

Generate Recurring Revenue with WordPress Care Plans

Frederic Sune



WORDCAMP
20 MONTRÉAL 19



Frederic Sune



WP EXPERT

wpexpert.ca

contact@wpexpert.ca

@wpexpertca

6
TEAM
TEAM

2013
STARTED
STARTED

+120
CLIENTS
CLIENTS

+150
WEBSITES
WEBSITES

**What is a monthly
recurring revenue?
(or MRR)**

Good examples



Apple Music

or



Google Play

**Why is recurring revenue
important for your
business?**

Our 1st care plan

2016

\$29/month

Today
(August 2019)

Today's minimum fee

2019

\$69/month

Essentials

Lets take care of your website

\$**69** /month

- ✓ No development time
- ✓ Managed WordPress Hosting
- ✓ Data Hosted in Canada
- ✓ SSL & Malware protection
- ✓ Security Monitoring
- ✓ All Software Updates
- ✓ Daily Backups
- ✓ Monthly detailed report
- ✓ Unmatched Support

Get it Now!

Professional

Now you are serious

\$**129** /month

- ✓ 1h of Development
- ✓ Managed WordPress Hosting
- ✓ Data Hosted in Canada
- ✓ SSL & Malware protection
- ✓ Security Monitoring
- ✓ All Software Updates
- ✓ Daily Backups
- ✓ Monthly detailed report
- ✓ Unmatched Support

Get it Now!

Enterprise

no limits

\$**299** /month

- ✓ Unlimited Tasks*
- ✓ Managed WordPress Hosting
- ✓ Data Hosted in Canada
- ✓ SSL & Malware protection
- ✓ Security Monitoring
- ✓ All Software Updates
- ✓ Daily Backups
- ✓ Monthly detailed report
- ✓ Unmatched Support

Get it Now!

Increase of more

than 135%

than 135%

58

WEBSITES

WEBSITES

\$4.7K/mth

RECURRING REVENUE

RECURRING REVENUE

**How do we get
new MRR clients?**

Current clients!

“the best marketing of all is happy clients” – Susan Stripling

Referrals

<https://wpexpert.ca/referral/>

Marketing

Lead magnets

Speed test

SaaS application built by us: PageSpeed Leads <https://pagespeedleads.com>

Free ebook

Free SEO audit

Cold emails

Soleadify

Mautic

Successful story of a cold email campaign

**Target audience:
local WordPress websites
No SSL**



1st email

**You don't have an SSL certificate
and Google is going to flag your
website this year!**

Result

 You don't have an SSL Certificate 

 Marketing

112 Pending

350 Sent

156 Read

44.57% Read

350 emails sent

156 read

44.57% open rate!!!



2nd email

**Follow-up on the issue of the SSL
certificate on your website**

Result

Follow-up on the issue with your SSL certificate

Marketing

144 Pending

144 Sent

82 Read

56.94% Read

144 emails sent

82 read

56.94% open rate!!!

7 new clients

3 redesigns (maybe MRRs too)

1 SSL fix

3 new MRR plans

Cost

Solideafy licence LTD \$69 USD

Amazon SES \$0.6 CAD

My time! \$125/h

**Tools used for integration,
automation & marketing**



Demo

Tools

ManageWP

Soleadify

Airtable

Final note:

Not a 9 to 5 job

Customer care: #1 core value

Fix it right away

Questions?

Thank you!