

This sheet is a handout material from Udemmy course:

[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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4.5 Strategies for Creating a Free Trial

In this video we are going to discuss several strategies to maximize the impact and the effectiveness of free trial for your SaaS product.

1. Demonstrate value as soon as possible

2. Design simple sign up process

3. Track free trial conversion rates

4. Experiment with trial lengths

5. Use active engagement strategies

- **Demonstrate value as soon as possible**

The first strategy is to demonstrate value as soon as possible. The quicker a user sees the value in your product, the more likely they are to convert to a paying customer. Ensure that key features are readily accessible and that the benefits are clear from the outset. For example, if your software offers a unique data visualization feature, make it front and center as soon as a new user logs in. This immediate demonstration can make a significant impact, especially in a short free trial period.

- **Design simple sign up process**

Next, try to reduce barriers to entry. Streamline the signup process by requiring only the essential information. This simplicity ensures that potential users can begin exploring your product with minimal delay.

- **Track free trial conversion rates**

Keep a close watch on how many trial users convert to full subscriptions. Conversion rate offers insights into the trial's effectiveness and highlights potential areas for improvement. We will discuss conversion rate in greater detail in the dedicated lecture later in this course.

- **Experiment with trial lengths**

Remember that, there is no one-size-fits-all trial length. Experiment with different trial lengths to see what works best for your product and target audience. Through A/B testing, you can assess the impact of different lengths on user engagement and adapt your strategy.

- **Use active engagement strategies**

Finally, engage with users throughout the trial using active engagement strategies. These could be onboarding emails, tutorial prompts, and usage tips. Such interactions can guide users to discover the full potential of the product and encourage deeper engagement. For instance, sending scheduled emails highlighting less obvious but valuable features can enhance the user experience and encourage a move to a paid plan. Additionally, sending a follow-up email at the end of the free trial period can remind users of the value they've experienced and what they stand to lose if they do not subscribe. This communication should be clear and provide easy steps for how to continue with a paid plan.