Product-Led Growth Framework for SaaS. Build a PLG Strategy in 15 Steps

Full guide to Product-Led Growth for SaaS: www.designwithvalue.com/product-led-growth

1

Define your Personas

Personas are fictional characters that represent the different types of users who might use your solution.

Personas help you understand your users' needs and help you create a valuable solution that people will love.

What keeps your customers up at night? (Frustrations)

What motivates your customers to solve the problem? (Motivation)

What's your customer's desired future state? (Goals)

2

Think of your North Star Metric

The North Star Metric shows the relationship between the customer pain points you are solving and how this correlates to your long-term business success.

What is your North Star Metric and how does it relate to your customers' pain points?

3

Create your value proposition

A strong value proposition tells customers why they should choose you over all the other options out there.

Why should customers choose you over the competition?

What makes you stand out?

4

Design a frictionless UX

When you live PLG, every part of your business influences the product and aims to create the best possible customer experience.

How can you further improve your user experience?

What are customers currently struggling with?
What are customers unhappy about?

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5

Leverage inbound marketing

The goal of inbound marketing is to attract potential customers through high-quality content that demonstrates the value of your product.

What inbound marketing strategies can you use? (Blog posts, podcasts, webinars, videos, ebooks, etc.)

What channels do your Personas use?

How can you make the natural leap to your solution?

6

Lead people to the AHA moment

The AHA moment is when customers first realize the value of your service.

When they say „Oh, this is exactly what I was looking for, this is super valuable".

What is your products' AHA moment?

What is the fastest way to get people to the AHA moment? (Describe the user journey)

What hurdles and obstacles can you remove in your current user journey to get people to their AHA moment faster?

7

Streamlined onboarding

Onboarding is about introducing users to your service and helping them quickly find value in your service.

It's the first step in showing them how your product can help them achieve their goals and overcome their challenges.

How do you currently deliver value to customers through onboarding?

What steps in your onboarding process can you eliminate that don't add value?

How do you get people to the AHA moment as quickly as possible? What features and benefits do they need to see?

8

Free trial or freemium model

A free trial allows people to try your service for a period of time, while a freemium model offers a basic version of your product completely free of charge.

Which model makes the most sense for your business? Freemium or free trial?

What model do your competitors use?

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Encourage exploration

An excellent way to improve your onboarding (and your overall product experience) is through product demos and tutorials.

What features and benefits do customers need to see to understand the value you offer?

What kind of content can you provide to help people explore and get the most out of your product (demos, tutorials, chatbot, etc.)?

What can you offer that will surprise and delight customers?

10

Transparent pricing

If you are not open and transparent, potential customers will not trust you.

What does your product cost?

What pricing levels (tiers) do you offer?

What should customers know before they buy your product?

11

Implement a paywall

Determine the mix of free and paid features, and ensure that free users get enough value, while enticing them with exclusive offers.

What features should be free in your product?

What features should you charge for?

How can you encourage customers to upgrade to a paid plan?

12

Use viral loops and referral programs

Before adding generic social media share buttons, think about how people want to share your service and how you can encourage them to do so.

Where in their journey are customers most likely to invite friends?

What incentives would customers need to invite friends and family?

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User feedback and analytics

Collecting and analyzing user feedback on a regular basis is key. With user feedback, you can improve your product and deliver even more value.

How many feedback loops make sense for your product development rhythm?

What kind of feedback do you want? (Qualitative, quantitative)

What type of feedback method makes sense for you? (Surveys, 1:1 interviews, live chat, etc.)

14

Build a strong community

A strong community can be the reason why potential customers choose you over your competitors.

Nurturing an active online community around your product encourages user engagement, knowledge sharing and peer-to-peer advocacy.

What exclusive content can you share with your community to add value?

Which channel makes sense for your community? (Facebook group, Slack, private membership, etc.)

What metrics help you define the success of your community?

15

Data-driven marketing

If you don't track your numbers, you won't know if you're moving in the right direction.

What metrics do you use to measure your success? Which are the most important?

What vanity metrics are you tracking that you could eliminate?

What are the metrics that have the greatest impact on the success of your business and that you should be continually improving?

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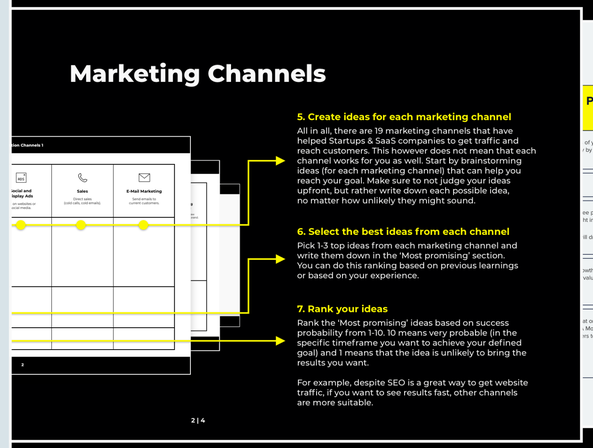
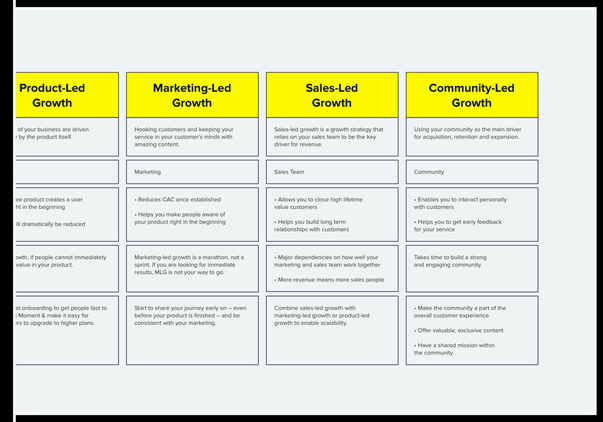
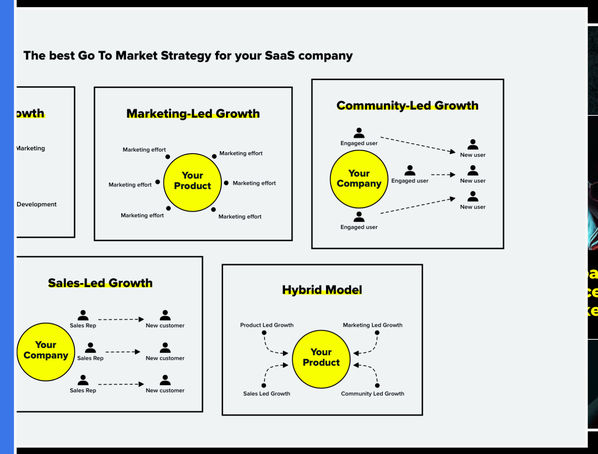
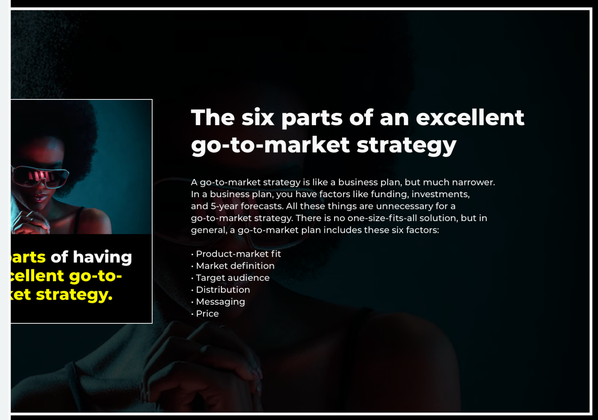
Resources To Bring Your Business on Track

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