



How Successful Merchants Launch Subscriptions

Crafting a successful subscription program doesn't happen overnight. Follow these prompts to figure out everything you need to make it work.

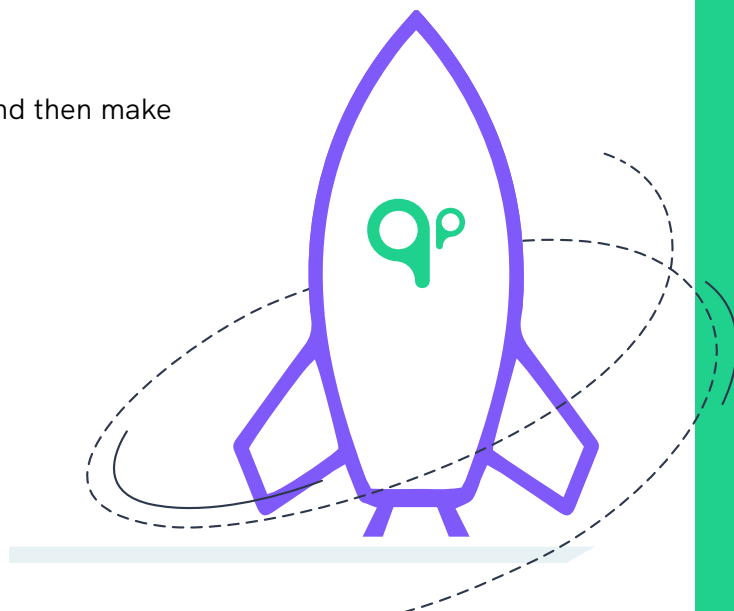
Pre Launch Steps

**What does your buying process look like for one-time purchases?
Is it any different for repeat orders?**

- Outline those steps in a process flow document
- Start with a conservative launch (like an MVP) and then make improvements over time

Naming conventions: what to call it?

- Autoship
- Subscribe and Save
- Loyalty program name



Install and Launch Steps

Discount at checkout versus a recurring discount

- Checkout discount - what they get for signing up now
- Recurring discount - what they get on each subs
- Start small (like 5% or 10%) and see how it goes
- Are you targeting already loyal customers, or trying to incentivize new people to try it?

Default Scheduling & Frequency options

- Every 1 month is the most common
- Review your existing order data: how often are people already buying
- What is the most common timeframe for consumption?
- You can prioritize your options with the most common occurrence; for example, if 2 weeks is the most popular, list that first

Are there any products you DO NOT want to put on repeat?

- Anything that can be put on repeat, should be available on Autoship

What shipping choices do you want to be available?

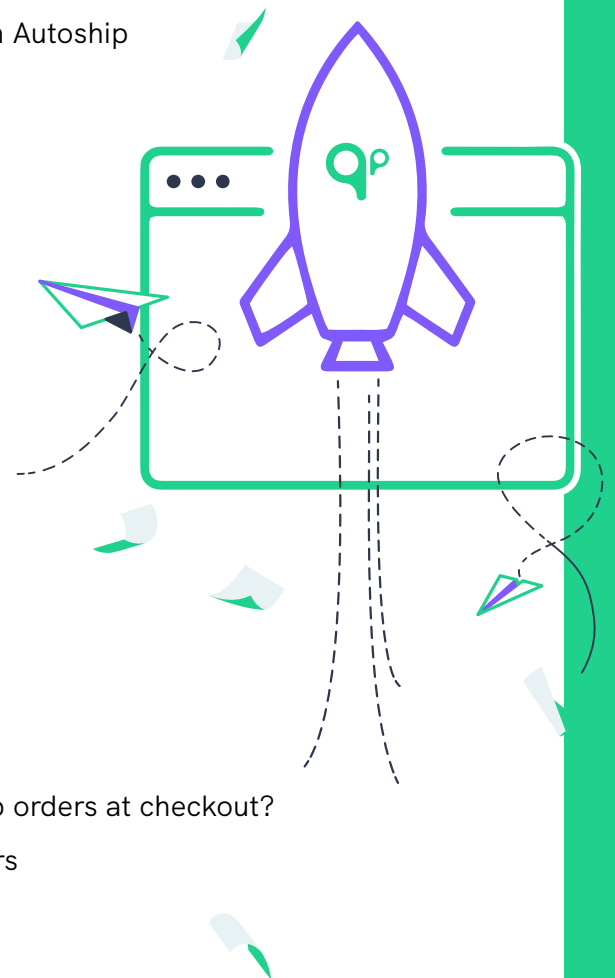
- Do you have any special shipping considerations?
- Do you offer any shipping rules on repeat purchases?
 - For example, free shipping on orders over \$75

What payment options do you want to make available?

- | | |
|--|--|
| <input type="checkbox"/> Braintree | <input type="checkbox"/> Square |
| <input type="checkbox"/> Stripe | <input type="checkbox"/> NMI |
| <input type="checkbox"/> PayPal Checkout | <input type="checkbox"/> Paya |
| <input type="checkbox"/> Authorize.Net CIM | <input type="checkbox"/> TrustCommerce |

Coupons

- Should regular WooCommerce coupons apply on Autoship orders at checkout?
- Utilizing autoship-specific coupons, like free shipping offers



Email notifications

- What do your existing emails look like, what are you notifying them about?
- When to send them
 - How many days in advance, and how many times (ex: 10 days out and 2 days out)
 - Be sure to remind customers how to change their order
- Do you need a 'changeable before date'? (Lock window notifications)
- Failed order
 - Payment failed
 - No payment method
 - No items (empty)
 - No items to ship (out of stock, items disabled)

Putting in place a method to capture reasons for churn

- Using surveys to find out why customers cancel
 - Automated email when cancelled - can be edited and a link to survey included
 - Trigger email using Zapier with a text or custom email

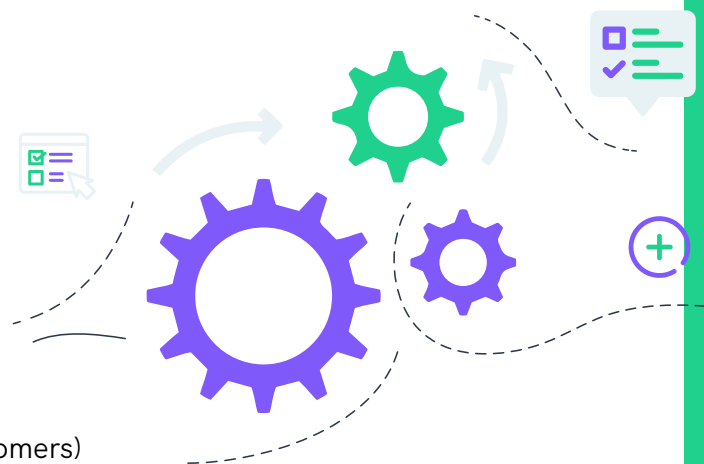
Post Launch Steps

Marketing to existing customers

- Email + Text invites to existing customers
 - Pick products + most popular frequencies
- Marketing into existing subs to boost AOV

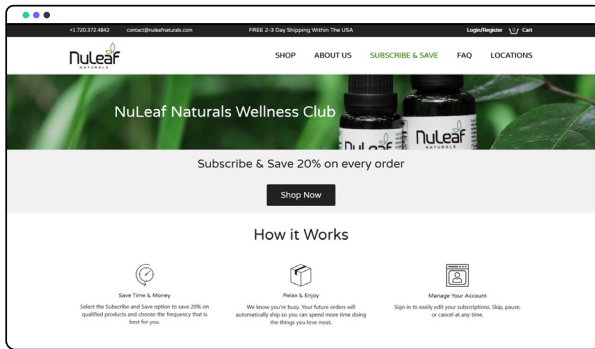
Marketing campaign around the launch

- Choosing who to market it to (segment your customers)
- Benefits (discount, frequency, etc.)
- How they can manage it (portal) - make a video showing how
- Link builder links

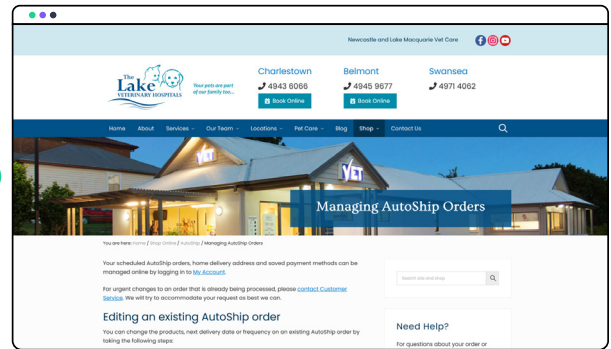


How to frame the offer - why customers should choose subscribe and save

Page on website outlining the program (see examples:





OR



Pick verbiage like 'autoship' or 'subscribe and save' or loyalty program name

Reporting

Autoship Reports: [Click here](#) 

Setting up Google Analytics to track subscription behavior: [Click here](#) 

Send custom notifications with Zapier. What to do when someone:

- Pauses
- Cancels
- Sending notices

Additional customization

- Changing the portal
- Changing the buying experience

Learn More about

How to Optimize Your Subscriptions Over Time Using Our Guide.

[Click here](#) 

