



Mastering Diversified Subscription
Strategies: A Comprehensive 5-Day Training
Course



2 - 6 September 2024
Paris (France)



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Introduction:

Welcome to the "Diversified Subscription Strategy" training course. This course is designed to provide you with an in-depth understanding of the importance of diversification in subscription strategies. By the end of this course, you will have a clear understanding of how to create a diversified subscription strategy to help your business grow and succeed.

Course Objectives:

At the end of this course, participants will be able to:

- Understand the importance of diversification in subscription strategies
- Learn how to identify potential subscription models for your business
- Gain knowledge on how to develop and implement a diversified subscription strategy
- Understand the role of customer segmentation in creating a diversified subscription strategy
- Learn best practices for managing and measuring the success of a diversified subscription strategy

Targeted Audience:

This course is designed for professionals in marketing, sales, and business development who are looking to improve their subscription strategy and grow their business. It is also relevant for entrepreneurs and startup founders who are looking to create a sustainable business model.

Course Outline:

Unit 1: Introduction to Diversified Subscription Strategy

- What is a subscription model?
- The benefits of a subscription model compared to traditional business models
- Subscription trends in various industries
- Examples of successful diversified subscription strategies
- Understanding the risks of a non-diversified subscription strategy

Unit 2: Identifying Potential Subscription Models

- Different types of subscription models e.g. membership, pay-per-use, freemium
- Evaluating which subscription models fit your business model
- Understanding consumer behavior and how it relates to subscription models
- Pros and cons of each subscription model
- Examples of successful subscription models in various industries

Unit 3: Developing a Diversified Subscription Strategy

- Identifying the needs and preferences of your target audience
- Creating a value proposition for your subscription model
- Developing pricing strategies that appeal to different consumer segments

- Identifying additional revenue streams to complement your subscription offerings
- Assessing the scalability and sustainability of your subscription model

Unit 4: Implementing a Diversified Subscription Strategy

- Best practices for launching your subscription model
- Strategies for acquiring new subscribers
- Creating a retention strategy to retain subscribers
- Understanding the importance of customer experience in a subscription model
- Tools and technologies that can help you implement and manage your subscription model

Unit 5: Managing and Measuring the Success of a Diversified Subscription Strategy

- Key performance indicators to measure the success of your subscription model
- Analyzing subscriber data to improve your subscription strategy
- Addressing common challenges in subscription models e.g. churn, customer retention, pricing
- Adapting to changes in the market and consumer behavior
- Creating a long-term roadmap for your subscription model