Product-Led GTM + PLG

Myk Pono | @mykpono

Product-Led Growth / PM & Marketing

Introduction

Part 1: Intro to Product-Led GTM & PLG

Part 2: Getting Started with PL-GTM & PLG

Part 3: What makes great PLG organization

Part 4: Effective PLG Manager/Leader

Part 5: Discuss current challenges/opportunities/goals

Objectives

1. Understand the principles of GTM and PL–GTM / PLG

2. Learn how to build effective PL organization

3. Discuss examples and challenges you currently face

1.1. What's GTM & Product-Led GTM?

Go-to-market strategy (GTM) is an action plan that describes **repeatable** and **scalable** processes for how a company **acquires**, **retains**, and **grows** customers.

Product-led Go-to-Market (GTM) is an action plan that describes repeatable and scalable processes for how a company acquires, retains, and grows customers, driven by **in-product customer behaviors**, **product usage**, and **analytics**.

1.2. What's Product-Led Growth (PLG)?

Product-Led Growth is a go-to-market strategy that relies on using your product as the main vehicle to **acquire**, **activate**, **retain**, and **grow** customers.

‣ PLG is not just free trial or freemium and/or product growth hacks.

‣ PLG doesn't mean no sales support

1.3. Why care about PL-GTM and PLG?

Table 1.1 - The Evolution of the SaaS Industry

SaaS 1.0	SaaS 2.0	SaaS 3.0
Replaced on-premise	**Introduced solutions streamlined on processes and workflows**	**Focuses on customer experience**
· Moved the system of record from on-premise to the cloud · Introduced no major new functionality, changes in processes, or workflows · Provided flexible pricing with subscription model	· Provided additional value to system of record · Delivered new functionality and integration with system of record via API · Proved more affordable and accessible	· Differentiates primarily via personalized customer experiences · Personalizes customer experience with product, pricing, message, engagement, and channels · Delivers omnichannel customer experience

‣ Boost growth

‣ Reduce Customer Acquisition Cost

‣ Shorten sales cycle

1.4. So what?

Old Way	New Way
Focus on the sales process	Focus on the buying process
Tell me about your product	Show, and let me try, your product
Align around funnels/product lifecycles	Align around customer lifecycles
Organize around individual interactions	Organize around complete journeys
Operate in siloed teams	Operate as a customer-experience-oriented organization
Execute on a traditional GTM strategy	Execute on a product-led GTM strategy

# 1.5. It's all about CUSTOMER EXPERIENCE

Product-Led GTM / PLG centers on Customer Experience

Customer Experience > Product Hacks

2.1. Getting Started with PL–GTM & PLG

1. Understand your customer and how they buy

2. Draw your Customer's Journey | Current vs Ideal Customer Experience

3. Identify customer handoffs

4. Define customer acquisition strategy (Free Trial vs Freemium vs Hybrid)

5. Track the whole customer journey

6. Three core elements of effective PL–GTM Strategy

   a. Unified customer data

   b. Experimentation

   c. Engagement
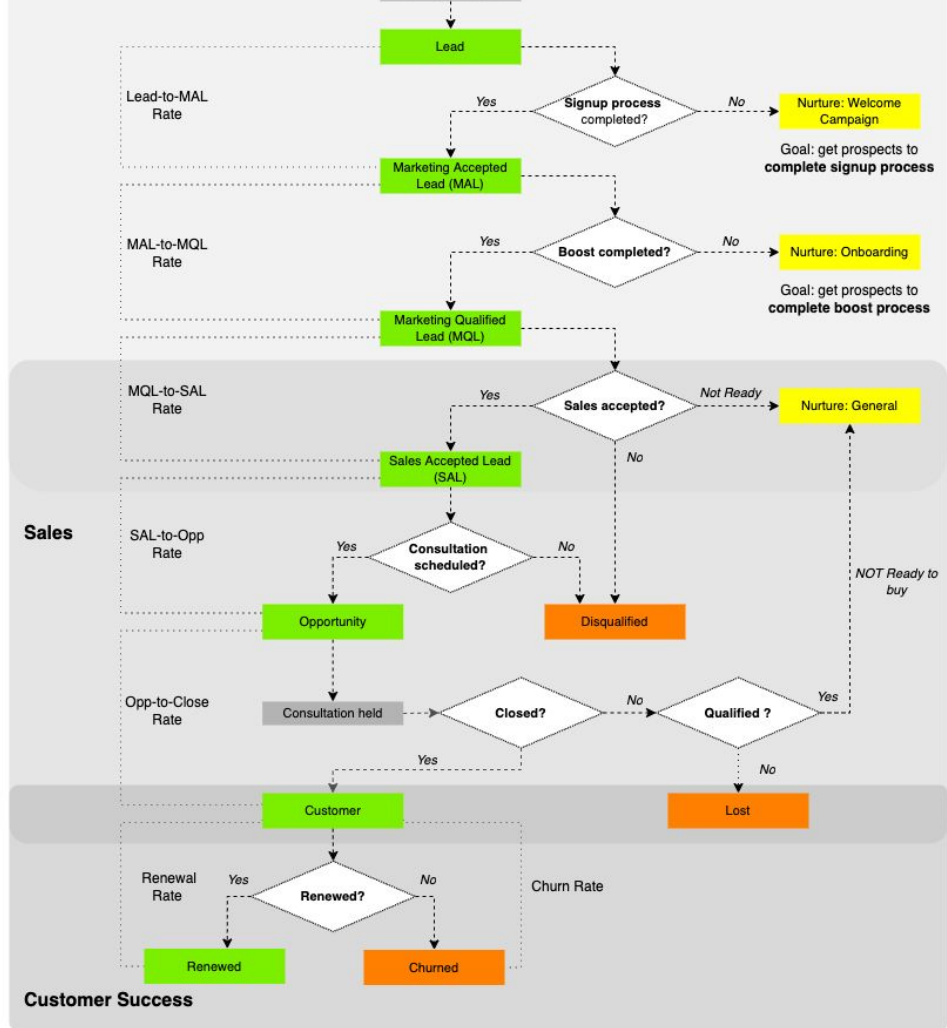
2.2. Important Things to Keep in Mind

1. **Customer experience** is what drives sustainable and long term growth

2. Always start with diagraming **customer journey**

3. Always get the **qualitative** and **quantitative analysis** done

4. Focus on the **initial product sign up** and 1st value delivered

5. Keep all the **feedback channels** open to everyone in organization

6. Communicate product vision and provide transparency into implementation processes

2.3. What are the common pitfalls?

1. Not creating a core PLG team (PM, Engineer, Designer, and Data Scientist)
2. Not focusing on customer experience
3. Not tracking and mapping customer journeys
4. Not engaging prospects during the trial (or on the journey to the initial product value)
5. Not looking at both qualitative and quantitative data
6. Not communicating and engaging the whole GTM team at an organization
7. Not defining a North Star metric
8. Not aware when to optimize existing flow/system and when to create a new one

3. What makes great PL-GTM / PLG organization?

1. Focus on customer experience (and score takes care of itself)
2. Develop unified customer data/profile
3. Engage with customers along the journey
4. Develop north star KPIs shared and owned between teams
5. Align between ALL GTM teams: sales, marketing, product, customer success

3. What makes great PL-GTM / PLG organization?

Aligning between teams:

- Provide insight into the vision and roadmap
- Outline decisions and changes that other teams have to go through
- Communicate how teams can offer feedback and how we will communicate decisions and priorities
- Align on north star metrics
- Develop customer journey

4. What makes great PL-GTM / PLG organization?

PM skills:

1. Vision
2. Communication
3. Operational focus
4. Understanding of customer, buying cycle, and GTM strategy
5. Data-informed over data-driven decision
6. Testing and Optimization (not everything could and should be tested)

Introduction

Part 1: Intro to Product-Led GTM & PLG

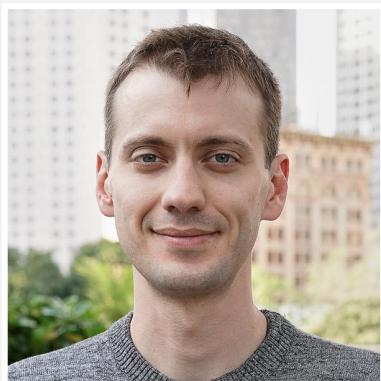Part 2: Getting Started with PL-GTM & PLG

Part 3: What makes great PLG organization

Part 4: Effective PLG Manager/Leader

Part 5: Discuss challenges/opportunities/goals

Background

Marketing & Product Growth Consultant

I help entrepreneurs and companies with marketing and product growth focusing on creating an ideal customer profile, brand story, strategic messaging, customer acquisition strategy, go-to-market strategy, and content strategy and distribution.

Worked with: Google, CallFire, BrightIdea, Civic, Datanyze (acq. by Zoominfo), Respondly (acq. by Buffer), PandaDoc, Apteligent (acq. by VMware), Soundbite Communication (acq. by Genesis)

Myk Pono

mykpono.com

myk@myxys.com

@mykpono

4. What makes great PL-GTM / PLG organization?

Personal skills:

1. Motivation
2. Negotiation
3. Prioritization