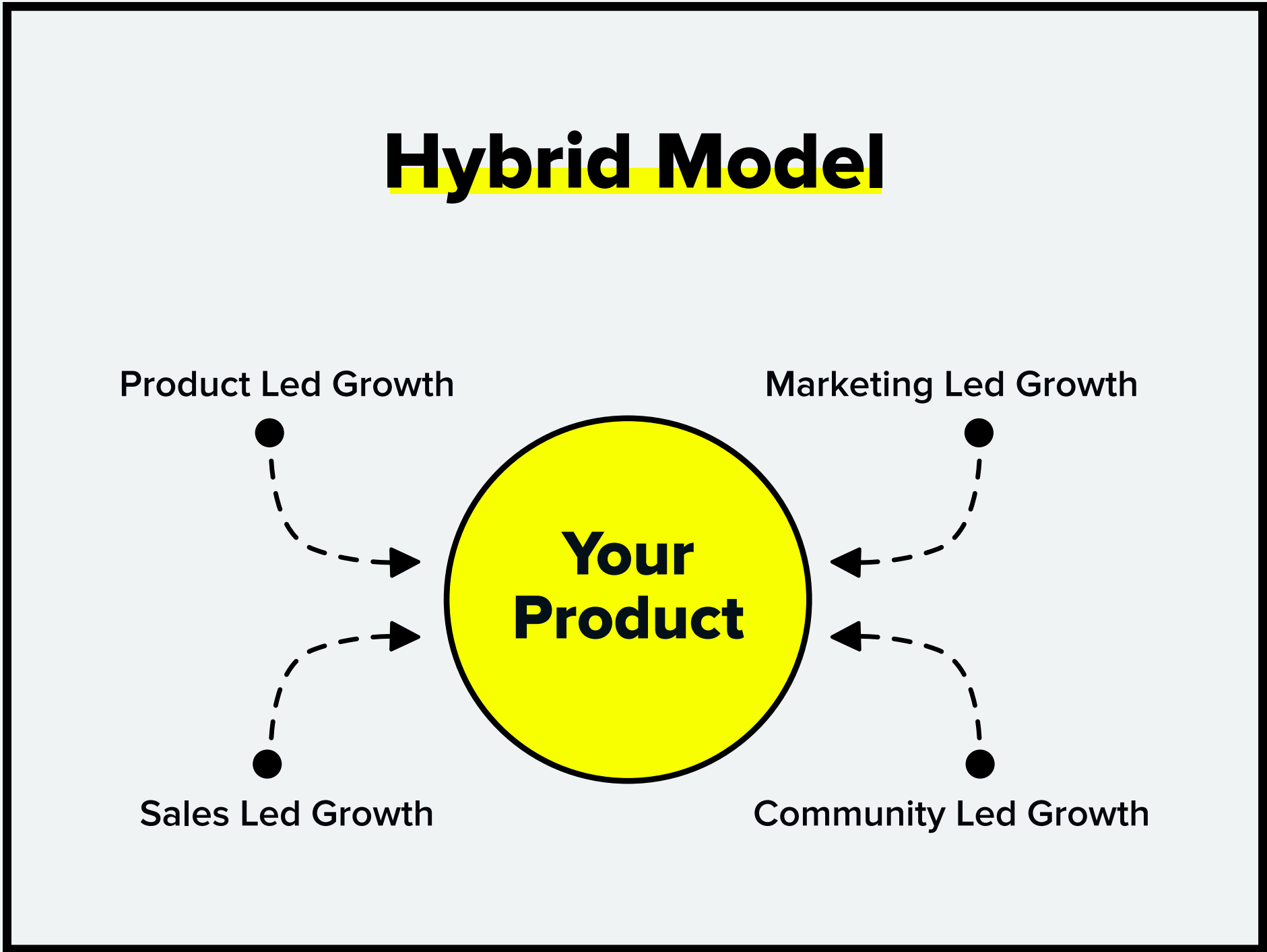# The best Go To Market Strategy for your SaaS company
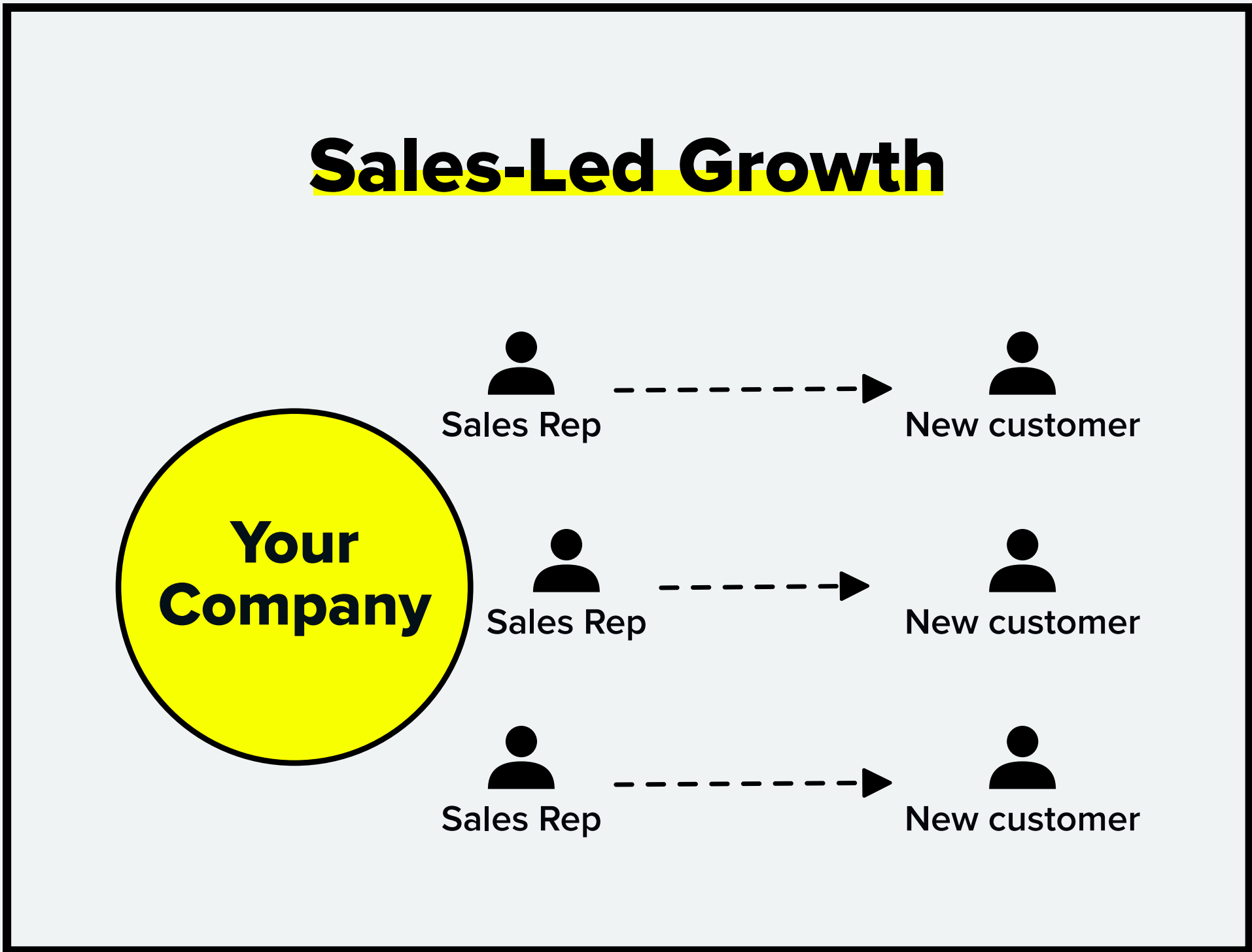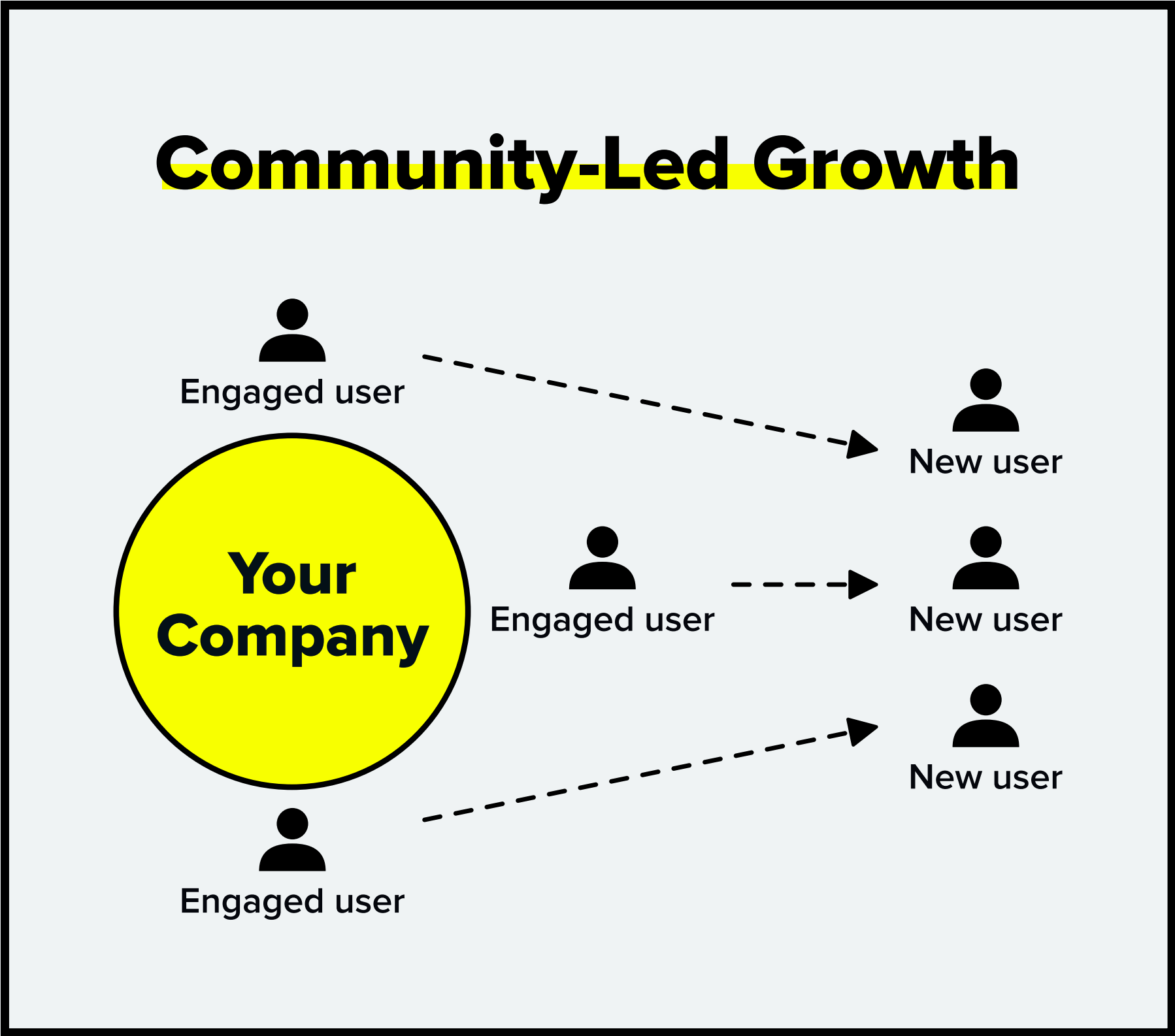
Full guide to every go to market strategy: **www.designwithvalue.com/gotomarket**

Product-Led Growth

Product Design · Marketing · Sales · Customer Success · Development

Your Product

Marketing-Led Growth

Marketing effort (×6)

Your Product

Community-Led Growth

Engaged user → New user

Your Company

Sales-Led Growth

Sales Rep → New customer

Your Company

Hybrid Model

Product Led Growth · Marketing Led Growth · Sales Led Growth · Community Led Growth
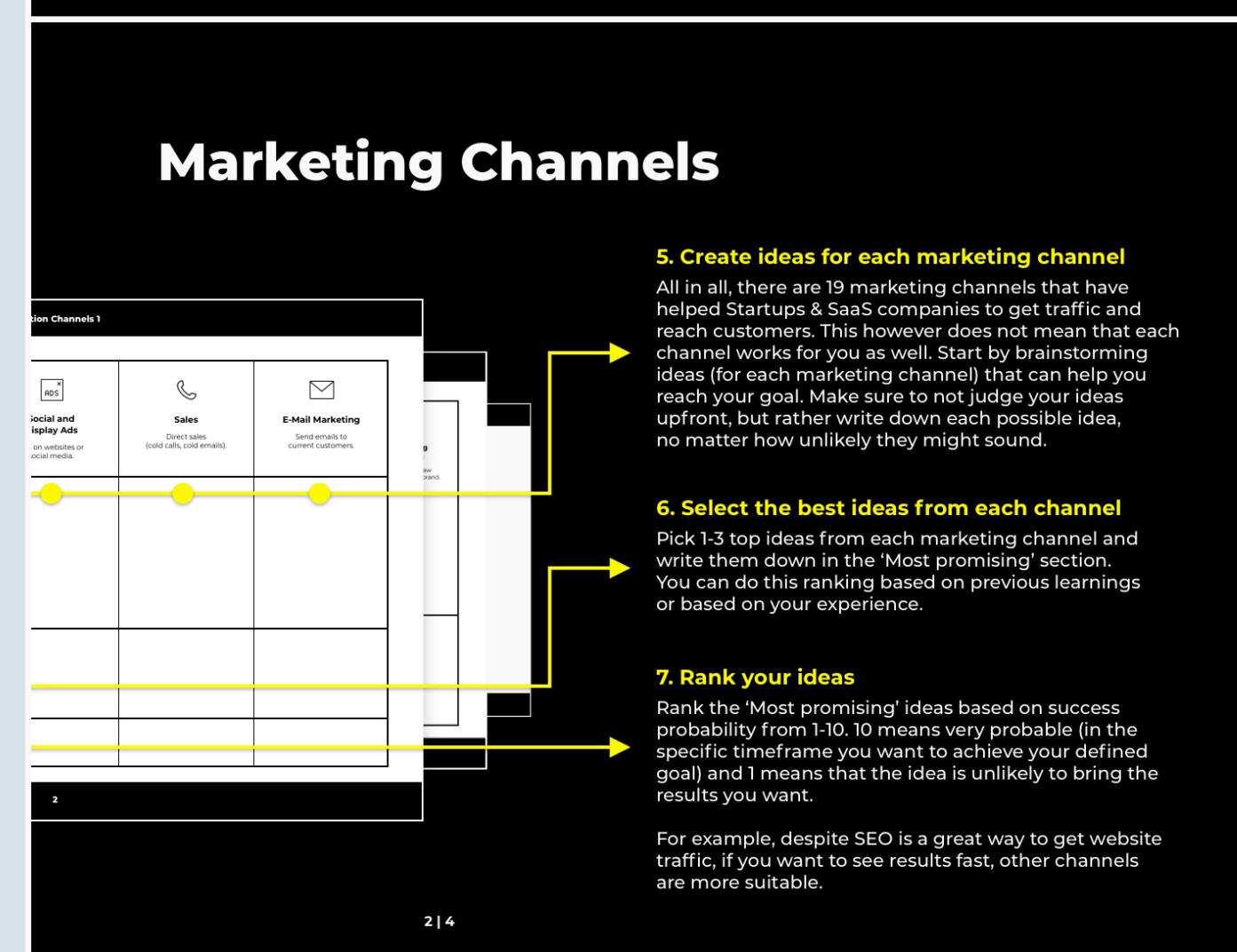
Your Product

The best Go To Market Strategy for your SaaS company

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	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	• Your free product creates a user base right in the beginning • CAC will dramatically be reduced	• Reduces CAC once established • Helps you make people aware of your product right in the beginning	• Allows you to close high lifetime value customers • Helps you build long term relationships with customers	• 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.	• 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.	• 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