Conductor Plugin

Pitch Deck

Problem

A WordPress install can contain 100's if not 1000's of pieces of content.

As powerful as WordPress is, you cannot easily control the **layout and display of your content across the entire website** -- without paying a developer.

Your c**ontent** extends beyond pages and posts. What about custom post types, fields, comments, e-commerce and other raw data?

How can we tell WordPress, "Take all of that content and display it on this page? In. Any. Theme."

An example: Cambridge.com

Cambridge.com needed a home page that their publishing team could control. They needed access to hand select content to display on the homepage, even if it was buried in an archive category from a year ago.

Their editors needed the ability to easily and quickly change the real estate given for homepage articles of their choice.

Sales wanted to make sure their client's sponsored post or event could be dropped in and removed per the ad terms of sale.

They needed this without calling us -- every day.

An example: Tourazores.com

TourAzores.com sells custom tour packages to the Azorean islands.

They have seasonal, sporting, and ancestry tour packages that change regularly. Their booking team needed the ability to highlight and feature packages on their sales pages as the market shifted.

During their traditional marketing campaigns, it was crucial that they could easily swap featured tour packages on the homepage and optimize their sales landing pages.

They needed something easy to use, that they could change without complex options and developer jargon.

They needed -- Conductor.

The Conductor Plugin

The solution!

Customize the look of any theme.

Control the layout of a page

Decisions, not options.

Control the display of content

Content Settings ▼

Select [many ⬍] [Page(s) ⬍] to display.

Order By
[Date ⬍]

Order
[Descending (3, 2, 1) ⬍]

Show [#] posts with [#] per page.
Leave blank to show all. Learn more about pagination.

Start at post # [1] .

Display Settings ▼

Select a Widget Size
Change the size of the posts displayed on the front end.

Small   Medium   Large

☐ Hide Widget Title
☑ Hide Post Title(s)
☑ Hide Author Byline
☐ Hide Featured Image(s)
☐ Hide Read More Link

Limit content to [55] words.

Read More Label
[Click here to learn about us]

Advanced Settings ▼

Featured Image Size
[mb-1200x475 (1200 x 475) ⬍]
Featured Images are typically displayed based on the Widget Size option but you can choose a specific size if you'd like.

CSS Class(es)
[ ]
Space separated list of custom CSS classes which can be used to target this widget on the front-end.

Include Only These Posts
[ ]
Comma separated list of post IDs. Only these posts will be displayed. Some settings above will be ignored. How do I find an ID?

Exclude These Posts
[ ]
Comma separated list of post IDs. Will display all posts based on settings above, except those in this list. How do I find an ID?

Build content-rich layouts in minutes -- without code.

Easily in the front-end customizer

Background Image ▼

Conductor Layouts ▼

Navigation ▼

Static Front Page ▼

Widgets: Front Page - Content ▲

This widget area is the content widget area for Front Page.

Conductor Widget ▲

Reorder | **+ Add a Widget**

Widgets: Header Call To Action ▼

Widgets: Footer ▼

Widgets: Copyright Area ▼

Front Page - Content

+ Widget | + Conductor

Edit

Multiple Paragraph Post

Posted by slocumstudio on April 3rd, 2014

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

Headers Post

Posted by slocumstudio on April 3rd, 2014

This Is An H1 Tag
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

It's Powerful enough for a developer *and* easy enough to hand it to their client.

A simple solution, to a complex problem.

Competitor analysis

Recent posts widgets extended - 98k downloads

- Lacking compared to Conductor
- Widget is still complex for
  the average user

Query Posts - 62k downloads

● Over 2 years outdated and not supported

Posts in sidebar
38k downloads

- Complex

It's the simplicity and the features we *left out* that make Conductor the best choice.

Future add-ons

There's more to come

Future Conductor add-ons

- User query display
- Custom fields display
- Content slider display
- Display content in a list
- Display content in a table

- WooCommerce
- Easy Digital Downloads
- Paid Memberships Pro
- Comments
- bbPress
- Display content in a map
- Display content in additional custom layouts
- *"The moon"*

Our Customer?

Discovery

Blogger

❖ Custom homepage

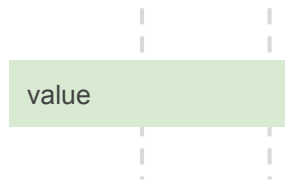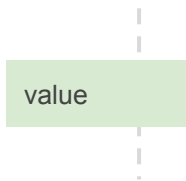❖ Curation of content "collections"

❖ Simple add-ons

Business/Media

❖ Content management

❖ Content strategy

❖ Data driven web/app

❖ E-Commerce

Developer/Designer/Agency

❖ Client services solution

❖ Easy "framework"

❖ Core to a theme/app

❖ Extends popular plugins

Target Pricing

value

value

value

Lite

- $40 annually
- Standard support
- Core upgrades
- Pages/Posts
- No add-ons bundled

Professional

- $100 annually
- Priority support
- Core upgrades
- Additional displays
- Additional layouts
- Pages/Posts/CPT
- 1 add-on bundled

Agency

- $400 annually
- White glove install
- Same day support
- Core upgrades
- Additional displays
- Additional layouts
- Pages/Posts/CPT
- Access to early release software
- All add-ons included

not final

Advisors

It's no secret, we've got some help.
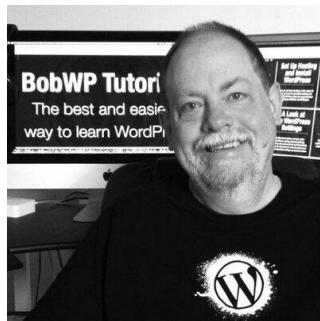
@casjam
Design + Product

@cdils
Development + Genesis

@tommcfarlin
Product + Development

@no_fear_inc
Product + Development

@bobwp
Usability + Support

@nhangen
Business + Product

Thank you!

slocumstudio.com

Mark Medeiros, Principal
Matt Medeiros, Co-founder & Project Lead
Scott Sousa, Director of Web Technology & Project Lead
Paulo Canabarro, Lead UI/UX
Dan Zarzycki, Community Lead