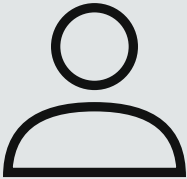



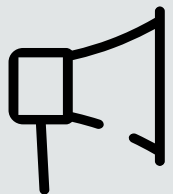
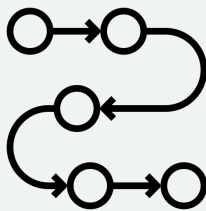




B2B and B2C SaaS. The Differences.

Full guide: www.designwithvalue.com/b2b-and-b2c-saas-differences

B2B SaaS		B2C SaaS
	Target audience	<ul style="list-style-type: none">• Businesses• Decision-makers• Niche and focused target audience• Requires a higher level of knowledge
	Sales cycle	<ul style="list-style-type: none">• Individual consumers or small businesses• Broad target audience• Focus on creating a user-friendly, intuitive interface• Little or no technical expertise required• Prioritize ease of use and accessibility
	Product complexity	<ul style="list-style-type: none">• Long and complex sales cycle• Involves multiple decision-makers• Emphasis on trust and relationship-building• Need to demonstrate value to each stakeholder
	Pricing model	<ul style="list-style-type: none">• Advanced functionality and customization options• Extensive integration capabilities, security features, and reporting capabilities
	Marketing channels	<ul style="list-style-type: none">• Subscription-based, predictable revenue stream• Ongoing support and maintenance
	Buyer behavior	<ul style="list-style-type: none">• SEO• Social media marketing• Search engine advertising• Content & email marketing
	Budget	<ul style="list-style-type: none">• More rational and logical, require more information• Longer decision-making process
	Customer support	<ul style="list-style-type: none">• Larger budgets required• Customizable solutions• Higher-priced plans with advanced features• Tiered pricing models
		<ul style="list-style-type: none">• Self-service• Quick and easy solutions expected• Comprehensive knowledge base, FAQs, and tutorials• Community forums and user-generated content

Resources To Bring Your Business on Track

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



Marketing Channels

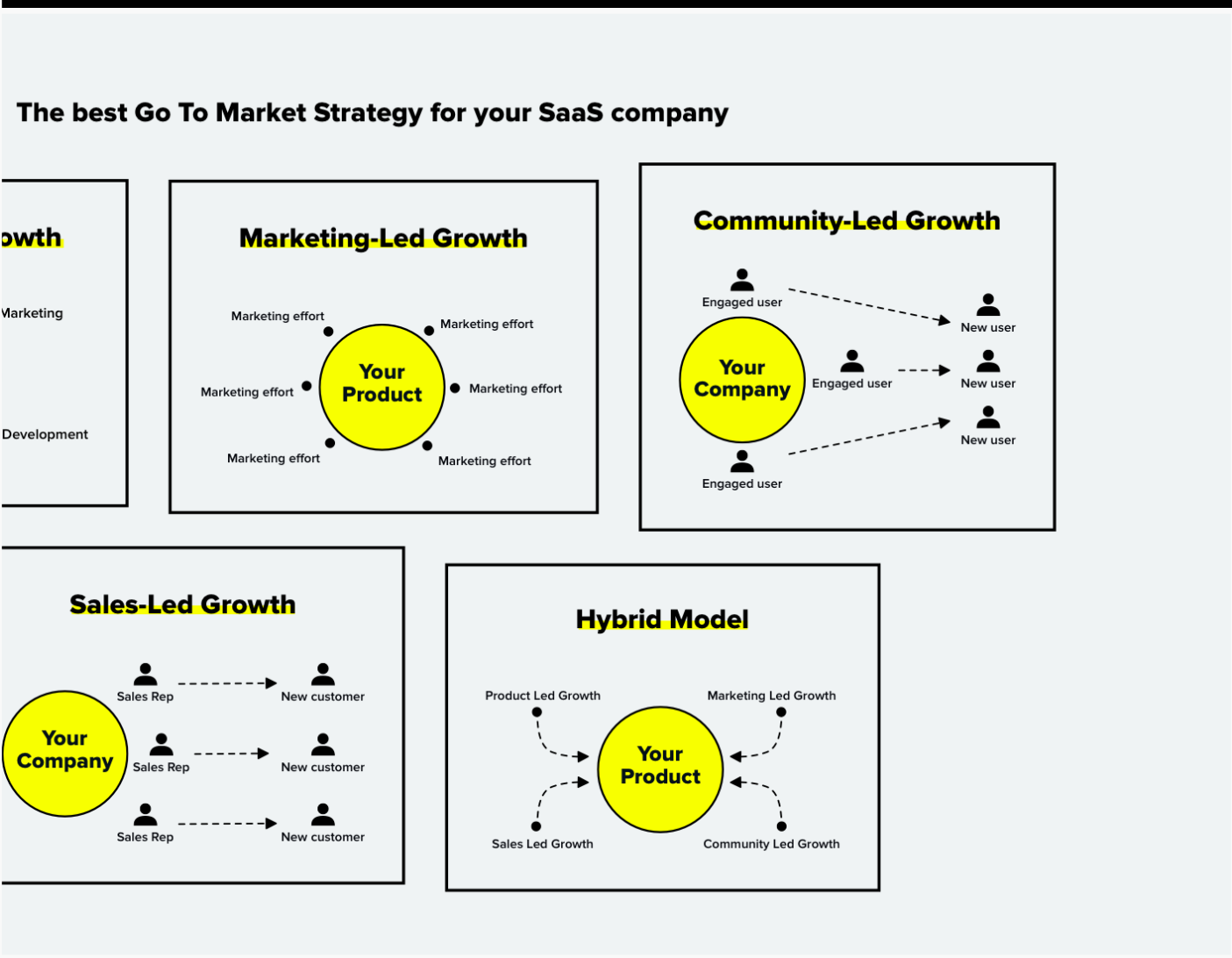
5. Create ideas for each marketing channel
All in all, there are 19 marketing channels that have helped Startups & SaaS companies to get traffic and reach customers. This however does not mean that each channel works for you as well. Start by brainstorming ideas (for each marketing channel) that can 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 test to. Moment & make it easy for us 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