

Freemium: Attract more customers and boost your sales (Management Marketing Book 17)

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FREEMIUM

Attract more customers
and boost your sales

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0 of 0 people found the following review helpful. Delivers what it claimsBy PABLO LEON GOULDConcise and right to the point to understand the main bullets of freemium business model. An excellent book that will save you time and orient how to further comprehend this business model.

Attract more customers and boost your sales! This book is a practical and accessible guide to understanding and implementing the freemium model, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand the different types of free offers given to customers and how they can be beneficial to a business
- Implement the freemium business model into your business to grow your customer base
- Offer a premium product with concrete improvements and additional services to increase your premium conversion rate

ABOUT 50MINUTES.COM | Management Marketing

50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.