

Trial End Date Idea Guide

Welcome back! In today's idea we'll be covering why it's important to not only send out reminders that someone's trial or offer is coming to a close, but why it's also important to humanize these notifications.

Chances are that if you run a software or subscription based company, your service comes with some sort of trial period. This isn't an uncommon practice, but how effective is your trial at converting your triers into buyers?

A study conducted by Billguard.com shows that 1 out of every 3 Americans have been automatically signed up and charged after being enticed by a free trial because they forgot they had it and never cancelled it. Now you might be thinking, "that's great! I didn't have to do anything to convert that customer." And while this may be true, think about it this way. That might get you some money up front, but these customers don't often stick around long, and now have squandered their chance to try your product and see if it is worth continuing with. So what could have been a much longer term customer with the right engagement, now has a sour taste in their mouth and with no chance to now test your service.

People are more likely to pay for your product or service if they're engaging with it frequently because it's important to their daily workflow. You need to figure out how to improve the engagement of your existing trial users in order to convert them to paid users.

This is where PlusThis comes in.

You can use PlusThis to help you create a customized email campaign that helps you stay at the forefront of their minds. This way, after your potential customers sign up for the free trial, I can have them automatically entered into my trial engagement campaign, and have emails sent along at certain stages. This serves as not only a reminder, but could also offer help or advice on using the service to get them engaged further.

PlusThis then helps you to personalize it, so rather than a generic "5 Days till your trial expires" message, with our "What's the Date" and "Humanize Date" features, you can actually determine the date that it expires. How much more effective do you think an email saying "June 31st is just around the corner" would be?

More than just the personal touch, it puts the actual date in their mind so that there's no confusion. Now they can focus on using your product rather than trying to figure out when it actually expires.

To learn more on how to set up What's the Date and Humanize Date, follow the links next to this video to visit our support center.