



THE BUSINESS GUILD



I'm going to let you in on a secret. One reason subscription model businesses do so well is because most people don't pay attention to auto-renewal notices.

All those fantastic tools, apps, and platforms that make our work easier come with a price, and if you're not paying attention, you may end up paying a lot of money for services you no longer need.

In honor of marketing month, this week's topic is a reminder to look at the service providers you use for things like email marketing campaigns, customer relationship management, graphic design, video creation, and royalty free images.

It's common for platforms to increase prices, add new products, and alter the terms of service.

For example, maybe the platform you use for email marketing had a 20% price increase, but also bumped up the number of emails you can send each month and added landing page design and hosting. On the surface, 20% is a steep rate hike, but if you send a lot of email campaigns and the new cost is cheaper than upgrading to a different plan on a new host and paying for separate landing page hosting, you could save some money.

On the other hand, if you never use landing pages and the new pricing includes far more emails than you send, it's probably not worth paying the increased price.

The key here is to read service provider updates and stay informed.

Marketing services represent a highly competitive industry. They are constantly adjusting pricing and improving their offering; **that is why it is so important that you review your contracts before they renew.**

Things to look for:

- When do the contracts renew?
- Has the price increased?
- Does the service still work for you?
- Should you shop around for a new service?
- Can you use one provider for multiple services?

As the market gets tighter, companies are adding more and more services to their offering.

One example is platforms for designing social media graphics or videos. To stay competitive, they often add related products like premium fonts, icon packs, royalty free images, music, and video clips.

Unless you have a special need that requires a specific platform, paying attention to a provider's new offering can save you a lot of money.

The last thing to look for is whether the provider has changed how to cancel or change the contract.

- Can you move to a lower tier without incurring additional costs?
- Are you able to 'cancel at any time' or 'within 30-days' without penalty?
- Have they changed what you have to do to cancel your contract?

How awful would it be to discover your contract for a service you rarely use auto-renewed with a big price increase?

What if they also changed from a one-click/cancel at any time policy to 'you must send written notice 30-days before the contract renews'?

In that situation, you might assume your credit card company will reverse the charges for you, but don't count on it.

Maybe, if you complain the first time the new charge appears on your statement, but if the service provider can show they sent you several notices about the price change and it took you six months after the renewal to realize you were paying more, you could be stuck.

That's more of a worse case scenario, but it does happen.

More often than not, reviewing your service agreements is an opportunity to discover a redundant service and save some money.

But it all starts by taking the time to sit down and review your current marketing service providers to see if they are still the right fit for your needs and budget.

That's all I've got for this week.

As always, if you would like to chat, you can reach me at pat@thebizguild.com or schedule a coffee meeting through [Calendly](#).

Have a great week everyone!

Pat Hammond

Co-Founder, The Business Guild

Have you seen the spring issue of Flackery?

Make it Happen with the latest issue of Flackery magazine!

Does it feel like you struggle to get things done? Maybe you wish you had an extra hour or two each day?

The spring issue of Flackery has the

Stop the Insanity! Step Away from Technology & Transform Your Life

P. 10



Spring 2023
Issue #17

tips, tricks, & strategies you're looking for to **make things happen** and still have time for a little fun.

Get your copy now!

Drop In for Office Hours!

Did you know Lisa & Pat are available to help with general (or specific) business questions? We're in our virtual offices every other Tuesday and Thursday to help you with your thorny business challenges. 😊

Office Hours



with
Pat Hammond

**Thursday, March 23rd 3:00
PM - 4:00 PM ET**

Pat's a generalist with a strong background in networking, writing, web development, graphic design, small business marketing, and strategic planning.

Office Hours



with
Lisa J. Jackson

**Tuesday, March 28th 9:00
AM - 10:00 AM ET**

Lisa's specialties are networking, writing, editing, and LinkedIn, but she's owned a few businesses and can lend her own observations and experiences with most small business questions.

This is a member-only benefit, please visit the [office hours page on the guild website](#) for details.

Join us for Networking!

In Person Events

Join Pat for coffee -- In Person!

Tuesday, April 4th, 10:00 AM - 11:00 AM at Unity Cafe in Manchester, NH

Tired of Zoom? Craving human contact? Mark your calendar, The Business Guild is bringing live, in-person networking back to Manchester!

Join Pat at Unity Cafe in Manchester for networking with small business owners in the greater Manchester area.

Just like our Nashua coffee meetup, we'll have introductions, an educational talk, and time to pair off for quick one-to-ones!

RSVP Today!

Join us for coffee!



Manchester - Area Small Business Owners' Coffee Networking

Join us for coffee!



Nashua - Area Business Owners' Meet and Greet

Join Lisa for coffee -- In Person!

Thurs. April 20th, 10:00 AM - 11:00 AM at JajaBelle's in Nashua, NH

Join Lisa for coffee/tea/smoothie and fresh-made tasty treats at JajaBelle's! Space is limited, so if you RSVP please be serious about attending!

We'll have introductions, an educational talk, and time to pair off for quick one-to-ones! Have I

mentioned the delicious pastries? The cafe is easy to find on the corner of Main and Factory streets in Nashua. There is on-street parking, as well as a public garage just behind the cafe.

RSVP Today!

Did you miss a newsletter?

Select "newsletter" from the category dropdown on The Business Guild's [blog page](#) to see a complete list of newsletter articles.

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The Business Guild

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