

KEYS TO SUCCESSFUL SUBSCRIPTION MARKETING

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HOUSE OF KAIZEN

The New York Times

3 PHASES OF SUCCESSFUL SUBSCRIPTION MARKETING

The background of the slide features a collection of incandescent light bulbs on a light blue surface. One bulb in the center is illuminated, casting a warm glow, while the other bulbs around it are unlit and appear as soft, out-of-focus shapes.

Attract

Retain

Grow



audible

an **amazon** company

RETAIL IS TO SUBSCRIPTION AS A 5K IS TO A MARATHON

Retail Marketing

- > Can be impulse driven
- > Short Term KPIs
- > Customer valued on AOV
- > Low Cost Per Goals
- > Nice To Have Backend DB Talking To Front End

Subscription Marketing

- > Usually consideration driven
- > Long Term KPIs
- > Customer valued on LTV
- > High Cost Per Goals
- > Need To Have Backend DB Talking To Front End

SO WHAT WORKS?

- > Marketing armed with current LTV data and tasked with long term goals
- > Balance quantity vs. quality
- > Paid media done the “hard way” with a focus on the long tail
- > Conversion testing focused on acquisition, activation, upsell, and cancellation

A photograph of a man with grey hair, Peter Figueredo, smiling and holding a baby. The baby is wearing a pink jacket and a colorful striped hat. The background is a blurred outdoor setting with a building and a window.

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THANK YOU

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