

Product & Growth



Product & Growth

CRED: Acquisition.

Google Maps: Engagement/Retention.

SalesForce/Microsoft Teams: Average revenue per user

BYJUS: Reduce Churn/Cost => Workforce reduction.

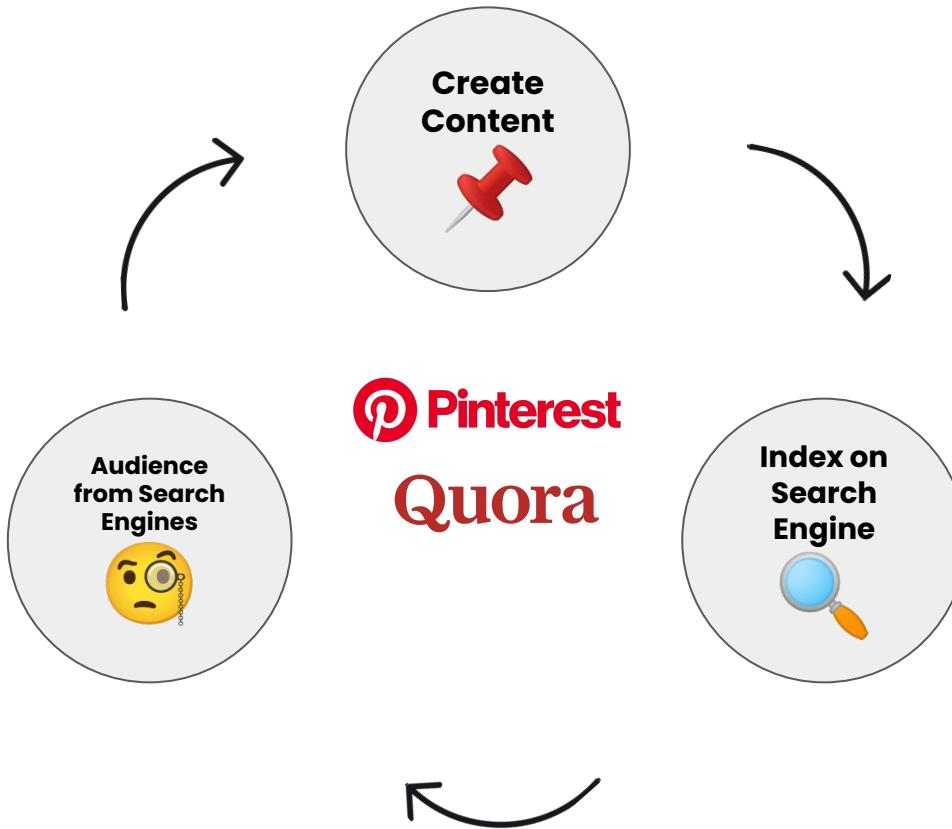


Product & Growth

A match made in heaven



As a product manager who has a strong understanding of **how growth works**, you can create products which have **built-in growth levers** and **success** wouldn't just be an afterthought.



why do you want to be a product manager

All Videos News Images Maps More Tools

About 6,00,00,000 results (0.58 seconds)

In short, a product manager's job is all about **solving problems for people**. If your life has led you to creative thinking, problem-solving, and curiosity, it's quite possible product management is the perfect career choice and you'd be a perfect fit for a role where you can practice, learn and grow a ton.

<https://www.productplan.com/blog/why-product-manage...>

Why Product Management May Be Perfect for You - ProductPlan

About featured snippets • Feedback

People also ask :

Why do you want to be a product manager answer?

What excites you as a product manager?

Why should I do product management?

Feedback

<https://www.quora.com/Why-did-do-you-want-to-bec...>

Why did/do you want to become a product manager? - Quora

29-Aug-2014 — You look for the user's needs and business opportunities. · You are a constant learner and a problem solver. · You have an eye for product design. · You want to ...

21 answers · 61 votes: I originally wanted to be a Product Manager because as a support lead...



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Why did/do you want to become a product manager?

Answer

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How do e-commerce stores get so much referral business?

Optimising your sharing interface, can help your business tap into a profitable stream of new customers.

Learn More

21 Answers



Cliff G., Product Management professional for nearly 20 years.



Answered Jun 9, 2016

I originally wanted to be a Product Manager because as a support lead I saw a role that was making decisions and getting things done, how they wanted, when they wanted, and with authority. It looked really cool — basically taking everyone's input and deciding what would happen and what wouldn't, then ensuring that those decisions were followed.

Turns out, that's not quite how the job works.

I continue to be a Product Manager, and help others to be more effective Product Managers, because it's a job that has a neverending variety of roles, responsibilities, and areas of impact. In a good PM role,... [\(more\)](#)



61



2



2



...

2 comments from Nathaniel Smith and more

Related questions

[Product Management: What do you love about being a Product Manager?](#)

[Why has product management become such a popular role?](#)

[Why is it almost impossible to break into product management?](#)

[What is a product manager? What do you study in order to become one? What skills d...](#)

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[How do I become a product manager?](#)

Add question

AARRR Framework

Acquisition	Activation	Retention	Referral	Revenue
 <i>How do your users find you?</i>	 <i>How can they do an important action quickly?</i>	 <i>Are they coming back? Why not?</i>	 <i>Turn them into advocates</i>	 <i>How can you increase revenue?</i>

How to use AARRR

Step 1	Step 2	Step 3	Step 4	Step 5
<i>Map User Journey into AARRR</i>	<i>Identify opportunities with metrics</i>	<i>List ideas for improvement?</i>	<i>Prioritize Ideas</i>	<i>Test & Iterate</i>

AARRR Framework

Acquisition	Activation	Retention	Referral	Revenue
				
<p>How do your users find you?</p> <p>Ads SEO ASO Traditional Marketing Product Led Growth</p>	<p>How can they get to their AHA moment quickly?</p> <p>Onboarding Reduce Time to Value Aha Moment</p>	<p>Are they coming back? Why not?</p> <p>Loyalty Programs Repeat Use Cases Communication Push Notifications</p>	<p>Turn them into advocates</p> <p>Sharing Incentivized referrals Smooth referral process</p>	<p>How can you increase revenue?</p> <p>Upselling Feature Locking Sales Demo</p>

UNDERSTANDING THE PRODUCT

- 1. WHO ARE THE USERS?**
- 2. WHAT ARE THE PROBLEMS BEING SOLVED?**
- 3. HOW BIG IS THE MARKET?**
- 4. WHO ARE MAJOR DIRECT AND INDIRECT COMPETITORS?**
- 5. WHAT IS THE SOLUTION? WHAT'S SPECIAL ABOUT IT?**
- 6. PRODUCT MARKET FIT**
- 7. WHERE ARE WE RIGHT NOW?**

AARRR Framework

Acquisition	Activation	Retention	Referral	Revenue
				
<p>How do your users find you?</p> <p>Ads SEO ASO Traditional Marketing Product Led Growth</p>	<p>How can they get to their AHA moment quickly?</p> <p>Onboarding Quick Registration Aha Moment</p>	<p>Are they coming back? Why not?</p> <p>Loyalty Programs Repeat Use Cases Communication Push Notifications</p>	<p>Turn them into advocates</p> <p>Sharing Incentivized referrals Smooth referral process</p>	<p>How can you increase revenue?</p> <p>Upselling Feature Locking Demo</p>

Growth Loops

When the actions done by one set of users become the reason for other users to join the platform.

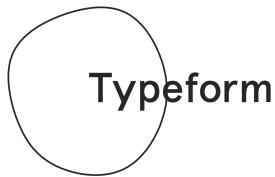
Quora ➡ SEO led growth loop

LinkedIn ➡ Contact sync

TikTok ➡ Sharing led growth loop

Virality

When your product spreads the traces of its identity.



1 → So, tell us... what do you have in mind?*

Please note that we are not fond of sales pitches

A I want to give useful feedback

B I built a project with the Dev Platform!

C I want to integrate you with my product

D I want to write an article for your blog

E I'm media and want to feature Typeform

F I organize events and want you as speaker

G I need help using the Developer Platform

H Something else

0% completed

Powered by Typeform



Rick
Active

Hey there! Can you guys help me out with an issue I'm having?

Hey there! Yeah sure, hop on this call

Video chat with Rick Brink is ready

[Join now](#)



We run on Intercom

Write a reply...









Network Effects

Network Effects

Situation when the value of a product increases when the number of people using it increases



**Local
Network Effects**



**InDirect
Network Effects**



**Diminishing
Network Effects**

U B E R



**Content Led
Network Effects**



Tactics to solve the **Cold Start Problem**

TACTIC	REMARKS	EXAMPLES
👉 Onboard suppliers first, and do the hard-work for them.	Mostly applicable for two-sided marketplaces.	 
👉 Come for utility, stay for network.	MVP should have critical utility feature.	 
👉 Start with relevant, small network.	Start with one community, geography or topics.	 
👉 Seed initial content by yourself.	Initial acquisition lead by seeded content.	 
👉 Innovate on GTM	Loop in marketing for launch, events and partnerships	 

Referrals

₹120
Total Rewards
Invite your friends and earn rewards

CLAIM YOUR REWARDS

Track Past Invites

saurabh chawla
23 Oct
Signed Up
Account Complete
Invested

Hitesh Aggarwal
23 Oct
Signed Up
Account Complete
Invested

Remind saurabh ch...

You've won!
₹110

Get upto
6 EXTRA PREMIUM MONTHS

Invite friends.
For every friend who subscribes, you both get 1 month extra.

[COPY LINK](https://www.hotstar.com/refer/get-started?refer_c...)

Or share on
[TWITTER](#) [FACEBOOK](#)

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ROGERS 2:19 PM
Free Rides

Want more Uber for less?

Get \$5 off your next ride when you refer a friend to try Uber.

How Invites Work

Share Your Invite Code
emilyg [REDACTED] [Upload](#)

Invite Friends

Referrals



Types



Incentives



Metrics



RINSE

Types

- 1. Non-incentivized**
- 2. Incentivized**
 - a. Unlock premium access**
 - b. Discounted product**
 - c. Increase usage limit**
 - d. Money (Direct & Marketplace)**

Metrics:

1. **Referral-coefficient, K-factor**
2. **LTV/CAC (Product – Channel Fit)**
3. **Complete user journey**

How to design a referral:

1 > When and Who should you ask for a referral?

2 > How will they discover the referral program?

3 > Why should they share?

4 > How should they share?

5 > Delight the new user

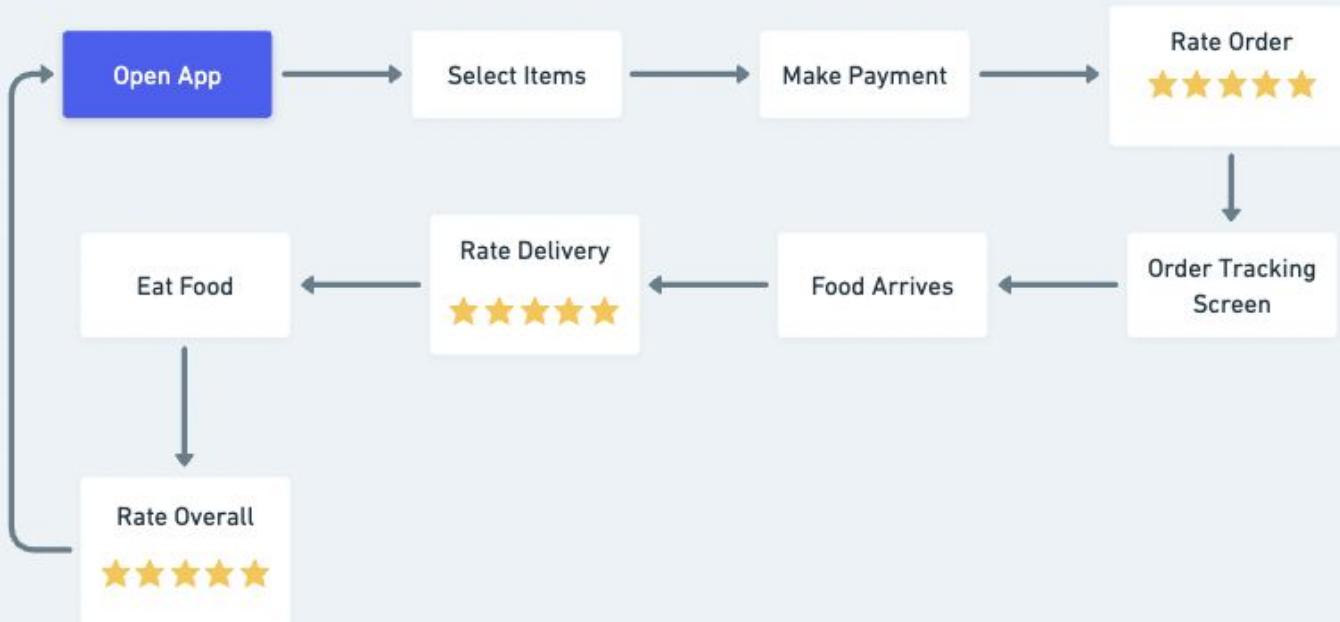
6 > How will they measure?

7 > How to keep them referring?

When and Who should you ask for a referral?

- 📍 Map common user journey
- ❤️ Find the moments of delight
- 🎯 Segment the users who get this delight

FOOD DELIVERY APP USER JOURNEY



How will they discover the referral program?

- 1. Pop ups**
- 2. Contextual Banners (use case, billing screen)**
- 3. Emails**
- 4. SMS**
- 5. ADs**
- 6. Community**

How will they discover the referral program?



JOB REFERRALS

COURSES

CLASSES

Last chance: Get 20% off mock interviews from experts at Google, Meta, and more [Learn more](#)

PRACTICE MAKES PERFECT

[START A PRACTICE SESSION](#)

Credits left: 6 interviews

[GET MORE FOR FREE](#)

How will they discover the referral program?

(X)

Get More Interview Credits

Invite a friend to Pramp and each of you will get an extra interview credit.
Want even more? Exponent members receive **unlimited interview credits**.

[Join Exponent](#)

or

Invite friends by email:

[Send](#)

Share your invite link:

[Copy](#)

Why should they care to share?

1. Social and Emotional Reasons

- a. Willingness to look good**
- b. Caring about the other person**

2. Tangible incentives

- a. Platform currency**
- b. Other incentives**



Search

Host Trips Messages Help



Share your love of travel

When a friend travels on Airbnb, you get \$20 in travel credit. When they welcome their first guest, you get \$75 in travel credit. [Read the terms](#)

Enter email addresses

Send Invites

Import contacts: Gmail Yahoo Mail Outlook

or

Share Your Link: www.airbnb.com/c/csmith1037

Copy

Messenger

Facebook

It's easy to get started



Spread the word with your link or over email.



Get \$20 when they take their first trip of \$75 or more.



Get \$75 when they welcome their first guest.

[Learn more about how invitations work on Airbnb.](#)

English

USD

Airbnb

About us
Careers
Press
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Help
Diversity & Belonging

Discover

Trust & Safety
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Business Travel
Guidebooks

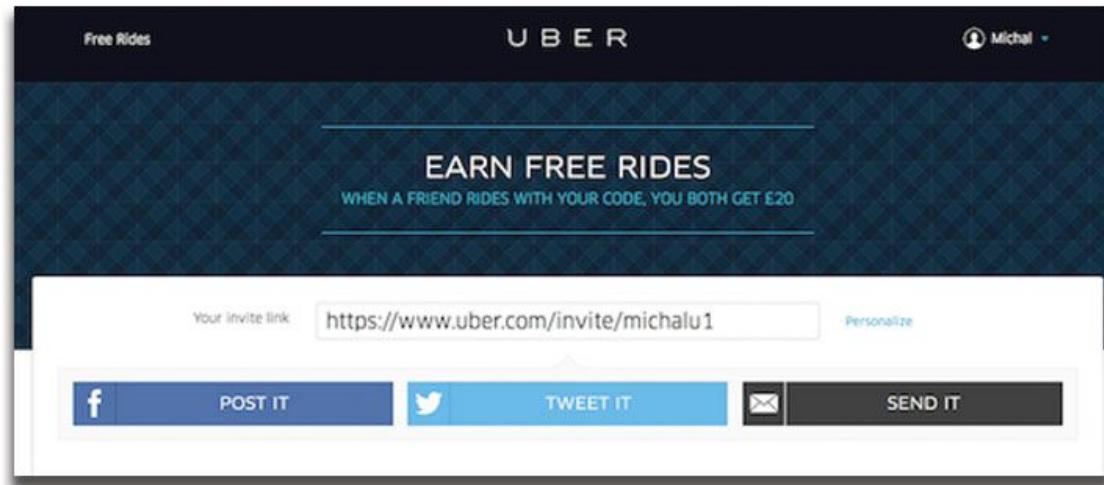
Hosting

Why Host
Refer Hosts New
Hospitality
Responsible Hosting

How should they share?

- 1. Popular social networks**
- 2. Popular personal networks**
- 3. Consider message, ease-of-sharing and complete user journey**

How should they share?



The Uber mobile application interface showing a promotional offer. At the top, it says "Free Rides" and "Michal". In the center, there's a large banner with the text "EARN FREE RIDES" and "WHEN A FRIEND RIDES WITH YOUR CODE, YOU BOTH GET £20". Below the banner is a URL input field containing "https://www.uber.com/invite/michalu1" with a "Personalize" link next to it. At the bottom, there are four sharing buttons: "POST IT" (Facebook icon), "TWEET IT" (Twitter icon), "SEND IT" (Email icon), and a larger "SHARE IT" button.

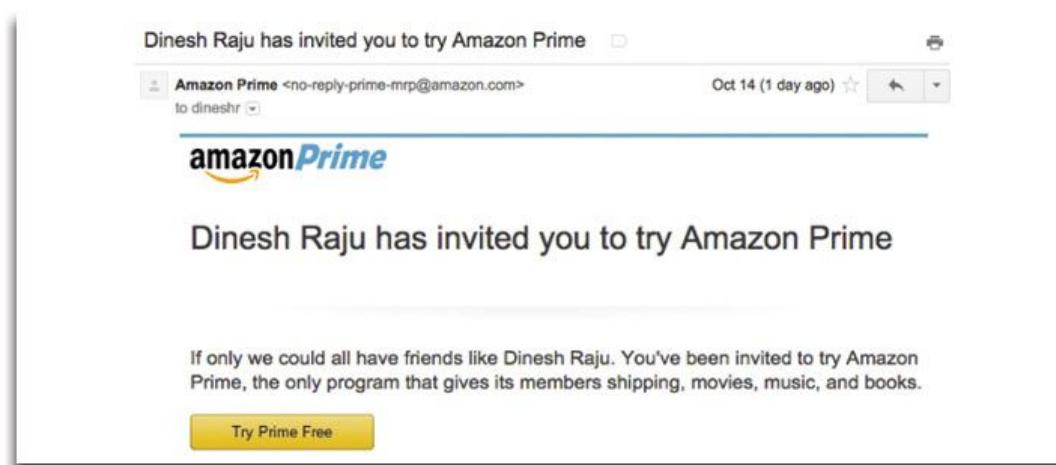
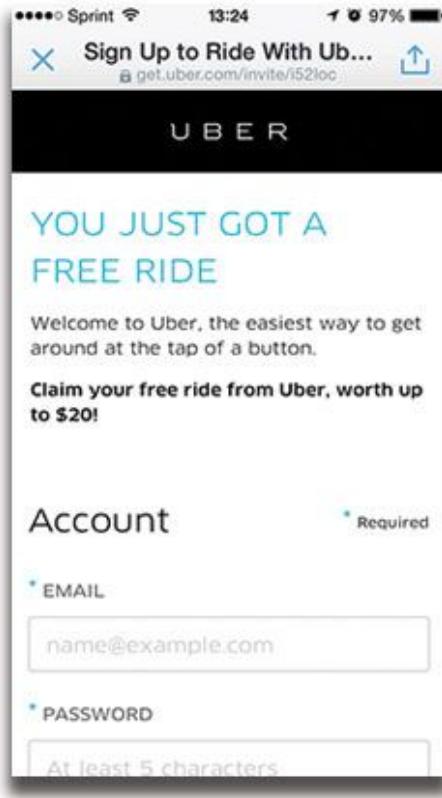


The Uber mobile application interface showing a sharing screen. At the top, it shows signal strength, "Sprint", the time "12:07", and battery level "39%". Below that is a "BACK" button and a "SHARE" button. In the center is a large envelope icon with the Uber logo inside. Below the envelope, the text "SHARE UBER" is displayed. Further down, there is descriptive text: "Share your promo code i52i0 with friends and they'll get their first ride free (up to \$30). Once they've tried Uber, you'll automatically get a free ride (up to \$30) the next time you use Uber." At the bottom, there are four sharing icons: "SHARE" (Facebook), "TWEET" (Twitter), "TEXT" (Text/Messages), and "EMAIL" (Email).

Delight the new user

- 1. Welcome them**
- 2. Make onboarding easier**
- 3. Show them the incentive and how to redeem**

Delight the new user



How will they measure

- 1. Reduce anxiety and keep them updated**
- 2. Proactively inform**
- 3. Give them a visual map**

How to keep them referring?

- 1. Make tiered referral program**
- 2. Substantially improve referral incentives**



MORNING BREW

Share the Brew → Earn Rewards

MORNING BREW
More Referrals, More Swag

3



Premium Sunday Newsletter

5



Stickers

10



Exclusive Community

15



Phone Wallet

25



T-Shirt

50



Coffee Mug

100



Crewneck Sweater

1000



Trip to Brew HQ

*The t-shirt, coffee mug, and crewneck are only available to those living in the U.S.

Your Referral Count

0

You're only **3 referrals** away from receiving
Light Roast (our premium Sunday newsletter)!

RINSE

R

Relevance of
product to my
network

I

Incentives Offered to
both sides

N

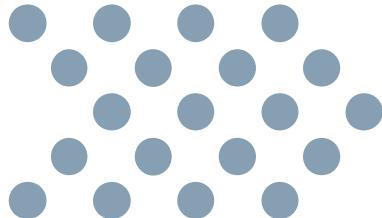
Network effects

S

Social Image

E

Experience



RINSE

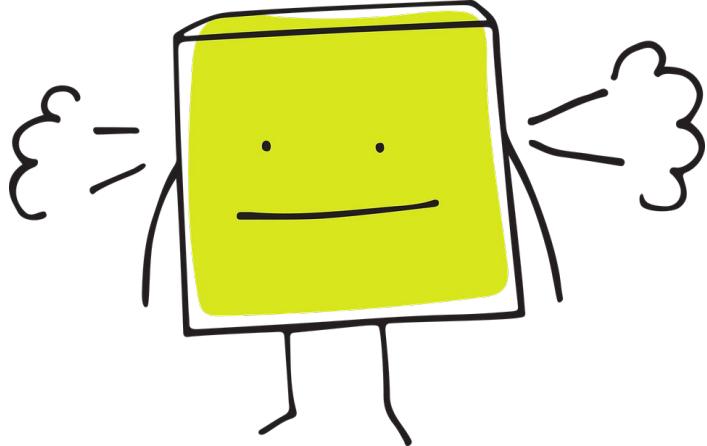
	Relevance	Incentive	Network Effect	Social Image	Experience
 PayPal					
 Dropbox					
 goibibo					
MLM					

Managing frauds in referrals

1. Monitor closely
2. Check activation rates
3. Be on top of real metrics
4. Create and identify fraud patterns and code them into the system
5. Set an expiry date to rewards to avoid an endless liability

Activation

Activation



Fulfill the promise



Remove distractions



Get to aha moment,
quickly

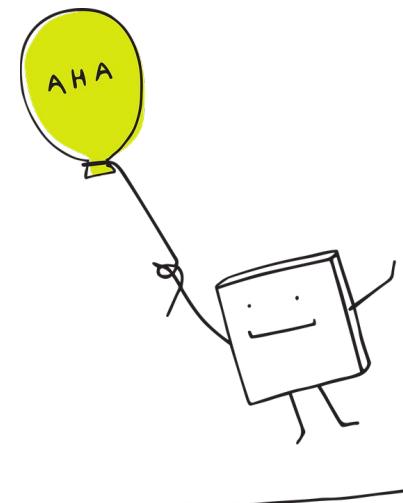


Understand
Jobs to be
done

AHA Moment

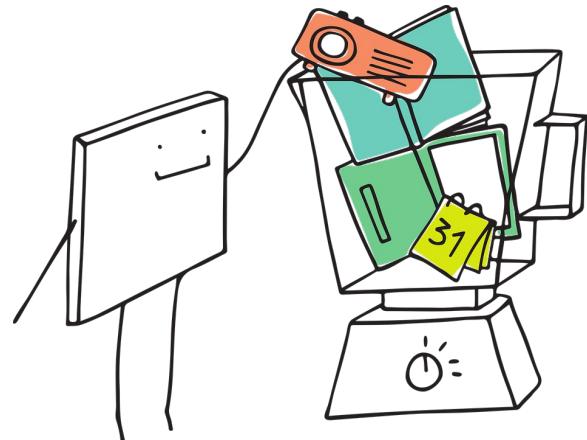
**When the user realizes “The value” of the product.
A moment of delight.**

	Booking
   OneDrive Google Drive Dropbox	Data Sync Across Devices
	Order gets delivered
 Super Money App	Realtime net worth



How to create {user centric}onboarding

1. Start from the End (*Jobs to be done - Aha moment*)
2. Map user journey
3. Remove unnecessary steps (**Reduce time to value**)
4. Identify actions and metrics to track
5. Measure and Iterate



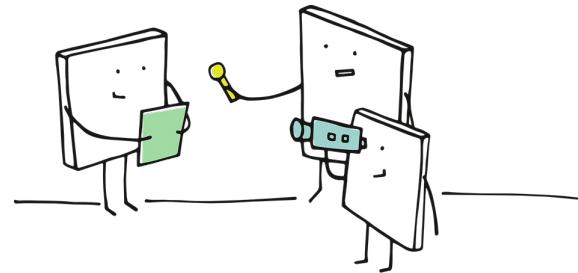
Talk to users

Segment users into buckets:

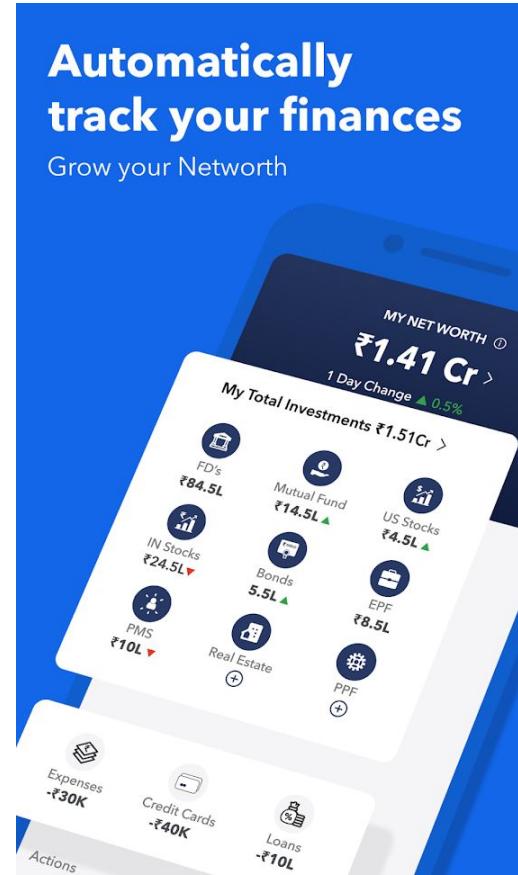
- **Power users**
- **Churned users**
- **New users**

Ask them:

- **What output were you hoping to achieve when you signed up?**
- **Were you able to achieve it?**
- **Why not? Can't find, too complex, distracted, evaluating, alternative?**
- **What can be changed?**



Case in discussion: INDmoney



Retention

Are users really into your product?

Why retention is the most important metric for a product?

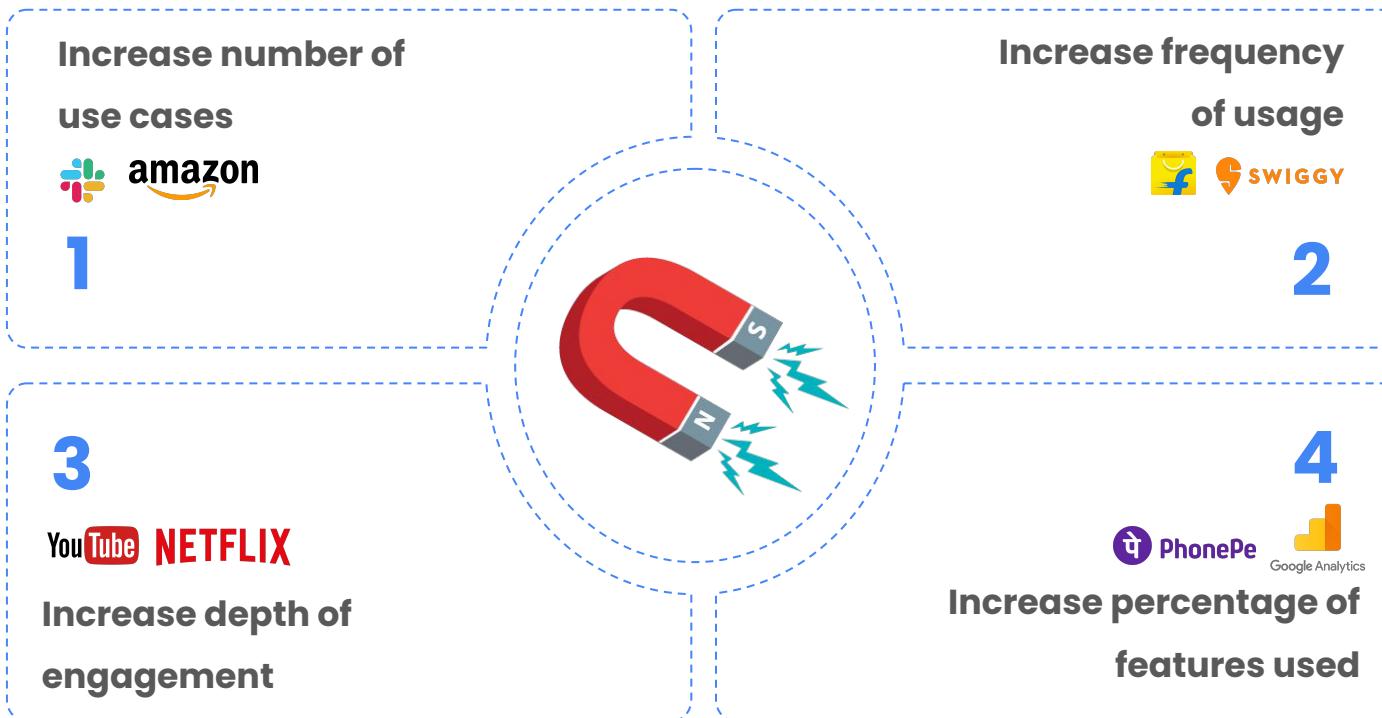
- **Retention Drives Acquisition**
- **Retention Drives Monetization**
- **Retention Drives Competitive Edge**



How to improve retention?

- **Problem/Motivation**
- **Core Action**
- **Frequency of usage**

4 ways to improve retention



BJ Fogg's behavior model

B = MAT

B = M A T

Behaviour

Try the product.
Use the product regularly.

Motivation

Jobs to be done
Needs and Desires
Dopamine

Trigger

Intrinsic

- Emotional
- Social
- Dopamine
- Functional

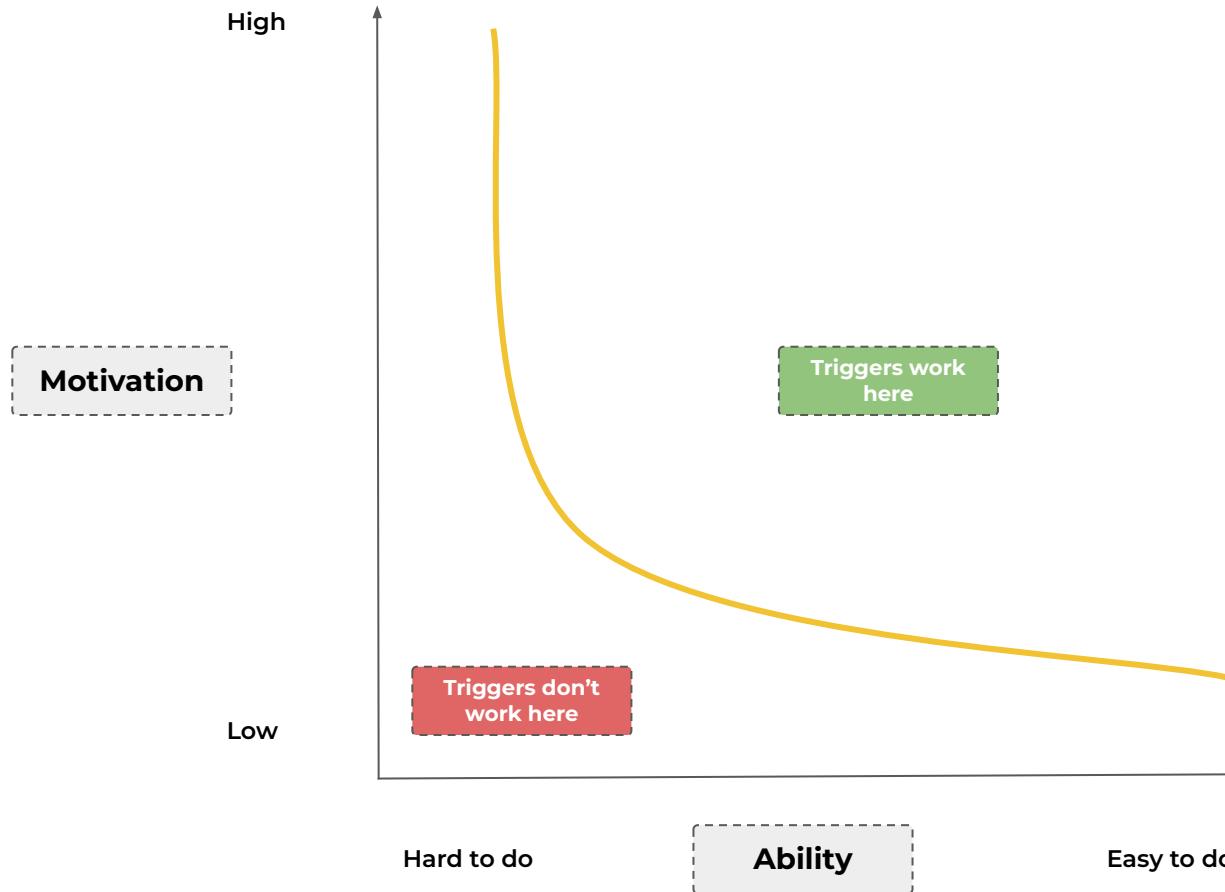
Ability

Ease of usage:

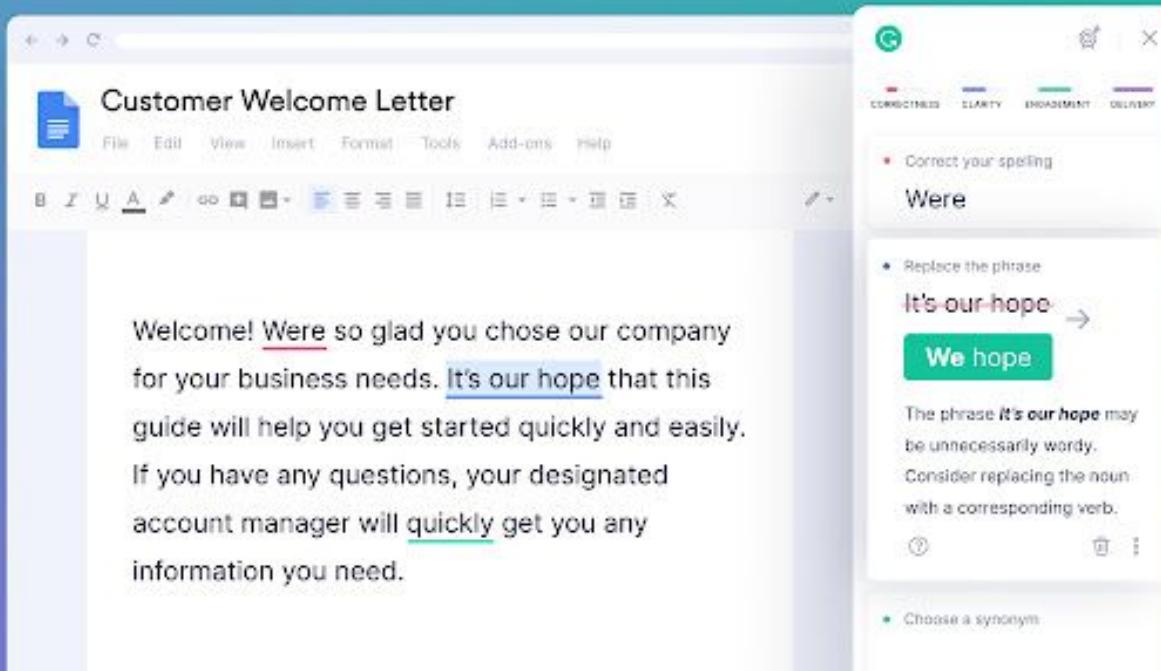
- Cost
- Technology
- Design (UX)

Extrinsic

- Ads
- Discount
- Push
- SMS
- Email



Find and fix mistakes



The screenshot shows a Google Docs window titled "Customer Welcome Letter". The document contains the following text:

Welcome! Were so glad you chose our company for your business needs. It's our hope that this guide will help you get started quickly and easily. If you have any questions, your designated account manager will quickly get you any information you need.

A Grammarly floating panel is open, showing the following suggestions for the underlined word "Were":

- Correct your spelling
Were
- Replace the phrase
It's our hope →
We hope

The panel also includes a note: "The phrase It's our hope may be unnecessarily wordy. Consider replacing the noun with a corresponding verb."

Motivation:

- Write correctly.
- Look better professionally.

Ability:

- No need to open any software, do it from where you are.
- Fits in existing workflow.

Trigger:

- Ads, Word of mouth initially.
- Small pop-up indicator

