

10 WAYS TO IMPROVE A WOOCOMMERCE SUBSCRIPTION SITE

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WHAT IS WOOCOMMERCE SUBSCRIPTIONS?

- Plugin developed by Prospress
- Sold on WooCommerce.com
- Adds recurring payments
- Manage subscriptions in WordPress dashboard



WHERE CAN I USE WOOCOMMERCE SUBSCRIPTIONS?

- Any site running WordPress and WooCommerce
- Usable with physical or virtual products
- Works with several payment gateways that offer tokenization

Did you hear the magic word?

RECURRING!



WHAT IS MAGIC ABOUT RECURRING?

- Forecast future revenue
- Easier to serve existing customers
- Ongoing relationship with customers builds loyalty
- Automatic rebilling is convenient for everyone

10 WAYS TO IMPROVE A WOOCOMMERCE SUBSCRIPTION SITE



01

ADD A
WORKFLOW FOR
CHOOSING
PRODUCTS



[Shop](#) [Subscriptions](#) [Wholesale](#) [Learn](#) [Sustainability](#) [About Us](#)



LOGIN



CART 0

New Arrival from Central Africa

This organic coffee comes to us from the Buchiro washing station found on the shores of beautiful Lake Kivu in the Democratic Republic of the Congo. Rich volcanic soils, local Bourbon varieties, and breathtaking elevations converge in this selection to bring vibrant flavors of clementine, black tea, and green grape.

LEARN MORE



Feedback

Featured Products

[Shop All](#) →

NEW ARRIVALS





[Shop](#) [Subscriptions](#) [Wholesale](#) [Learn](#) [Sustainability](#) [About Us](#)



LOGIN



CART 0

[HOME](#) / [SHOP COFFEE](#)

HEY

Check out our featured coffee—[Jabanto – Natural Sundried](#) from Kochere, Ethiopia!

Browse By Category



Coffee

[Africa](#)

[Americas](#)

[Decaf](#)

[Featured](#)

[Limited Release](#)

[Organic](#)

[Single Origin](#)

[Subscriptions](#)

[Gift Subscriptions](#)

[Year-Round](#)



Merchandise

Showing 1-16 of 27 results



NEW

Adenisa

[San Pedro La Laguna,
Guatemala](#)

\$18.25 | 12 oz bag

ADD TO CART



NEW

Aleme Wako – Natural Sundried

[Kochere, Ethiopia](#)

\$19.50 | 12 oz box

ADD TO CART



APOLLO

Apollo

\$15.75 | 12 oz bag

– or subscribe and get

10% off

ADD TO CART

Feedback



[Shop](#) [Subscriptions](#) [Wholesale](#) [Learn](#) [Sustainability](#) [About Us](#)



LOGIN



CART 0

Fresh-Roasted Coffee. On Repeat.

Never run out of coffee again. A coffee subscription is the easiest way to enjoy fresh, delicious coffee delivered to your door.

Feedback

[HOME](#) / [SUBSCRIPTIONS](#)



Easy

Choose a coffee,
quantity, and frequency



Fresh

All coffee is roasted to
order



Convenient

Update your
subscription as needed

ONGOING SUBSCRIPTION

GIFT SUBSCRIPTION

What coffee can we send you? (Don't worry you can add more!)



**SINGLE-ORIGIN
SUBSCRIPTION – ONE BAG**
*One single-origin coffee
(selections change every 4
weeks)*



**SINGLE-ORIGIN
SUBSCRIPTION – TWO BAGS**
*Two different single-origin
coffees (selections change
every 4 weeks)*



FAST FORWARD
Nutty, Sweet, Light



HOLOGRAM
Fruit, Milk Chocolate, Syrupy



BIG TROUBLE
Caramel, Nut, Chocolate



APOLLO
Citrus, Floral, Silky



SLOW MOTION (DECAF)
Molasses, Cocoa, Smooth



FORTY-SIX
*Dark Chocolate, Smoky, Full-
Bodied*

Feedback

How much coffee should we send you?



1 x 12 oz bag

Enough for roughly 2-3 cups (10 oz) of coffee each day for a week



2 x 12 oz bags

Enough for roughly 4-6 cups (10 oz) of coffee each day for a week

How much coffee should we send you?

☐

1 x 12 oz bag

Enough for roughly 2-3 cups (10 oz) of coffee each day for a week

~~\$15.00~~ | **\$13.50**

☐

2 x 12 oz bags

Enough for roughly 4-6 cups (10 oz) of coffee each day for a week

~~\$30.00~~ | **\$27.00**

☐

3 x 12 oz bags

Enough for roughly 7-9 cups (10 oz) of coffee each day for a week

~~\$45.00~~ | **\$40.50**

☐

4 x 12 oz bags

Enough for roughly 9-12 cups (10 oz) of coffee each day for a week

~~\$60.00~~ | **\$54.00**

How long should we send coffee?

☐

EVERY WEEK

☐

EVERY 2 WEEKS

☐

EVERY 3 WEEKS

☐

EVERY 4 WEEKS

Note: Subscriptions begin the next day after we receive an order. Whole bean coffee only. Gift subscriptions may not be modified, e.g. rescheduled, change selections, etc.

Feedback

How long should we send coffee?



☐ EVERY WEEK



☐ EVERY 2 WEEKS



☐ EVERY 3 WEEKS



☐ EVERY 4 WEEKS

Note: Subscriptions begin the next day after we receive an order. Whole bean coffee only. Gift subscriptions may not be modified, e.g. rescheduled, change selections, etc.

ADD TO CART

Feedback

NEED HELP? CALL US

Monday-Friday 8 a.m-4:30 p.m. (EST)

+1 888-238-5282

+1 919-361-5282

CONTACT US

SIGN UP FOR OUR NEWSLETTER

Enter your Email →

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How long




Your coffee has been added to the cart!

**ADD ANOTHER COFFEE
TO YOUR SUBSCRIPTION**

CONTINUE SHOPPING

CHECKOUT

Note: Subscriptions begin the next day after we receive an order. Whole bean coffee only. Gift subscriptions may not be modified, e.g. rescheduled, change selections, etc.

ADD TO CART 

Feedback

NEED HELP? CALL US

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Enter your Email →

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01

Guide customers in the decision
of choosing the subscription
that is right for them.

02

**OFFER DISCOUNTED
SUBSCRIPTIONS ON
SINGLE PURCHASE
PRODUCTS**

Take Care of Your Body.
It's the Only Place You Have
to Live.

ALUMINUM FREE
FREE SHIPPING & RETURNS

SHOP WOMEN

SHOP MEN



 Earn Free Deodorant

★★★★★ (7648 CUSTOMER REVIEWS)

NATIVE DEODORANT

CHOOSE YOUR SCENT:

CLASSIC



Unscented

Coconut &
VanillaLavender &
RoseCucumber
&
Mint

SEASONAL

Lilac &
White TeaLemon Zest
&
PomegranateOrange &
HoneysucklePumpkin
Spice Latte

SAMPLE PACKS SAVE 17%

Seasonal
Fall
PackWomen
Sample
PackTravel
Sample
PackCOCONUT &
VANILLA (MOST
POPULAR)Refreshingly
smooth, tropical
scent that is both
sweet and
sophisticatedFree Shipping and
Returns

Effective Protection



Aluminum Free

ADD TO CART

QTY 1

\$12.00 One Time
Purchase~~\$12.00~~
\$10.00 Subscribe &
Save 17%

ADD TO CART

QTY **1**



\$12.00
Purchase

One Time



~~\$12.00~~
\$10.00
Subscribe &
Save 17%

Subscribe &

WooCommerce Subscribe All The Things

codecov 8%

WooCommerce Subscribe All The Things is a mini-extension for [WooCommerce Subscriptions](#) that allows you to add subscription options to non-subscription product types, such as Simple and Variable products. The plugin has been tested with and can be used to add subscription options to [Product Bundles](#), [Composite Products](#) and [Mix and Match Products](#).



Beanie

\$20.00 – subscription plans available

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas!

Choose a subscription plan:

- ☒ None
- ☐ Every week
- ☐ Every month
- ☐ Every year

1

Add to cart

Category: [Accessories](#)

To incentivize customers to subscribe, you can even assign a different/discounted product price to each subscription option:



Beanie

\$20.00 – or subscribe and get up to 20% off

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas!

Choose a subscription plan:

- ☒ None
- ☐ ~~\$20.00~~ \$16.00 / week
- ☐ ~~\$20.00~~ \$18.00 / month
- ☐ ~~\$20.00~~ \$19.00 / year

1



Add to cart

Category: [Accessories](#)

02

For every single product purchase be sure to offer a subscription for the chance to get a recurring customer.

03

**MOVE
SUBSCRIPTIONS
DASHBOARD FRONT
AND CENTER**

My Shop

🔍 Search products...

[Home](#) [Cart](#) [Checkout](#) ▼ [My account](#) [Store Locator](#)

\$270.00 15 items



🏠 [Home](#) > [My account](#)

My account

🔍 Search ...

[Dashboard](#) 

Hello **daniel** (not daniel? [Log out](#))

[Orders](#) 

From your account dashboard you can view your [recent orders](#), manage your [shipping and billing addresses](#), and [edit your password and account details](#).

[Subscriptions](#) 

[Downloads](#) 

[Addresses](#) 

[Payment methods](#) 

[Account details](#) 

[Logout](#) 

Recent Posts

 [Hello world!](#)

Recent Comments

 [A WordPress Commenter](#) on [Hello world!](#)

Archives

 [May 2018](#)

[MY ACCOUNT](#)[HOW IT WORKS](#)[PAST BOXES](#)[JOIN](#)[GIFT](#)

Hello, Daniel!

[ACCOUNT INFO](#)[MANAGE SUBSCRIPTIONS](#)[BILLING](#)[ORDERS](#)[REFERRALS](#)

My Subscriptions

YUM BOX | ACTIVE BUT WILL NOT RENEW

TRACK LAST BOX: [92748902041555543401616771](#)

DETAILS

Subscription #	2016291
Start Date:	Jun 19 2018
End Date:	Nov 1 2018
Next Payment Date:	Never

SHIPPING ADDRESS

Daniel Espinoza

PAYMENT METHOD

. . . . 9137

YUM YUM BOX | ACTIVE

TRACK LAST BOX: [92748902041555543401509202](#)

[UPGRADE TO ANNUAL](#)[SWITCH SIZE](#)[CANCEL](#)

DETAILS

Subscription #	2355049
Start Date:	Sep 19 2018
End Date:	When cancelled
Next Payment Date:	Nov 1 2018

SHIPPING ADDRESS

Daniel Espinoza

[EDIT](#)

PAYMENT METHOD

. . . . 9137

[EDIT](#)

03

Organize the My
Account area around
subscriptions to better
serve your recurring
customers.

04

**ADD PRODUCTS TO
EXISTING
SUBSCRIPTIONS**

TOOLBOX FOR WOOCOMMERCE SUBSCRIPTIONS

Give your customers more control over their WooCommerce Subscriptions!

Toolbox for WooCommerce Subscriptions gives customers the ability to manage their subscriptions and will reduce cancellations and customer service requests.

With this plugin subscribers have access to several new actions in the My Account area:

- Skip Next Shipment
- Ship Now
- Change Next Payment Date
- Change Frequency
- Edit Existing Subscription
- Add Products to Existing Subscription
- Edit Product Quantities in Existing Subscriptions

These additional features added to subscriptions are a must-have for every store with recurring orders. Each new function can be enabled or disabled by the store administrator.

PLUGIN FEATURES

Subscriptions

PLUGIN DETAILS

☒ 1 site – \$49.00

☐ 2-5 sites – \$89.00

☐ 6-20 sites – \$199.00

ADD TO CART

1 Year License and Support

14-day money back guarantee

Version: 1.4.9

Last update: September 18, 2018

Released: October 4, 2017

Requires WooCommerce 3.0+

WC Subscriptions 2.1+

 [View the changelog](#)

 [Have a question?](#)

 [Need support?](#)

 [View documentation](#)



Ship Your Idea

\$20.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

color

Black



Clear

1

Add to cart

Add to existing subscription?please note that the renewal schedule will be the original subscription's

#341 - every month - next: October 4, 2017



Add to existing subscription

SKU: N/A

Categories: Clothing, T-shirts

04

Encourage customers to
increase the money they
are paying you!

05


LET CUSTOMERS
EDIT THEIR OWN
SUBSCRIPTIONS



[Shop](#) [Subscriptions](#) [Wholesale](#) [Learn](#) [Sustainability](#) [About Us](#)



 [MY ACCOUNT](#)

 [CART 0](#)

[HOME](#) / [MY ACCOUNT](#)

[ACCOUNT DASHBOARD](#)

[ACCOUNT INFORMATION](#)

[MY ORDERS](#)

[MY SUBSCRIPTIONS](#)

[CREDIT CARD INFO](#)

[ADDRESS BOOK](#)

[ARCHIVED ORDER HISTORY](#)

[SIGN OUT](#)

CALL

+1 888-238-5282

+1 919-361-5282

SKIP NEXT SCHEDULED SHIPMENT

SHIP NOW AND KEEP SCHEDULE

SHIP NOW AND RECALCULATE FROM TODAY

CHANGE PAYMENT

STATUS ACTIVE

START DATE 10-19-2018

LAST PAYMENT DATE 10-19-2018

NEXT PAYMENT DATE 11-16-2018

CHANGE FREQUENCY **EVERY 4TH WEEK**

SAVE

CHANGE NEXT SHIPPING DATE **2018-11-16**

SAVE

Feedback

Update Quantity

Update Quantity

PRODUCT	TOTAL	
SINGLE-ORIGIN SUBSCRIPTION – ONE BAG × 1	\$16.43 EVERY 4 WEEKS	UPDATE

CANCEL SUBSCRIPTION

Customer details

EMAIL	HELLO@TEST.COM
TEL	2105551234

Billing Address

First name *	Last name *
<input type="text" value="Daniel"/>	<input type="text" value="Espinoza"/>
Company name	
<input type="text"/>	
Country *	
<input type="text" value="United States (US)"/>	
Street address *	

Shipping Address

First name *	Last name *
<input type="text" value="Daniel"/>	<input type="text" value="Espinoza"/>
Company name	
<input type="text"/>	
Country *	
<input type="text" value="United States (US)"/>	
Street address *	

05

Help customers help
themselves.

06

**LET CUSTOMERS
ORDER WITH
ONE CLICK**

Subscription #341

> [Dashboard](#)

> [Orders](#)

> [Subscriptions](#)

> [Downloads](#)

> [Addresses](#)

> [Payment methods](#)

> [Account details](#)

> [Logout](#)

Status Active

Start Date 11 mins ago

Last Order Date 2 mins ago

Next Payment Date In 24 hours

Actions

Cancel

Change Address

Change Payment

Skip next payment

Ship now, keep schedule

Ship now, reschedule from today

Edit details

Change Next Shipping Date

2017-10-04

Go

06

Re-order without
going through checkout

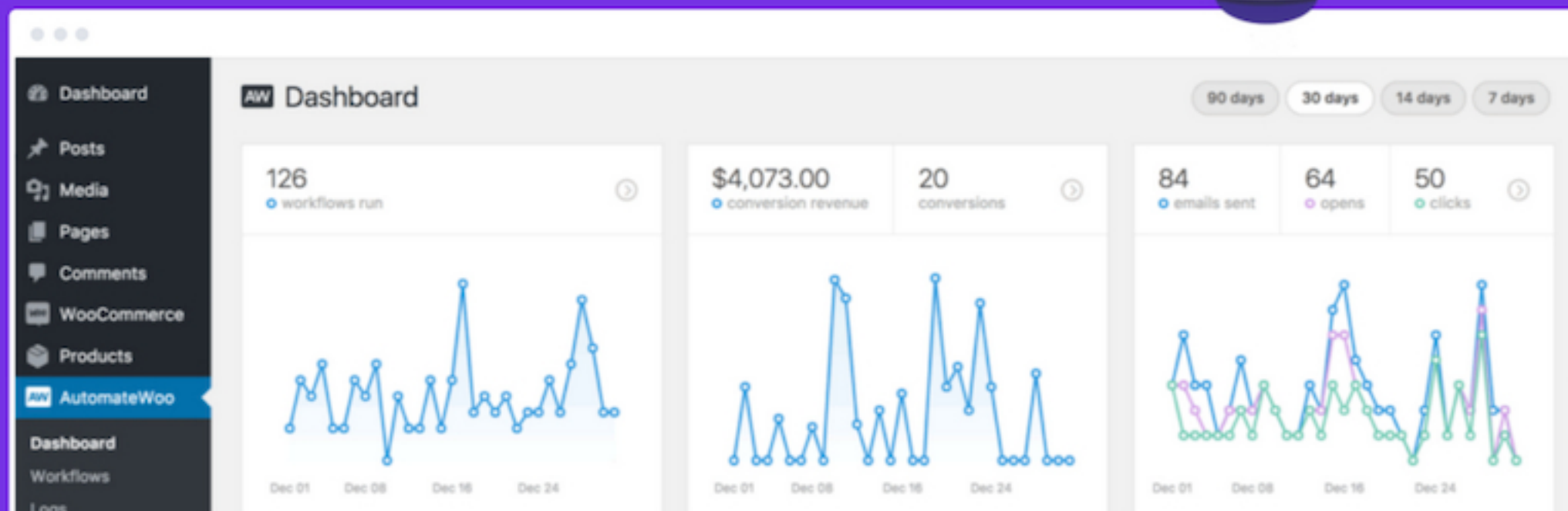


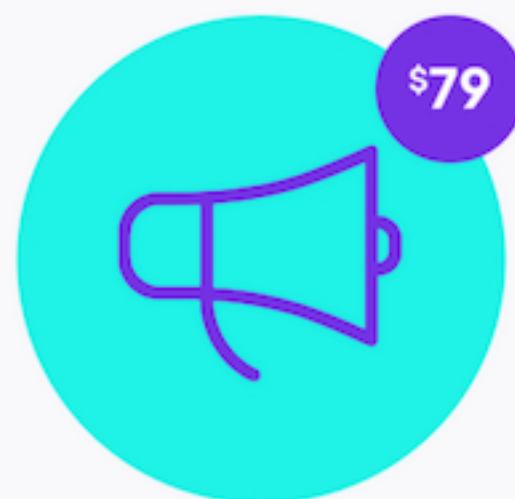
07

LET CUSTOMERS
BRING YOU
MORE
CUSTOMERS

Powerful marketing automation for your WooCommerce store.

Convert and retain customers with automated marketing that does the hard work for you. AutomateWoo has the tools you need to grow your store and make more money.

[Get started](#)



Refer A Friend

ADD-ON

Boost your organic sales by adding a customer referral program to your WooCommerce store.

License options

Single site license (\$79)



Customized Campaigns

Adding a Refer A Friend program to your WooCommerce store is a great way to increase your word-of-mouth sales and numerous studies show that people trust recommendations from people they know.

Thank you!

We're so glad you've joined us! We can't wait to get this adventure started for you. If you've given Universal Yums as a gift (or you just want a cool card), please visit [this link](#) for a printable gift card.




Have more friends join the fun of Universal Yums!

Refer a friend today, and you'll both receive \$5!

\$5 credit will be applied to your next renewal payment.



 Share via Facebook

 Share via Twitter

OR SHARE VIA E-MAIL

Friend's e-mail

SHARE

SHARING LINK: <http://universalyums7.staging.wpengine.com?uy=v6th4biezf>

 COPY LINK

07

Who doesn't love a good
referral?

08

ADD CUSTOM SCHEDULES

My Shop40New

Howdy, daniel

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Orders

Coupons

Subscriptions

Fee Manager

Reports

Settings

Status

Extensions

Products

Appearance

Plugins

Users

Tools

Settings

Collapse menu

GeneralProductsShippingPaymentsAccounts & PrivacyEmailsAdvancedNoticesSubscriptionsSubscriptions Schedule

Schedule Subscription Renewal

Renewal Dates

Schedule name *

Box Schedule

Add box renewal dates.

Select Date

Add

× March 1

× April 1

× May 26

× July 5

Schedule name *

Membership Schedule

Add box renewal dates.

Select Date

Add


× February 2


× March 2

× June 2

+

Save changes

Product data — Simple subscription  | Virtual: ☒ Downloadable: ☐ 


 General



 Inventory

 Linked Products

 Attributes

 Advanced

Subscription price (\$) 12 every  day  

Expire after Never expire  

Sign-up fee (\$) e.g. 9.90 

Free trial 0 days  

Box Schedule Membership Schedule  

Sale price (\$) every day [Schedule](#)

Product short description 

08

Custom Schedules
add flexibility

09

REMINDE
CUSTOMERS OF
UPCOMING
CHARGES

SHIPS TODAY



Starter Set
Total Orange
Gel

\$13.00

SUBTOTAL

\$13.00

SHIPPING

Free

DISCOUNT

-\$5.00

TAX

\$0.00

Today's Total

\$8.00

PLACE ORDER

SHIPS & CHARGES NOV 5



8 Blades
8 Pack
Every 3 months

\$15.00



We'll send a reminder email before each shipment so you have enough time to modify or cancel your plan.

Coupon Code

[All Extensions](#) / [Marketing](#) / [Email](#) / [Follow-Ups](#)

Follow-Ups

Developed by WooCommerce

Keep customers, students and prospects engaged with less work and manual effort

Do you always remember to send a personalized email to follow up with customers? Do you know who your best customers are and continuously nurture them towards an additional purchase or ensure happiness with their last one? Do you want to know when a student is falling behind or has not yet taken a quiz? Do you add new content and communicate this to your audience? Do you segment your mailing lists based on interest?

If you answered **no** to any of the above questions, Follow-Ups **will** change your business for the better. The Direct Marketing Association reports that email marketing ROI is \$43 for every dollar spent, making it the most effective marketing channel for driving sales.

Customer	Bought	Subscribed	Status	# of Orders	Last Order Date	Lifetime Value
Scott Goldblum (9142)	Yes	Yes	Sent: 22 Opens: 16 Clicks: 9	4	October 5, 2015	\$258.48

Subscription options

A subscription entitles you to **1 year of updates and support** from the date of purchase.

If you're unhappy with your purchase, no worries – we offer a 30-day money-back guarantee.



SINGLE SITE

\$99.00



5 SITES

\$149.00



25 SITES

\$249.00

BUY NOW

ADD TO CART

[OR UPGRADE AN EXISTING SUBSCRIPTION](#)

Engage

Automated emails for **Woo** COMMERCE

Send targeted, customised emails to customers as soon as they meet certain rules, like when they haven't ordered in 6 months or when their subscription is about to be renewed.

It takes just a moment to set up but can bring you additional revenue and happier customers for years to come. **Seriously.**

[START FOR FREE](#) 

Automation: Send Coupon to VIP Customers

When customers meet the following rules:

- Total Spent > **\$200**
- Order Count > **2**
- Billing Country = **Australia**

Send an email:

- **Subject** - Thank you for your loyalty **{first_name}**
- **Message** - Hi **{full_name}** ! Thank you for your continued support. We'd like to offer you \$20 off your next order. Just use the code **{discount}** when checking out.
- **Discount** - \$20 coupon (unique, automatically generated)

Powerful segmenting

Engage allows you use Metorik's **infinite segmenting system** when configuring rules for automations.

This enables you to create **highly-targeted automations**, with access to data like customer purchase history, order dates, subscription data, coupons used, how they find your store, and

"Metorik makes it wildly easy to access and manipulate our store's eCommerce data. Not only is it fast and a huge time saver, we used Metorik to create several new customer segments and send targeted email promotions. It paid for itself several times over in the first week."



09

Don't go sneaking up on
people.

10

**ADD A
CANCELLATION
WORKFLOW**



Subscription #279

[Dashboard](#)[Orders](#)[Subscriptions](#)[Downloads](#)[Addresses](#)[Payment
methods](#)[Account details](#)[Logout](#)

Status	Active
Start Date	October 11, 2018
Last Order Date	October 11, 2018
Next Payment Date	March 1, 2019
Actions	Cancel Change Payment

Subscription Totals

Product	Total
---------	-------

Recent Posts

[Hello world!](#)

Recent Comments

[A WordPress Commenter](#) on [Hello world!](#)

Archives

[May 2018](#)

Your Details

EMAIL

me@harrys.co

>

PASSWORD

>

Your Shave Plan

Daniel Espinoza

Next Box Ships Nov 5th

>

[Cancel Plan](#)

Shipping Addresses

Daniel Espinoza

11111 Oakwood Street


11111 Houston, TX 77047

>

[Your Shave Plan](#)

[Add Address](#)

Payment Methods

 *9002 05/19

>

[Add Card](#)



Cancel Your Plan

At Harry's, we're committed to helping you. Let us know what's wrong:

I need more time to evaluate the products.

☐

I don't shave often enough for a Shave Plan

☐

My subscription is too expensive.

☐

I still have a stash of another brand's blades

☐

I am not happy with the products.

☐

I don't want shave gel in my next shipment

☐

I planned on canceling after my free trial.

☐

I'm receiving too many products / I'm stockpiling

☐

10

Don't go away mad,
Just stay until you want
to re-subscribe.



WOOSESH

THANK YOU!

DANIEL ESPINOZA

growdevelopment.com/woosesh