Discount Strategy Planning Worksheet

Company Name:

Date:

1. Define Your Objectives

- What are your primary goals for using discounts? (e.g., increase trial sign-ups, reduce churn, boost annual subscriptions, promote a new feature)
    - Goal 1:
        - Target Metric:
        - Target Number:
        - Time frame:
    - Goal 2:
        - Target Metric:
        - Target Number:
        - Time frame:
    - Goal 3:
        - Target Metric:
        - Target Number:
        - Time frame:

- Analyze your current performance:
    - What are your current conversion rates?

    - What is your current customer churn rate?

    - What is your average customer lifetime value (CLTV)?

    - Where are you falling short of your goals?

- Consider market conditions:
  - Is the market competitive?

  - Are there any emerging trends or opportunities?

  - Are you launching a new product or feature?

- Review your financial goals:
  - Does your revenue model rely on quick acquisition or long-term value?

  - What are your customer acquisition costs (CAC)?

  - What are your profitability targets?

2. Identify Your Ideal Customer Profile

- Who are your target customers?
  - Job titles:
  - Company size:
  - Industry:
  - Location:
- What are their pain points?

- What are their needs and preferences?

- What is their budget and pricing sensitivity?

- What is their typical purchase behavior? (e.g., monthly vs. annual subscriptions)

3. Choose the Right Discount Types

- Based on your objectives and customer profile, which discount types are most suitable?
  - Acquisition: Free trials, first month/year discounts
  - Retention: Loyalty discounts, pre-paid annual plans
  - CARPUS Increase: Volume discounts, upsell discounts
  - Promotional: Limited-time offers, coupons
- Explain your reasoning for each chosen discount type:

- Visualize your discount selection process:

4. Structure Your Discounts

- For each chosen discount type, define the following parameters:
  - Discount Name:

  - Discount Type: (e.g., percentage, dollar value, free trial)

  - Discount Value: (e.g., 10%, $50, 1 month free)

  - Duration: (e.g., ongoing, limited-time, seasonal)

  - Frequency: (e.g., one-time, monthly, quarterly)

  - Eligibility: (e.g., new customers, specific plan subscribers)

  - Stacking: (Can it be combined with other offers?)

  - Code Mechanics: (If using coupons, are they unique, reusable, tied to specific actions?)

- Example Discount Offer Description: (Clearly and concisely describe the offer, including all relevant details)

5. Implementation and Monitoring

- How will you implement your discount strategy? (e.g., code, use PayPro Global's features)

- What key metrics will you track to measure success? (e.g., conversion rates, CAC, CLTV, churn rate)

- How will you monitor and analyze your results? (e.g., using analytics tools, payment processor's reporting)

- What steps will you take to troubleshoot potential challenges? (e.g., discount code abuse, brand devaluation)