

#AgencyRevenue #BusinessGrowth

How Selling WordPromise Maintenance Plan help grow Your Business Revenue

Are You An **AGENCY?**



info@wordpromise.com



www.wordpromise.com

How Selling WordPromise Maintenance Plan Can Help Agencies or Freelance Business Grow

The never-ending pain of managing odd hour issues with your client's WordPress websites can be burdensome for your agency or freelance business. But you can break that cycle by selling WordPromise maintenance to your clients. Your client satisfied, you satisfied; get steady feedback, reliable income and overall, your clients get peace of mind.

Everybody wins. And it will definitely save your business.

WordPress Maintenance by WordPromise 😊

Are your freelance clients seeing notices to update WordPress? As a freelance developer, you know WordPress needs to be kept up to date, but too often clients don't bother. Then you get panicked calls about hacked sites. Or some kind of oops makes a site disappear.

They want you to bring it back right now, but they never paid you to set up any kind of backup system. Or themes and plugins need to be updated but that simple click breaks something and a client needs immediate help.

We're talking about offering a **monthly WordPress maintenance subscription plan** to your clients through you. You can be **our privileged agency partner** by onboarding your clients at **WordPromise**. You take care of the details, and your client doesn't sweat it. For us, WordPress maintenance issues might be relatively minor issues, often automated and simple, but to your clients they're showstoppers nightmares.

Benefit of Selling WordPress Maintenance by WordPromise

There are plenty of positives in selling WordPress maintenance plan, as offered by WordPromise, to your agency or freelance clients.

No More Feast & Famine

A freelancer should be selling WordPromise maintenance plan to its clients because thereafter all nitty gritty things handled by WordPromise experts and zero hassles to you and your clients. It eventually will break you out of that feast and famine cycle. You can focus more on the work; you are expert upon. No more dilemma; how you're going to make it next month. No more accepting every project for fear of work drying up and suddenly you're pulling all-nighters like the college days.

Strong Liaison Define Business

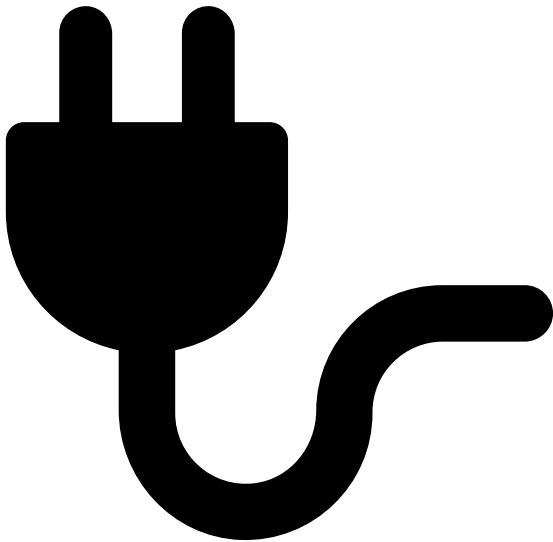
It is more difficult to stay on top than to get there. A retainer is a smart way to grow your business. Instead of building one-and-done sites for clients and never seeing them again, you can build a lasting relationship with clients. Build their site and then take care of it going forward.

Be more Productive

It takes a lot of work to get new business, so make the most of it by keeping those new clients for the long haul. It's better service to your customers and less marketing work for a busy freelancer like you.

Exclusive Plug-ins support with standard WordPromise maintenance

When you sell WordPromise maintenance plan, your clients will get access to premium plugins like iThemes Security Pro (a \$297 value), WP Rocket (a \$199 value) and WP Smush Pro (a \$600 value). We shall use them on your client's website as and when required, so they don't have to spend additional money buying licence to such plugins.



WordPromise Maintenance

Beneficial to:

Present Clients

Most of your clients would probably love the opportunity to let someone else worry about all these technical details. It's something you can offer to current clients to continue the relationship and offer them extra service.

Past Clients

A good freelance business needs repeat customers, so go back to your past clients and try selling WordPromise maintenance packages to them. Be the leading expert, as you point out problems and then take care of them.

New Potential Clients

It's also something you can offer to entice new clients. There are plenty of small and mid-level organizations with no internal web team. They've got websites they outsource and details like security and backups are a constant worry.

NGO/Non-profits Organizations

Another potential area where you'll likely find organizations without any developers on staff. Many NGO/Non-profits organizations are creating amazing content online, but they're often handcuffed by a lack of technical help. They probably have no idea how affordable ongoing WordPromise maintenance could be.

Why to choose WordPromise Maintenance Plan?

Nothing provides peace of mind like having a **WordPress expert** validate your website security and performance. One of our expert security analysts will perform a **90-point inspection checklist** that covers all aspects of running a secure and fast WordPress site which includes **security, performance** and **analytics**. Our monthly report shall include detailed explanation of our fixes and recommendations for items that needs your attention.



What we offer in Your WordPromise Maintenance Plan?

Here are some potential services we provide:



Managing Upgrades:

WordPromise will handle upgrades to all plugins, themes, and core framework on a weekly basis or as and when required. This is taken care using safe auto and manual processes. Keeping all components of WordPress setup will ensure smooth website operations.



Backups:

Sites should have a backup plan that fits with their needs. A site with lots of content updates might want a database backup once a day at a minimum and a full backup weekly. Sites with fewer updates might not need such frequent backups, but they should still have regularly scheduled, full-site backups that are stored off-site.



Security:

Monitoring security and ensuring full recovery is a big task. You could offer basic security, monitoring, updates and more. Your clients will pay you to be proactive and keep their sites safe, but if anything happens, you'll likely need to step in and provide the fixes as well.



Speed Optimization:

WordPromise optimizes your website to reduce the page load time and achieve a blazing fast user experience. Incredible speed, flawless user experience and top SERP ranking are things you probably wish for your website! It is no more a dream if you have a WordPromise expert handing your website optimization.



Unlimited Website Edits:

You will get unlimited cosmetic changes to your website with our package. You will not require additional WordPress expert to manage edits and troubleshooting on your website.



Customer Support:

Your website is monitored every hour during the day backed by a quick top-level response team. Our support team will answer to your tickets within 24 hours and make a resolution as soon as possible.



Tracking & Reporting:

Pulling up stats isn't very difficult, but it's the kind of thing a lot of website owners don't have time for and can't always make sense of. Offering a simple report that summarizes numbers and includes a few trends or other basics (sales numbers, increases in email or social media subscribers) could be very helpful.

What's the Cost?

WordPromise offer its Maintenance Plan at very reasonable price.

Also, In addition to our essential package. **WordPromise** offer following **service add-ons**. You will get more **comprehensive** list of **addons** once you signup and login to your dashboard.

- **Frequent Backups:** Get daily 4 times backup to your entire website and database. Daily backup is included in the essential package though.
- **Dedicated WooCommerce Expert Service:** Take care of your eCommerce website by hiring a dedicated WooCommerce expert.
- **Hire Full Time WordPress Expert:** Hire a full time WordPress professional who can work directly with you.
- **Search Engine Optimization (SEO) Expertise:** Fix all your SEO related issues with our SEO team. AUDIT is included in the essential package, though.

Exclusive Offers And Additional Discounts.

WordPromise offer exclusive promo code discounts to its clients and agencies. Signup now to grab the attractive prices and offers. Refer WordPromise to your friends and get special promo codes.

Note: As a freelancer, make sure you're looking at the costs for all the services you include in your package. It should be a good deal for your clients because you're taking care of their needs and the steady work should entitle them to a discount. But be careful not to sell yourself short. You're providing a hugely valuable service and taking a major headache off your clients' plates.

Freelance Maintenance Providers

Sometimes it helps to see exactly what we're talking about. And it never hurts to check out the competition. Once you put your maintenance package together it's time to sell it. Here are a few ways you can market your new retainer service:

- **Former Clients:** Check in with former clients and see how they're doing. Ask if their site is up to date and if they need any improvements. Mention your backup and security services.
- **Current Clients:** Entice your current clients to try out your service by offering a free month or two.
- **Security Audit:** Offer to perform a free security audit on a site and point out their vulnerabilities. This can be scary, so be careful not to come across like you're threatening or strong-arming a potential client.
- **Replacement Cost Calculator:** Create a tool to calculate the replacement cost of a site. It could include all content, technical components, and designed pieces—basically what it would cost to replace their site in order to show the importance of protecting it.
- **Create Content:** Offer something shareable (free eBook, blog post, email, etc.) that talks about the importance of security, backup, and timely updates. Make the case for ongoing WordPress maintenance and then present your solution. Or you can be our Agency Partner and use our marketing material (eBook, pocket guides etc.) for business clients.
- **WordPress Updates:** Touch base with new and old clients when a new WordPress update comes out and ask if they're taking care of their own updates or if they need some help to stay current.

Get to Work

Now it's time to put your plan to work. Selling WordPromise maintenance is one of the best ways to create steady, dependable income. It will carry you through the famine days of freelancing and isn't so time intensive that you'll drown during the feast days of freelancing. It just might save your business.

All-In-One WordPress Maintenance Service with 24/7 support

WordPress Security, Speed, Support and Maintenance Plan
for Website Owners and agencies.

WordPromise is much more than just a WordPress auditing
service. It's the most powerful solution to maintain your
website overall.



Email us at info@wordpromise.com