**Business Plan: Free Trials or Limited-Time Access Promotion for Grandhub**

**Objective:** To increase user engagement and subscriptions by offering a 14-day free trial of premium features or exclusive content, allowing users to experience the full value of the Grandhub platform.

**1. Overview of the Offer**

* **Promotion Name:** "Experience Grandhub Premium for Free!"
* **Duration:** 14 days free trial
* **Features Included:**
  + Access to exclusive webinars and virtual events
  + Premium discussion forums and content
  + Personalized digital tools for connecting with family
  + Discounts on partner services or products

**2. Goals**

* Attract at least 1,000 new trial users in the first month.
* Convert 20-30% of trial users into paying subscribers.
* Increase brand visibility and engagement on digital platforms.

**3. Target Audience**

* Primary: Grandparents aged 55+ who are tech-savvy or eager to connect digitally with their families.
* Secondary: Family members (children, grandchildren) who might recommend Grandhub to grandparents.

**4. Implementation Plan**

**4.1. Marketing Channels**

1. **Website:**
   * Add a prominent banner on the homepage with a "Sign Up Now" CTA.
   * Use a countdown timer to create urgency, highlighting the limited-time free trial.
2. **Social Media:**
   * Platforms: Facebook, Instagram, Twitter.
   * Campaign hashtags: #GrandhubFreeTrial, #GrandparentsConnect.
   * Create engaging posts, including:
     + Testimonials from existing users.
     + Short videos showcasing premium features.
     + Countdown reminders (e.g., "Only 5 days left to claim your free trial!").
3. **Email Marketing:**
   * Send promotional emails to the existing mailing list and leads.
   * Use personalized subject lines: "[Name], enjoy 2 weeks of Grandhub Premium for free!"
   * Follow-up emails:
     + Reminder: Midway through the trial to highlight premium benefits.
     + Conversion email: Near the end of the trial with a discounted subscription offer.
4. **Referral Campaign:**
   * Encourage current users to invite friends or family to join the free trial.
   * Offer rewards for successful referrals, such as additional free trial days or discounts.
5. **Paid Advertising:**
   * Use targeted Facebook and Google Ads to reach grandparents and their families.
   * Include visuals of grandparents engaging with the platform and clear CTAs.

**5. Metrics for Success**

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| --- | --- |
| **Metric** | **Target** |
| Number of free trial sign-ups | 1,000 in the first month |
| Conversion rate to paid plans | 20-30% |
| Website traffic increase | 50% during the promotion |
| Social media engagement | 10% growth in followers/posts |

**6. Budget**

* Website updates and tools (e.g., countdown timer): $500
* Social media ads: $2,000
* Email marketing tools: $300
* Referral rewards: $500
* Miscellaneous costs: $200

**Total Estimated Budget:** $3,500

**7. Timeline**

|  |  |
| --- | --- |
| Task | Deadline |
| Design promotional materials | Day 1-5 |
| Launch website updates | Day 6 |
| Social media campaign starts | Day 7 |
| Email marketing launch | Day 7 |
| Monitor and optimize campaign | Day 7-21 |
| Conclude and analyze results | Day 30 |

**8. Post-Promotion Strategy**

* Collect feedback from trial users via surveys to identify areas for improvement.
* Offer special discounts to users who didn’t convert during the trial.
* Develop case studies and testimonials from successful trial users for future marketing campaigns.

This plan will maximize the impact of the free trial offer, drive new user engagement, and ultimately increase subscriptions and revenue for Grandhub.