**4 Golden Tips to Converting Your Free Subscribers into Paying Customers**

With the rising cost of living in various parts of the globe, most people would rather take the free version of a product, choosing to forego the premium features the product offers. However, this can delay the growth of your business, and you need to consider strategies that can convert free subscribers into paying customers.

Kickstart the free trials with training sessions, through webinars, podcasts, or YouTube videos, and it will set the foundation for your free subscribers to start paying for your wares. In this guide, we look at proven and innovative ways that can convert your free subscribers into paying customers.

Provide Regular Tricks and Tips

The average user can only hold so much information from your training sessions. Ensure that they know the features they get with the free subscription and periodically give them tips and tricks that outline the premium features and the benefits they stand to gain.

Use your emailing list to send out the tips, updating content on your site and sharing the content with the tips on social media.

Customize and Personalize Messages

Many retailers today have little regard for the information they have about their subscribers, such as names, buying patterns, email addresses, et al. Use the information you already have to customize and personalize the messages you send to your subscribers.

The results of a recent study show that customized and personalized email campaigns have twice as many responses compared to generic campaigns.

Allow the Subscribers to Chart the Way

This is one of the innovative ways of converting free subscribers into paying customers. Persuade your subscribers to provide feedback on the free version and ways they can improve the final product. The subscribers can help you identify solutions to the problems they face.

Your subscribers will not need much coursing to buy the premium product when they have been part of the creation process. You will have a higher conversion rate by following this course of action for all your products.

Become Indispensable

When issuing a free version of your product ensure it provides a solution to a basic need in your subscriber’s life. Do not wait to show how indispensable your product is to your subscribers when you offer the premium version, but start right from the free version. Giving them valuable tips on how to navigate your product and proper customer support will make you indispensable and easy for them to pay for the premium version.

In conclusion, after a considerable period, remove the free version altogether. Companies that have used this tip have found that their paid subscriptions skyrocket after doing away with the free versions. With the above tips and quality service, you will convert a big percentage of your free subscribers into regular paying customers.