

# 6 Key Facts About Product-Led Growth

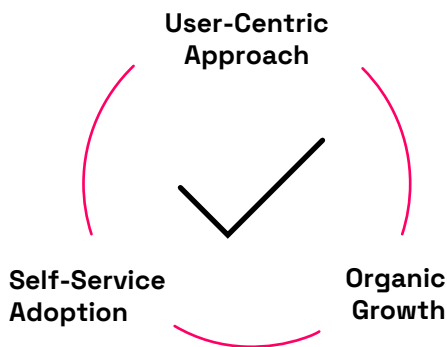
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## Definition

Product Led-Growth (PLG) is a business strategy that relies on using your product as the main vehicle to acquire, activate, and retain customers.

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## What Product-Led Growth Is

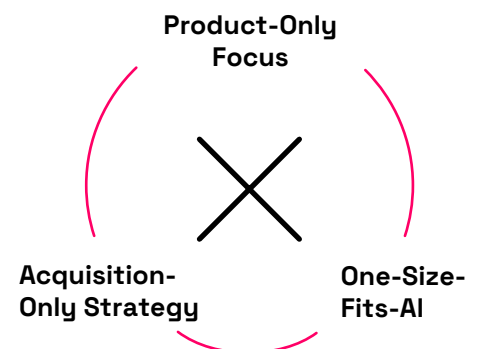


- **User-Centric Approach:** Prioritizes user needs, aiming for a product that is intuitive and easy-to-use.
- **Self-Service Adoption:** Encourages customers to explore and adopt the product on their own, reducing reliance on traditional sales processes.
- **Organic Growth:** Leverages satisfied users to drive organic growth through referrals and positive word-of-mouth.

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## What Product-Led Growth Is NOT

- **Product-Only Focus:** PLG is not just about the product; it requires collaboration across marketing and sales teams.
- **Acquisition-Only Strategy:** It is not solely about acquiring users; retention and expansion are equally important.
- **One-Size-Fits-All:** PLG is not a universal strategy; it needs adaptation to the specific needs and context of each company.



# Differences Between MLG, SLG, PCG and PLG

## Marketing-Led vs. Product-Led Growth

- **User Onboarding Optimization:** Shift from marketing-driven campaigns to optimizing user onboarding for a seamless product experience.
- **Data-Driven Marketing:** Utilize user data insights to inform marketing strategies and focus on channels that attract self-driven users.
- **Referral Programs:** Implement referral programs to leverage existing satisfied users for customer acquisition.

## Sales-Led vs. Product-Led Growth

- **Self-Service Enablement:** Train sales teams to support customers in a self-service model, providing resources and guidance.
- **Customer Education Platforms:** Develop educational resources that empower users to make informed decisions without direct sales involvement.
- **Incentivize Customer Advocacy:** Encourage sales teams to focus on cultivating customer advocacy, turning customers into promoters.

## Product-Centric vs. Product-Led Growth

- **User Feedback Integration:** Actively integrate user feedback into the product development process for continuous improvement.
- **Agile Development:** Adopt an agile development approach, prioritizing quick releases based on user needs and feedback.
- **Free Trial, Freemium or Demos:** Consider offering free trial options, freemium plans, or demos to encourage users to experience the product before committing.

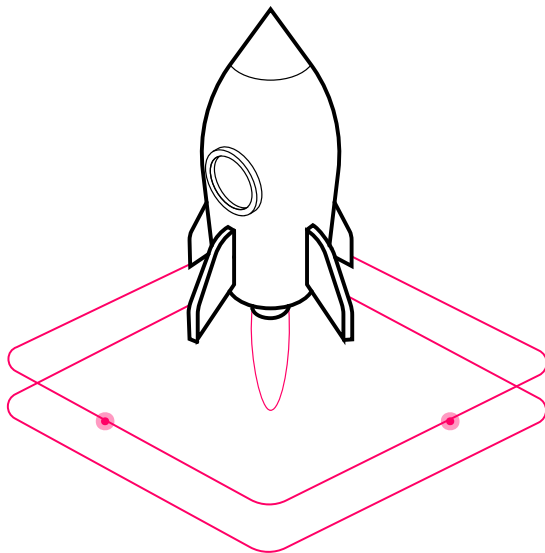
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## Key Differences Between Free Trial, Freemium and Demo

Free Trial	Freemium	Demo
Offers users unrestricted access to the product for a limited time, allowing them to experience its full functionality before making a purchase.	Provides a free version of the product with limited features, aiming to convert free users to paid customers by showcasing the value of premium features.	Involves a guided presentation or trial by a sales representative, often used for more complex products or services.

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## Questions to Have in Mind When Adopting a Product-Led Growth Strategy



- What value do we provide to users?
- Is our user onboarding process simple and effective?
- How to define the “activation” metric?
- How can we encourage user referrals?
- Is our team collaborating effectively across departments?

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