

Converting freemium users to paid users

Freemium plans are an increasingly popular acquisition tactic. In fact, according to OpenView, almost half (47%) of businesses offer a free trial to acquire new customers.

But, at the end of the day, those freemium users need to convert into paid users to really work for you. Here are some templates to give freemium users the nudge they need to part with their cash.

Note: these emails are targeted towards freemium users who already see the value in your freemium product and whom you can see are actively using it.

Email template #1

Using your check-in email to upsell.

Hey **[first name]**,

So, you've been trialing out our **[insert product name]** for a few days now...first things first, how're you finding it?

Let us know >

If you already can't imagine a world without us, perhaps it's time to start thinking about the future - AKA what you could accomplish with a fully-fledged plan.

Check out your options and choose a plan to suit you **here**.

Thanks,

[insert name]

Email template #2

Using a time-sensitive offer.

Hey [first name],

From now until [insert date] we're offering all our freemium users [insert discount] off our [insert package] plans.

If you're with us for the long haul, there literally couldn't be a better time to commit.

Choose your plan >

Thanks,

[insert name]

Email template #3

Using pop-ups through your dashboard – i.e. for features that are only available for paid users.

Hey [first name],

Oops, this feature's only available for paid users.

Choose your plan and start using it today.

Thanks,

[insert name]
