1. Growth Through Product-Led Strategy (PLG)

Core Idea:
Let your product itself be the primary driver of customer acquisition, conversion, and expansion. Instead of spending heavily on sales teams initially, you focus on making the product so intuitive, valuable, and shareable that it sells itself.

Key Steps:

- **Obsess Over User Experience** – The product should solve a core pain point better than competitors and be easy to use without extensive onboarding.

- **Freemium or Trial Models** – Allow users to experience value before paying; let the product prove itself.

- **Viral Loops** – Build in features that encourage organic sharing (e.g., collaboration invites, referrals).

- **Data-Driven Iteration** – Use analytics to identify friction points and improve adoption rates.

- **Customer Feedback Loops** – Actively gather feedback and ship small, frequent updates to show responsiveness.

Example: Slack grew by enabling small teams to adopt it quickly without sales calls — the experience was so smooth and useful that teams naturally invited more colleagues.

Best For:
Startups with scalable SaaS, consumer apps, or digital platforms where ease of adoption and product stickiness can drive growth.