

Subscription Site

on WordPress.com

What is a Subscription Site?



A subscription website is a site that collects a recurring payment from customers in exchange for recurring product replenishment or on-going service.

Statistics

In 2011, subscription brands made an estimated \$57,000,000. In 2016, that revenue jumped to \$2.6 billion – a 4,461% increase.

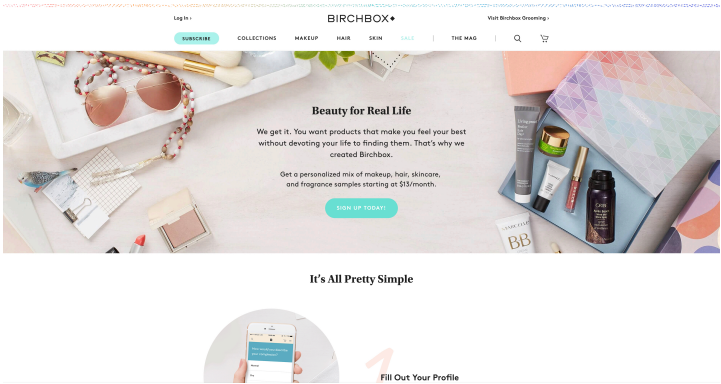
- The subscription e-commerce market has grown by more than 100% percent a year over the past five years, with the largest retailers generating more than \$2.6B in sales in 2016, up from \$57.0M in 2011.

SOURCE: MCKINSEY & COMPANY, THINKING INSIDE THE SUBSCRIPTION BOX: NEW RESEARCH ON E-COMMERCE CONSUMERS. FEBRUARY 2018.

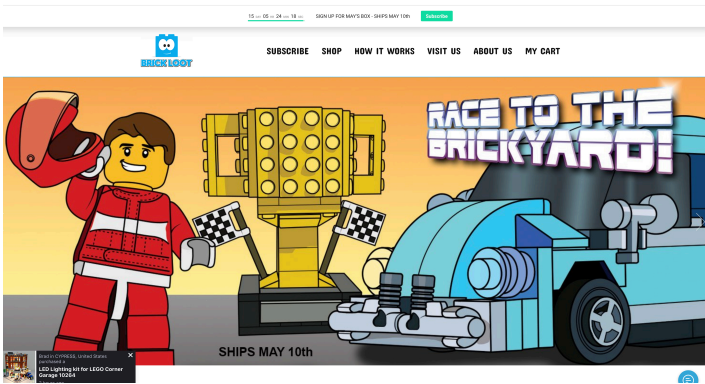
3 Types of Subscription eCommerce

1. **Replenishment**
Replenish the same or similar items
2. **Curation**
Receive a curated collection of a variety of items.
3. **Access**
Earn membership access to exclusive items or services.

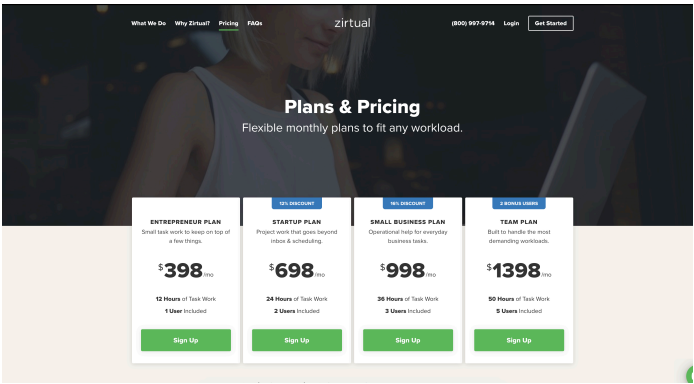
Sample Subscription eCommerce Sites



Birchbox.com



brickloot.com



zirtual.com

How to Build a Subscription site on WordPress.com?

- WordPress.com account with a Business or eCommerce Plan
- WooCommerce plugin
- WooCommerce Subscription Plugin Extension
- Contents/Products to sell

Plan the Products/Services to Offer

- What to sell?
- Who to sell?
- How to sell?
- Why to sell?
- When to sell?

Create a WordPress.com site with a Business or eCommerce plan

STEP 1

WordPress.com Business or eCommerce Plan

- WordPress.com account with a Business or eCommerce Plan
 - WooCommerce plugin
 - WooCommerce Subscription Plugin Extension
 - Contents/Products to sell
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Install and Set-Up WooCommerce Plugin

STEP 2

Install Subscription Plugin Extension

STEP 3

Alternative Subscription Plugins

Set-up WooCommerce for Subscription

STEP 4

Create Subscription Products

STEP 5