



DesignWithValue Go To Market Strategy User Guide

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DesignWithValue

DesignWithValue Go To Market Strategy



Penetration
Selling new product to new consumer

Expansion
Selling new product to existing consumer





Innovation
Selling existing product to new consumer

Aggression
Selling new product to new consumer



Product Information

Specifications:

- Brand: DesignWithValue
- Focus: Go To Market Strategy for SaaS companies
- Growth Models: Product-Led, Marketing-Led, Sales-Led, Community-Led, Hybrid Model
- Creator: Oskar Bader
- Website: www.designwithvalue.com

Product Usage Instructions

Product-Led Growth:

Definition: All business aspects are primarily driven by the product itself.

Advantages: Strong product focus.

Disadvantages: Limited growth if the value isn't immediately apparent.

Pro-Tip: Focus on onboarding and upgrading ease for customers.

Marketing-Led Growth:

- Focuses on hooking customers with compelling content and ensuring brand retention.
- It's a long-term strategy that requires consistency.

Sales-Led Growth:

Relies on the sales team as the primary revenue driver.

Can be combined with other growth strategies for scalability.

Community-Led Growth:

- Utilizes community engagement for acquisition, retention, and expansion.
- Requires time to build a strong community presence.

Frequently Asked Questions (FAQ)

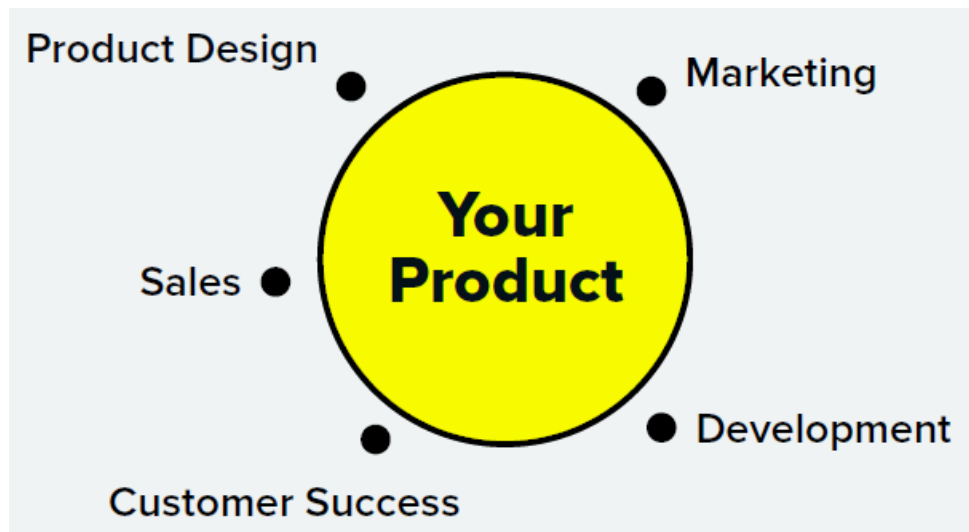
Q: Where can I find additional resources to enhance my business?

A: Visit this link for resources to guide your business growth.

The best Go To Market Strategy for your SaaS company

Full guide to every go-to-market strategy: www.designwithvalue.com/gotomarket

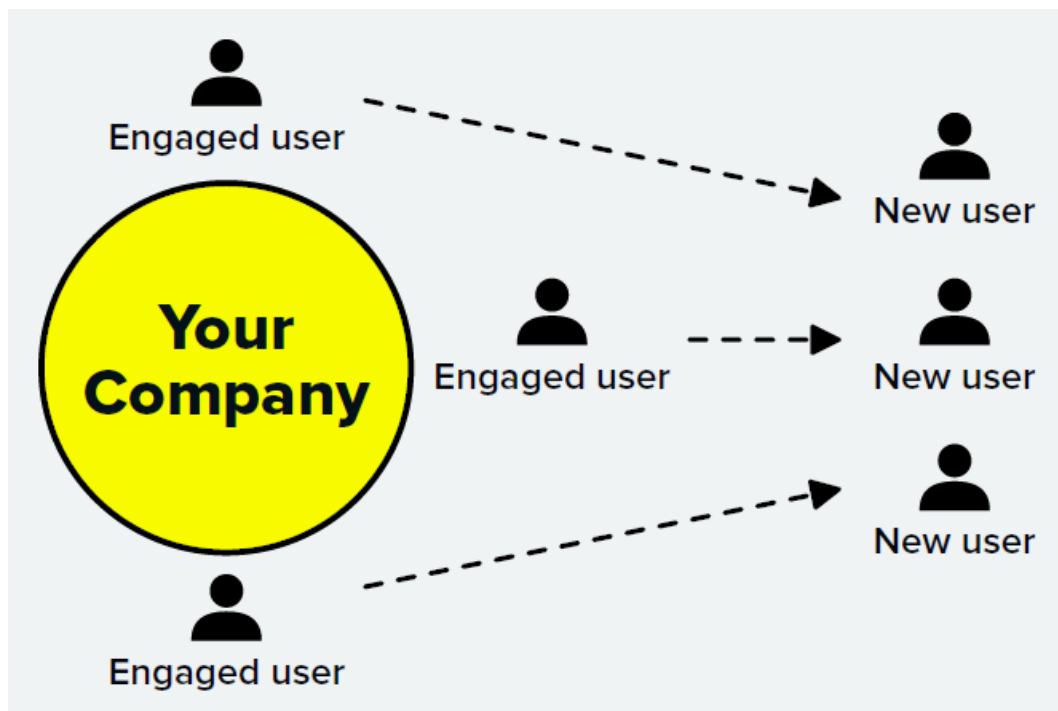
Product-Led Growth



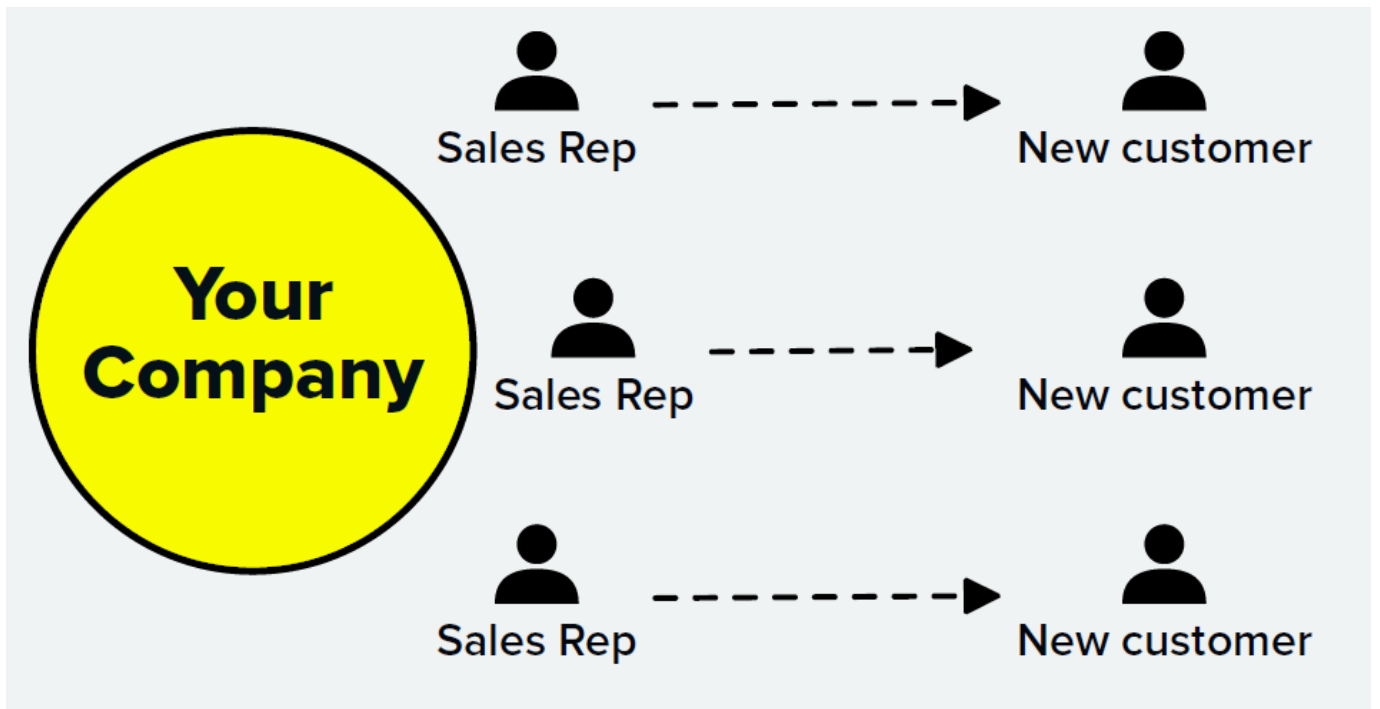
Marketing-Led Growth



Community-Led Growth



Sales-Led Growth



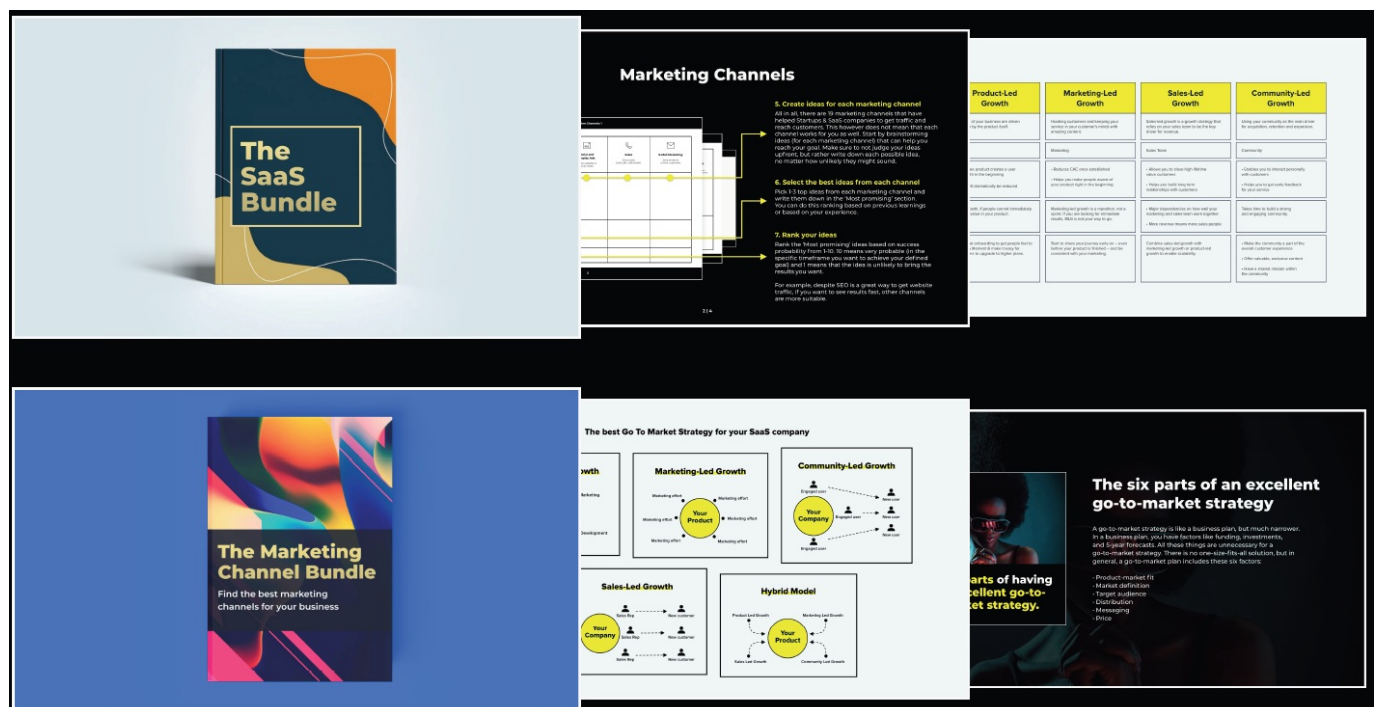
Hybrid Model



INSTRUCTION

	Product-Led Growth	Marketing-Led Growth	Sales-Led Growth	Community-Led Growth
Definition	All parts of your business are driven primarily by the product itself.	Hooking customers and keeping your service in your customer's minds with amazing content.	Sales-led growth is a growth strategy that relies on your sales team to be the key driver for revenue.	Using your community as the main driver for acquisition, retention and expansion.
Key driver	Product	Marketing	Sales Team	Community
Advantages	<ul style="list-style-type: none"> Your free product creates a user base right in the beginning CAC will dramatically be reduced 	<ul style="list-style-type: none"> Reduces CAC once established Helps you make people aware of your product right in the beginning 	<ul style="list-style-type: none"> Allows you to close high lifetime value customers Helps you build long term relationships with customers 	<ul style="list-style-type: none"> Enables you to interact personally with customers Helps you to get early feedback for your service
Disadvantages	Little growth, if people cannot immediately find the value in your product.	Marketing-led growth is a marathon, not a sprint. If you are looking for immediate results, MLG is not your way to go.	<ul style="list-style-type: none"> Major dependencies on how well your marketing and sales team work together More revenue means more sales people 	Takes time to build a strong and engaging community.
Pro-Tip	Use great onboarding to get people fast to the AHA Moment & make it easy for customers to upgrade to higher plans.	Start to share your journey early on – even before your product is finished – and be consistent with your marketing.	Combine sales-led growth with marketing-led growth or product-led growth to enable scalability.	<ul style="list-style-type: none"> Make the community a part of the overall customer experience Offer valuable, exclusive content Have a shared mission within the community

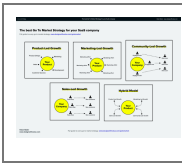
Resources To Bring Your Business on Track



<https://www.designwithvalue.com/courses-resources>

Oskar Bader

www.designwithvalue.com



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Go To Market Strategy, Go To, Market Strategy, Strategy

References

- [D Helping You Build Your Dream Business | DesignWithValue](#)
- [User Manual](#)

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