

How to Sell Your WordPress Products and Services Internationally

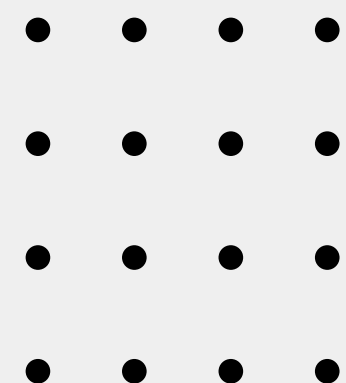
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Presentation Agenda

1. How I spent 19 Years in the Industry
2. Selling Products vs Selling Services
3. How to identify profitable markets
4. Quick Free Tips To Increase Sales
5. Top Marketing Channels
6. Tools & Resources
7. Q&A
8. Contact details

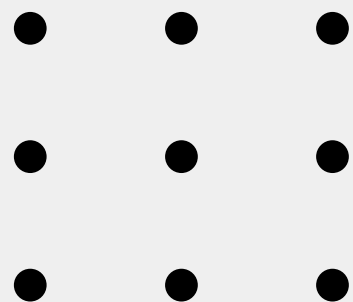
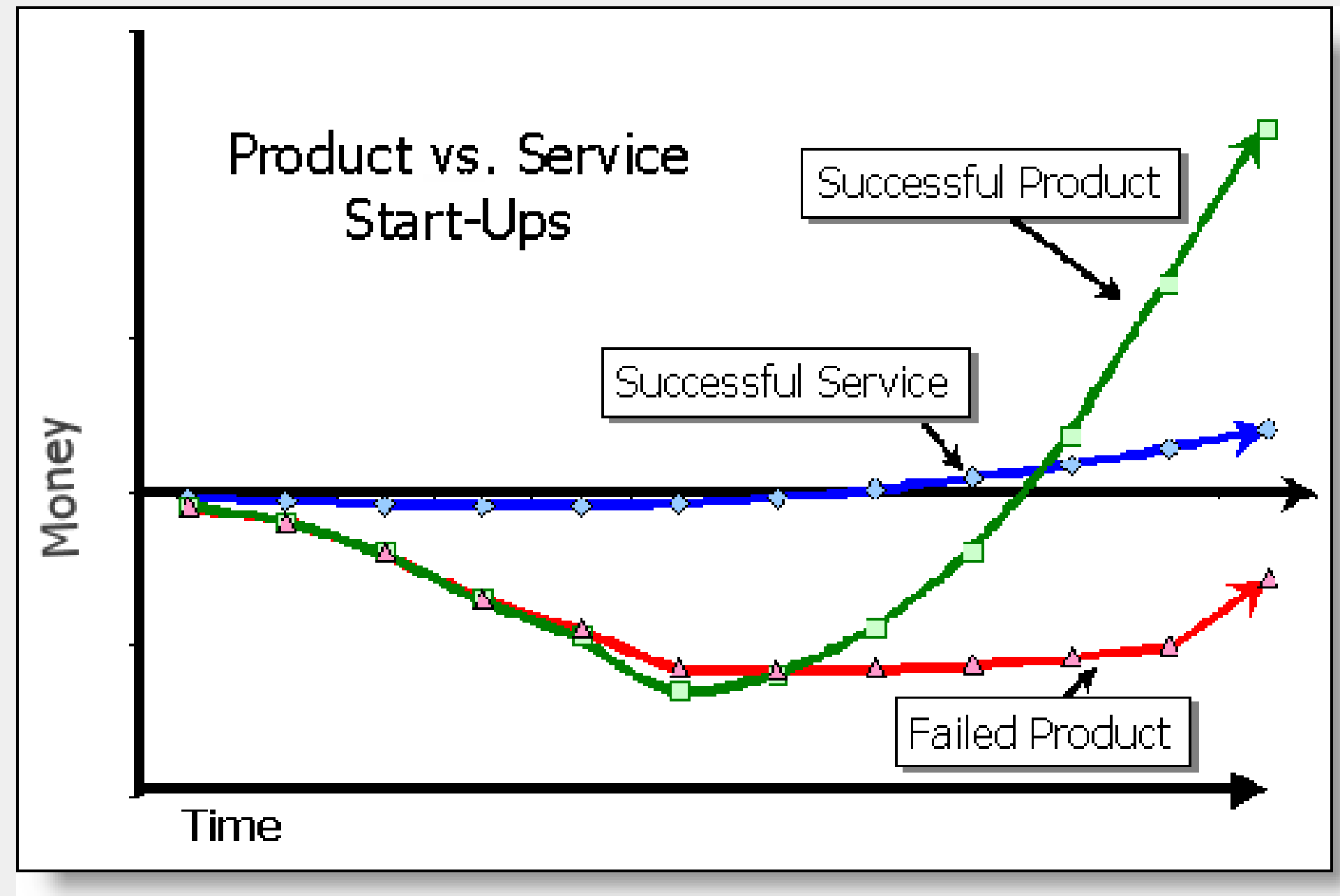


How I spent 19 Years in the Industry

- Started in 2005 as Freelance Developer
 - I launched my 1st online business in 2012
 - ...and my WP DEV & SEO agency in 2017
 - In 2018, I launched a SaaS, which didn't take off, and a community - Monetize.info.
 - Since 2019, I have been helping digital businesses grow with competitive intelligence and organic marketing while growing my communities.
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My Story

How a Product and a Service Startup Grow



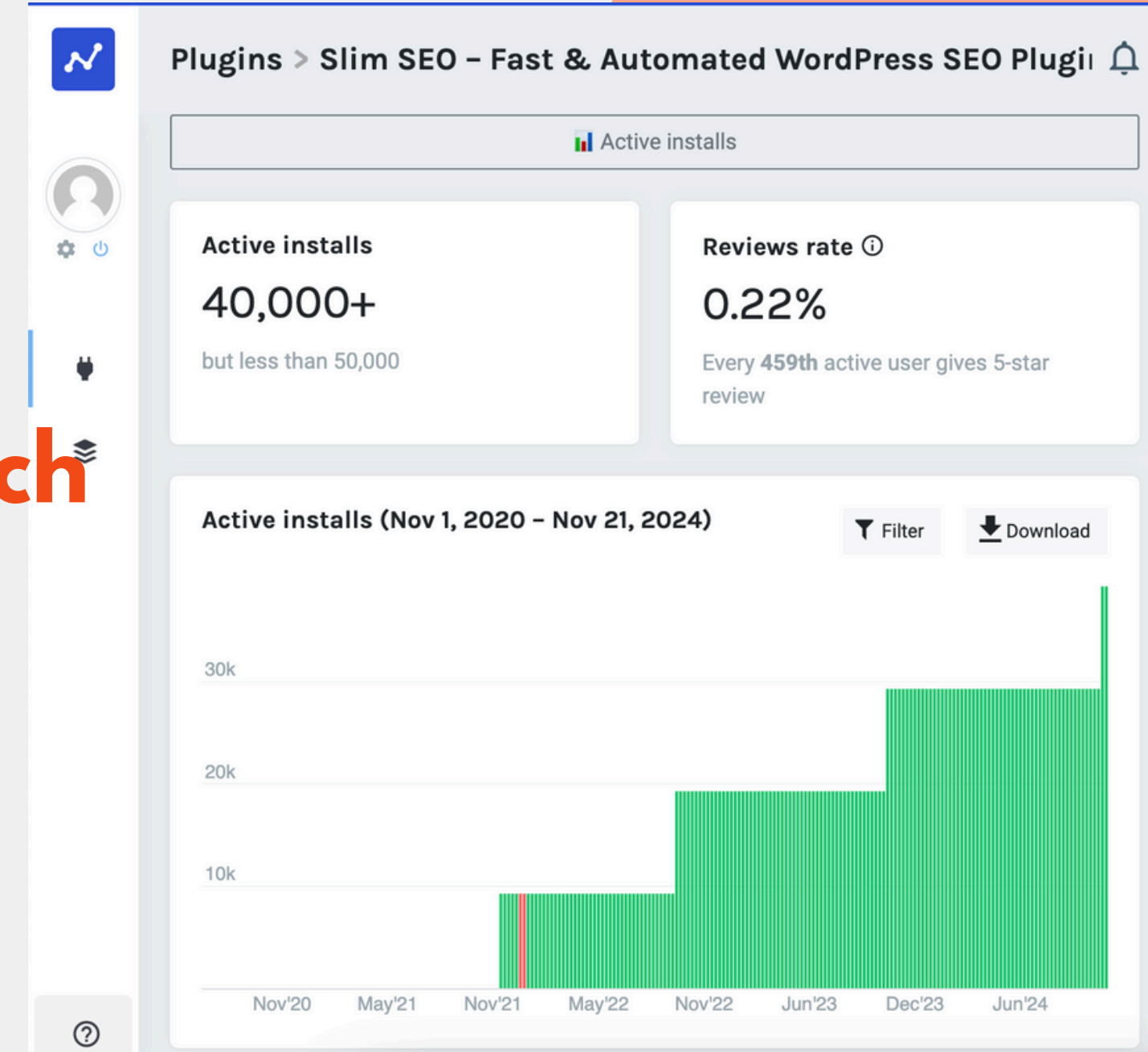
How to identify profitable markets

Finding new countries to expand to

Language	Total Speakers	Native	Non-Native
1. English	1,132 million	379 million	753 million
2. Mandarin (Chinese)	1,117 million	918 million	199 million
3. Hindi	615 million	341 million	274 million
4. Spanish	534 million	460 million	74 million
5. French	280 million	77 million	203 million
6. Arabic	274 million	245 million	29 million

Finding new products or services to launch

- Ask your current or potential customers about their needs;
- Check industry trends and market stats:
WPMetrics, WPTrends.co, TheWPweekly.com



Quick Free Tips To Increase Sales



Focus on benefits and solutions rather than exposing features.



Both personal brand (in the beginning) and company brand play crucial roles, so don't neglect them and build them from day 1!



Get your potential customers' trust! Add certifications, verified reviews, testimonials, and dedicated case studies.



Localize & Personalize! Clients purchase from brands that speak their language and jargon

Top 5 Marketing Channels for international markets



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- 1 Affiliate Marketing**
 - 2 SEO & Content Marketing**
 - 3 Cross-selling Partnerships**
 - 4 Community marketing**
 - 5 Conferences**

Bonus - Black Friday & CyberMonday

Affiliate Marketing - My favorite

Quick Stats




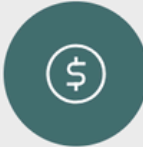


81% of brands and 84% of publishers leverage affiliate marketing. (Rakuten) North America (39%) and Europe (25%) are the biggest markets; Asia-Pacific is the fastest-growing region.

Statistics

Unpaid Referrals	Paid Referrals	Visits	Conversion Rate
28	128	1135	13.74%
Unpaid Earnings	Paid Earnings	Commission Rate	
\$231.24	\$900.52	20%	

Hello, Daniel

Your Affiliate Dashboard

 rraf4663 contact@monetize.i nfo	 19180 Clicks Total Clicks	 42 Users Linked Users
 \$76793.93 Total Order Value	 \$7679.39 Total Commission Earned	 \$7679.39 Total Commission Cleared

Affiliate Marketing - TIPS

Aff Marketing is PERFORMANCE-based, so you pay ONLY AFTER you make the sale.

The biggest mistake most WP businesses make is considering their affiliate program a set-and-forget channel!

Set up easily an affiliate program using WP plugins like AffiliateWP or EasyAffiliate, SaaS tools like FirstPromoter, or affiliate networks like ShareASale, CJ.com or Impact.com

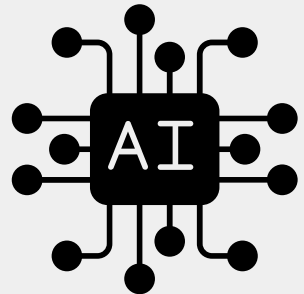
SEO & Content Marketing



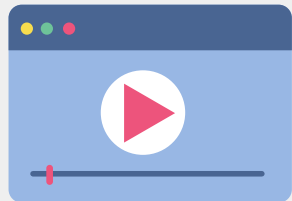
SEO is not dead! But content that doesn't prove Usefulness, Experience, Expertise, Authoritativeness, and Trustworthiness it is. (UEEAT)



Building a strong, recognized brand is now more important than ever in SEO.



AI Search is the future. Prepare by optimizing your content and building a trusted brand.



Video is in high demand now. Consider creating videos along with written content.



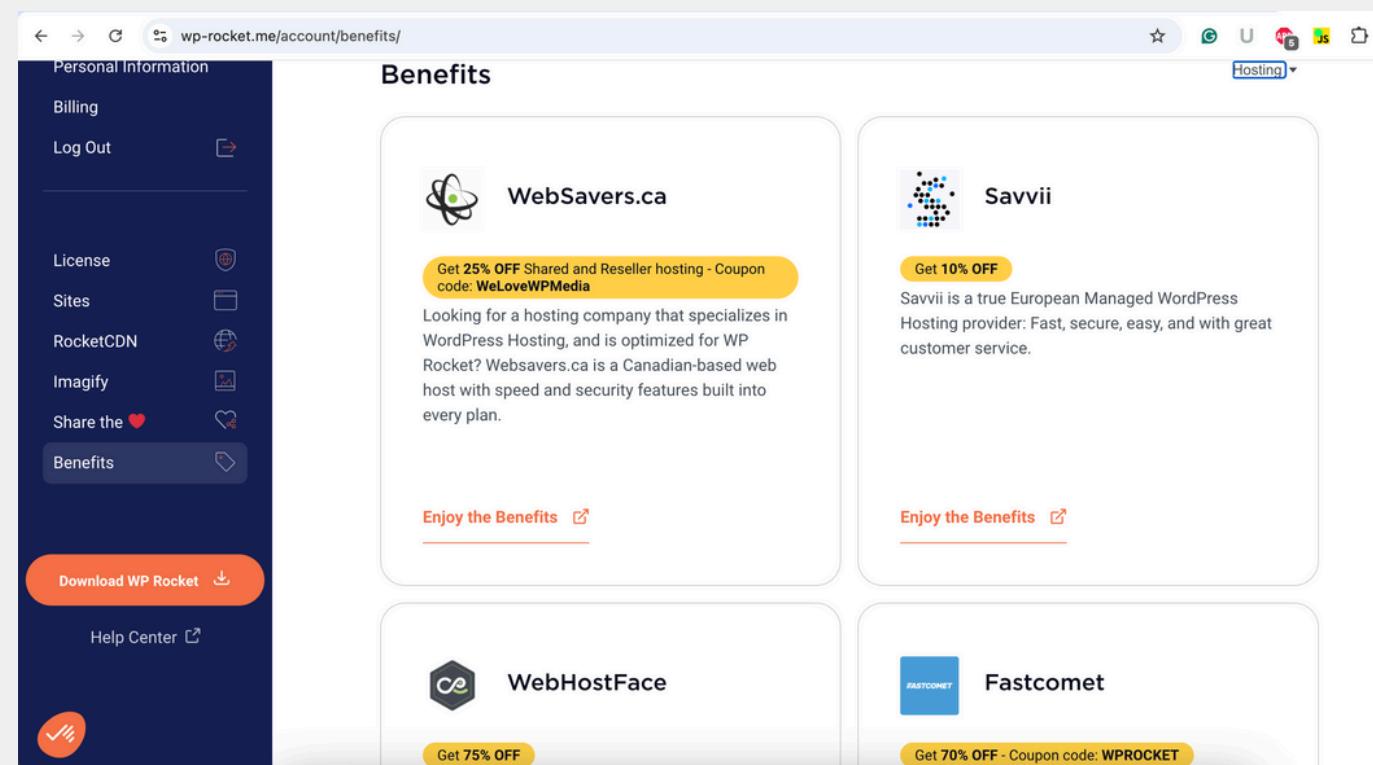
Targeting multiple languages to increase your audience, bring more customers, improve your international SEO rankings due to lower competition.

Cross-selling Partnerships

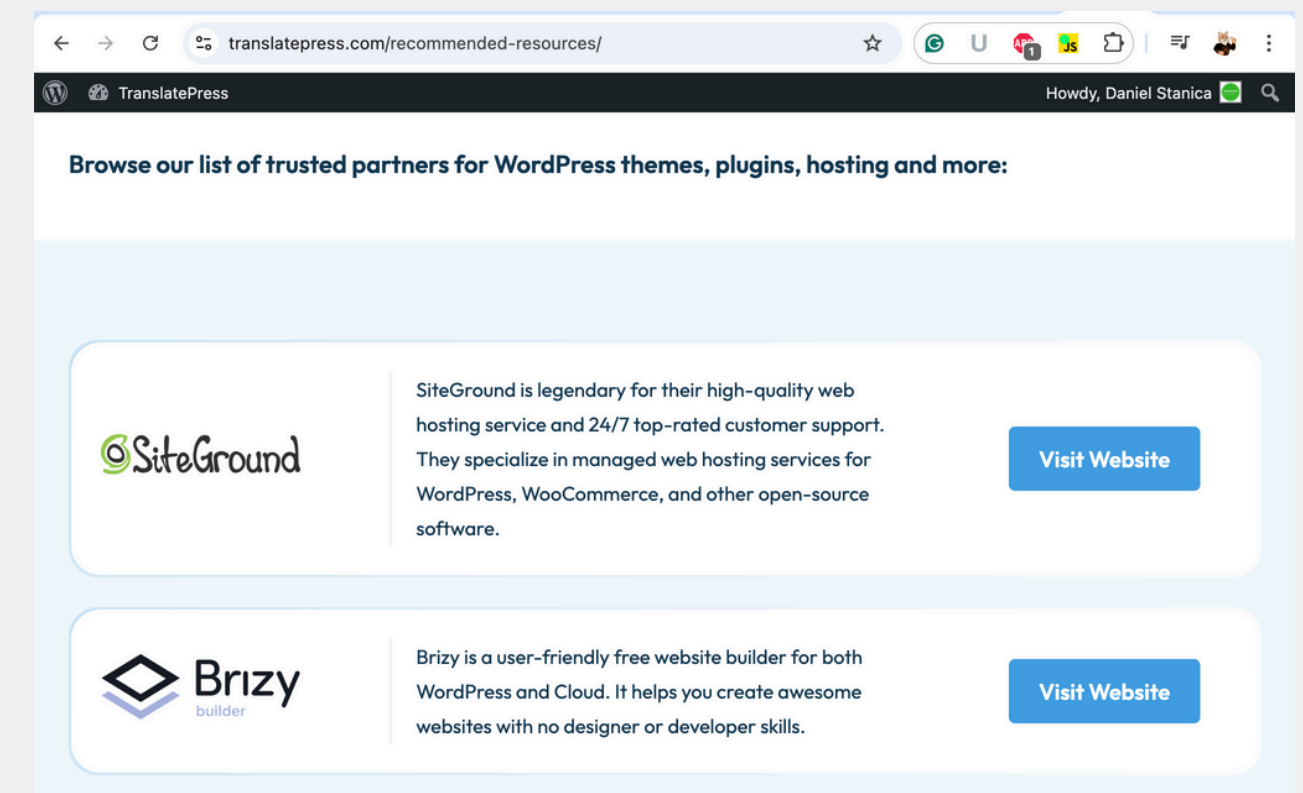
Potential partners for WP Plugins: Hosting, Marketing, Integration, Translation

Potential partners for WP Services: Hosting, Plugins, SaaS, Other service providers

WP-Rocket Partners



TranslatePress Partners



Community Marketing



Building a community around your product or service will position you as a recognized authority in your niche, create an army of brand advocates and bring more customers.

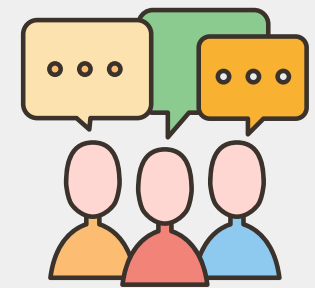


You can build a community by creating one or more of the following: forums, blogs, newsletters, podcasts, social media groups, Youtube channels, or instant messaging channels like Slack or Discord.



I've grown Monetize.info into a community of around 20,000 affiliate marketers and website owners in around five years with organic marketing only: content and SEO

Conferences



Participating in conferences will not only help you extend your networking, but it will also keep you updated with the latest trends in the industry.



The conferences where you go to learn and get partners sometimes differ from those where you will get sales for your services. Plan accordingly!



Example: As an SEO service provider, you will get the latest knowledge at an SEO conference. But an automotive dealers conference will bring you more clients.

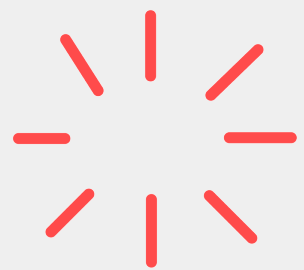
BFCM Season - 29 Nov - Dec 2, 24

Quick Stats

72% of merchants attribute more than 20% of their annual revenue to BFCM and the holiday season. Source: WooCommerce BFCM Trends Survey, 2024



Creating a Black Friday and Cyber Monday discount deal will bring you a bounty of sales in just a couple of days.



Please prepare the deal at least one month before, add a money-back guarantee, let your affiliates know, and partner with bloggers and influencers. During the campaign, you can run paid ads and raffles.



I added a link to my list of 100+ WP bloggers who promote BFCM deals in the resources slide.

Tools & Resources

- **WPHive** - WordPress Plugins Repository with better stats.
 - **Linguae & TranslatePress** - Recommended automatic & semi-automatic translation tools for WordPress sites
 - **Semrush & SimilarWeb** - Advanced Research Tools for Content Marketing and Traffic sources
 - **WordPress Bloggers List & Presentation Download** - <https://danielstanica.link>
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**Ask your questions
now on Slido**



app.sli.do/event/8AomnjfrSxBxtgJdpGJrPh

**Q & A:
Let's talk!**

End

Thank you for attention!

Let's connect & grow together!

- Email: daniel@competico.com
- Web: danielstanica.link

