

a significant portion of your free users could be turned into paying customers, provided you use hyper-specific segmentation and messaging



problem:

Did you know: 80% of SaaS companies have only basic segmentation in place, if at all?

That's what we discovered, interviewing dozens of founders.

consequence:

- Your database of free users is not leveraged to its fullest potential
- There are free users who would upgrade to paid, but only if you communicate the right message, for that particular type of user
- Your CAC is higher than it needs to be
- Your MRR is lower than it could be



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solution:

We call it "Free-to-Paid Precision-Segmentation".

You analyse your database of paying customers, and you identify viable sub-segments based on several criteria, such as:

- Specific, benefits-driven use-case
- Psychological purchase motivators (need, urgency, social status, problem-cost, etc.)
- Profitability
- Market size
- LTV

step 1:

For the narrowly defined sub-segment in your paid user set, you'll need to analyse:

- What problem are they solving - what is their job-to-be-done?
- What is the benefit of solving that problem?
- How urgent is their need?
- How costly is it to keep the problem?
- Why did they choose to pay for *your* solution, instead of going with a competitor?

step 2:

Based on your findings in step 1, create messaging that communicates:

- We understand your problem in-depth - we know what you need and why it would help you
- We know how costly it is, if you don't solve the problem
- And, we know how big the benefit is, if you do solve the problem
- We are a life changing, cost effective solution - and we built this specifically for people like you

next:

- DIY: analyze your database with the questions in Step 1, define a sub-segment, and campaign to your matching segment of free users
- DFY solution: Growboots handle the analysis, segmentation, and develop the messaging

Cost of our Free-To-Paid service: Project fee, or retainer + revenue share

Chat about options? [Schedule a call.](#)