

# How to develop business opportunities thanks to Matomo? A feedback talk

By Ronan Chardonneau

Duration: 45 minutes

# About the speaker

- Ronan Chardonneau.
- Digital Marketing trainer about Matomo Analytics.
- Author of 5 books about digital analytics.
- Associate Professor in Digital Marketing at IAE Angers.
- Matomo Analytics certified professional.
- Official website: <https://ronan-chardonneau.fr> .
- Creator of the FLOSS Marketing School project: <https://floss-marketing-school.com>
- I worked for Matomo/Innocraft from July 2017 to July 2019.



# Purpose of this talk

- To give you some feedback about how to make a living from Matomo Analytics.
- This talk is mainly for agencies and freelancers.
- Business oriented talk.

# My business history

- 2010: first client signed for a training thanks to a landing page.
- 2011: I wrote a book about Piwik Analytics.
- From 2012 to 2014: I created two websites to attract leads I gave some conferences here and there, I have been involved into MeasureCamp. I started to have more leads regarding training.
- From 2015 to 2016: I joined an incubator and took the bet that one can get a living based on Matomo, mission accomplished in 3 months (including various missions from consulting to teaching).
- From 2017 to 2019: I joined the InnoCraft team.
- From 2019 to now: I doubled my revenues from 2015.

# Different services which can be offered with Matomo Analytics

- 1) Web hosting (what most agencies are providing).
- 2) Consulting (solving complex issues).
- 3) Training (sharing knowledge about how to use Matomo).
- 4) Translation (hardly ever the case).
- 5) Custom development (plugin).
- 6) Documentation.

# 1) Web hosting

- Pros:

- Bring constant revenues.
- Bring a lot of opportunities to sell other services.

- Cons:

- Scaling a Matomo is more complex than it seems. Every minute count.
- Mostly for agencies.
- Need to have system administrators on board all the time.

## 2) Consulting

- Pros:
  - Bring constant revenues.
  - Big contracts if you are a “good” sales person.
- Cons:
  - Can be super complex.
  - Sometimes hard to get your money back.

## 3) Training

- Pros:
  - Bring high revenues in a short period of time.
  - Easy to sell consulting afterwards.
- Cons:
  - One shot revenue.
  - If you lose your resource you have to start back from scratch.
  - It takes a lot of time to train a trainer.



## 4) Translation

- Pros:
  - Easy and valuable task.
- Cons:
  - Never succeeded in selling one.

## 5) Custom development

- Pros:
  - Unknown project.
- Cons:
  - It can take a while before the project to start so to get paid.

## 6) Writing documentation

- Pros:
  - It allows you to ask yourself the right questions.
  - Develop your marketing materials.
- Cons:
  - Not so many projects.
  - Licenses can be restrictive.

# Biggest mistakes I am seeing on the field

- You cannot know everything. You have to learn about subcontracting.
- Matomo is not Google Analytics.
- You have to understand the Free software philosophy.
- It is a long term return on investment.
- You cannot succeed if you don't love the software.

# How to promote your Matomo services?

- It is a mix of everything.
  - Write a book / Tutorials.
  - Have a website introducing your services.
  - Give talks/conferences.
  - Network.
  - Mention to it to your existing clients.
  - Involve yourself within Free software projects.

Any questions???