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Subscription Marketing

Anne H. Janzer

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Move over, lead generation and lead nurturing. Marketing for subscription-based businesses requires another skill set: customer value nurturing. Because in a business using subscriptions, you're just getting started when someone becomes a customer.

Subscription Marketing offers creative marketing strategies for nurturing subscription customers long after the initial sale, using marketing campaigns and programs to increase customer retention, reduce churn, and support customer advocacy.

The book describes marketing practices that nurture the ongoing solution value to the customer and:

- Help customers achieve value
- Demonstrate the value that customers are realizing
- Add value through content and community
- Add value to the customer relationship
- Align with customers' deeper values

Whether you're marketing cloud-based software, a membership program, a sharing-economy startup or a complex managed services offering, you'll find advice and ideas you can put into practice immediately.

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