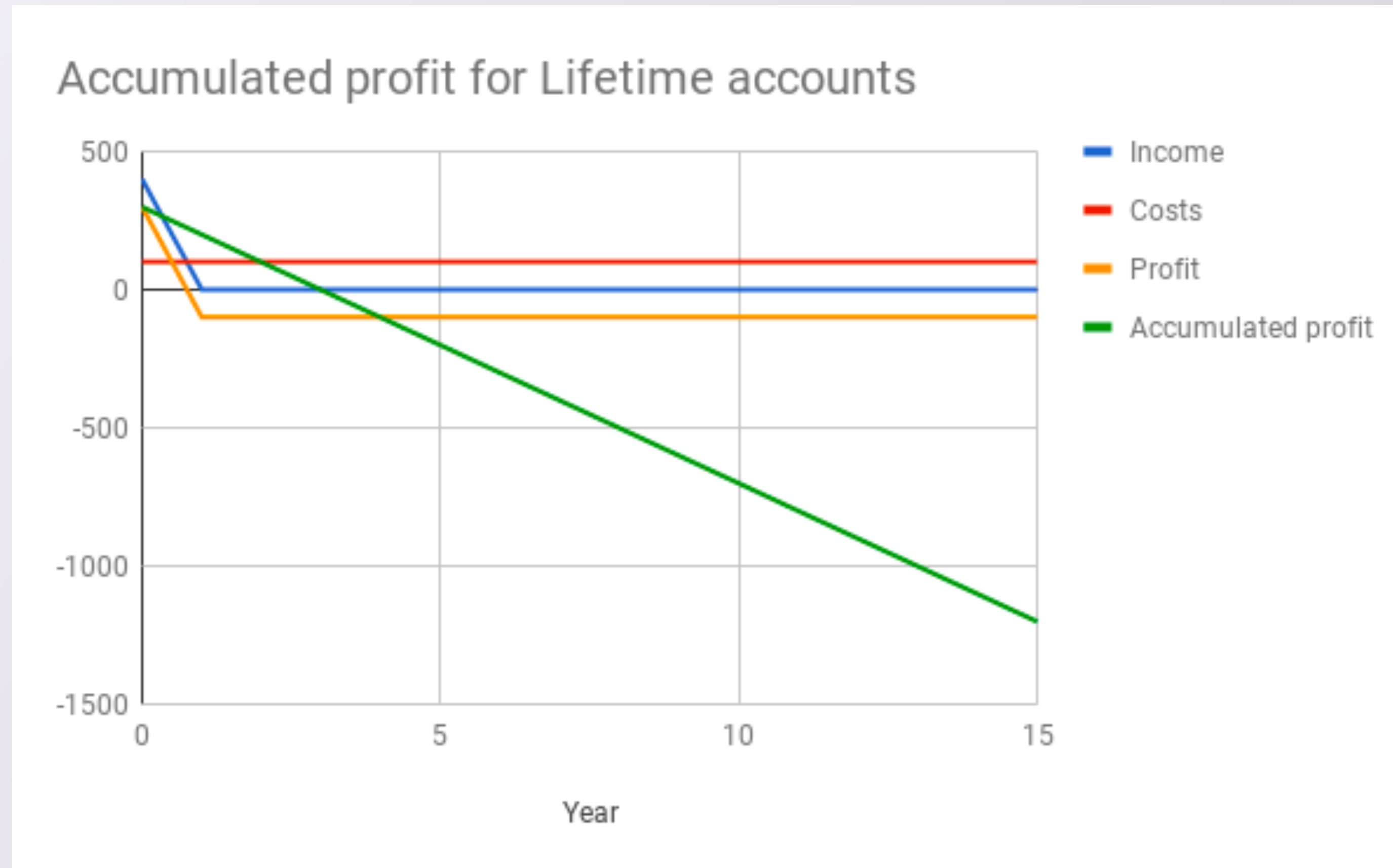


ACF Solicits Lifetime License Holders for Contributions, Urging Them to Purchase Annual Subscriptions



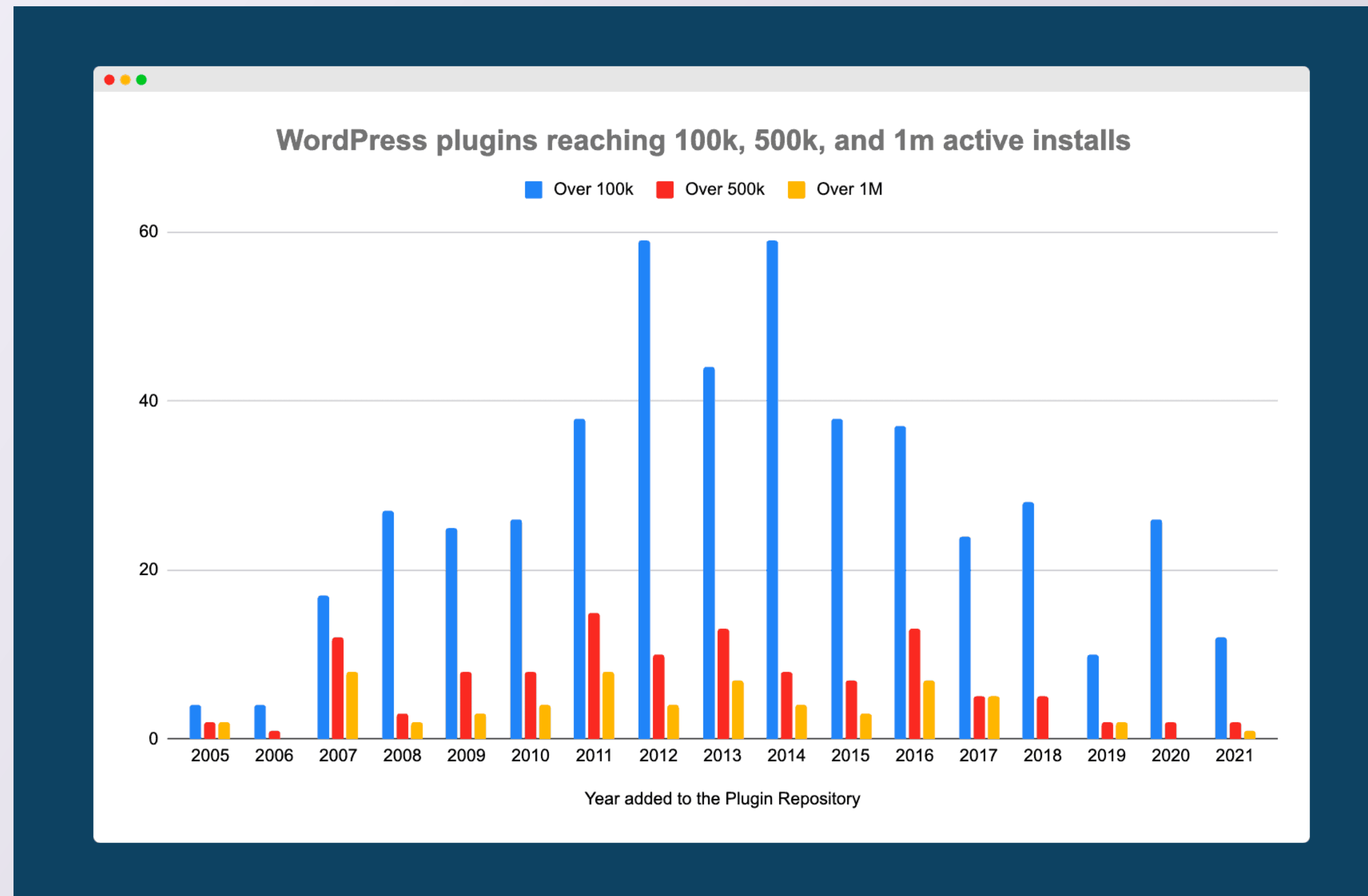
It's time to finally say Goodbye to our Unlimited Lifetime License Tier and increase subscription Prices

# Pricing



<https://freemius.com/blog/lifetime-licenses-to-automatic-renewals/>

# Sales & Marketing



<https://getellipsis.com/blog/org-is-ineffective-plugin-distribution/>

Siehe auch: <https://www.mattcromwell.com/the-case-for-the-wordpress-plugin-freemium-model/>



# Sales & Marketing

← **Post**

 **Jack Kitterhing**   
@codemonkey\_jack ...

Something I've been thinking a lot about is how WordPress plugin companies don't have sales teams.

Imagine trying to grow a company without a sales team?

Yes pre-sales sure, but that's normally support. I'm talking live chat for sales, connecting with contacts everything.

11:35 PM · Apr 24, 2023 · **2,814** Views

[https://twitter.com/codemonkey\\_jack/status/1650614477996318721](https://twitter.com/codemonkey_jack/status/1650614477996318721)

**VIELEN DANK!**