

WP
Y'ALL

@krogsgard
poststatus.com
#wcus

How To Build A Compelling WordPress Product Or Service



I get pitched...
all the time.

What does it mean to
be compelling?

The Conversion Funnel

Awareness

Interest

Desire

Act

You now have a
customer

And this is where the
real fun begins

There's another funnel

A photograph of a silver laptop on a rustic wooden table. A white coffee cup sits on a coaster to the right of the laptop. The laptop screen displays a webpage with the text 'post status' and an orange link. The entire scene is dimly lit, with a dark overlay. The text 'I test/use a ton of products & services.' is written in white, sans-serif font across the center of the image.

I test/use a ton
of products &
services.

The Customer Experience Funnel

Customer Initiation

Application

Support

Renew

Is there another
funnel?

A photograph of a workspace featuring a silver laptop on a rustic wooden table. A white coffee cup sits on a coaster to the right of the laptop. The laptop screen displays a webpage with a blue header and the text 'Post Status'. A white text overlay is centered over the laptop screen.

The best
referral is a
human one.

The fan funnel

Passive Recommendation

Recommendation

Testimonial

Lifer

If your customer goes
through all three funnels...

The perfect storm



A man in a grey t-shirt and dark pants stands on a lawn, holding a small object in his hand. A large black dog sits attentively on the grass, looking up at the man. In the background, there are several cars parked on a street and a two-story house with a grey roof and white trim. The scene is set in a suburban neighborhood with trees and a clear sky.

Loyalty is the best
customer currency.

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Post Status

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