

THWAQ – 2 Step Direct Response Tool

THWAQ, like many existing social media apps, will have both a free version and a premium version. For my 2 Step Direct Response Tool, I wanted to see which offerings my target audience would consider worth devoting their time and money to the premium version of the app. I began with a baseline of three offerings that I personally considered to be worth trying out if given to me for free for a limited time, and let the sample of ideal clients decide on whether it was fairly priced, if there were any additional benefits they would recommend me featuring, and any graphic design changes that they would make.

Direct Response Tool

The first step of my tool is a pop-up that appears in the app after an account has already been set up. The same pop-up will appear on the app's website's homepage upon entry. It offers users two free months of the app's premium features, called ULTRA THWAQ. In its original form, the three premium features listed are 3 additional Qlubs, which are groups that users can create or join, and which free users are only allowed to own 2 per account, no ads, which are included in the free version, and the ability to try out future experimental features before they become available for every other user. The \$7 was also a placeholder value. The most popular existing dating/meetup apps cost about double that amount, so it is possible that the amount would need to increase to support the company's ability to sustain the app.



Try Out ULTRA THWAQ
For 2 Months FREE!

- Create up to **3 additional Qlubs**
- No ADs!
- Try Out New Features Before Free Users

Name:

Email:

~~\$7~~
\$0

The second step of my direct market tool is a follow-up email sent to the entered email address, offering a second opportunity to get additional free time with the premium app features. People who sign up for the initial two-month promotion can earn a third month for free by referring a friend. A unique referral code is issued to every account that reaches this stage, and if a new user with a different email address creates an account in the app using the original user's referral code, both users will receive a one-month trial at the time of the new account setup. I have concerns that potentially giving every new user 3 months for free when the base premium product is already relatively expensive would be too expensive of a campaign to follow through on, and that is why pricing was such a prominent topic of discussion in the conversations I had with the target clients after asking them for feedback.

Feedback

I sent images of the proposed two-step direct-response tool to personal friends and work colleagues whom I considered part of my target demographic. One of the first comments I received was that the step 1 pop-up does not provide enough information. Specifically, the complaint was that the user would have no way of knowing whether they would have to provide credit card information before starting their free trial and would be auto-enrolled in the paid service at the end of the two-month period. There was general hesitation to provide the requested information unless there was a promise that the advertised free services would not eventually transition to charging them for continued use without their knowledge. They also specifically did not want to have to opt out of being automatically renewed for payment, and instead have the premium service end after the two-month period and have the choice to opt into a paid extension of their subscription.



Welcome to **ULTRA THWAQ!**

If you are new to THWAQ, complete your account setup [here](#).

If you already have a THWAQ account, click [here](#).

Your referral code is XXXXXXXX. If you have a friend enter this code when they set up an account, you will both get 1 additional free month of ULTRA THWAQ!*

Have a Thwaqtastic time!

*Only one referral code can be entered per account, and users who refer new users can only gain one instance of this free month of ULTRA THWAQ per account. The 31-day-long period begins on the day that the new user completes their account setup.



They tended to say that unless they were able to know that going in, then they would not want to give the company their name and email address.

The next question I asked each person was if they thought that the price was fair. The industry standard is much higher than \$7, which is a major factor in the decision to use only the free versions of these apps. There was general agreement that if the only distinctions between free and premium services were the three upgrades listed on the squeeze page; the ability to host more groups, having an ad-free experience, and being first in line to try new features, then the standard price of \$7 would be reasonable. With this being the standard price, they tended to say they would consider paying for it, and that two free months would definitely be enough of a draw to get them to try it out. They also mentioned that if the premium service offered more benefits and the app had developed a positive reputation, then they would even consider paying more to use it. However, members of my target demographic are likely already paying more than they want to spend on apps and subscriptions, so if the price is set too high, they would typically avoid paying for this app altogether. Throughout my multiple conversations, I learned that the most they would be willing to pay for this kind of app would be the nine-to-ten-dollar range, and that would only be if they already have reason to believe that it will be worth their time and money.

Regarding the visual design of both steps of the tool, the peers I spoke with felt the colors could have popped more if I had used a less neutral background color. The consensus was that it would look more visually engaging if I used a light shade of blue, and it would work well with the primary color scheme of orange and yellow. After the initial conversations, I re-designed the original squeeze page to test out different background colors, and I found that this shade of light blue was the most aesthetically pleasing. I also included a note at the bottom specifying that auto-enrollment in the paid subscription would not be the default state of the service, and it could later be opted into through the app if users like it enough to continue.



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~~\$7~~
\$0

Defaults to end premium benefits after two month period.
Option to opt in after account creation.

The final point of critique I received was that the initial page seemed too generic, and it would be easy to ignore and just treat it like any other advertisement unless they already knew what the product was. For its initially stated purpose, which is a promotion present on the app's homepage, I believe this is a non-issue. This specific tool was created to get people who already knew about the app and were interested in the standard version of it to try out the premium version, and given that context, my sample generally agreed it would be effective.