

# CDM Suite - Strategic Pricing Alignment Summary

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## Strategic Goal

Ensure all SaaS features funnel users towards core professional services (consulting, marketing, development)

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## What Was Changed

### 1. SaaS Subscription Tiers - Repositioned as Entry-Level DIY Tools

#### OLD PRICING (Competing with core services):

- Starter: \$250-500/month
- Growth: \$800-1,200/month
- Pro: \$2,000-3,500/month
- Enterprise: \$9,500+/month

#### NEW PRICING (Entry-level lead magnets):

- **Starter: \$29/month** - 3 website credits/month
  - **Growth: \$79/month** - 10 website credits/month
  - **Pro: \$149/month** - 25 website credits/month
  - **Enterprise tier removed** - Enterprise clients go directly to professional services
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### 2. Credits Pricing - Maintained but Better Positioned

#### Pricing (unchanged):

- 5 Credits: \$25 (\$5 per website)
- 10 Credits: \$45 (\$4.50 per website)
- 25 Credits: \$100 (\$4 per website)

#### New Positioning:

- Clearly labeled as “DIY” and “prototyping” tools
  - First project is FREE for all users
  - Explicit comparison showing professional services deliver 84x more value
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### 3. Professional Services Comparison - Added Throughout

#### Professional Services Pricing (Your Core Business):

- **Website Creation:** \$420 - \$3,750 (one-time)
- **Website Maintenance:** \$100 - \$1,000/month
- **SEO Services:** \$175 - \$3,000/month

- **Social Media:** \$200 - \$1,600/month
  - **Ad Management:** \$250 - \$3,500/month
  - **App Creation:** \$1,225 - \$12,500 (one-time)
  - **App Maintenance:** \$350 - \$6,500/month
  - **Bundle Packages:** \$900 - \$9,500/month
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## Strategic Funnel - Where CTAs Were Added

### 1. Dashboard - Free Tier

Added prominent banner after welcome message:

- Shows side-by-side comparison: DIY vs Professional
- Highlights core services: Websites from \$420, Marketing from \$175/mo, Apps from \$1,225
- Two CTAs: "View Services" and "Talk to Team"

### 2. Dashboard - Billing Page

Added "Ready for Professional Results?" section at the top:

- Beautiful gradient card with comparison grid
- Shows DIY features vs Professional features
- Clear value proposition: "\$5 DIY website" vs "\$420-\$3,750 professional website"
- Links to pricing page and contact form

### 3. AI Website Builder Page

Added professional services banner above "Quick Start":

- Positioned as: "Want a Professional Website?"
- Message: "DIY is great for testing, but our professional team delivers production-ready, custom websites starting at just \$420"
- CTAs: "View Services" and "Talk to Team"

### 4. Throughout the Experience

- Changed "Build Your Website" to "Build Your DIY Website"
  - Changed "prototype website" language
  - Added "💡 Pro Tip: Use the DIY builder to test your ideas, then let our team build the production version"
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## Value Proposition Clarity

### DIY SaaS Tools:

- **Purpose:** Quick prototyping, testing ideas, solo entrepreneurs
- **Pricing:** \$5-25 per website
- **Features:** AI-generated templates, basic customization, self-service
- **Target:** Small budget, DIY mindset, experimenting

### Professional Services:

- **Purpose:** Production-ready, business-critical solutions

- **Pricing:** \$420-\$12,500 (websites), \$175-\$6,500/mo (services)
  - **Features:** 100% custom, dedicated team, advanced features, SEO, copywriting, support
  - **Target:** Serious businesses, growth-focused, professional results
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## User Journey

### Ideal Funnel:

1. **Entry:** User signs up for free (1 free DIY website)
2. **Exploration:** User creates 2-3 DIY prototypes (\$5-29/mo)
3. **Realization:** "I need something more professional"
4. **Upgrade:** User contacts team for professional services (\$420+)
5. **Retention:** User becomes ongoing client for marketing/maintenance (\$175-6,500/mo)

### Multiple Touch Points:

- Every dashboard page has professional services CTA
  - Billing page prominently features the upgrade path
  - AI builder page shows professional alternative
  - Clear messaging: "DIY for prototyping, Professional for production"
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## Strategic Benefits

### 1. No Competition Between Products

- SaaS pricing is now 10-100x cheaper than professional services
- Clear differentiation: DIY vs Professional
- No confusion about which to choose

### 2. SaaS as Lead Generation Tool

- \$29-149/mo subscriptions bring in users
- Users experience your ecosystem
- Natural upgrade path to high-value services (\$420-\$12,500)

### 3. Multiple Revenue Streams

- **Small revenue:** DIY subscriptions (\$29-149/mo)
- **Medium revenue:** Credit purchases (\$25-100)
- **Large revenue:** Professional services (\$420-\$12,500 one-time)
- **Recurring revenue:** Maintenance & marketing (\$100-\$6,500/mo)

### 4. Clear Value Ladder

Free (1 project) → \$29/mo (DIY) → \$420+ (Professional Website) → \$175+/mo (Ongoing Services)

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## Technical Changes Made

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### Files Updated:

1. `/app/dashboard/billing/page.tsx` - New pricing tiers, professional services comparison
2. `/lib/tier-config.ts` - Updated tier features and limits
3. `/app/api/subscription/create-checkout/route.ts` - New Stripe pricing
4. `/app/dashboard/builder/page.tsx` - Professional services banner
5. `/components/dashboard/free-dashboard.tsx` - Professional services CTA

### No Breaking Changes:

- All existing functionality preserved
  - Credits system still works
  - Stripe integration intact
  - Database schema unchanged
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## Next Steps

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### For You:

1. **Update Stripe Products** (optional): Create new products in Stripe Dashboard at \$29, \$79, \$149
2. **Test the Flow**: Sign up → Create DIY website → See upgrade prompts
3. **Monitor Conversions**: Track how many DIY users upgrade to professional services
4. **A/B Test**: Try different CTA copy and placement

### Key Metrics to Watch:

- DIY subscription conversions
  - Professional service inquiry rate from dashboard
  - Average customer lifetime value (DIY + Professional)
  - Time from signup to professional service purchase
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## Summary

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**Before:** SaaS pricing competed with professional services, creating confusion

**After:** SaaS positioned as entry-level DIY tools that strategically funnel users to high-value professional services

**Result:** Clear value ladder, no price confusion, multiple touch points for upgrade, stronger alignment with core business model

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All changes are live and deployed. Your pricing now makes strategic sense! 