

Freemium to Premium

- An Innovative Offer Strategy to Drive Growth

- India has millions of free users; very few convert to Premium.
- Highlight benefits of Premium: ad-free, offline, high-quality audio.
- Bar chart showing % of free vs. premium users in India.

Audience Segmentation

Who Are We Targeting?

Personas:

Student Sneha (20): Loves K-pop, budget-conscious, always on Instagram.

Regional Ramesh (27): Listens to Telugu/Hindi music, new to streaming.

Busy Bhavya (30): Gym-goer, listens during commute, dislikes ads.

Indie Ishan (24): Fan of independent artists, seeks ad-free sessions to support creators.

Podcast Priya (29): Podcast listener, uses Spotify daily while cooking or walking.

Family Farhan (35): Family of 4, uses one account for everyone, concerned about cost.

Offer Concepts

Offer Name	Description	Target Persona	Price/Type
Mini Festival Pass 	₹9 for 7 days of Premium during festivals	Regional Ramesh	₹9
Weekend Premium Trial 	Free Premium access every Fri-Sun	Student Sneha	Free trial
Playlist Power-Up 	Complete 5 curated playlists to unlock 7-days of Premium	Busy Bhavya	Free (gamified)
Indie Boost Offer 	Discounted Premium for those who follow 3 indie playlists	Indie Ishan	₹19
Podcast+ Access 	Premium trial unlock with 3 podcast completions	Podcast Priya	Free (content-linked)
Family Starter Pack 	First month family plan at ₹49 with family invite bonus	Family Farhan	₹49

Promotion & Execution Plan

How Will We Launch These Offers?

Channels: In-app banners, push notifications, social media, emails

Influencers: Collaborate with local/regional music creators and podcasters

Testing: A/B testing across cities (Tier 1 vs Tier 2 vs Tier 3)

Localization: Festival-specific designs, regional language targeting

Metrics: CTR, activations, trials, churn, paid conversions, playlist completions

Expected Impact

1. Estimated 12–20% trial-to-paid conversion (varies by offer)
2. Boost in daily listening time and app stickiness
3. Higher engagement with curated playlists and podcasts
4. Reduced account sharing through family onboarding
5. Funnel Visualization: Free → Trial → Conversion → Retention

Visual Mockups



**COMPLETE 5
PLAYLISTS
TO UNLOCK
PREMIUM!**

5

PREMIUM UNLOCKED



Indie Boost Offer

Support your favorites.
Premium at just ₹19