Building Success from Within: The Power of Product-Led Growth
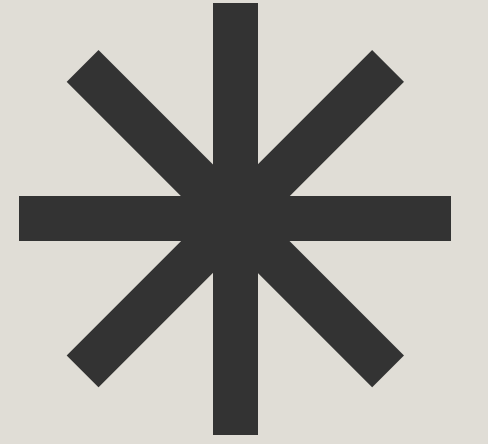
By Helena, Kathleen, Emilia & Ali

Icebreaker!

Join us in menti.com
Code: 4331 3372

What is Product–Led Growth?

Sales-led and marketing-led had their time.
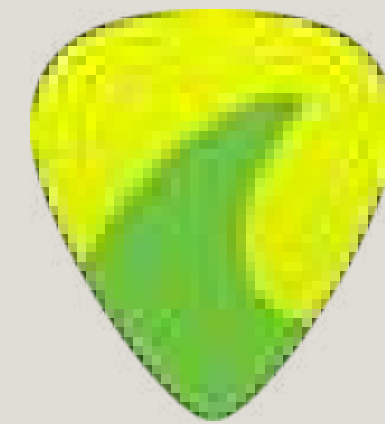
The future is product-led growth.

What has triggered PLG?

✳

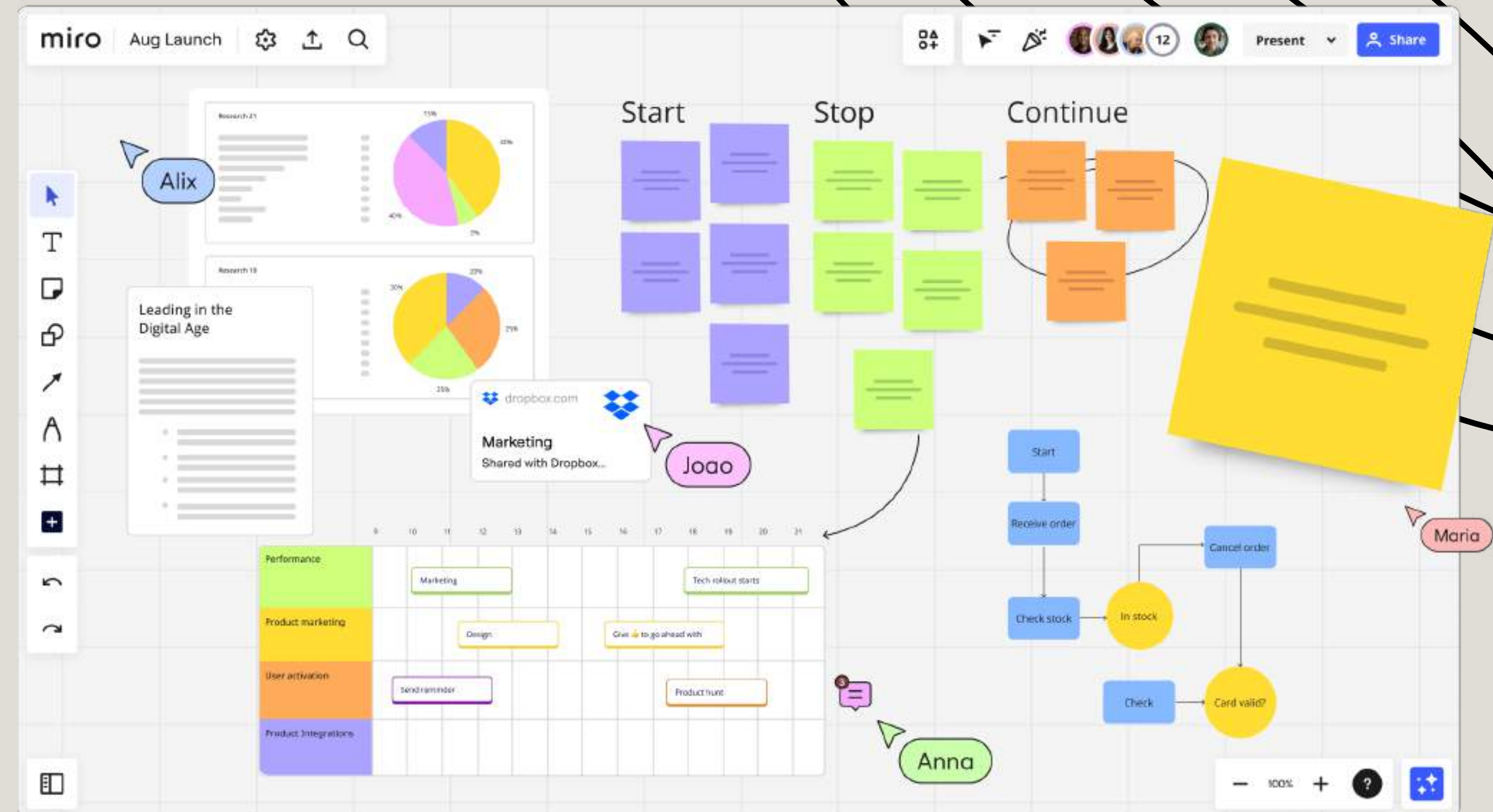# Why is Product–Led Growth beneficial for companies?

Case studies

Miro

Miro promotes **real-time collaboration.**

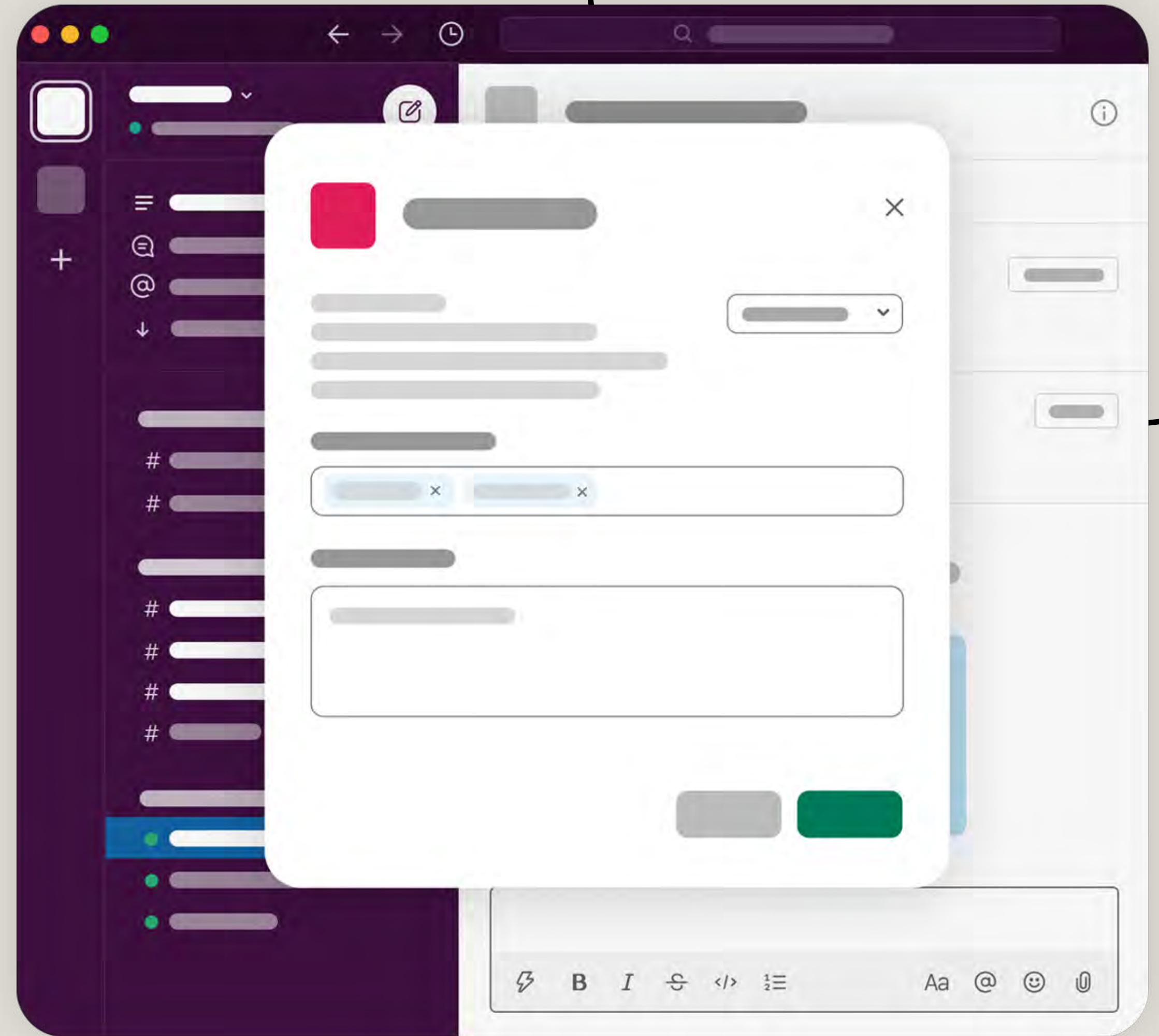It focuses on user needs to foster widespread adoption and growth.

📣 Product = marketing
👩🏽‍💼 Fast time to value
🤝 Collaboration
😍 Community-led growth

Slack

Slack's freemium business model **targets makers**, rather than shakers.

🤝 Optimising team communication
🚀 Opportunities for better & faster decisions
💡 A blue ocean strategy

Canva

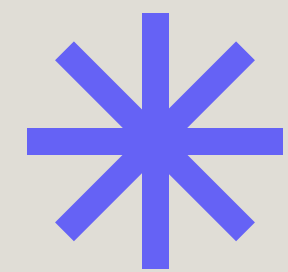Canva, a **leading collaborative graphic design software**, that combines a drag-and-drop design tool with a stock library of photographs, illustrations, and imagery.

👌 Seamless onboarding
🥸 Empowering self-service discovery
🤝 Design collaboration
👑 Elevated premium experience
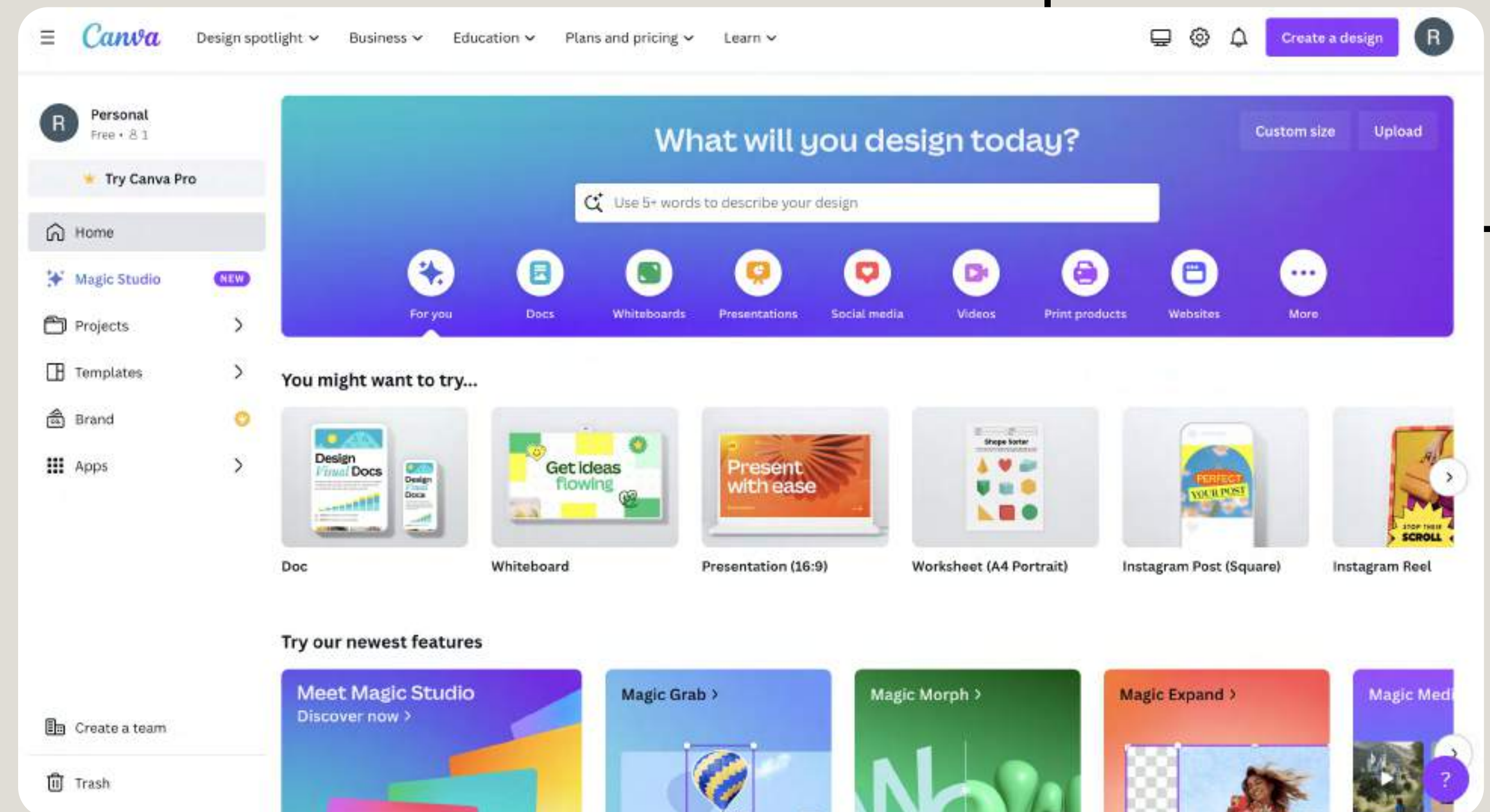
Yousician & Guitartuna

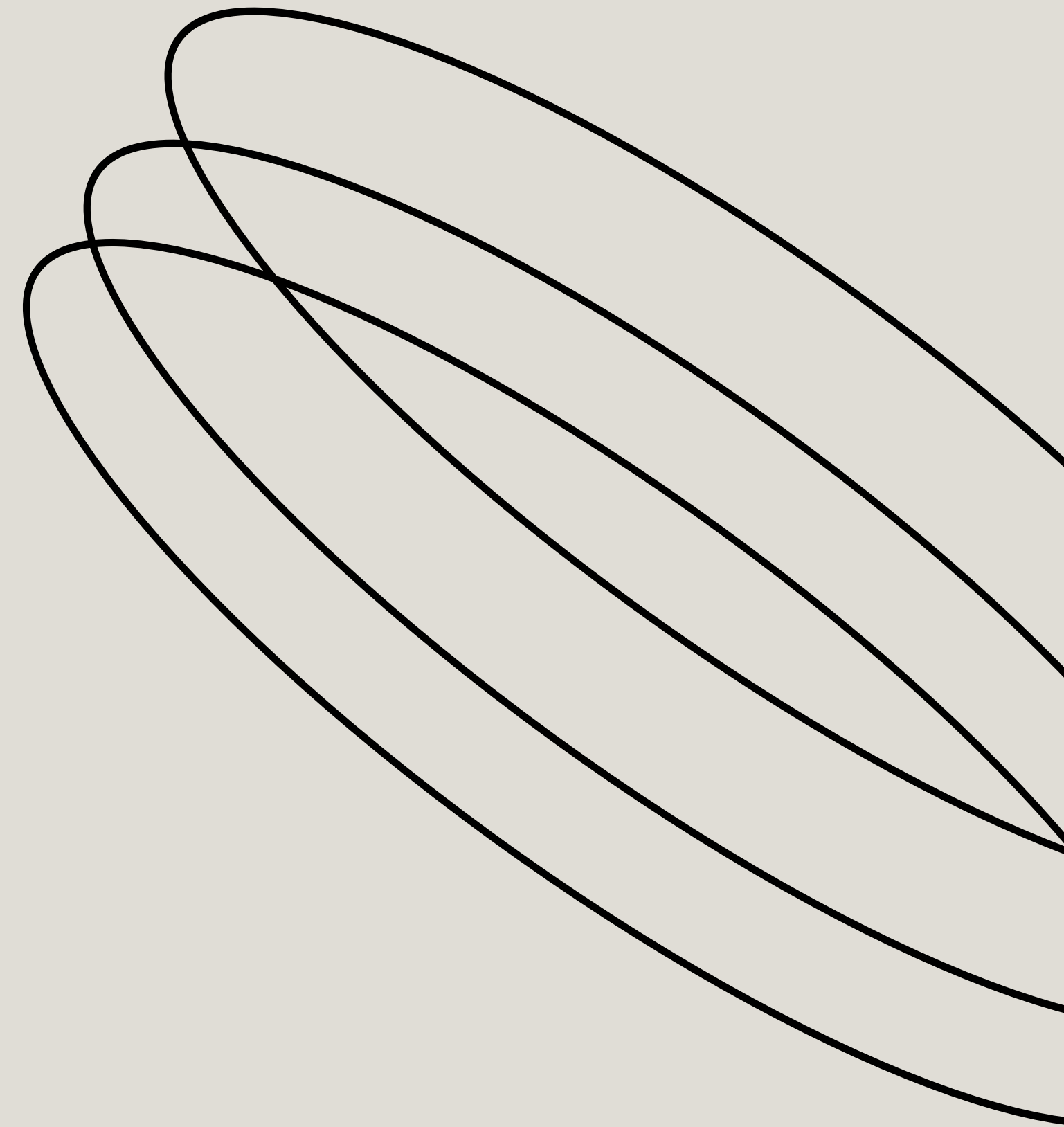**Our interview with Juho Kinnunen, Senior Product Manager**
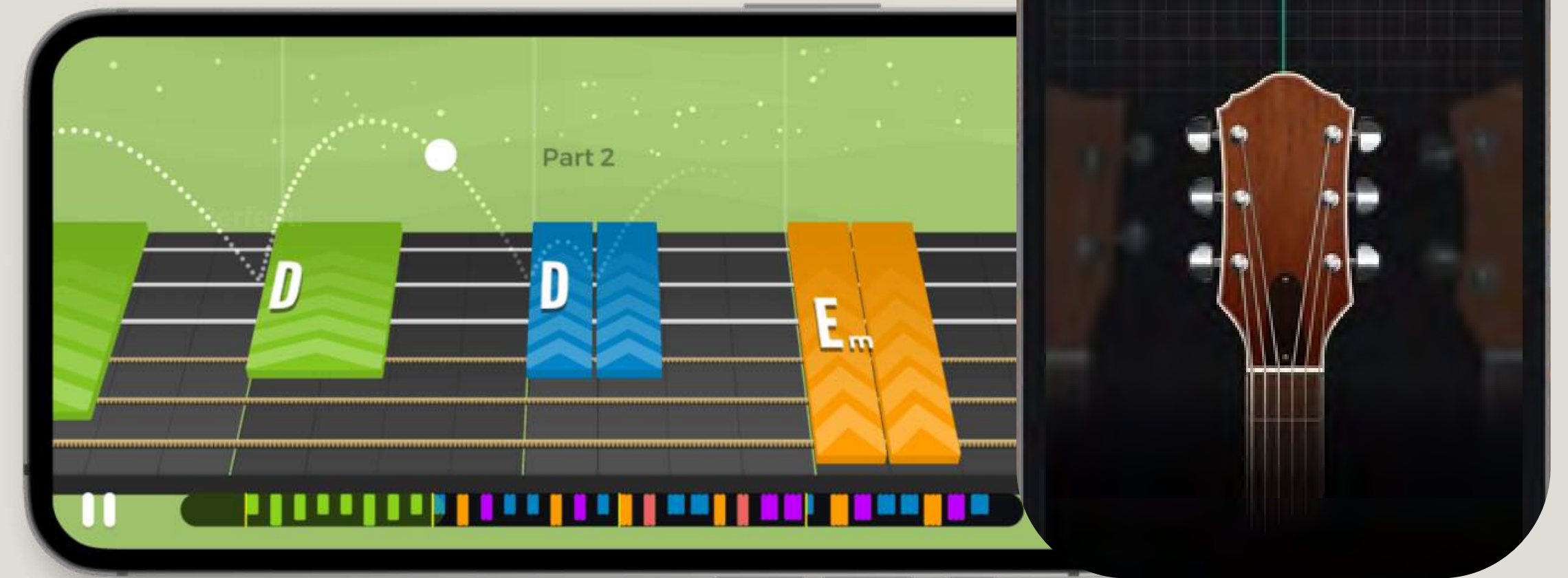
How can companies start using PLG more?

1 User centricity

When your product is at the centre of your growth, it has to answer well to needs and pains of your customers.

When your product answers to a problem and functions well, it grows organically.
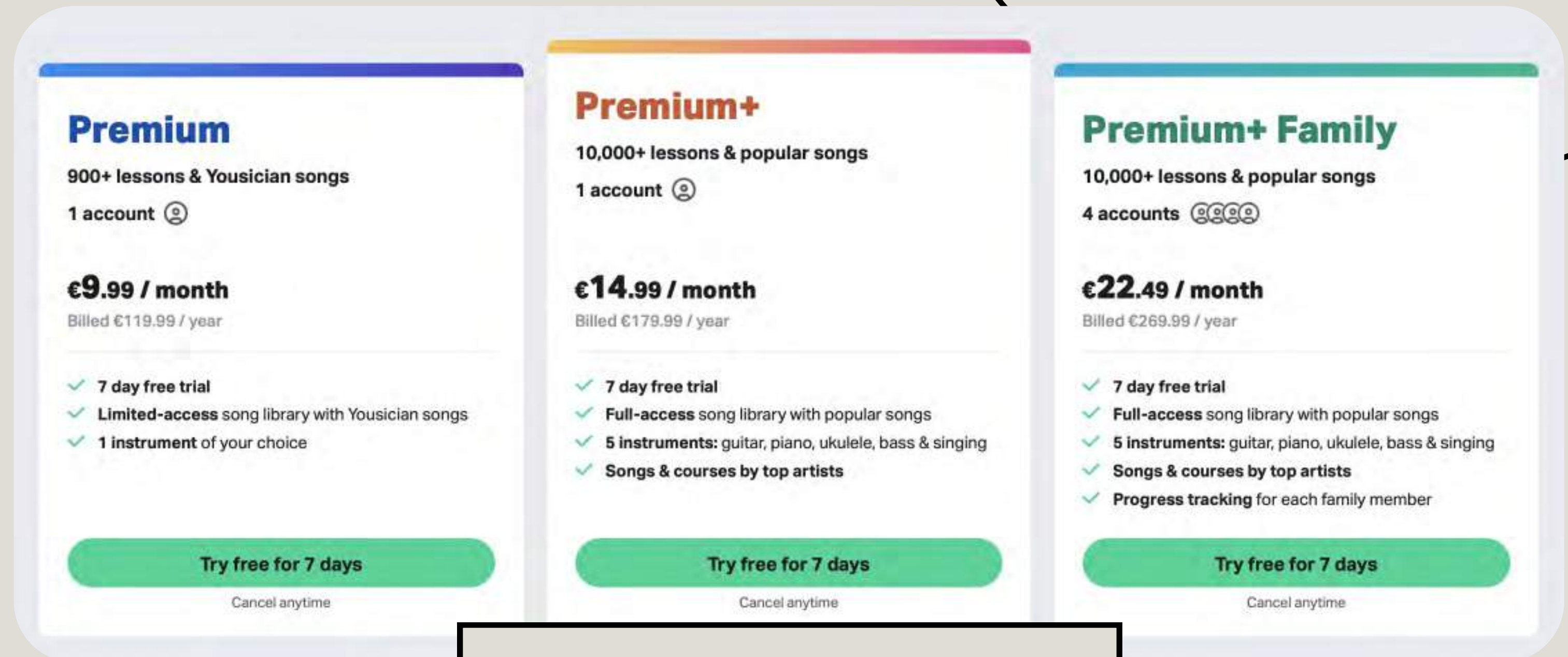
2 Easy access

Customers can start using the product easily without help.

They get value from it before the paywall through a freemium or a free trial.

Different subscription plans to target different consumer cohorts.

Premium
900+ lessons & Yousician songs

1 account

€9.99 / month
Billed €119.99 / year

✓ **7 day free trial**
✓ **Limited-access** song library with Yousician songs
✓ **1 instrument** of your choice

Try free for 7 days

Cancel anytime

Premium+
10,000+ lessons & popular songs

1 account

€14.99 / month
Billed €179.99 / year

✓ **7 day free trial**
✓ **Full-access** song library with popular songs
✓ **5 instruments:** guitar, piano, ukulele, bass & singing
✓ **Songs & courses by top artists**

Try free for 7 days

Cancel anytime

Premium+ Family
10,000+ lessons & popular songs

4 accounts

€22.49 / month
Billed €269.99 / year

✓ **7 day free trial**
✓ **Full-access** song library with popular songs
✓ **5 instruments:** guitar, piano, ukulele, bass & singing
✓ **Songs & courses by top artists**
✓ **Progress tracking** for each family member

Try free for 7 days

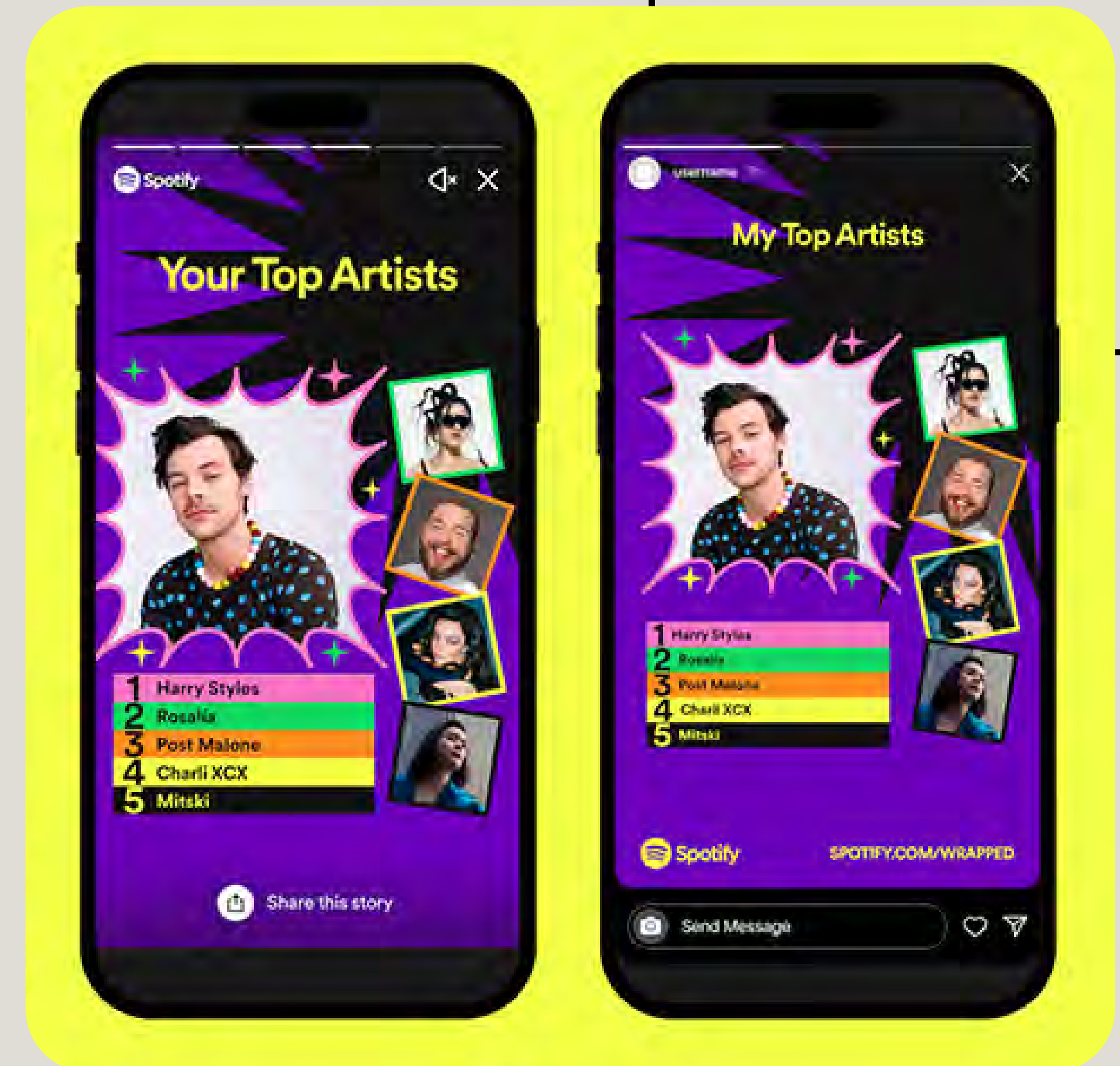Cancel anytime

Yousician subscriptions

3 User-generated content

Encourage to organic user-generated content through different features and UI.

Make customers want to share that they too are using your product
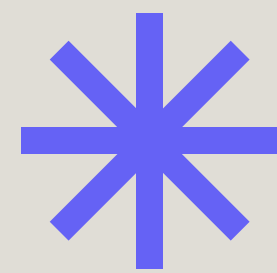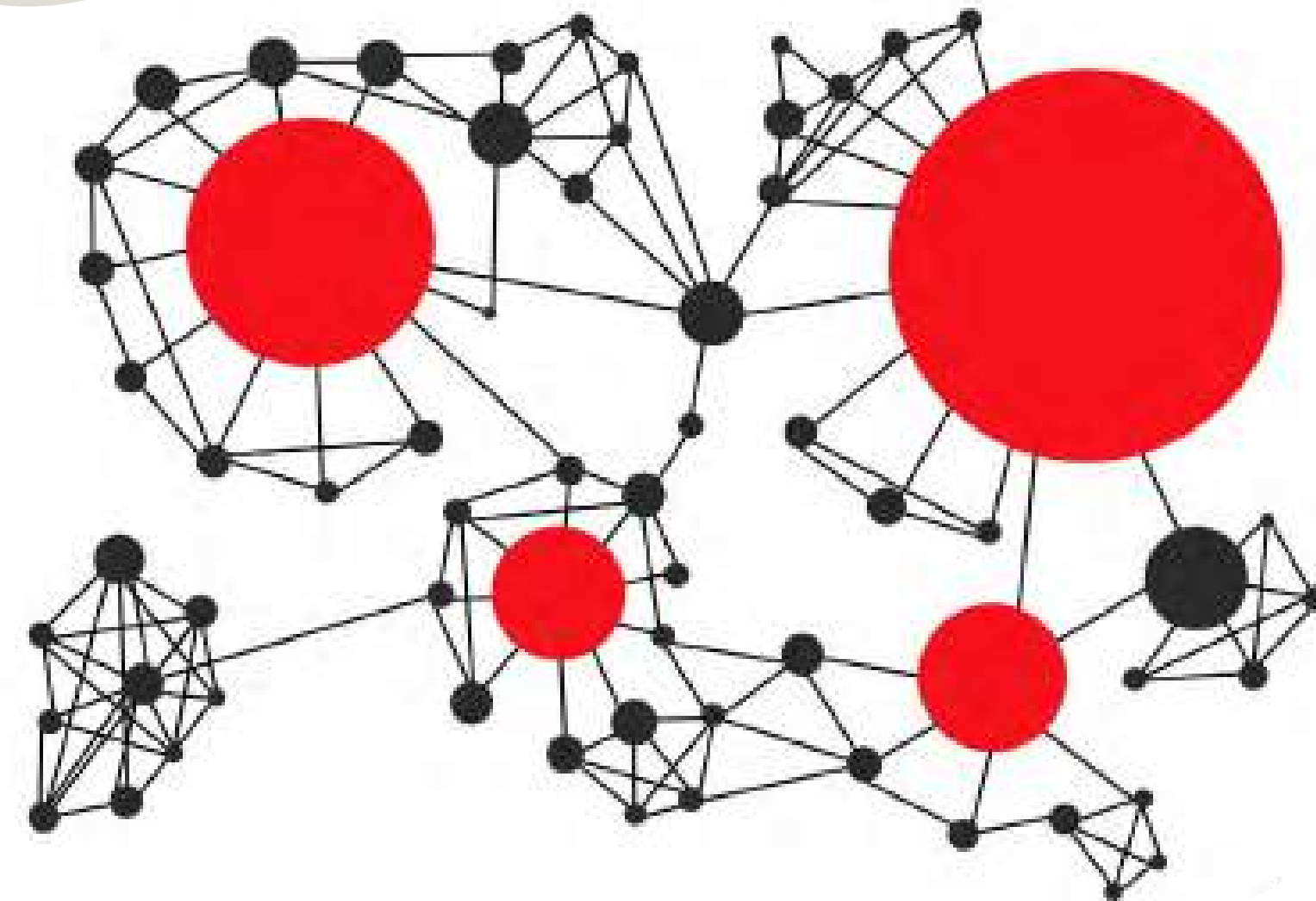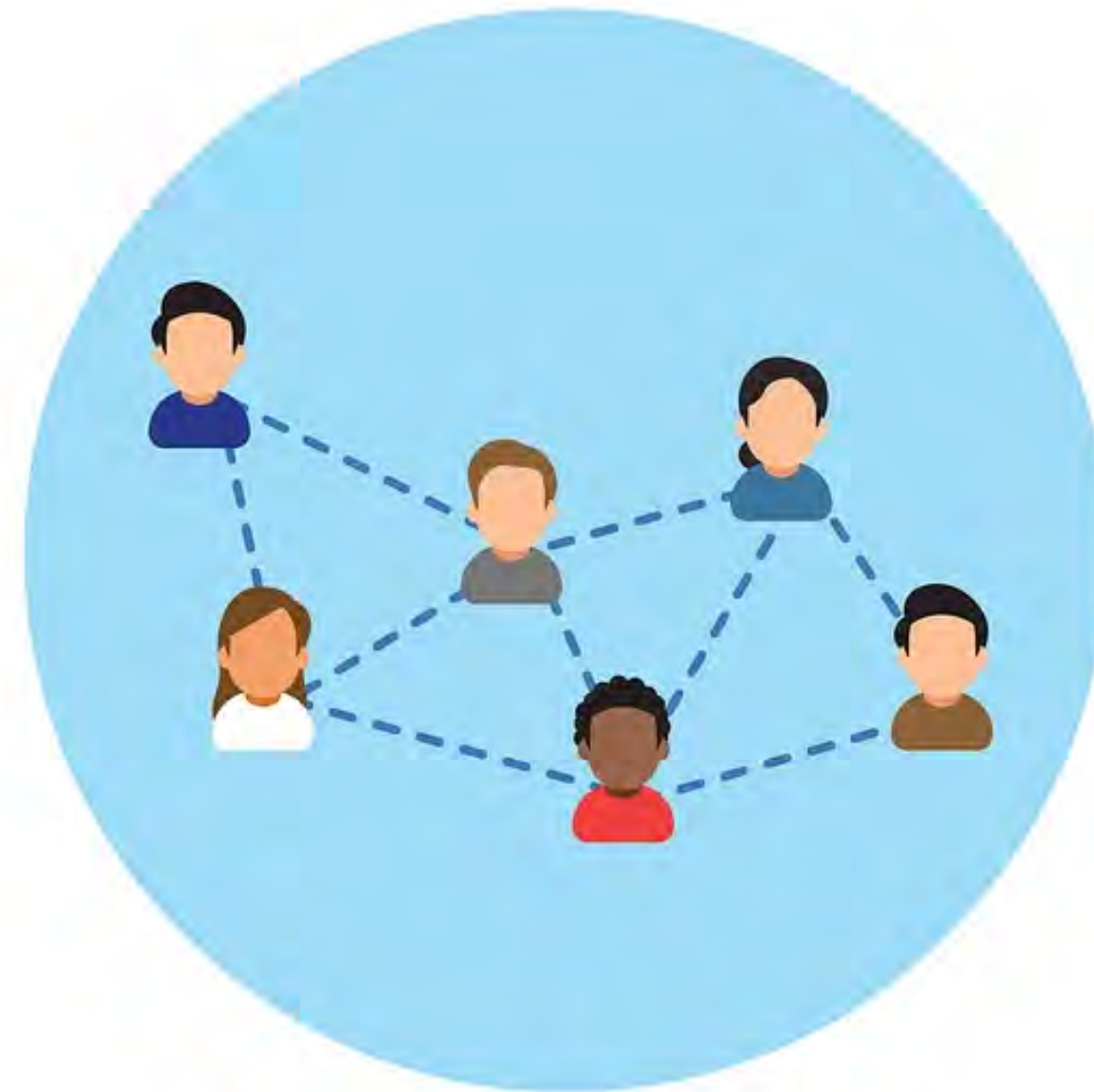
✳ Success of Spotify Wrapped

PLG *x* Network Effects

"Did you hear about ChatGPT?"

"Are you on TikTok?"
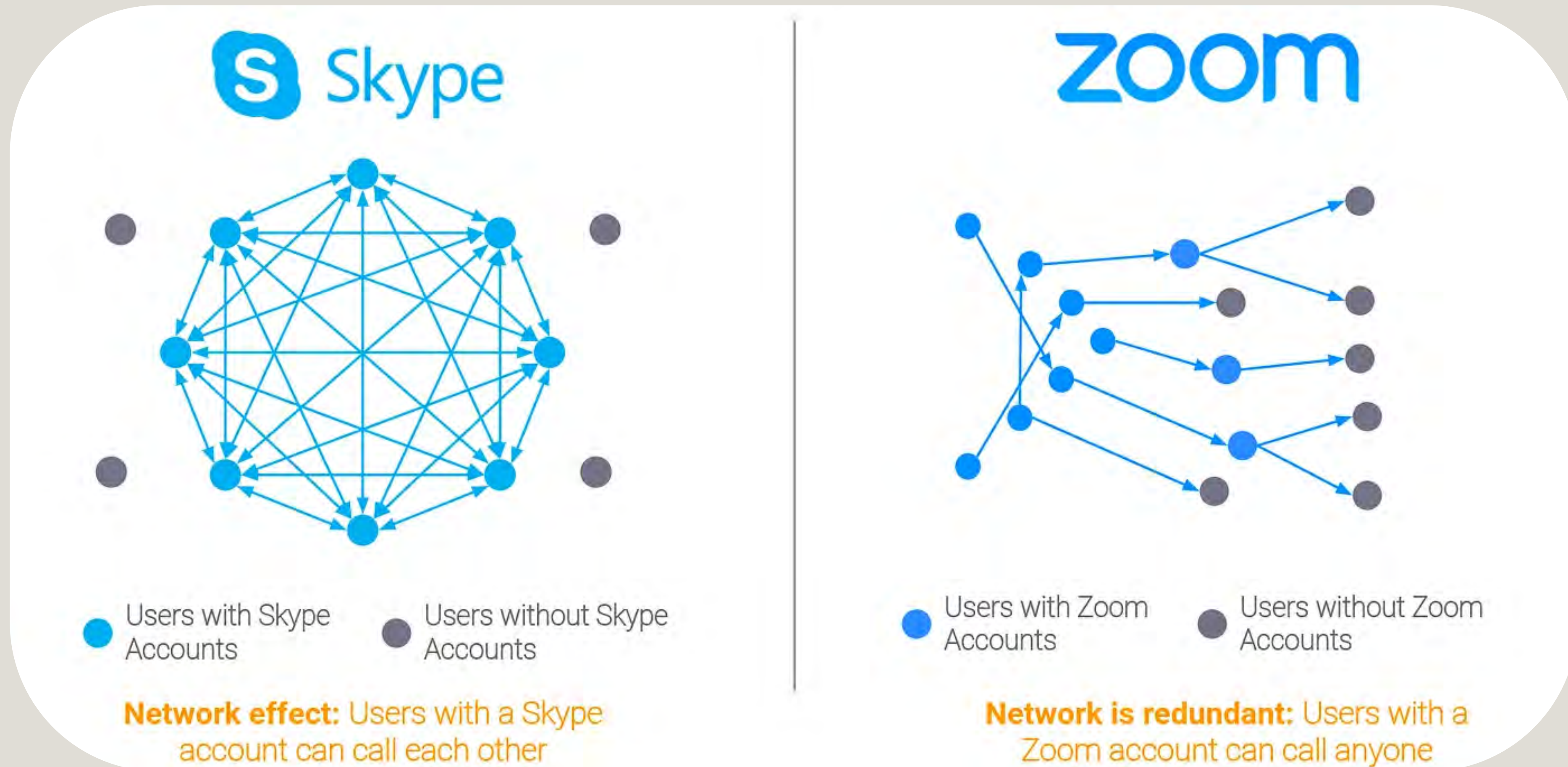
"You can sell it online using Shopify?

Direct and Indirect Network effects

The product becomes more valuable to users as more users join (e.g., social media platforms).

Third–party products or services become more valuable as the main product's user base grows (e.g., app developers on a platform).

An Effect We All Experienced...

{behind the scenes}
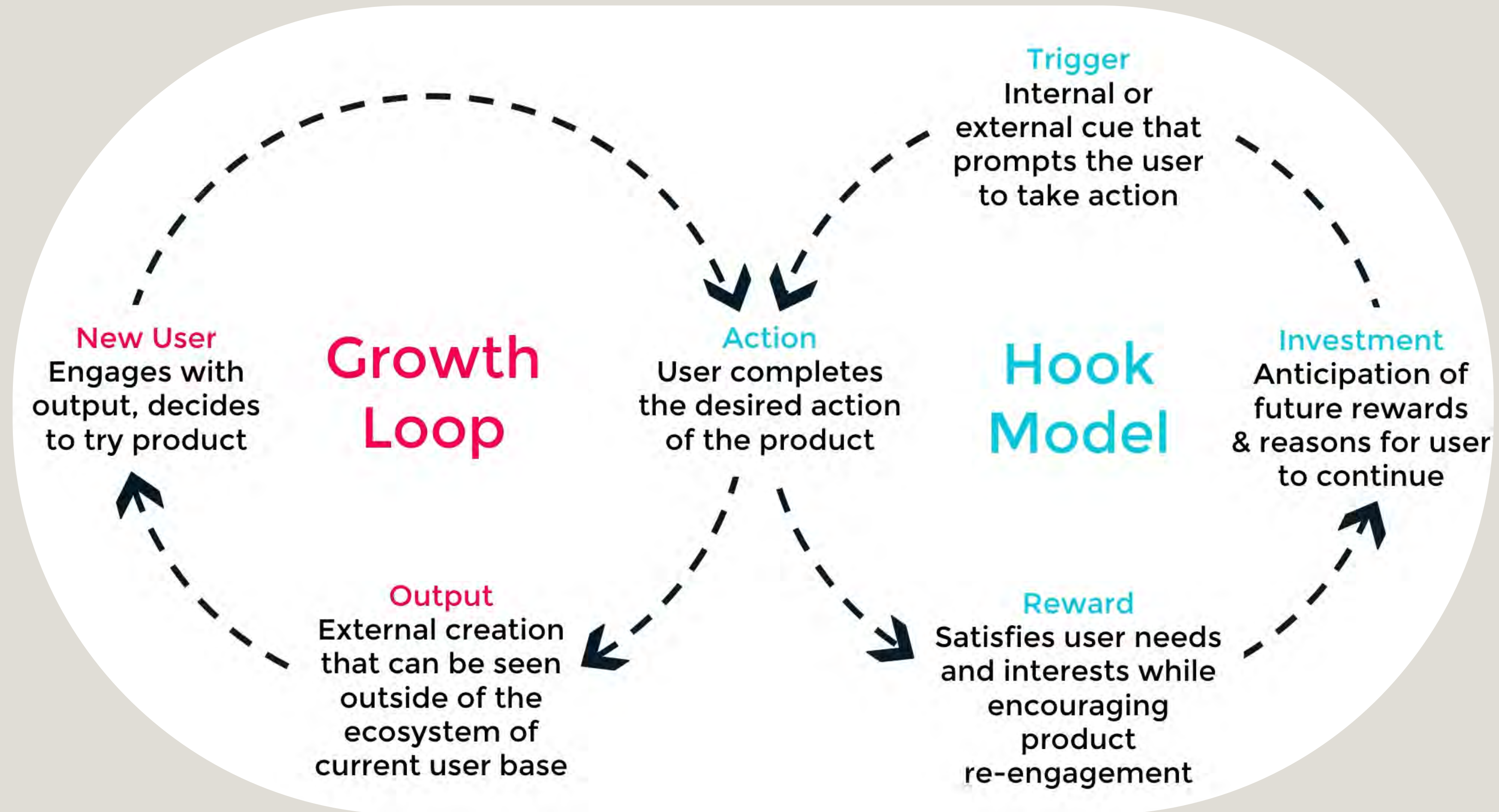
1. Product Led Growth (PLG)

2. Emergence

3. Beneficial

4. Case Studies Miro, Slack, Canva

5. Interview: Yousician Guitartuna

6. PLG How to?

7. PLG x Network Effects

8. Conclusion

"

The Product Itseld Should Be It's Own Best Salesman

Claude C. Hopkins

Thank you!
Any questions?

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