



# Be Unleavable

## 50 Tactics to Improve Subscriber Retention Rates

### Onboarding and Initial Engagement

1. **Customized Welcome Emails:** Send personalized welcome emails to new subscribers highlighting key features and how to get started quickly.
2. **100-Day Onboarding Plan:** Develop a 100-day onboarding email sequence with tips, tutorials, and check-ins to guide new subscribers.
3. **Welcome Call or Video:** Schedule a welcome call or send a personalized video message to introduce new subscribers to the service.
4. **Onboarding Webinars:** Host weekly onboarding webinars to walk new subscribers through the platform and answer questions.
5. **Guided In-App Tours:** Implement guided in-app tours to help new subscribers navigate and understand key features.
6. **New Subscriber Surveys:** Send surveys to new subscribers to gather initial feedback and understand their expectations.
7. **Welcome Package:** Send a physical welcome package with branded merchandise and a handwritten note to new subscribers.

### Regular Engagement

8. **Newsletters:** Send daily, weekly or monthly newsletters with updates, tips, and curated content relevant to subscribers.
9. **Exclusive Webinars and Events:** Host monthly exclusive webinars or virtual events for subscribers to provide advanced tips and industry insights.
10. **Regular Check-In Calls:** Schedule periodic check-in calls or virtual meetings with subscribers to address any questions or concerns.
11. **Content Personalization:** Personalize content recommendations based on subscriber preferences and behavior.



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12. **Behavior-based Messaging:** Implement messaging to send real-time tips and feature updates based on user behavior.
13. **Subscriber-Only Content:** Create and distribute content that is exclusively available to subscribers, such as e-books, reports, or special articles.

## Value Communication

14. **Usage Reports:** Provide monthly usage reports to subscribers, showing how they are benefiting from the service and suggesting ways to utilize more features.
15. **Clear Value Communication:** Regularly communicate the value and benefits of the subscription through emails, notifications, and account dashboards.
16. **Feature Highlights:** Highlight underutilized features in communications to help subscribers get more value from their subscription.
17. **Success Stories:** Share subscriber success stories and case studies to illustrate the value and impact of the service.
18. **ROI Calculators:** Provide ROI calculators to help subscribers quantify the value they are getting from the service.

## Loyalty and Rewards

19. **Loyalty Points System:** Create a points-based loyalty system where subscribers earn points for activities such as logging in, completing profiles, and using specific features, redeemable for rewards.
20. **Surprise Discounts:** Send out surprise discount codes or promotional offers periodically to long-term subscribers.
21. **Beta Access to New Features:** Offer beta access to new features or products to loyal subscribers before general release.
22. **Anniversary Rewards:** Provide special rewards or discounts on subscription anniversaries.



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23. **Referral Program:** Create a referral program that rewards subscribers for bringing in new customers.

## Feedback and Improvement

24. **NPS Surveys:** Conduct Net Promoter Score (NPS) surveys quarterly to gauge subscriber satisfaction and identify areas for improvement.

25. **Feedback Loops:** Collect and act on subscriber feedback to address issues and improve the service.

26. **Exit Surveys:** Conduct exit surveys to understand why subscribers are leaving and address these reasons proactively.

27. **Usability Testing:** Regularly conduct usability testing with subscribers to identify and fix pain points.

28. **Suggestion Box:** Implement an online suggestion box where subscribers can submit ideas for improvements.

## Customer Support

29. **Dedicated Support Channels:** Offer dedicated customer support channels for subscribers, such as a direct phone line or priority email support.

30. **Comprehensive Help Center:** Develop an extensive online help center with FAQs, video tutorials, and detailed guides for troubleshooting common issues.

31. **Live Chat Support:** Implement live chat support for real-time assistance.

32. **Support Ticket Follow-Up:** Follow up on resolved support tickets to ensure the subscriber's issue is fully addressed.

## Community Building

33. **Member-Only Forums:** Set up online forums or social media groups exclusively for subscribers to encourage community building and peer support.



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34. **User-Generated Content Campaigns:** Encourage subscribers to create and share their own content (e.g., reviews, success stories) by featuring it on your website and social channels.
35. **Subscriber Meetups:** Organize local or virtual meetups for subscribers to network and share experiences.

## Pricing and Billing

36. **Transparent Billing Statements:** Ensure that billing statements are clear, detailed, and easily accessible within the user account.
37. **Flexible Subscription Plans:** Offer flexible subscription plans with various pricing and feature options to cater to different needs and budgets.
38. **Pre-Expiration Reminders:** Send automated reminders to subscribers before their subscription expires, with easy renewal options and potential early renewal discounts.
39. **Grace Period for Renewals:** Offer a grace period for subscribers who miss their renewal date, allowing them to renew without penalties.

## Re-Engagement

40. **Targeted Re-Engagement Campaigns:** Identify inactive subscribers and send targeted re-engagement emails with personalized content and special offers.
41. **Win-Back Campaigns:** Target lapsed subscribers with special offers and incentives to encourage them to re-subscribe.
42. **Trial Extensions:** Offer trial extensions for subscribers who are hesitant to commit fully.

## Education and Resources

43. **Educational Resources:** Offer tutorials, webinars, and guides to help subscribers get the most out of the service.



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- 44. **Feature Use Tutorials:** Create and distribute step-by-step video tutorials on how to use specific features of the service effectively.
- 45. **Knowledge Base Updates:** Regularly update the knowledge base with new information and resources based on subscriber feedback and common support queries.
- 46. **Industry Insights:** Provide industry insights and trends through reports, articles, or webinars to keep subscribers informed.

## Monitoring and Analytics

- 47. **Usage Analytics:** Monitor usage patterns to identify and assist at-risk subscribers who are not fully utilizing the service.
- 48. **Churn Analysis and Follow-Up:** Analyze reasons for churn through exit surveys and follow up with tailored win-back offers for canceled subscribers.
- 49. **A/B Testing:** Conduct A/B testing on different retention strategies to determine the most effective methods.
- 50. **Mapping the Subscriber Journey:** Conduct workshops to map the subscriber journey, identify pain points, and implement strategies to improve the overall subscriber experience.