PRODUCT MARKETING TIPS FOR PLUGINS

WHY WE ALL SUCK AT MARKETING & WHAT WE CAN DO TO GET BETTER

CHRIS LEMA
CROWD FAVORITE
LOE SATELLITES
BUILD COST: $300MM
LAUNCH COST: $50MM
GETTING LAUNCH RIGHT: PRICELESS
TRUSTED ADVISOR
MARKETING & PRODUCT STRATEGY WORK

- CART66
- GODADDY
- iTHEMES
- NINJA FORMS
- SIDEKICK
- WP101
- CROWD FAVORITE
- HEADWAY THEMES
- MEMBERPRESS
- REAKTIV STUDIOS
- WOOTHEMES
- WP VALET
YOU NEED TO PLAN

SPEND AS MUCH TIME ON YOUR MARKETING PLAN AS YOUR DEV

@CHRISLEMA
CROWD FAVORITE
BEFORE YOU LAUNCH
IGNITE CURIOSITY & DEMAND

DISCOVER #THREE PART 1 – UX / UI

We are excited to start this new series to help new and current Ninja Forms users discover all the great things that are coming in Ninja Forms 3.0 (#THREE). Over the next couple weeks we will be posting a short video every day sharing a new element of the THREE release coming in 4 short weeks.

In this video we are just going to show the initial user interface and how it has all come together. We’re really happy how this product has come together and we hope you love it as much as we do.

ANTICIPATION BEATS ACQUISITION, EVERY TIME. - @CHRISLEMA
LEARN TO TELL A STORY

MORE THAN FEATURES OR BENEFITS, PEOPLE PURCHASE THE DESTINATION
MAKE THE SHIFT TO OUTSIDE-IN MARKETING

YOUR BLOG IS NOT YOUR RELEASE NOTES - @CHRISLEMA
SEGMENTATION

Stop treating everyone like they're all the same
PAY ATTENTION TO DIFFERENT KINDS OF CLIENTS

EVEN NAMING CAN HELP CONVERSIONS - @CHRISLEMA
YOUR VALUE & BENEFITS DIFFER FOR DIFFERENT KINDS OF CLIENTS

DIFFERENTIATION DRIVES BETTER TARGETING - @CHRISLEMA
EMBRACE THE BUYER’S JOURNEY

YOUR CONTENT NEEDS TO MATCH ALL THE NEEDS OF YOUR VISITORS

@CHRISLEMA
CROWD FAVORITE
REJECT THE NEED TO
“ALWAYS BE CLOSING”

FOCUS ON PROBLEMS
FOCUS ON SOLUTIONS
VALUES & NEEDS
SOLUTIONS & FEATURES
EVALUATION

Stories
Checklists
Q&A
Best Of
Comparisons
How To
eBook
Whitepaper
Tutorials
Case Studies
Opinion
Lists
Buyer’s Guide
Head to Head
Benchmarks

YOUR BLOG’S SLOGAN: “HAVE IT YOUR WAY” - @CHRISLEMA

LISTEN TO YOUR USERS

THEIR COMMENTS ARE YOUR CAMPAIGN’S SOURCE MATERIAL

@CHRISLEMA
CROWD FAVORITE
MINING REVIEWS & QUESTIONS HELPS YOU
MIRROR KEY MESSAGES

Don't want to write code to customize your Genesis theme? You don't have to.
Design Palette Pro enables you to make quick, clean changes to your website's design.

GET STARTED WITH DESIGN PALETTE PRO

READ EVERYTHING BY @COPYHACKERS - @CHRISLEMA

More here: https://copyhackers.com/2014/10/amazon-review-mining/
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