

Subscribe Onboarding Guide



How to impress new subscribers and make them stay



Subscribe

Acquisition isn't everything

Acquiring new subscribers is a challenge, no doubt about it. And the thing about being a subscription business is that you don't just have to acquire customers, you have to make them stay afterward.

Obviously, happy subscribers will stay for a long time, but how do you ensure that your subscribers are happy? Is it by giving them massive introductory discounts and bombarding them with content about how great your product is?

NO! You have to present your value offer to your new subscribers and make them feel welcome. You are engaging in a relationship with a customer and, like with any other relationship, first impressions last.

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"Do not imagine for a moment that you have a product that will sell itself."

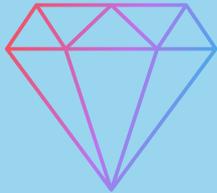
Morten Suhr Hansen
CEO & Founder of Subscribe

This is why there is a discipline called onboarding. Onboarding is one of the subscription disciplines that hasn't been described in excruciating detail. This whitepaper aims to introduce you to some of the best practices within onboarding and give you inspiration on how to impress your customers from the get-go.

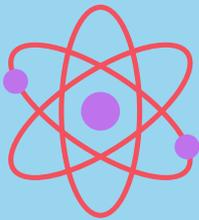


There are so many things you can do to onboard your customers and most of the time, it helps to be creative. But in order to get you started, here are some general tips for creating an engaging onboarding process.

The onboarding process



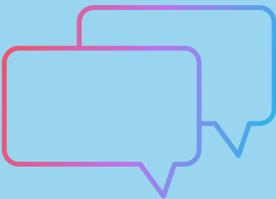
Deliver immediate value



Educate subscribers



Collect data



Start a conversation



Cross-sell & Upsell

Deliver Immediate Value



Spark curiosity

Make sure that new subscribers are able to take a tour of your platform or learn about your products. Show them something that they didn't see in your ad, so they know they can always come back for more. Videos, blogs, and Social Media work great for this process



Show them your hero

For sure, there is the main reason that someone subscribed to your service. It might be a certain product, a certain episode of a show or a problem you solve. Make sure that new subscribers access your hero product right away and make sure the experience is positive. First impressions last...



Offer something extra

People love surprises. Subscribers are the same. Offering something extra for a new subscriber is one of the most effective ways of creating gratification. It might be extra points for your shop, a digital asset, or something else. As long as it comes out of nowhere and makes your subscriber feel special!

Educate Subscribers



Explaining how to use your platform



Explaining hidden features on your platform



Offering a community with other subscribers



Making sure they subscribe to your newsletter



Setting up a kick-ass welcoming e-mail flow



Offering classes, guides & other content

Customer Success is mostly a term used in B2B subscriptions, meaning that you must ensure that the customer knows how to use your product and all of its features, in order for them to be successful with it.

So in your onboarding process, be sure to educate your subscriber in the value that your subscription offers. You can do this by:



"Subscribers will never love your product, if they don't understand its value"

Niels Vestergaard
Marketing Specialist, [Subscribe](#)

Collect Data

If you own a company in 2022, it should come as no surprise that working without data is the same as going to a shooting range blindfolded.

And as a subscription company, you have unique opportunities to use customer data to improve your product or service and ultimately, **create a better experience** for your subscribers.

This means that you need a plan to start collecting data. You can do this in countless ways, but you have to decide **where** and **how** you'd like to collect it.

Making sure that your subscribers feel safe, is priority number one. Transparency regarding data collection is extremely important or you risk making your subscribers dislike you and feel like you are using them. Be honest about why you're collecting data and only use it to improve the user experience!



Collect basic customer data



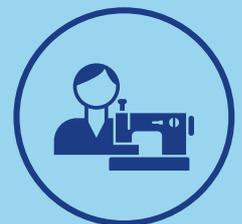
Monitor subscription behaviour



Identify and prevent churn risks



Tailor communication based on behaviour



Use data to improve your value offer



Start A Conversation

Once you have a setup for identifying behaviour and understanding your subscribers, make sure to use it for something constructive and deliver even more value for your members.

Creating tailored communication is time-consuming and it's not easy. But the value that you get from your members feeling special and feeling heard is incredible.

In the branding literature, this is called the Relational Paradigm and it's the right way to approach branding in the subscription industry.

Your subscription service should be subject to constant innovation. And asking your subscribers what they want or what they're missing is not only a great way to get inspiration, but it inspires your subscribers to take part in value creation.



Ask customers for feedback in a survey



Nominate the best ideas and share the news with subscribers



Tell the story of the subscriber and explain how you will improve



Present new features as a co-creation process



Cross-sell and upsell

Once you've got subscribers hooked and you've demonstrated that you are here to build a relationship with them, start considering how to offer your subscribers something extra, to increase the subscription revenue from each subscriber.

There are many ways to cross- and upsell with extra features, products, or partnerships. The reason why this step is so important is because it will eventually increase your ARPU (Average Revenue Per User) and consequently, your CLV (Customer Lifetime Value).

We're not telling you to bombard customers with e-mails offering a more expensive plan. You have to be careful to present new value in a motivating way, keeping focus on the value offer and nothing else.

In order for you to be inspired, we've collected some brilliant ways of upselling and cross-selling within the subscription movement.



Swapfiets takes a small monthly fee for a luggage carry on bikes

Audible gives you one credit a month to buy a title and keep it. This drives retention as well



Tinder has 3 premium tiers, all offering increasing amounts of value

The New York Times has a crossword subscription with more than 300,000 subscribers



Netflix demands an extra monthly fee for 4K streaming