

The Subscription Marketing Manifesto

We recognize that relationships are the most important competitive differentiator our business can have.

We're building something for the long haul. Whenever we're tempted to pursue short-term gains at the expense of subscribers, we resist.

Instead of focusing only on how quickly we can grow, we look at whether we're attracting the right subscribers—the ones who get the most value from the business.

We try to add value to every interaction with subscribers—even mundane communications like shipping notices or welcome emails.

We make it easy for subscribers to leave if and when they need to. We don't hide the Unsubscribe button and we are quick to honor requests to unsubscribe.

We *listen* to our subscribers. Although we cannot act on all of their feedback, we acknowledge and thank them for their input.

We spend as much time thinking about how to best serve existing customers as we do thinking about getting new ones.

From Subscription Marketing: Strategies for Nurturing Customers in a World of Churn by Anne Janzer.