

# new business guide: seamless subscription box delivery

## navigating the subscription box fulfilment process

**Navigating the best fulfilment process for your business has to start with WHY you are doing it in the first place.**

When you have your thoughts signed up, it is much easier to see how that subscription service will look and feel to both you and your customers.

For example, are you starting a subscription service to enhance customer loyalty, or are you looking to expand your market? Are you aiming for predictable income, as customers sign up for recurring payments or to showcase your brand and products creatively?

Everyone loves the excitement of receiving a parcel in the post! How do you get yours out there efficiently to give your customers that seamless subscription box fulfilment thrill?



# expand

# subscription box fulfilment explained

Subscription box fulfilment services in the UK involve several key steps.

## Step 1

First, your business curates and customises the contents of the subscription box. With decisions such as; will you have subscription plans and segmented customer preferences? Or is it one size fits all?

### Some eyeewatering stats:

“ More than a quarter of Brits (29%) are signed up to a subscription box delivery service, an estimated 15.4 million. ”

**Wow! This is a growth market.**

## Step 2

Then, the products are picked, packed, and prepared for shipping. Proper inventory management systems are crucial for tracking stock levels and ensuring availability.

Once packed and shipping labels are attached, the boxes are dispatched to a distribution centre or directly to customers.

Throughout this process, quality control checks are essential to maintain the standard of products received by the customer.

## Step 3

The big questions for every business owner...

- #1 Is this time-consuming, especially when I want to focus on growing core business activities?
- #2 Does our technology have the capacity and accuracy to keep up with growth and to be super-efficient?
- #3 Are we streamlined enough to handle shipping logistics, and provide real-time tracking for customers?
- #4 Will our management of delivery and communications with subscribers be effective enough to address concerns from customers promptly? Tightly managing and continuously optimising the fulfilment process is vital for a successful subscription box service.

Weighty questions indeed.



# streamlined

# engaging

## 5 great ways to increase your subscription box client base.

Have you reviewed your marketing plan to assess how it will look when you incorporate a Subscription Box Fulfilment Service and how you will look to continuously grow your list? Here are ways we have seen our subscription box clients grow their marketing:



### #1 Targeted Digital Marketing

Utilise digital advertising, social media, and search engine optimisation (SEO) to reach potential customers interested in your niche, driving targeted traffic to your wider subscription box service on your website.

### #2 Partnerships and Collaborations

Collaborate with influencers, bloggers, or complementary businesses to tap into their audience, leveraging their credibility to introduce your subscription box service to a wider customer base (and find ways you can also help promote their business too).

### #3 Engaging Content Marketing

Create valuable and engaging content, such as blogs, videos, or podcasts, to promote your wider subscription box offering. This content not only attracts organic traffic but also demonstrates you understand their interests and establishes your brand as an authority in your industry.

### #4 Referral and Affiliate Programmes

Encourage satisfied customers to refer friends and family by offering incentives or discounts. Implement affiliate programs that reward partners for promoting your subscription box service, expanding your reach through word-of-mouth.

### #5 Participate in Events and Exhibitions

Attend industry-specific events, trade shows, or exhibitions where you can showcase your subscription box offerings. Direct interactions with potential customers can create a lasting impression and drive subscriptions. Don't forget to connect with them and/or encourage them to follow you over social, invite them to receive mailings (of offers and new products/offerings) from your business so that they don't forget your brand after the event.

# how can a logistics management provider help with your subscription box fulfilment?

Fortunately for you, we here at **diamondlogistics** don't mind a Subscription Fulfilment Service. We have deliverers delight!

**Hello Day** (<https://www.hello-day.com/>)

“ It has meant that we can concentrate on the most critical parts of our business, safe in the knowledge that our fulfilment is in good hands. This part of the business can't be undervalued as it is an important part of the customer journey chain. ”

So just how can **diamondlogistics** help you with your subscription box fulfilment? Some fulfilment companies don't really understand the logistical demands of subscription box fulfilment, which can lead to a customer experience disaster.

A fulfilment partner needs to coordinate incoming goods from different suppliers, pick multiple items, ensure they are all included and oversee different subscription requirements.

No easy task! And a time-consuming process for business owners!

**Takk** (<http://www.takk.co.uk/>)

“ When we first met with **diamondlogistics**, we already knew that they were the right partner for us. They are a company that believes in the power of teamwork and collaboration, and we wanted to work with them because their team is just as excited about our products as we are. Once we had decided to join forces, it was easy for us to integrate their system into our website and provide our customers with a UK-wide logistics solution. ”



# teamwork

The issue for subscription box retailers is that if a fulfilment partner fails in this task, you will lose customers, reputation and revenue. Quickly.

This is why a subscription box retailer needs to work with a fulfilment service provider that knows the market well.



## here's how **diamond rises to deliver a first-rate fulfilment process.**

### Technology

We have invested in our own fulfilment and logistics platform, **despatchlab**, which is geared towards complex fulfilment functions that subscription boxes require like being able to respond quickly to external factors such as moving carriers if the usual carrier is having delivery challenges that will impact your delivery.

### Specialist Centre

Our dedicated and specialist subscription box centre in Bournemouth is run by experts in subscription logistics and fulfilment. Picked and packed by trained staff. Deliverer's Delight...

**SmarterNaturally** (<https://smarternaturally.com/>)

“By working with **diamond**, we can focus on the selling, marketing and customer service aspects of our business, and not have to worry about the logistics of getting our product to our customers.”

### Competitive cost

Our specialist centre allows us to keep prices competitive and we work with a number of different carriers to secure the best delivery rates depending on the size of the parcel, timescales and delivery address for your customer.

### Building Personal Relationships

We are a client-focused company that works closely with all of our subscription box entrepreneurs. We want you to feel as excited about your fulfilment service as your customers are to receive the Subscription Box in the post!

# specialist

The personal relationships we build mean that we can respond to any issues you may be facing, as you face them. We will help you to work around any problems proactively so that picking, packing, and despatching still happen on time.

## Growth

“ With the Subscription Box market set to grow annually by 23%, it's expected to surpass £1.8 billion by 2025. ”

With this fast growth rate, what is likely to become tricky for subscription box retailers is staying competitive and consistently meeting their customer's high expectations.

People choose these packages for their convenience, timely delivery and personal touches, something that is not always easy to achieve on a large scale.

This is why subscription box retailers need an effective fulfilment partner, with expertise in subscription logistics, alongside them, as they grow.

We hope that helps, but if it gives you more questions - get in touch! We love to spend time discussing your needs further and answering any of your concerns, it gives us both the opportunity to get to know your logistical challenges better.

**Seamless subscriptions bring smoother smiles. That's our promise!**



# effective