

developing retention for subscription businesses.

Masters of Email Marketing 2023.



about me...

Today
Email
Marketing
Manager @
smol

Yesterday
CRM
Manager @
The Skills
Network

Email &
SMS
Marketing

Customer
journey
mapping

Marketing
automation

about smol.

“We don't need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly”



what is sustainable success?

Not focussing on short-term
payoff.

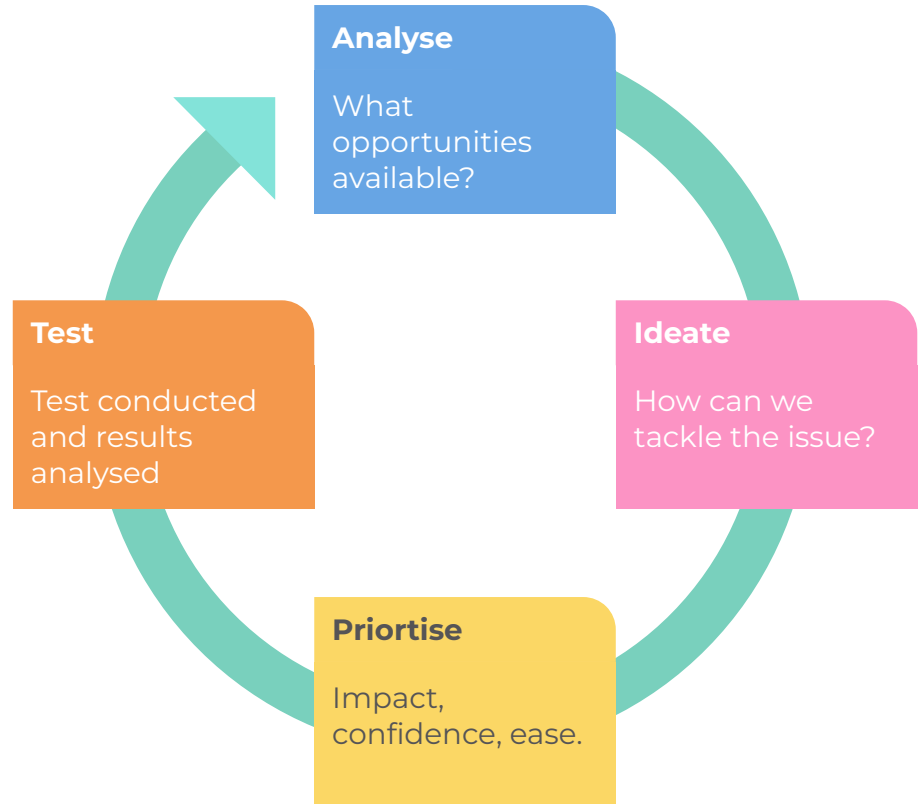
Instead, need long-term
strategy dedicated to loyalty/

Number crunching to make
smart decisions.

**why is
“subscription” is
relevant to this
presentation?**

growth marketing...

- Marketing optimisation to grow customer loyalty
- Focus on the entire funnel
- Lots of experiments and testing
- Data-oriented.



**data insights >
informed decisions.**

Why email works well with growth
methodology.

1. Identify patterns

2. Refine strategies

3. Form relationships

good experiments.

**have a
hypothesis**

**less bad,
more good**

**statistical
significance**

**enable
learning**

**test
everything**

short-term vs long-term goals.

Don't forget the ultimate
objective

Don't capitalise on cheap tricks

We want long-term growth

We want meaningful action

holdout testing.

Q:

How do we know if we're having a *meaningful* impact?

A:

Benchmark those who didn't vs did receive a campaign.

segmenting and personalisation.

increased
engagement

better
conversion
rates

improved
customer
relationships

increased ROI

DATA

**less pushy salesman,
more helpful assistant.**

segment | focus on customer |

benefits not features

focus on automation.

**saves time,
making
activity
scalable.**

**making your
activity more
relevant to the
reader**

To sum up...

To grow retention for a
subscription business...

Make data-driven decisions.

Keep it personal.

Be ready for change.
