

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

<div><div>1</div><div>Define your Personas</div><div>Personas are fictional characters that represent the different types of users who might use your solution.</div><div>Personas help you understand your users' needs and help you create a valuable solution that people will love.</div></div>	<div><div>What keeps your customers up at night? (Frustrations)</div><div>What motivates your customers to solve the problem? (Motivation)</div><div>What's your customer's desired future state? (Goals)</div></div>	<div><div>2</div><div>Think of your North Star Metric</div><div>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.</div></div>	<div><div>What is your North Star Metric and how does it relate to your customers' pain points?</div></div>
<div><div>3</div><div>Create your value proposition</div><div>A strong value proposition tells customers why they should choose you over all the other options out there.</div></div>	<div><div>Why should customers choose you over the competition?</div><div>What makes you stand out?</div></div>	<div><div>4</div><div>Design a frictionless UX</div><div>When you live PLG, every part of your business influences the product and aims to create the best possible customer experience.</div></div>	<div><div>How can you further improve your user experience?</div><div>What are customers currently struggling with? What are customers unhappy about?</div></div>

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<div>5</div> <div>Leverage inbound marketing</div> <div>The goal of inbound marketing is to attract potential customers through high-quality content that demonstrates the value of your product.</div>	<div>What inbound marketing strategies can you use? (Blog posts, podcasts, webinars, videos, ebooks, etc.)</div> <div>What channels do your Personas use?</div> <div>How can you make the natural leap to your solution?</div>	<div>6</div> <div>Lead people to the AHA moment</div> <div>The AHA moment is when customers first realize the value of your service.</div> <div>When they say „Oh, this is exactly what I was looking for, this is super valuable“.</div>	<div>What is your products' AHA moment?</div> <div>What is the fastest way to get people to the AHA moment? (Describe the user journey)</div> <div>What hurdles and obstacles can you remove in your current user journey to get people to their AHA moment faster?</div>
<div>7</div> <div>Streamlined onboarding</div> <div>Onboarding is about introducing users to your service and helping them quickly find value in your service.</div> <div>It's the first step in showing them how your product can help them achieve their goals and overcome their challenges.</div>	<div>How do you currently deliver value to customers through onboarding?</div> <div>What steps in your onboarding process can you eliminate that don't add value?</div> <div>How do you get people to the AHA moment as quickly as possible? What features and benefits do they need to see?</div>	<div>8</div> <div>Free trial or freemium model</div> <div>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.</div>	<div>Which model makes the most sense for your business? Freemium or free trial?</div> <div>What model do your competitors use?</div>

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<div>9</div> <div>Encourage exploration</div> <div>An excellent way to improve your onboarding (and your overall product experience) is through product demos and tutorials.</div>	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?
<div>10</div> <div>Transparent pricing</div> <div>If you are not open and transparent, potential customers will not trust you.</div>	What does your product cost?
	What pricing levels (tiers) do you offer?
	What should customers know before they buy your product?
<div>11</div> <div>Implement a paywall</div> <div>Determine the mix of free and paid features, and ensure that free users get enough value, while enticing them with exclusive offers.</div>	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?
<div>12</div> <div>Use viral loops and referral programs</div> <div>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.</div>	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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<div>13</div> <div>User feedback and analytics</div> <div>Collecting and analyzing user feedback on a regular basis is key. With user feedback, you can improve your product and deliver even more value.</div>	<div>How many feedback loops make sense for your product development rhythm?</div> <div>What kind of feedback do you want? (Qualitative, quantitative)</div> <div>What type of feedback method makes sense for you? (Surveys, 1:1 interviews, live chat, etc.)</div>	<div>14</div> <div>Build a strong community</div> <div>A strong community can be the reason why potential customers choose you over your competitors.</div> <div>Nurturing an active online community around your product encourages user engagement, knowledge sharing and peer-to-peer advocacy.</div>	<div>What exclusive content can you share with your community to add value?</div> <div>Which channel makes sense for your community? (Facebook group, Slack, private membership, etc.)</div> <div>What metrics help you define the success of your community?</div>
<div>15</div> <div>Data-driven marketing</div> <div>If you don't track your numbers, you won't know if you're moving in the right direction.</div>	<div>What metrics do you use to measure your success? Which are the most important?</div> <div>What vanity metrics are you tracking that you could eliminate?</div> <div>What are the metrics that have the greatest impact on the success of your business and that you should be continually improving?</div>		

Resources To Bring Your Business on Track

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



Marketing Channels

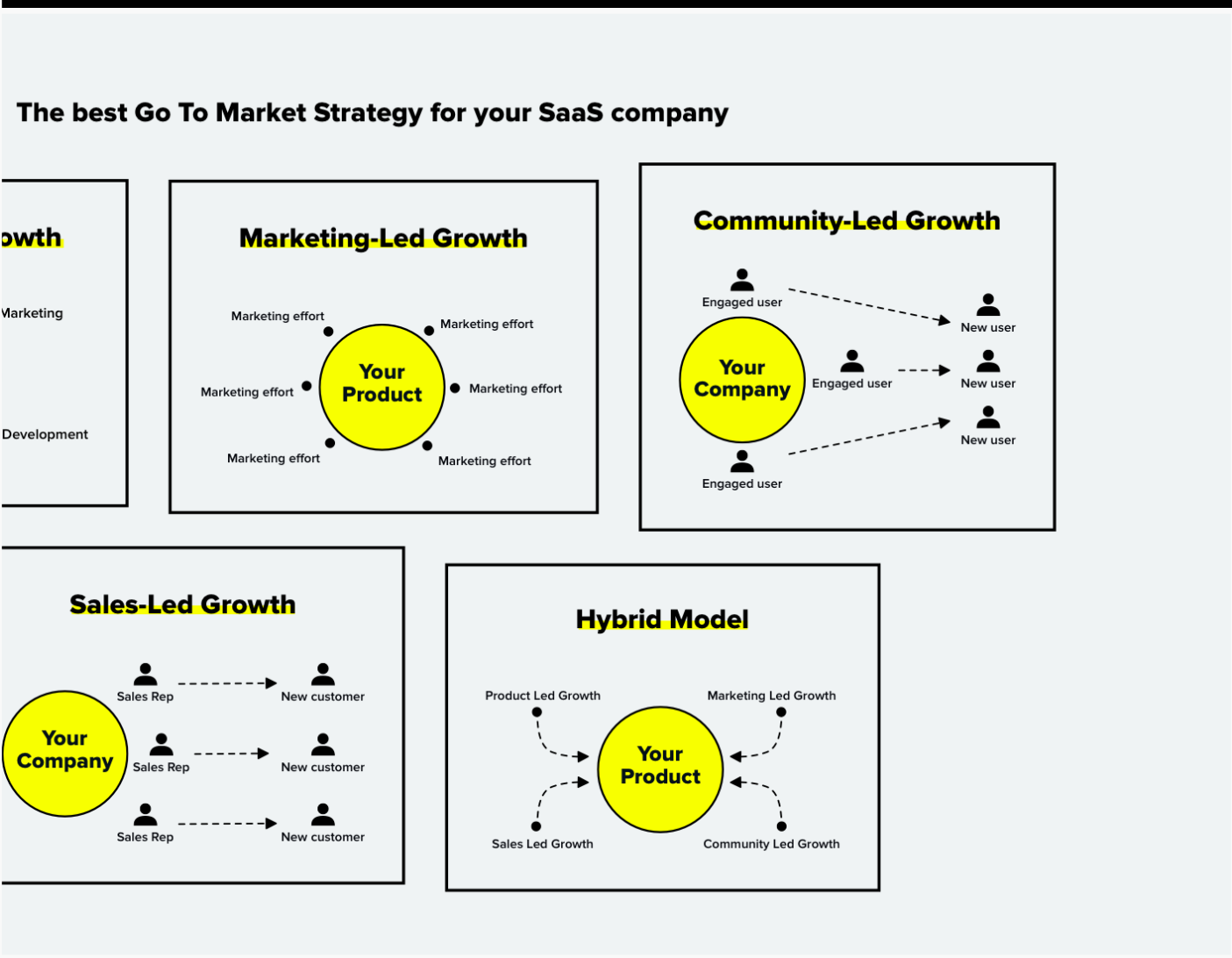
5. Create ideas for each marketing channel
All in all, there are 19 marketing channels that have helped Startups & SaaS companies to get traffic and reach customers. This however does not mean that each channel works for you as well. Start by brainstorming ideas (for each marketing channel) that can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