Product led growth ,Free trials & Onboarding

Andrius Knispelis

Brandwatch

FALCON.IO

Social Media Management Platform

+

Brandwatch

World-Leading Social Listening

TOYOTA	Carlsberg	STABILO	COMCAST	VICE	PEPSICO
DIESEL	GREENPEACE	L'ORÉAL	sky	CISCO	Microsoft
Coca-Cola	momondo	McDonald's	SAMSUNG	Nestlé	Unilever
WWF	Panasonic	TUI	MONSTER	Aol.	DELTA

Brandwatch

Today's brands need to adapt quickly to make it to tomorrow. Understand and engage with your customers at the speed of social with Brandwatch, the social suite built for our fast-moving world.

TOYOTA Carlsberg STABILO COMCAST VICE PEPSICO

DIESEL GREENPEACE L'ORÉAL sky CISCO Microsoft

Coca-Cola momondo McDonald's SAMSUNG Nestlé Unilever

WWF Panasonic TUI MONSTER Aol. DELTA

Potential customer   **Interested customer**   **Paying customer**   **Growing customer**   **Churned customer**

Potential
customer

Interested
customer

Paying
customer

Growing
customer

Churned
customer

Marketing

Sales

CX

Design - Product - Engineering

Acquire customers

Drive awareness and acquisition

Keep & grow customers

Deliver experiences and outcomes

Potential customer — **Interested customer** — **Paying customer** — **Growing customer** — **Churned customer**
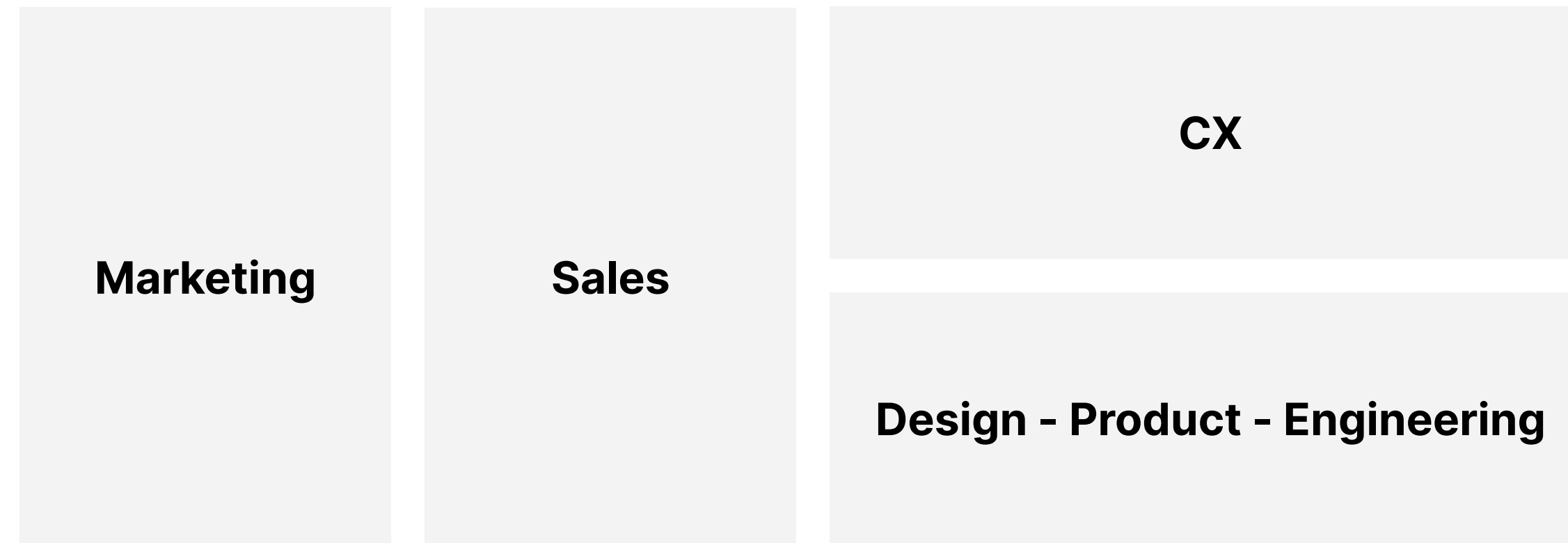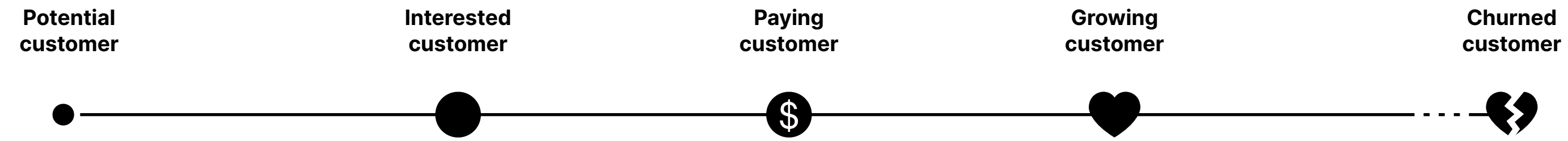
Manual & personal

Scalable - we can reach millions of people

		CX
Marketing	**Sales**	
		Design - Product - Engineering

Acquire customers
Drive awareness and acquisition

Keep & grow customers
Deliver experiences and outcomes
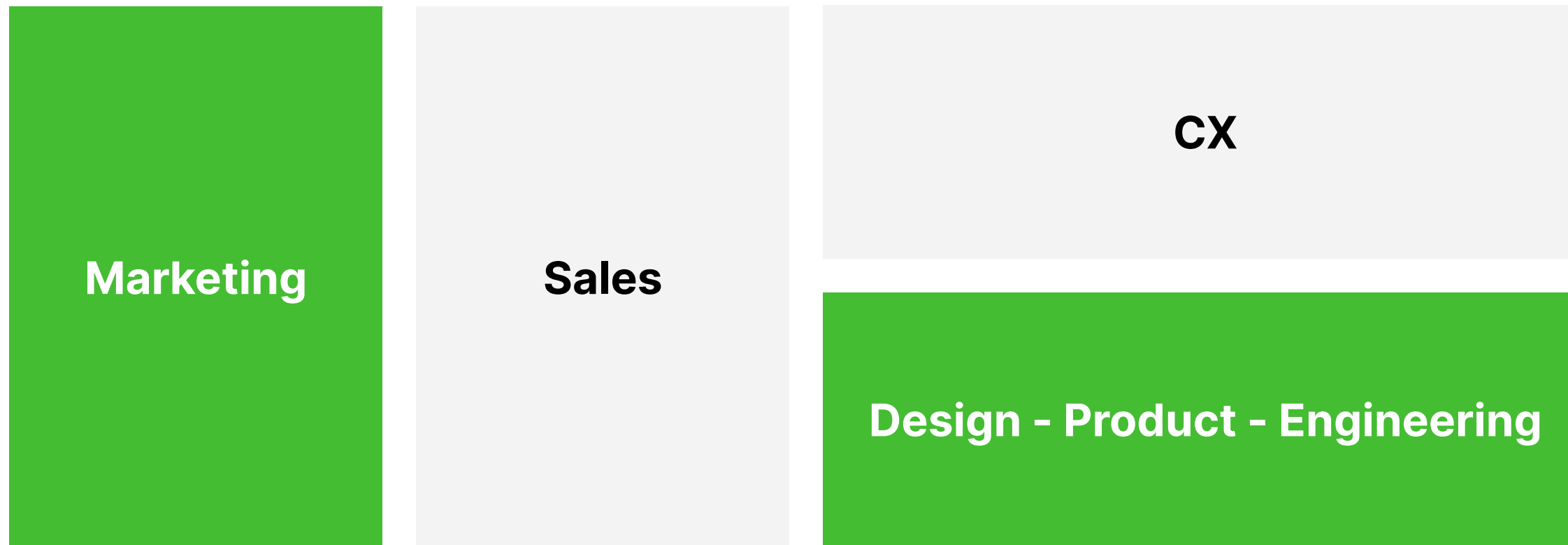
Acquire customers	Keep & grow customers
Leads	Users
Customer Acquisition Cost	Customer Lifetime Value
Revenue Growth Rate	Feature Adoption
...	...
Conversion	Retention

Product Led Growth

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

Wes Bush

1. Understand your value

2. Communicate the perceived value of your product

3. Deliver on what you promise

Product Led Growth

"

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

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Wes Bush

1. Understand your value

2. Communicate the perceived value of your product

   - Free trial
   - Minimizing friction
   - Continuously educating
   - Great user experience

3. Deliver on what you promise

Onboarding

This isn't what your business makes

"

Onboarding is an opportunity to increase the likelihood that users are successful *when trying to adopt your product*

"

Samuel Hulick

Person who's a potential customer

\+

Your product

\=

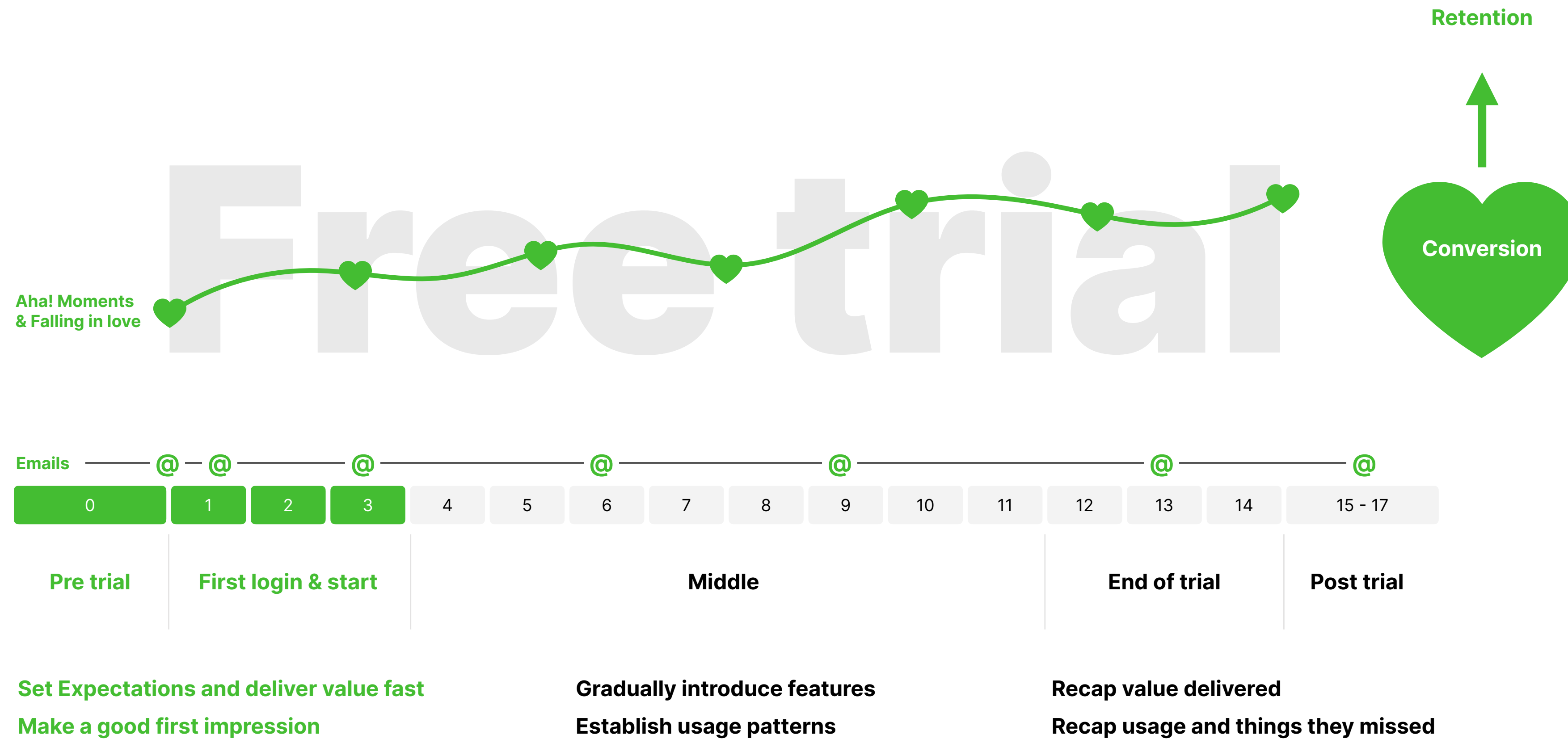Awesome person who can do rad shit!

This is
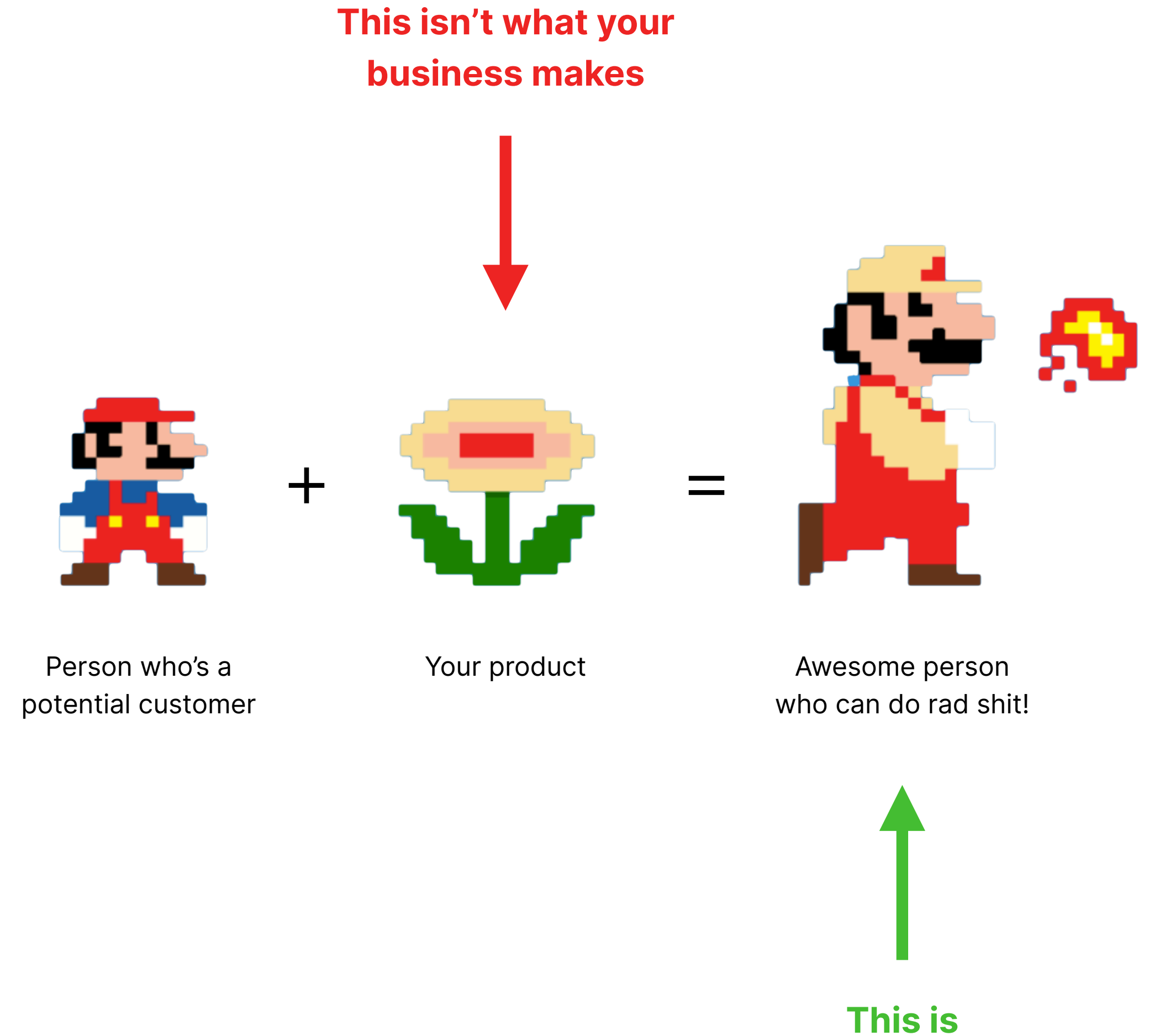
Understand your value

Aha Moment!

1. The pivotal moment when the user discovers value in the product.
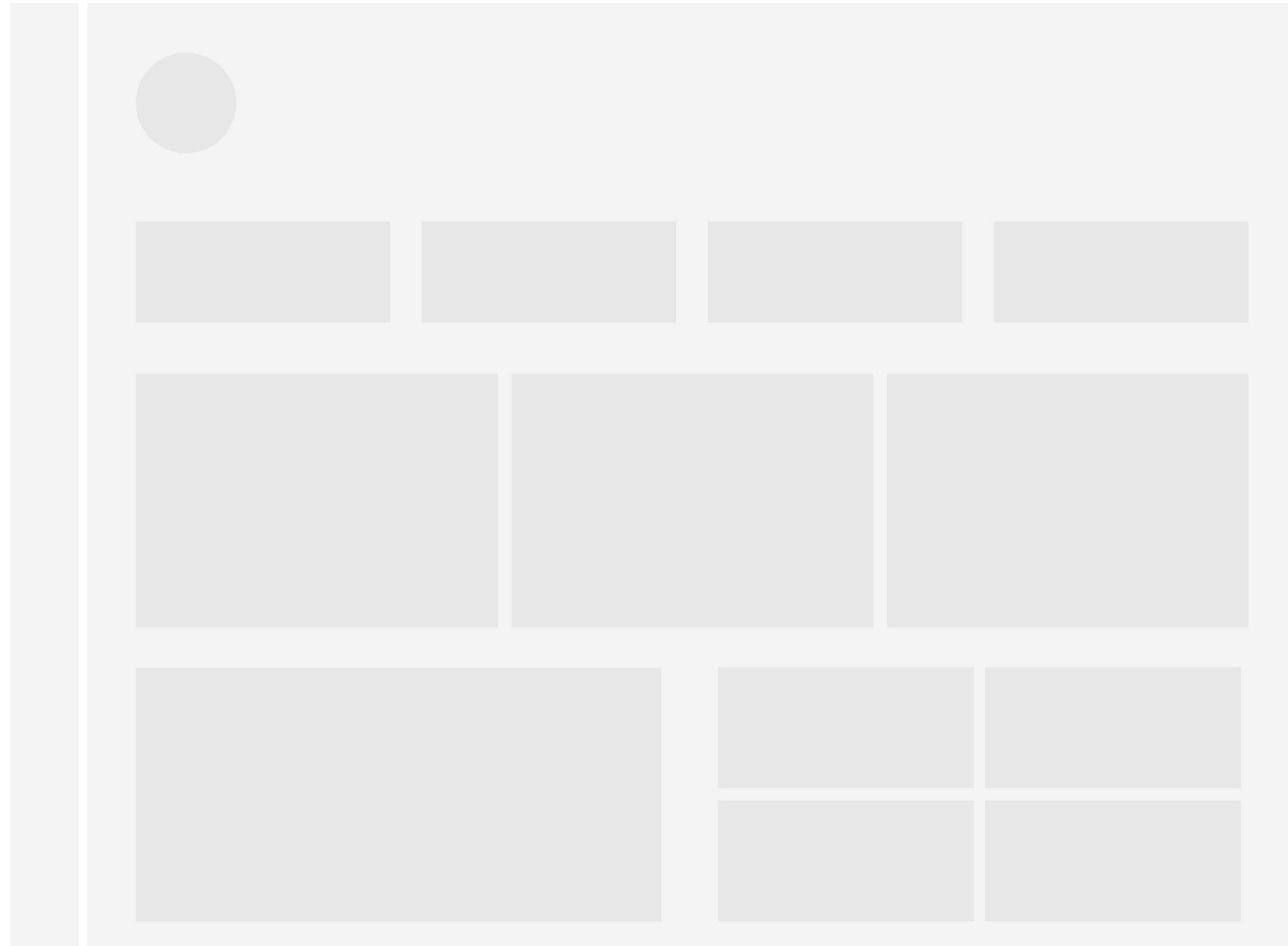
2. A moment of sudden insight or discovery.

Aha! Moments
& Falling in love

Free trial

Communicate the value

Retention

Conversion

Aha! Moments
& Falling in love

Free trial

Emails	@	@		@			@				@				@			@		@
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15 - 17

Pre trial	First login & start	Middle	End of trial	Post trial

Set Expectations and deliver value fast

Make a good first impression

Gradually introduce features

Establish usage patterns

Recap value delivered

Recap usage and things they missed

Communicate the value

Re-arrange & simplify
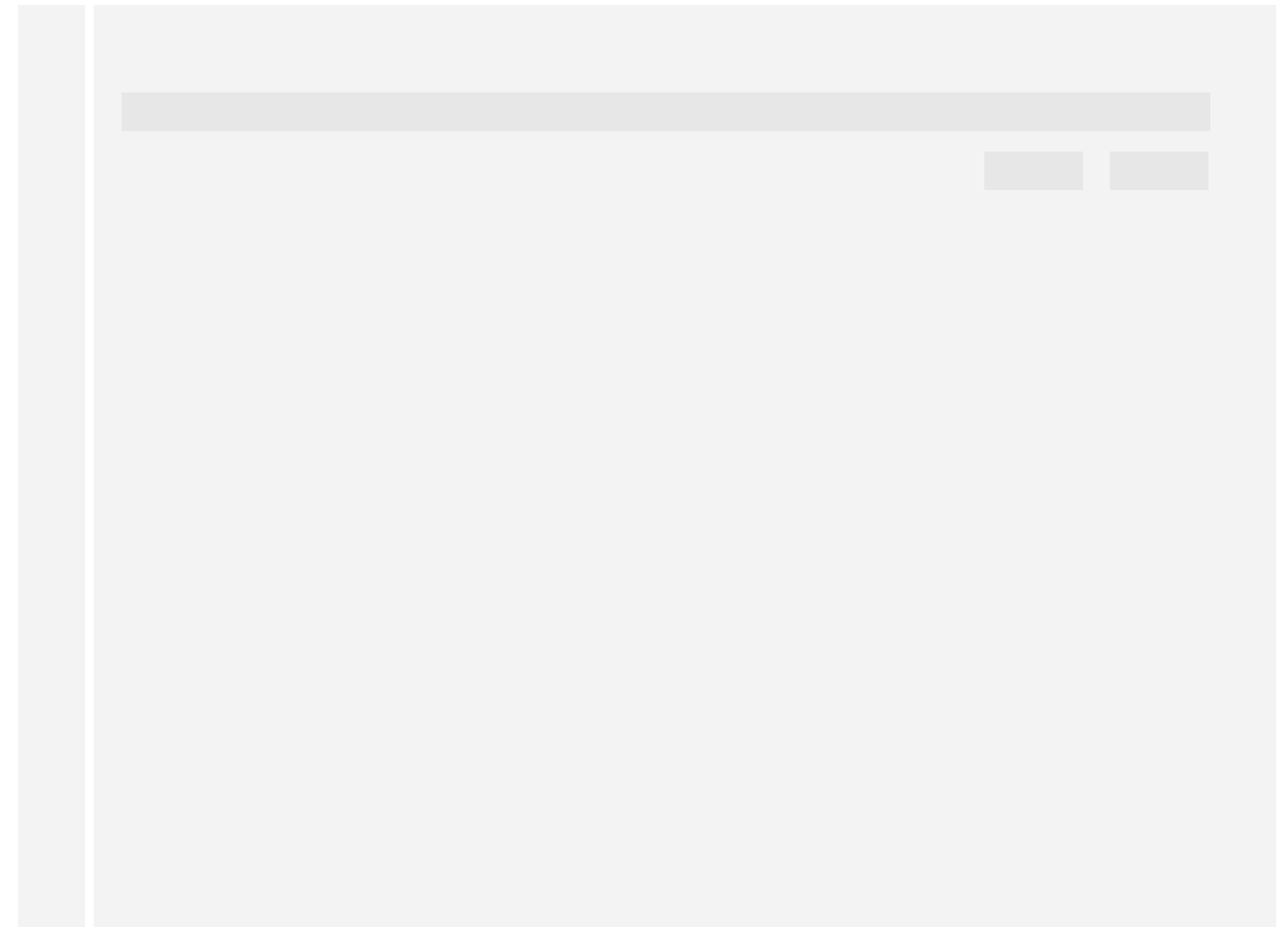
Communicate the value

Re-arrange & simplify

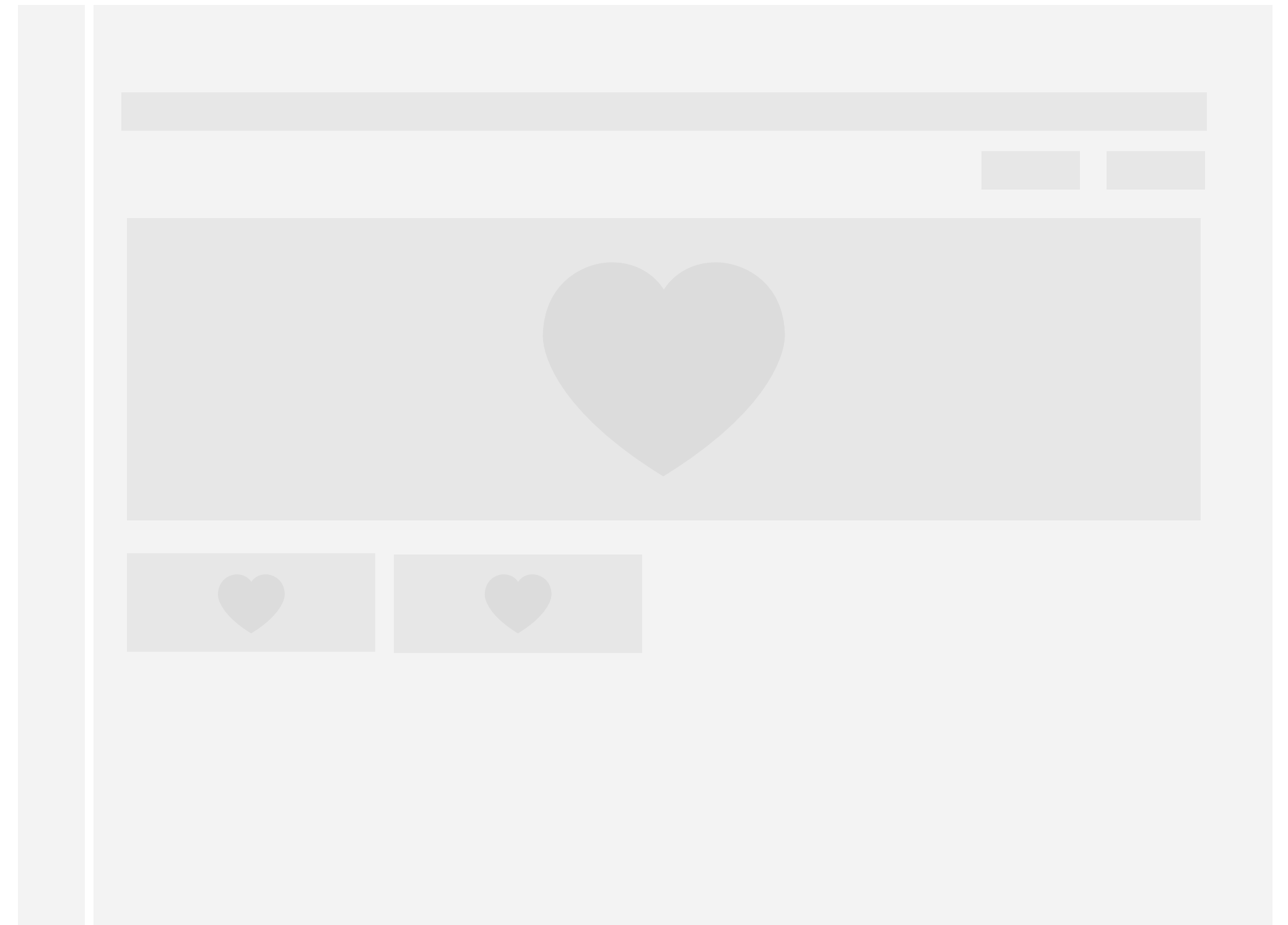# Communicate the value

Re-arrange & simplify

Empty states, dummy data
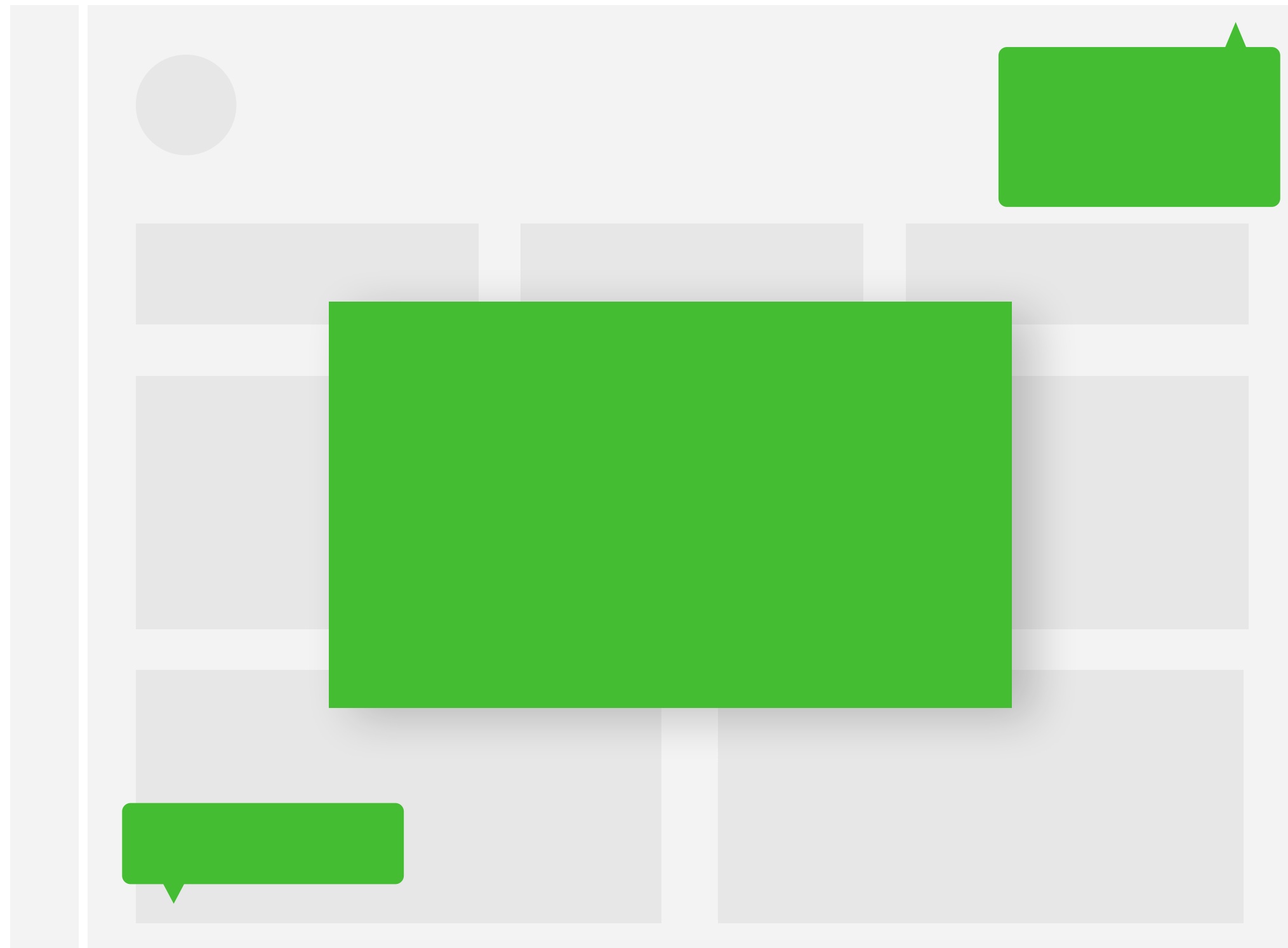
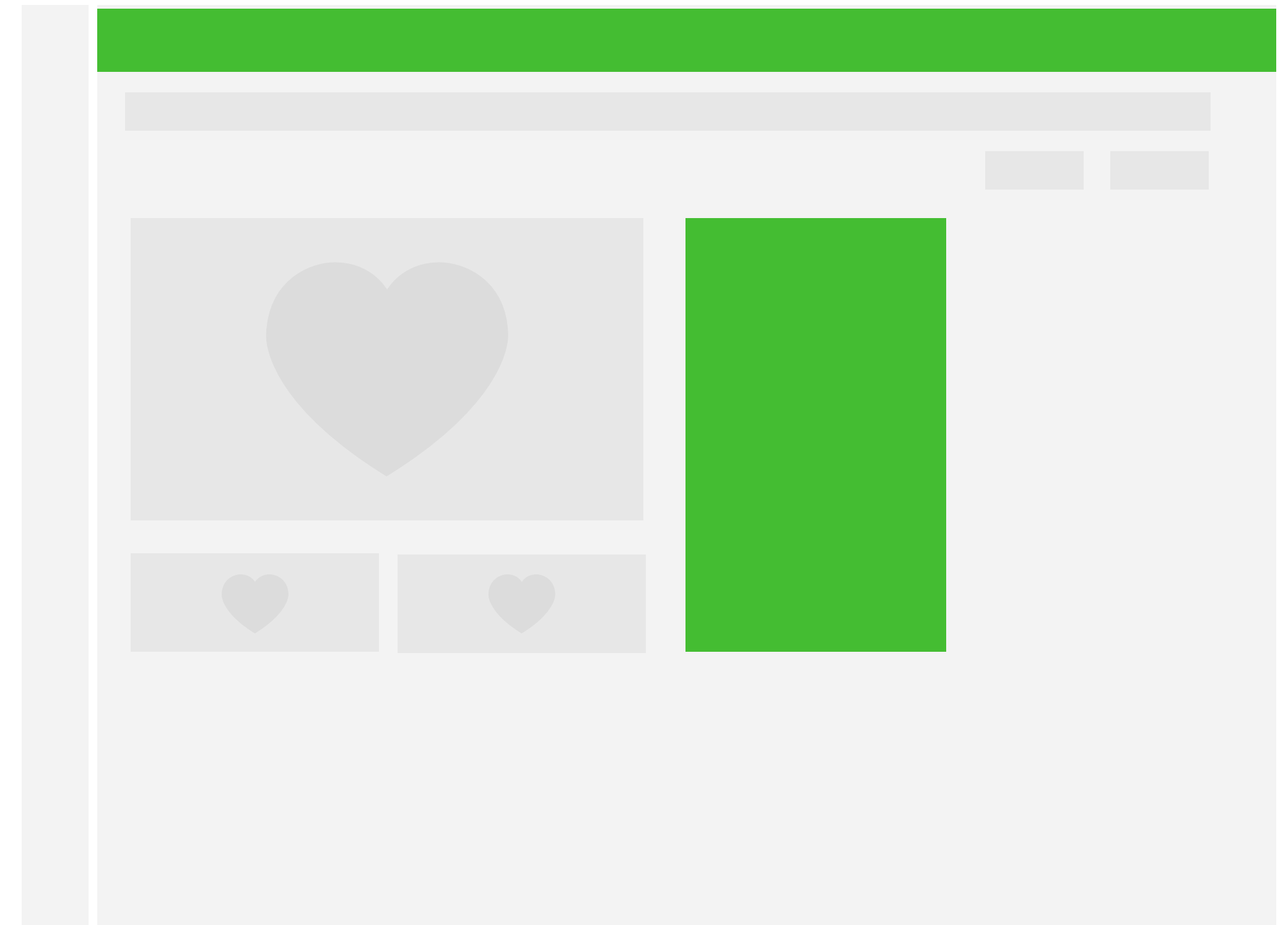# Communicate the value

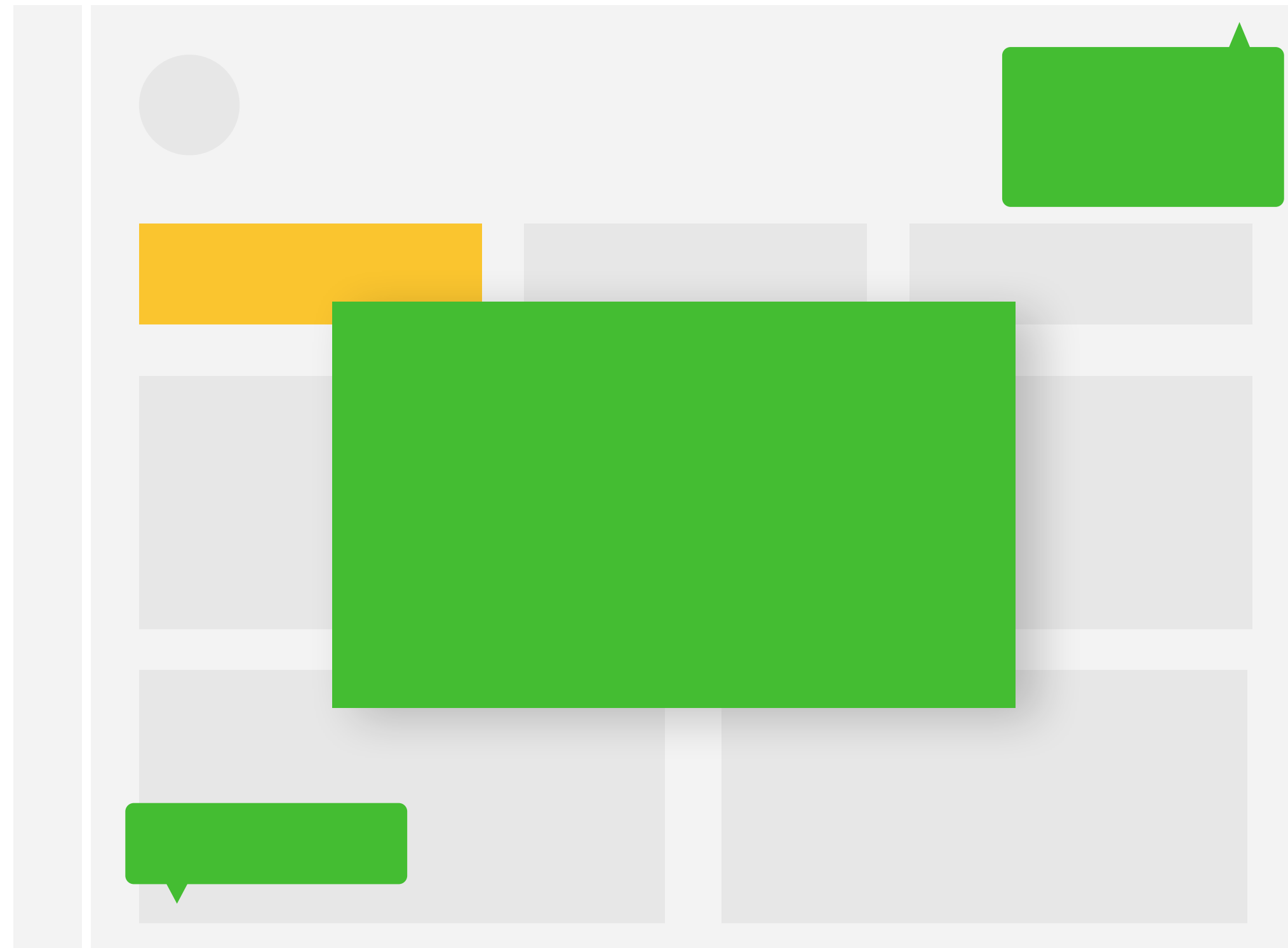Re-arrange & simplify

Empty states, dummy data

Communicate the value

Alerts, notifications, guides

Relevant info in the product

Communicate the value

Alerts, notifications, guides
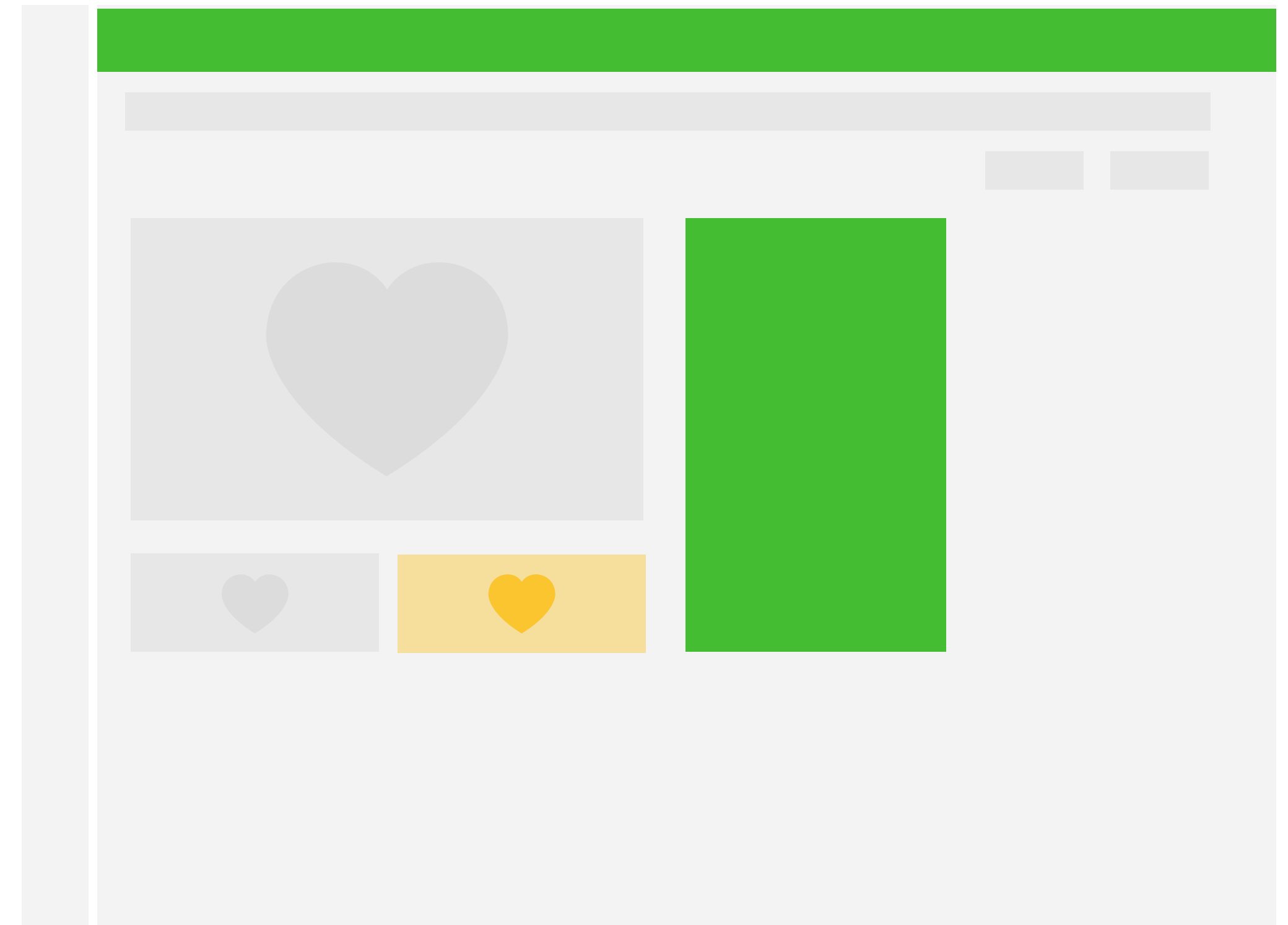
Relevant info in the product

Deliver the value

Main funnel is focus on Conversion

Requested a trial | **Log in** | **Product activity** | **Converted to paying customers**

Conversion rate %

Main metric

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 - 17 |

Pre trial | **First login & start** | **Middle** | **End of trial** | **Post trial**

Deliver the value

Main funnel is focus on Conversion

Requested a trial — **Log in** ———— **Product activity** ———— **Converted to paying customers**

Conversion rate %

Main metric

Aha! Moment 1   **Aha! Moment 1**   **Aha! Moment 1**   **Aha! Moment 1**

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15 - 17

Pre trial | **First login & start** | **Middle** | **End of trial** | **Post trial**
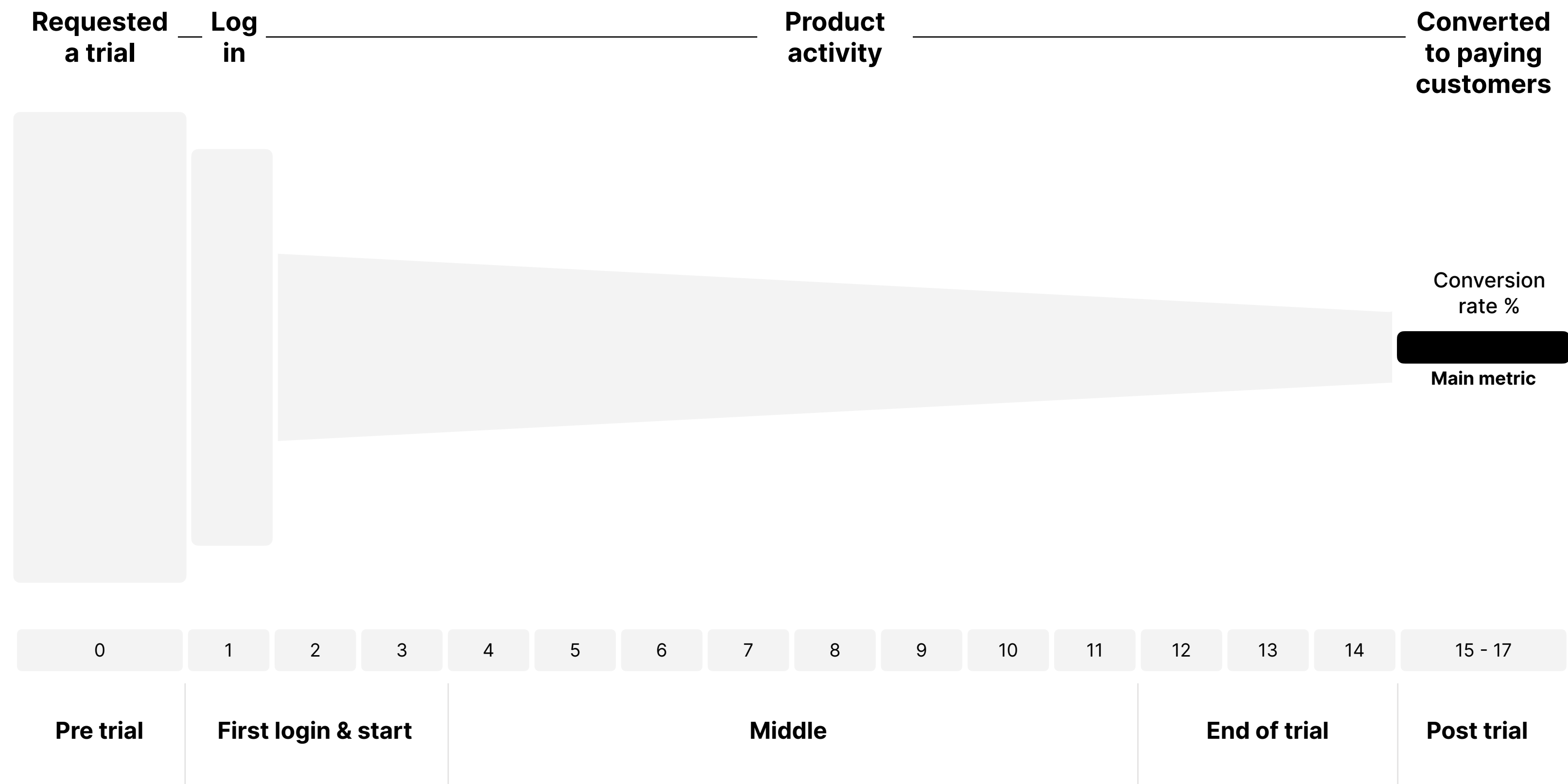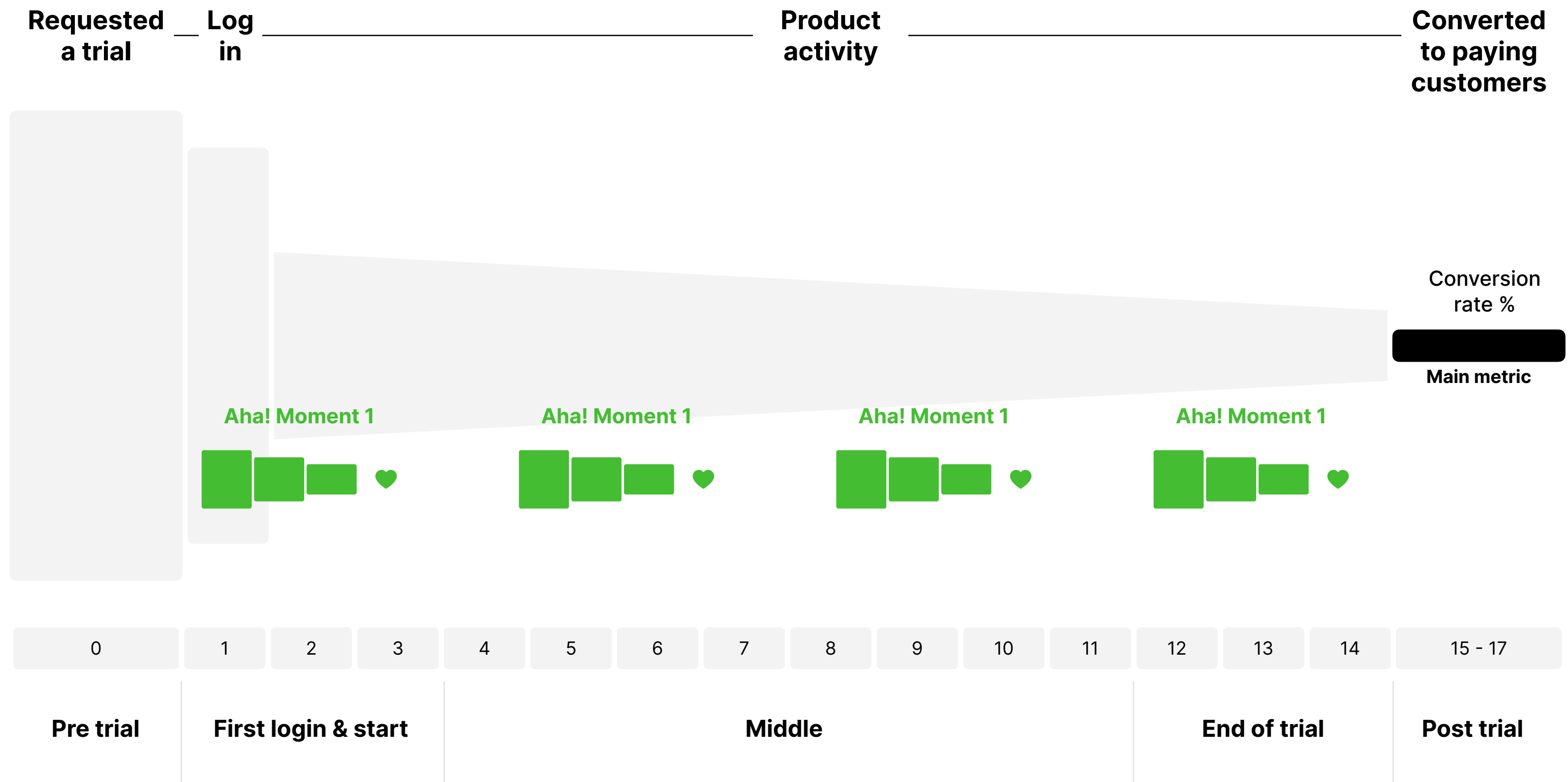
After the trial there are two types of users

Ones who converted to paying customers | **Ones who didn't**

| **14** | **6** |
| Times they logged in | Times they logged in |

| **5** | **3** |
| Social account connected | Social account connected |

| **300** | **100** |
| Product Activity | Product Activity |

... | ...

| **20** | **12** |
| Experienced Aha! Moment 1 | Experienced Aha! Moment 1 |

| **45** | **6** |
| Experienced Aha! Moment 2 | Experienced Aha! Moment 2 |

... | ...

No free trial if:

The Product Doesn't Deliver Results in a Reasonable Period of Time

The Product is Too Complicated

The Free Trial is Giving Away All The Value

Suite Experience Tribe

Design Systems Squad

Frontend Infrastructure Squad

User Enablement Squad

Onboarding
Notifications
Home

Our mission is to empower product led growth by educating and enabling users to reach their social media goals.

We will help users when they do:

Free Trial onboarding - first time experience into a new org, 14 days, decision maker.
Success metric - conversion

First-time user onboarding - first time experience into an existing org
Success metric - fast adoption and activation

Continuous onboarding - existing user, changing goals, changing features
Success metric - retention

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Thank you

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