

TORQUE®

THE BEST WORDPRESS PLUGINS FOR MARKETING

WHITE PAPER



WordPress is the most popular CMS in the world, powering more than 27 percent of the entire internet. One of its biggest selling points is the robust plugin marketplace. With more than 46k plugins available for free in the WordPress directory alone, users can easily extend the functionality of their sites.

From marketing to maintenance to optimization and editorial, there are literally plugins for adding almost any functionality to your site.

With thousands of plugins to sort through, however, it can be tricky to determine which ones to use. That's why we put together a series of white papers to help you harness the integration capabilities of WordPress and build better digital experiences.

The plugins in this white paper were nominated by the WordPress community. To ensure that we are promoting secure, quality plugins, each plugin is included in the official WordPress repository and meets the following criteria:

- 10,000+ downloads
- 3+ star rating
- Compatible with the most current version of WordPress

In this white paper, we look at 16 of the best marketing plugins for WordPress.

WooCommerce

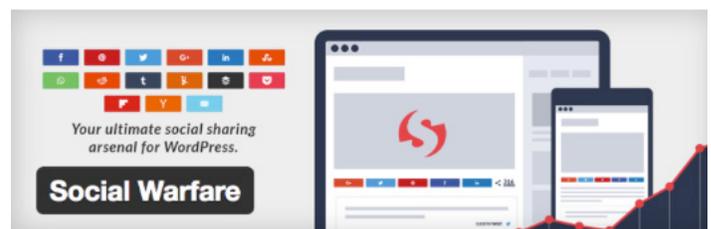


Looking to take your tangible or digital products to market online? WooCommerce makes it super easy to add products to a digital marketplace. The most well-known and by far most popular WordPress ecommerce solution is [WooCommerce](#). Not only does the plugin have a 4.5 star rating at more than a million active installs, it also made waves in May last year when [Automattic](#) acquired [WooCommerce's parent company WooThemes](#).

Powering [37 percent](#) of all ecommerce sites, the plugin is so popular that it even warrants its own annual conference.

Once you've created your ecommerce store, WooCommerce comes with many marketing extensions to make the online shopping experience as seamless as possible.

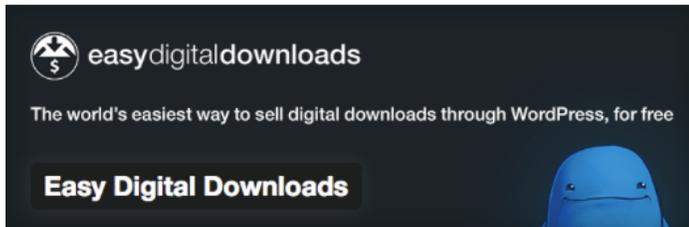
Social Warfare



An important way to build your brand is to have a strong social media presence. [Social Warfare](#) makes sure your profiles are front and center with social sharing buttons. Everything is completely customizable from which profiles you choose to where you place the buttons.

You can even have the buttons follow readers as they read your content and display how many shares you have on each platform

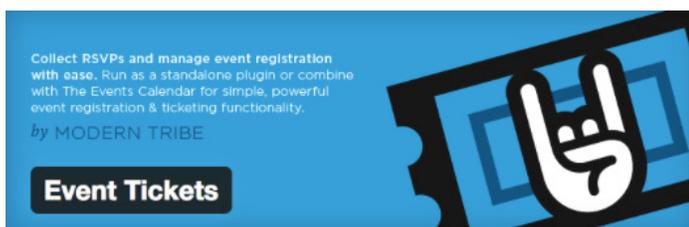
Easy Digital Downloads



[Easy Digital Downloads](#) is one of the 60-plus plugins developed by coding guru Pippin Williamson. As the name suggests, this free plugin is designed for selling downloadable products. This is the go-to plugin if you are looking to sell digital products, such as ebooks, whitepapers, music, or any other product that would be exclusively available as a download.

Downloadable digital products like these can be an integral part of your marketing strategy, increasing leads and building customer loyalty. Among its more common attributes, users can also leverage more unique features: user purchase history and ability to redownload files, integration with major gateways such as PayPal and Stripe, multi-lingual support, and email newsletter integration.

Event Tickets



[Event Tickets](#) by Modern Tribe is a great way to manage events on your site. It allows you to manage RSVPs to your events listings. Use it on its own or pair it with The Events Calendar.

All the attendee information is stored in the back end so you can quickly make a list to check people in. It can be paired with WooCommerce, Shopp, or Easy Digital Downloads to actually sell tickets right from your site. Don't want to upload every event? Quickly import from Facebook, iCal, or Google Calendar.

Revive Old Post



If you're not often sharing old content, you are missing out on potential social engagement. Though it seems like a lot of work to go back through old stuff and share to Twitter, Facebook, and LinkedIn, [Revive Old Post](#) makes it easy.

Set up the plugin and it will automatically pull posts to share on any social media platform you use. You can choose how many posts you want going out a day, when you want them to go out, exclude certain categories, and more. Set it up, and watch the engagement come in.

Popup



Popups can be very controversial. Some people love them and others hate them. Whichever way you look at it, they are extremely effective in calling attention to something. You can remind readers to sign up for your newsletter, share a promotion, or even give them a coupon.

With [Popup](#), your popups are extremely customizable, and you can add as many as you want. The popups are responsive and work on mobile and desktop. You can even change the image and color so it looks like a part of your site.

Sumo (SumoMe)



[Sumo](#) is a great option for anyone looking to get people to engage with your content. Whether that is building a newsletter subscriber

list or getting more people to share your work, the plugin will get your site noticed.

Present social share buttons so users can find them faster, allow people to tweet by just highlighting text in one of your posts, share images efficiently with the ImageSharer, and more. With Sumo you'll have new ways to make your content more visible.

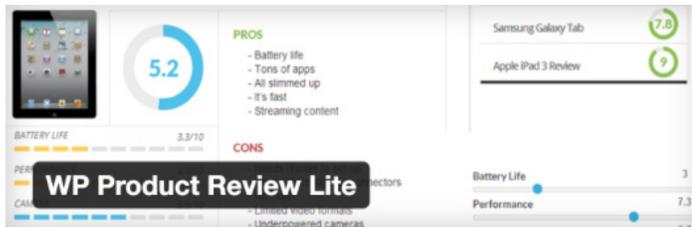
FooBox



Making beautiful lightboxes are a great way to make your site more dynamic. However, if it can't be viewed on mobile, you may be losing readers. [FooBox Image Lightbox](#) not only helps you display beautiful images, it makes sure everyone can access them on any device.

The plugin works with responsive design, WordPress galleries, WordPress captioned images, and takes zero configuration.

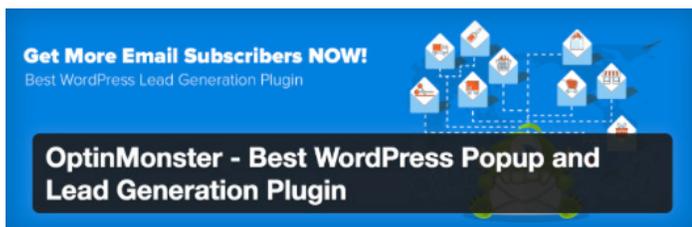
WP Product Review Lite



Want to start a review site? Consider using [WP Product Review Lite](#). It turns any basic blog into a full-featured review site. Easily add ratings, pros and cons, rich snippets, and user reviews. You can even interact with your audience and display their opinions about the product.

Though this is the lite version, you can now try the pro version for seven days for free to see if you want to make the switch to more advanced features.

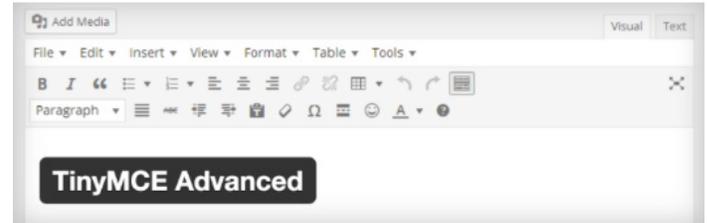
OptinMonster



A newsletter is a great way to share your content with more people, but getting subscribers is no easy task. [OptinMonster](#) helps you grow your subscriber list and reach even more people. Display easy to use forms right at the top of your page so every visitor has the chance to sign up.

You can even employ popups so anyone leaving your site is reminded about your awesome newsletter. The plugin is extremely customizable and you can choose to use as many features as you want.

TinyMCE Advanced



Edit the Visual Editor toolbox by adding, removing, and arranging buttons with [TinyMCE Advanced](#). With more than 15 plugins included for TinyMCE, in no time you'll be able to customize the editor to the exact tee. You can edit up to four rows of buttons including font sizes, background colors, tables, and more.

In no time you'll have the perfect custom editor that powers everything you need.

WP eCommerce



Turn any website into a powerful selling machine using [WP eCommerce](#). Use it to sell digital downloads, physical inventory, memberships, and more. Use the marketing tools to get the word out about your products.

The plugin comes with built in shipping tools so you can get products to your customers. Of course everything is extremely customizable with CSS and HTML.

MailChimp for WordPress



Creating a beautiful newsletter is a great way to expand the reach of your content. Use [MailChimp for WordPress](#) to boost your subscriber list. Easily connect with your MailChimp account, create opt-in forms, and access the many add-on plugins.

Customize everything including where you put the opt-in form and exactly what it looks like. You'll see the subscribers come in.

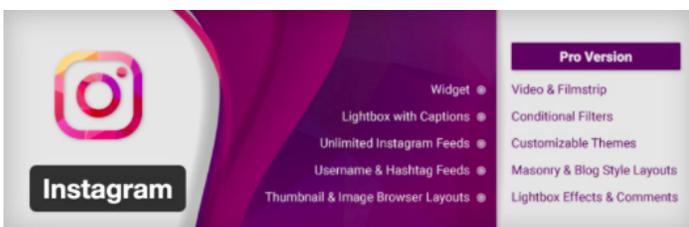
Testimonials Widget



There's no better way to prove the value of your product than with customer testimonials. Display them beautifully on your site with [Testimonials Widget](#). With this tool you can create a slideshow to display reviews.

You can filter the content by WordPress tags or categories. It's styled for easy theme-adaption so you can use slide images, text, or even videos. Let your customers work for you.

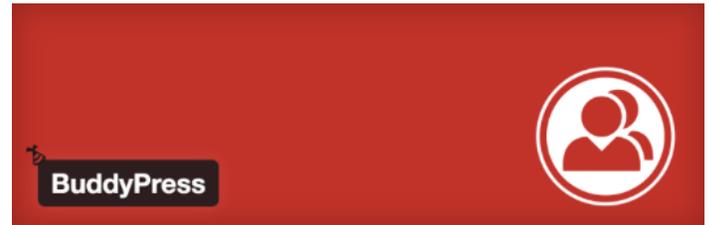
Instagram



Having social media profiles is important for building your brand, and integrating those profiles with your site is even more important. [Instagram](#) gives you an easy way to display your images for everyone. You can either have your images redirect or create a beautiful light box.

Sort your images by hashtag, date, comments, or have them randomly display throughout the day. Of course the plugin displays a link to your profile.

BuddyPress



Community is a huge part of WordPress and [BuddyPress](#) allows any site user to easily connect with site users everywhere. People can create profiles and send public or private messages. You can create and manage groups for users to interact in.

Create your very own social network right on your site with BuddyPress.



Let the madness begin!

Voting for *Torque's 2017 Plugin Madness* is now open. Modeled after the NCAA college basketball tournament March Madness, we use a bracket-based voting system to pit plugins against one another each week.

This year we asked you to **nominate your favorite plugins**, and today we're happy to kick things off with an impressive lineup of plugins. Head on over to pluginmadness.com to vote for your favorite plugins now.

[Vote for your favorite plugins here](#)

The voting schedule is as follows:

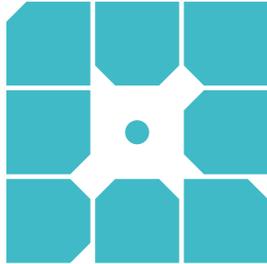
- March 7: The Enchanting 64 (Round 1)**
- March 14: The Thrilling 32 (Round 2)**
- March 21: The Supreme 16 (Round 3)**
- March 28: The Exceptional 8 (Round 4)**
- April 4: The Phenomenal 4 (Semi-finals)**
- April 11: Championship**
- April 18: Winner Announced!**

When you vote, remember to tell the world using **#pluginmadness** for a chance to win an awesome prize! And don't forget to check Torque weekly for competition updates!



About Torque

Torque is a news site featuring all things WordPress. We are dedicated to informing new and advanced WordPress professionals, users, and enthusiasts about the industry. Torque focuses primarily on WordPress News, Business, and Development, but also covers topics relating to open source and breakthrough technology. Torque made its debut in July 2013, at WordCamp San Francisco, and has since produced valuable content that reflects the evolution of WordPress, both as a platform and a community. Torque is a WP Engine publication, though maintains complete editorial independence. torquemag.io



About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in Limerick, Ireland, San Francisco, California, San Antonio, Texas, and London, England.

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