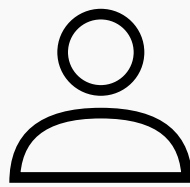


SaaS Pricing - Cheatsheet

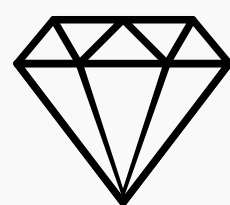
www.designwithvalue.com/saas-pricing

SaaS Pricing Models



Per User Pricing

Price is based on the number of users who access the software.



Per Feature pricing

Price is based on the features and functionality of the software.



Flat-Rate Pricing

Single product with a fixed set of features offered at a fixed price.



Freemium Pricing

The basic software is free, customers can upgrade to a paid version with more features.



Per Usage Pricing

Price is based on the amount of data or usage of the software.

SaaS Pricing Strategies

Value-Based Pricing

Value-based pricing is a strategy that determines the price of a product based on the perceived value it creates for the customer.

Tiered based

Offering different pricing plans with varying levels of features and functionalities.

Pay-As-You-Go Pricing

Charging customers based on their actual usage of the software.

Cost-Plus Pricing

Calculating all the costs associated with producing and delivering a product, adding a markup, and setting prices accordingly.

Competitor-Based Pricing

Analyzing the prices of products offered by your competitors and setting your own prices accordingly.

Resources To Bring Your Business on Track

<https://www.designwithvalue.com/courses-resources>



Marketing Channels

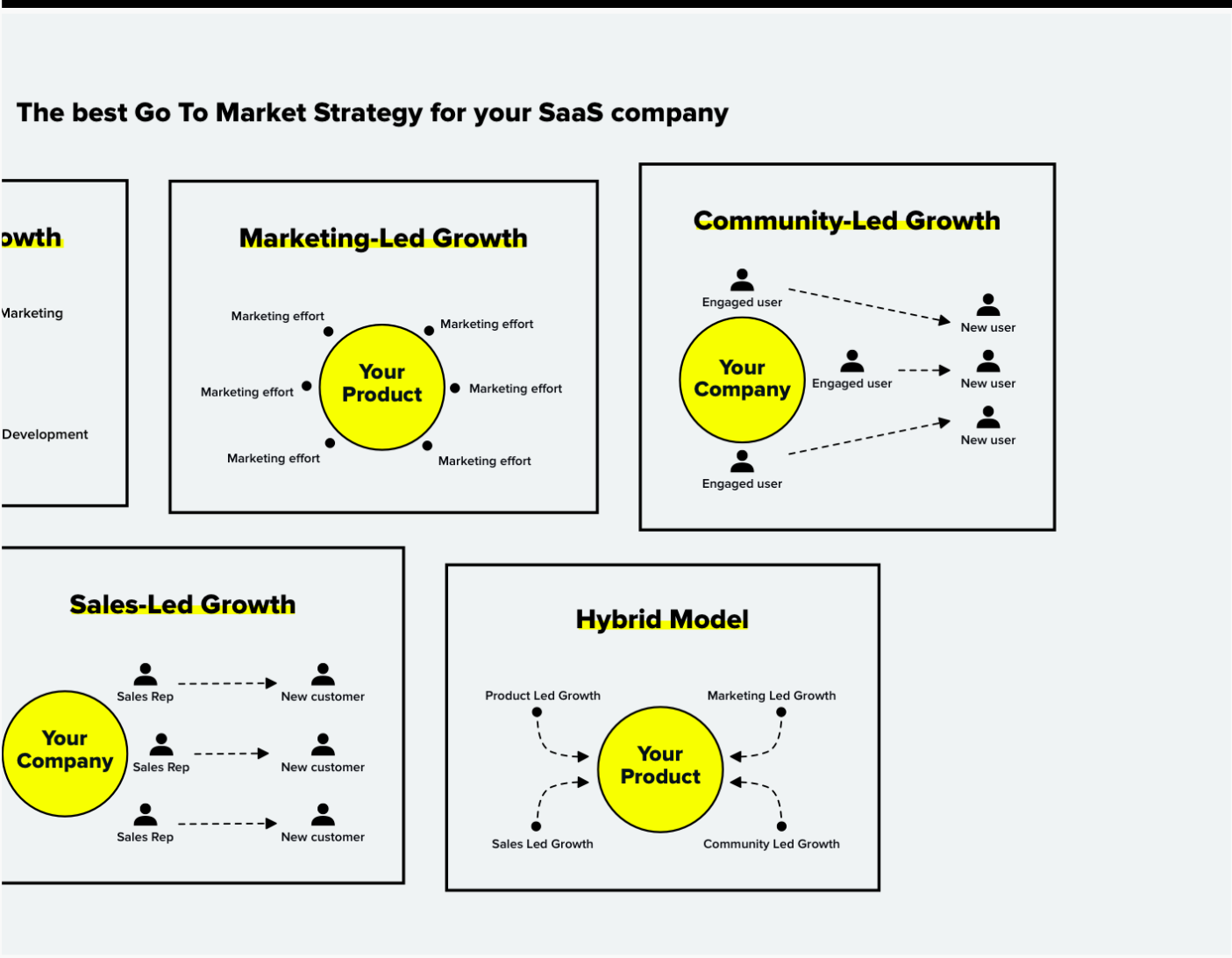
5. Create ideas for each marketing channel
All in all, there are 19 marketing channels that have helped Startups & SaaS companies to get traffic and reach customers. This however does not mean that each channel works for you as well. Start by brainstorming ideas (for each marketing channel) that can help you reach your goal. Make sure to not judge your ideas upfront, but rather write down each possible idea, no matter how unlikely they might sound.

6. Select the best ideas from each channel
Pick 1-3 top ideas from each marketing channel and write them down in the 'Most promising' section. You can do this ranking based on previous learnings or based on your experience.

7. Rank your ideas
Rank the 'Most promising' ideas based on success probability from 1 to 10 means very probable (in the specific timeframe you want to achieve your defined goal) and 1 means that the idea is unlikely to bring the results you want.

For example, despite SEO is a great way to get website traffic, if you want to see results fast, other channels are more suitable.

Product-Led Growth	Marketing-Led Growth	Sales-Led Growth	Community-Led Growth
if your business are driven by the product itself.	Hooking customers and keeping your service in your customer's minds with amazing content.	Sales-led growth is a growth strategy that relies on your sales team to be the key driver for revenue.	Using your community as the main driver for acquisition, retention and expansion.
	Marketing	Sales Team	Community
ee product creates a user fit in the beginning if dramatically be reduced	<ul style="list-style-type: none">• Reduces CAC once established• Helps you make people aware of your product right in the beginning	<ul style="list-style-type: none">• Allows you to close high lifetime value customers• helps you build long term relationships with customers	<ul style="list-style-type: none">• Enables you to interact personally with customers• helps you to get early feedback for your service
with, if people cannot immediately value in your product.	Marketing-led growth is a marathon, not a sprint. If you are looking for immediate results, MLG is not your way to go.	<ul style="list-style-type: none">• Major dependencies on how well your marketing and sales team work together• More revenue means more sales people	<ul style="list-style-type: none">• Takes time to build a strong and engaging community
at onboarding to get people fast to . Moment & make it easy for rs to upgrade to higher plans.	Start to share your journey early on – even before your product is finished – and be consistent with your marketing.	Combine sales-led growth with marketing-led growth or product-led growth to enable scalability.	<ul style="list-style-type: none">• Make the community a part of the overall customer experience• Offer valuable, exclusive content• Have a shared mission within the community



The six parts of an excellent go-to-market strategy

A go-to-market strategy is like a business plan, but much narrower. In a business plan, you have factors like funding, investments, and 5-year forecasts. All these things are unnecessary for a go-to-market strategy. There is no one-size-fits-all solution, but in general, a go-to-market plan includes these six factors:

- Product-market fit
- Market definition
- Target audience
- Distribution
- Messaging
- Price