



# UTILITY PRICING MODEL IMPLEMENTATION

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## Overview

Successfully transitioned from high-ticket tripwire offers to an accessible **\$100/month utility-style pricing model** across all free tools. This strategic pivot dramatically lowers the barrier to entry while maintaining strong value propositions.

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## 🎯 Business Strategy Shift

### Previous Model (High-Ticket)

- **Audit Tool:** \$47 → \$297 → Free consultation
- **SEO Checker:** \$697 package
- **Email Tester:** \$797/month
- **Budget Calculator:** \$5,000 setup fee (waived)
- **Conversion Analyzer:** \$997 first month

### New Model (Utility-Style)

- **ALL Services:** \$100/month base pricing
  - **No Setup Fees:** Eliminated all barriers
  - **No Contracts:** Cancel anytime flexibility
  - **Quick Launch:** “Launched in less than 7 days” promise
  - **Flexible Options:** Done-For-You OR Self-Service
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## Service Pricing Breakdown

### 1. Website Performance Fix (\$100/month)

**Available via: Website Auditor Tool**

#### Includes:

- Fix ALL critical issues from audit
- Performance optimization (speed, mobile, SEO)
- Guaranteed 20+ point score improvement
- Launched in less than 7 days
- Cancel anytime (no long-term contract)
- Monthly performance monitoring

#### Service Options:

- **Done-For-You:** We handle everything
- **Self-Service:** Access platform + tutorials

#### Add-on Growth Bundle (Optional):

- SEO Optimization: +\$100/month

- Content Creation: +\$100/month
  - Email Marketing: +\$100/month
  -  **Bundle Bonus:** 2+ services get 50% off first month
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## 2. SEO Service (\$100/month)

**Available via:** SEO Checker Tool

**Includes:**

- Complete on-page SEO optimization
- Keyword research & implementation
- Content optimization for key pages
- Monthly ranking reports & updates
- Technical SEO fixes
- Ongoing monthly optimization

**Service Options:**

-  **Done-For-You:** We handle everything
  -  **Self-Service:** Access platform + tutorials
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## 3. Email Marketing (\$100/month)

**Available via:** Email Subject Line Tester

**Includes:**

- High-converting email sequences (welcome, nurture, re-engagement)
- Subject line optimization & A/B testing
- List segmentation & personalization
- 4 campaigns per month + automation setup
- Monthly analytics & performance reports
- Template design & copywriting

**Service Options:**

-  **Done-For-You:** We write, design & send everything
  -  **Self-Service:** Access templates + automation platform
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## 4. Marketing Management (\$100/month per channel)

**Available via:** Budget Calculator Tool

**Mix & Match Channels:**

-  \$100/mo: Social Media Management (12 posts + analytics)
-  \$100/mo: Ad Campaign Management (Meta, Google, TikTok)
-  \$100/mo: Content Marketing (4 blogs + SEO optimization)
-  \$100/mo: Email Marketing (campaigns + automation)

**Bundle Discount:**

- Add 3+ channels → Get 20% off total price

**Service Options:**

- **Done-For-You:** We manage everything
  - **Self-Service:** Access tools + training
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**5. Conversion Rate Optimization (\$100/month)****Available via: Conversion Analyzer Tool****Includes:**

- Landing page optimization (1 page per month)
- A/B testing setup & analysis (2 tests/month)
- User behavior tracking & heatmaps
- Conversion funnel analysis & recommendations
- Monthly optimization reports with insights
- Continuous improvements based on data

**Service Options:**

- **Done-For-You:** We optimize everything
  - **Self-Service:** Access CRO platform + training
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 **Design Philosophy****Visual Consistency Across All Tools:**

1. **Price Display:** Large, bold \$100/month with clear messaging
2. **Speed Badge:** “⚡ Launched in less than 7 days” (prominent yellow badge)
3. **No Barriers:** “Cancel anytime. No setup fees.” (below price)
4. **Service Choice:** Clear Done-For-You vs Self-Service comparison
5. **Green CTAs:** Consistent button styling across all tools

**Color Coding by Service:**

- **Website Fix:** Green (#10B981)
  - **SEO:** Green (#10B981)
  - **Email Marketing:** Purple (#8B5CF6)
  - **Marketing Management:** Orange (#F59E0B)
  - **CRO:** Blue (#6366F1)
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 **Technical Implementation****Components Updated:**

1. /components/auditor/tripwire-funnel.tsx
  - Completely redesigned with new pricing
  - Add-on services at \$100 each
  - Bundle discount logic (50% off for 2+ services)
  - Self-service vs Done-For-You selection

## 2. /lib/tool-email-templates.ts

- Updated ALL email templates:

- generateSEOCheckerEmail()
- generateEmailTesterEmail()
- generateBudgetCalculatorEmail()
- generateConversionAnalyzerEmail()

## Key Features:

- **Stripe Integration:** Ready for recurring \$100/month payments
  - **CRM Tracking:** All selections tracked with lead data
  - **Email Automation:** Results + offer emails sent automatically
  - **Phone Optional:** Phone number no longer required
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## Expected Impact

### Conversion Rate Improvements:

- **Lower Barrier:** \$100/mo vs \$697-\$997 upfront (7-10x more accessible)
- **No Commitment:** Cancel anytime reduces purchase anxiety
- **Quick Turnaround:** “Less than 7 days” creates urgency
- **Service Options:** Done-For-You + Self-Service caters to all budgets

### Revenue Model:

- **Recurring Revenue:** Monthly subscriptions vs one-time sales
- **Upsell Opportunities:** Add-on services at \$100 each
- **Bundle Discounts:** Encourage multi-service adoption
- **Lower Churn:** Affordable pricing = longer customer lifetime

### Positioning:

- **“Utility Company Approach”:** Like electricity/water - essential, affordable, reliable
  - **Competitive Advantage:** Dramatically undercuts agency pricing
  - **Accessibility:** Small businesses can now afford professional services
  - **Scalability:** Self-service option allows unlimited customer growth
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## Funnel Flow

### User Journey:

1. **Use Free Tool** → Get personalized analysis
2. **Receive Email** → Results + \$100/month offer
3. **Choose Service Style** → Done-For-You OR Self-Service
4. **Optional Add-ons** → Additional services at \$100 each
5. **Stripe Payment** → Recurring monthly subscription
6. **Quick Launch** → Service live in <7 days

## Tripwire Sequence:

1. **Main Offer:** Core service at \$100/month
  2. **Upsell:** Add-on services (50% off for bundles)
  3. **Confirmation:** Welcome email + onboarding
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## Next Steps for Deployment

### Stripe Integration Requirements:

1. Set up recurring subscription products in Stripe
2. Create \$100/month subscription plans for each service
3. Add bundle discount logic (multi-service subscriptions)
4. Implement webhook for successful payments
5. Auto-provision access based on subscription tier

### Service Fulfillment Options:

#### Done-For-You Path:

- Customer pays \$100/month
- CDM Suite team receives project details
- Service delivered within 7 days
- Ongoing monthly service/optimization

#### Self-Service Path:

- Customer pays \$100/month
- Immediate access to platform/tools
- Training materials & tutorials provided
- Monthly credits/features unlocked

### Dashboard Integration:

- Display active subscriptions
  - Show service options (DFY vs Self-Service)
  - Track service delivery status
  - Monthly performance reports
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## Marketing Messaging

### Key Phrases (Used Throughout):

- “**Utility-Style Pricing**” - Like your phone or internet bill
- “**\$100/month**” - Simple, accessible, no surprises
- “**Launched in less than 7 days**” - Speed & urgency
- “**Cancel anytime**” - Zero commitment anxiety
- “**No setup fees**” - No hidden costs
- “**Done-For-You OR Self-Service**” - Flexibility
- “**Choose Your Style**” - Empowers customer choice

## Social Proof Integration:

- Real customer testimonials in emails
  - Before/after results
  - ROI-focused messaging
  - “Join 500+ businesses” social proof
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## Status: COMPLETE

All pricing updated across:

- Website Auditor tripwire funnel
  - SEO Checker email template
  - Email Tester email template
  - Budget Calculator email template
  - Conversion Analyzer email template
  - All CTAs point to contact form with service tracking
  - Build successful - ready for deployment
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## Summary

Successfully transitioned from aggressive high-ticket funnels to a sustainable, accessible **utility-style pricing model**. The new \$100/month approach:

1. **Dramatically increases accessibility** for small businesses
2. **Creates recurring revenue** vs one-time sales
3. **Reduces purchase friction** with flexible cancellation
4. **Offers service flexibility** (Done-For-You vs Self-Service)
5. **Maintains strong value** with comprehensive service offerings
6. **Enables easy upsells** through add-on services
7. **Positions CDM Suite** as the affordable agency alternative

The “launched in less than 7 days” promise creates urgency while the “cancel anytime” removes risk. This combination should significantly improve conversion rates while building a stable recurring revenue base.

**Ready for deployment with Stripe integration and service fulfillment workflows.**