

Announcing a Price Increase with Grandfathering

Subject: Important Update Regarding Your [Your SaaS] Subscription

Body: Dear [Customer Name],

We're writing to inform you about upcoming changes to our pricing plans for [Your SaaS], effective [date].

As [Your SaaS] has grown and evolved, we've continued to invest in providing you with the best possible experience. We've added new features, enhanced performance, and expanded our support offerings to help you achieve even greater success.

To continue delivering this level of value and innovation, we'll be adjusting our pricing plans. However, as a valued customer, we want to thank you for your loyalty by offering you a special opportunity:

Grandfathering: You'll be "grandfathered" into your current plan and pricing for [duration, e.g., 1 year] as long as you remain on that plan. This means you'll continue to enjoy the same features and benefits at your current price, even after the new pricing takes effect for new customers.

[Optional: Briefly outline the new pricing plans and highlight the benefits of upgrading.]

We understand that price changes can be sensitive, and we appreciate your understanding and continued support.

If you have any questions or would like to discuss your options, please don't hesitate to contact our support team at [support email address or phone number].

Sincerely,

The [Your SaaS] Team

Announcing a Price Increase with a Discount Offer

Subject: [Your SaaS] Pricing Update & Exclusive Discount Offer

Body: Dear [Customer Name],

We're writing to inform you about upcoming changes to our pricing plans for [Your SaaS], effective [date].

[Clearly explain the reason for the price change, e.g., increased costs, new features, market adjustments.]

We understand that price increases can be challenging, and we want to make this transition as smooth as possible for you. That's why we're offering you an exclusive discount:

Exclusive Discount: As a valued customer, you can lock in your current price for [duration, e.g., 6 months] by upgrading to our [new plan or higher tier] before [date]. This allows you to enjoy enhanced features and benefits while saving on your subscription.

[Optional: Briefly outline the new pricing plans and highlight the benefits of upgrading.]

We appreciate your understanding and continued support.

If you have any questions or would like to discuss your options, please don't hesitate to contact our support team at [support email address or phone number].

Sincerely,

The [Your SaaS] Team

Announcing a Price Increase with FAQs

Subject: Important Information About Your [Your SaaS] Subscription

Body: Dear [Customer Name],

We're writing to inform you about upcoming changes to our pricing plans for [Your SaaS].

[Clearly and concisely explain the reason for the price change.]

New Pricing Plans:

[Outline the new pricing plans and highlight any new features or benefits.]

Frequently Asked Questions:

- Why are you increasing your prices? [Provide a clear and transparent explanation.]
- When will the new pricing take effect? [Clearly state the effective date.]
- What happens to my current plan? [Explain any options for existing customers, e.g., grandfathering, discounts.]
- How will this affect my subscription? [Explain the impact on their specific plan and billing.]

We understand that you may have questions, and we encourage you to visit our dedicated FAQ page for more information: [link to FAQ page]

You can also contact our support team at [support email address or phone number] if you have any further questions or concerns.

Sincerely,

The [Your SaaS] Team