



**“Every Dime Counts”
8 Value-Added Services
You Can Offer Your
WordPress Clients**

WordPress Development is a Competitive Industry

- Always on the lookout for ways to improve
- Ways to offer more value to your clients
- Ways to boost your revenue

- A lot of small and medium sized businesses can't necessarily afford to hire a specialist for every facet of their increasingly complicated digital marketing campaigns.
- The client may not be aware of how they can use technology to improve the efficiency and profitability of their business. This creates an opportunity for you to provide more value.

- By offering a diversified suite of services, you'll be in a much better position to help your clients where they need it the most.
- You becoming a more integral part of their digital marketing team.
- Your chance of selling to an existing customer runs between 60-70%, versus that of landing a new prospect, which sits at a mere 5-20%. <http://www.forbes.com/sites/patrickhull/2013/12/06/tools-for-entrepreneurs-to-retain-clients/>

Create a Win-Win Scenario



- Adding value for your clients
- Boosting revenue and profit for your business

Figure Out What Problem They Are Facing

Where are your clients struggling in their business?

- Managing internal communication and collaboration?
- Generating new leads?
- Search engine visibility?
- Email marketing?

Create a Solution to Their Problem

Tie your solution to their bottom line (Time and Capital). How much time will you be able to save them through improved collaboration and communication?

If you're designing and developing an email campaign focused on improving their customer retention, how will it affect their revenue? If you are working to improve their search engine visibility, how much will each new lead cost them, and what is their expected lifetime value from that lead?

What to Avoid

Your core business is WordPress development. Don't put yourself in the position of offering too many unrelated services.

Pick 1-2 areas where you see potential (based upon your conversations with clients) and focus your energy there.

More Value Doesn't Mean Free

Any time you provide a client with a way to free up time or make more money, you should look at charging a premium based upon the value you are bringing to the project.

Because you are already working with the client as a developer, you'll have an established relationship with a degree of trust. Your clients are more likely to listen to you.

Value Added Services You Can Provide

- These are solutions to some of the more common challenges faced by small and medium size businesses.

Set Up Google Apps For Business

The image shows the homepage of Google Apps for Work. At the top left is the logo "Google Apps for Work". To the right are two buttons: "Contact us" and "Get started". Below the logo is a navigation menu with "Home", "Products" (with a dropdown arrow), "Pricing", and "Learning" (with a dropdown arrow). On the right side of the navigation menu are "Support" and "Sign In". The main content area features a large banner with a background image of business people. The text in the banner reads "Business email, calendar, storage and more" and includes a "Get started" button. Below the banner are four columns of product categories: "Communicate" (with icons for Gmail, Hangouts, Calendar, and Google+), "Store" (with the Drive icon), "Collaborate" (with icons for Docs, Sheets, Forms, Slides, and Sites), and "Manage" (with icons for Admin and Vault).

Google Apps for Work

Contact us Get started

Home Products ▾ Pricing Learning ▾ Support Sign In

Business email,
calendar, storage and
more

Get started

Communicate Store Collaborate Manage

Gmail Hangouts Calendar Google+* Drive Docs Sheets Forms Slides Sites Admin Vault

Set Up Google Apps For Business

For people comfortable with technology, setting up Google Apps for a client seems to be too simple a task worth worrying about.

But put yourself in your clients shoes. The thought of having to set up dozens of email addresses, changing MX records and configuring permissions can seem an overwhelming task at the best of times.

Set Up Google Apps For Business

Many businesses are still hosting their website and email on the same server. It's an old and potentially risky way of doing things, especially if their company emails typically contain sensitive information.

Some also use personal emails (Yahoo, Gmail, AOL) which looks unprofessional to customers.

Set Up Google Apps For Business

- Google Apps for Work offers what is probably the premier business-grade suite of email and collaborative tools available.
- Google Apps for Work offers both a referral program and a partner program, both of which provide you with the opportunity to earn a small commission for helping clients set up their accounts.

Email Design and Configuration



iContact

AWeber
COMMUNICATIONS

Constant Contact®
Connect. Inform. Grow.

- According to [Salesforce](#), Email continues to be a leader when it comes to driving online sales, with 73% of marketers agreeing that it's critical to their business. A full 69% of US internet users state that email is their preferred method of communicating. (Jan 2015)

Email Design and Configuration

It seems like an easy task to manage but consider what's involved from your client's perspective:

- Email template creation
- Content and image creation
- List management and segregation
- Campaign setup & creation
- Life cycle marketing
- Reporting and more

Email Design and Configuration

Even offering the initial design and setup for a fixed fee could potentially save your clients hours of work.

Landing Page Creation

Landing pages have become a major point of focus for most businesses. [HubSpot](#) reports that companies with 40+ landing pages typically generate 12 times more leads than companies with 5 or less.

Conversion Optimization

Right behind and closely integrated with landing pages (for obvious reasons) is conversion optimization, a service that more often than not, uses value based pricing. [Conversioner](#) created a great info graphic worth investigating. Of particular interest are the following statistics:

- 61% of organizations plan to start A/B testing by the end of 2015.
- 73% of companies have no idea why consumers abandon their shopping carts.

Conversion Optimization

Examples of :

- What marketers are doing
- How Customers Are Spending
- Conversion by traffic
- Conversion by Devices
- Mobile Apps Numbers
- Where & When to Invest in Social Marketing
- Making Videos Convert
- Retail Numbers and Stats

Conversion Optimization

There are plenty of intuitive tools available like [Visual Website Optimizer](#) that will allow you to help clients achieve a better return on their investment.

Of all the potential services you could offer as a developer, conversion optimization should be a leading choice. You'll already have intimate knowledge of how the site was developed, making small changes a simple task.

PPC Management

Managing PPC (pay-per-click) campaigns for clients can quickly become a time consuming task. That said, if in addition to development you also have a love for SEO, seeking out long-tail keywords and testing ad copy, then PPC might be a service to which you are well suited. While not mandatory, becoming a **Certified Google AdWords Partner** will add some legitimacy to your promotional efforts.

Website Maintenance

Providing ongoing maintenance should be the most obvious off all the potential value added services you could offer.

Just taking a few seconds to glance at the WordPress version statistics should quickly answer your question as to why a maintenance service is valuable.

Only 37.6% of WordPress installations are currently running the most recent version.

Website Maintenance

Clients either forget or can't be bothered to keep their website up-to-date.

It's also worth noting that those statistics haven't even taken into consideration the out-of-date plugins that are in use – which can quickly become a huge **security issue**.

Website Maintenance

Ongoing maintenance can include a variety of services including:

- Updating WordPress and plugins
- Publishing and formatting blog posts
- Managing back-ups
- Small updates and fixes
- Monthly reporting

Social Media Management



Provide ongoing social media management to companies who don't have the manpower or the knowledge to manage an ongoing social campaign.

HubSpot reports that 59% of marketers are using social media for 6 hours or more per week. A nice break from coding if you enjoy social media!

Marketing Automation

Introduce marketing automation to your client's workflow



The image shows the top portion of the Infusionsoft website. At the top is a green navigation bar containing the Infusionsoft logo on the left and a series of menu items: 'About Us', 'Product', 'Resources', 'Partners', and 'Login', each followed by a small downward-pointing chevron. On the far right of this bar is an orange button with the text 'START MY DEMO'. Below the navigation bar is a large hero image featuring a woman with long brown hair looking down at a laptop. The image is semi-transparent. Overlaid on the hero image is the text 'Sales and marketing software for small business' in a large, white, sans-serif font. Below this text is a white button with a thin border and the text 'Start My Demo'. At the bottom center of the hero image, there is a small green circular icon containing a white downward-pointing chevron.

Infusionsoft.

About Us ▾ Product ▾ Resources ▾ Partners ▾ Login

START MY DEMO

Sales and marketing software for small business

Start My Demo

Marketing Automation

- Helping your clients introduce [marketing automation](#) to their workflow has the potential to add massive value to the services you provide.
- SaaS companies like [InfusionSoft](#) and [Ontraport](#) can help your clients automate and systematize their marketing, lead generation, sales and CRM. But your customers face significant challenges when they decide to head down the path of automation.

Marketing Automation

The initial setup is time consuming, labor intensive, and presents a complex learning curve. It's not uncommon to find consultants providing a "done for you" setup service at rates ranging between \$100 – \$165/hour.

Marketing Automation

If your clients are currently paying for an email marketing platform, it's probably worth investigating the benefits of marketing automation... especially if they are already paying for an inferior platform.

Wrap Up

As a WordPress developer, you probably find yourself in situations where you garner a deep understanding of a client's business.

You end up learning about their products and services, their sales funnels, how they track new leads, who the key employees in the company are and much more.

Wrap Up

All this information can provide you with the unique ability to see the big picture. Often spotting inefficiencies that even the client was not aware of.

“You mean I can automate that process?” asks your client.

“You sure can” you say, “let me show you how I have helped some of my other clients solve that exact same problem.”

Wrap Up

Have you experimented with introducing other related or unrelated services?

How have your clients responded and have the effects on your business been positive?