

Running newsletter content for a software products company into visualization solutions

Our client was a leading software products company with CAD neutral visualization tools

Business Challenges

The client had a free version of their software at their website. There was a large number of free downloads at the website, but the conversion to paid accounts was a problem. The client wanted us to create a strategy to engage with the free accounts and get them to gradually move to paid accounts

Solution

As a part of the solution, we worked with the client to identify all the parameters that will help us upsell the paid version to the client. Using all the data,

- * We ran a fortnightly newsletter on subscription mode to all the free and paid subscribers
- * The newsletter content focused on how best customers could use different features of the product, included some tips, engaging mechanisms like games, lucky dips, surveys, free reports that users could participate in
- * The content was driven by us, and approved by the client before propagation

Benefits

- * 15-20 % increase in paid subscriptions within 3 releases of the newsletter
- * Customers also soon started to contribute content in the newsletter and thereby participated in making the product easier for others to use

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Consistent engagement and upselling in a subtle manner helped us increase the number of paid accounts rapidly

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Product Manager

Contact Us

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About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

