

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 **content** 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

Content Layouts

Select a Content Type

Front Page - [Conduct](#) - [Remove](#)

Page - WooCommerce - [Conduct](#) - [Remove](#)

Post - 10 Travel Tips for Your Summer Vacation - [Conduct](#) - [Remove](#)

Decisions, not options.

Control the display of content

Content Settings

Select to display.

Order By


Order


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


Start at post # .

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 words.

Read More Label

Advanced Settings

Featured Image Size

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

Recent Posts Extended: Recent Posts

Title:
Recent Posts

Title URL:

CSS ID:

Use Default Styles ☒

CSS:

```
.rpwe-block ul{  
}  
  
.rpwe-block li{  
}
```

If you turn off the default styles, please create your own style.

Limit:
5

Offset (the number of posts to skip):
0

Order:
DESC

Orderby:
Random

Limit to Category:
Categories
aciform
antiquarianism
arrangement

Limit to Tag:
Tags
8BIT
alignment
Articles

Choose the Post Type:
Post

Display Thumbnail ☒

Thumbnail (height, width, align):
45 45 Left

Default Thumbnail:
http://placeholder.it/45x45/f0f0f0/ccc
Leave it blank to disable.

Display Excerpt ☐

Excerpt Length:
10

Display Readmore ☐

Readmore Text:
Read More »

Display Date ☒

Date Format:
F.j.Y
[Date reference](#)

[Delete](#) | [Close](#)

Save

Query Posts - 62k downloads

- Over 2 years outdated and not supported

Query Posts

Title:

order

DESC

cat

meta_key

people

Display:

ol

orderby

title

category_name

meta_value

place

post_status

publish

p

category_and

meta_compare

animals

post_type

page

name

category_in

year

series

showposts

-1

post_in

category_not_in

monthnum

☒ wp_reset_query

offset

post_not_in

tag

w

☒ caller_get_posts

posts_per_page

page_id

tag_and

day

☐ get_the_image

paged

pagename

tag_in

hour

post_parent

author

tag_slug_and

minute

author_name

tag_slug_in

second

Posts in sidebar

38k downloads

- Complex

Posts in Sidebar

The title of the widget

This

Link the title of the widget to this URL

Place this text after the title

Allowed when: ☐ ``, ☐ ``, ☐ `<DIV>`, ☐ ``

Post meta

Print type:

Get these posts exactly

Insert this, separated by commas. To modify how the list is sorted, use `<ID>`

Get posts by this author:

Insert tags, separated by commas. To display posts that have all of the categories, use `<ID>` (comma between terms, for example: `<ID1, <ID2>`)

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Get posts with these tags

Insert tags, separated by commas. To display posts that have all of the tags, use `<ID>` (comma between terms, for example: `<ID1, <ID2>`)

Get posts with this post format

Display this number of posts

Order posts by

The order will be:

Get posts with this post status

Get post with this meta key

Get post with this meta value

☐ ignore today's posts status

Insert this, separated by commas. To modify how the list is sorted, use `<ID>`

Exclude posts from these categories

Insert this, separated by commas. To modify how the list is sorted, use `<ID>`

Exclude posts from these categories

Insert this, separated by commas. To modify how the list is sorted, use `<ID>`

Exclude posts from these categories

The title of the post

Display the title of the post

Link the title of the post to this URL

The featured image of the post

Display the featured image of the post

Thumbnail

Align the image:

The text of the post

Display the text of the post

Shortcode

Align the image:

The link to the post

Display this type of post

The excerpt

The word count generated excerpt length and text words

Use this text for more link

Read more

Display an arrow after the "Read more" link

Author, date and comments

Display the author of the post

Use this text before author's name

By

Link the author to his archive

Display the date of the post

Use this text before date

Published on

Link the date to the post

Display the number of comments

Comments

Use this text before comments number

Comments

Use this separator between author, date and comments

A space will be added before and after the separator

Display this section after the title of the post

Post navigation

Exclude posts with these IDs

Insert this, separated by commas. To modify how the list is sorted, use `<ID>`

Exclude posts from these categories

Insert this, separated by commas. To modify how the list is sorted, use `<ID>`

Exclude posts from these categories

Insert this, separated by commas. To modify how the list is sorted, use `<ID>`

Exclude posts from these categories

Buttons margins

This section defines the margins for each line of the widget. Leave blank if you don't want to add any local style.

Unit for margins:

Enter here only the values without any unit, e.g. enter `10` if you want a space of 10px or enter `5s` if you don't want any space.

Introduction margin

Excerpt margin

Title margin

Left/Right image margin

Bottom image margin

Excerpt margin

Category margin

Tag margin

Custom field margin

Archives margin

No posts margin

Custom styles

In this field you can add your own styles, for example: `<div>{background-color: #f0f0f0;}`

Custom styles

The category of the post

Display the category of the post

Link the category of the post to this URL

The tag of the post

Display the tag of the post

Shortcode

Align the image:

The custom field

Display the custom field of the post

Use this text before the custom field

The custom field

Also display the key of the custom field

Use this separator between meta key and value

The link to the archive

Display the link to the taxonomy archive

Link to the archive of

Category

Use this text for archive link

Display all posts

Please, note that if you don't select any keywords, the list won't appear.

Use this text when there are no posts

No posts yet.

Icons

Add a global container with this CSS class

The widget will add a new `<div>` container with this class. You can enter only one class and the more you enter, the more styles you can add.

Display the icon of the post

The icon will be added to the end of the widget. From this point up to the end of the widget.

Use this type of list for the posts

Unordered list

Cache

Use a cache to serve the output

The cache, if defined, will increase the performance

The cache will be used for 10 seconds

For example: `10000` for one hour of cache, `10000000` for one month of cache, `1000000000` for one year of cache.

Buttons

Buttons

**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

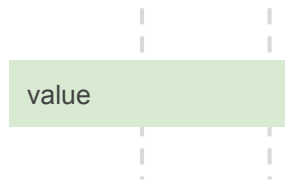
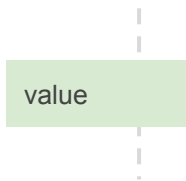
Business/Media

- ❖ 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



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



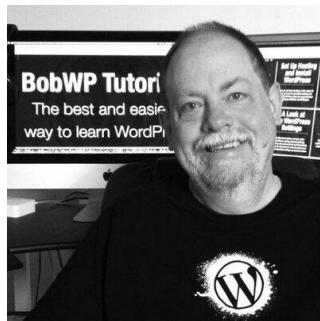
@cdils
Development + Genesis



@tommcfarlin
Product + Development



@no_fear_inc
Product + Development



@bobwp
Usability + Support



@nhangen
Business + Product

Thank you!

slocumstudio.com

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