



Product-Led Growth from B2C to B2B Markets



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Recent years have witnessed many businesses and startups employing Product-Led Growth (PLG) strategies to expand consumer base and establish market share. In this article, we review examples of PLG businesses as well as the steps necessary to implement the strategy. We also explore the potential benefits of PLG strategies.

What Is Product-Led Growth

Product-led growth (PLG) is a business strategy that places the company's product at the center of Customer Experience (CX). Using PLG, customer experience with the product drives user acquisition, expansion, conversion, and retention, and is the primary source of sustainability and business growth. PLG strategies focus on the product to attract, engage, and retain customers (Wilbund, 2021). Product-led growth strategies help companies to enable the customer to experience value by using the product. Sales-led and marketing-led businesses spend time, energy, and money to convince customers that the products

