

Masterclass Series

Overview:

Welcome to our bi-weekly Masterclass on SaaS pricing and packaging!

Today's Topic

Enhancing B2B Customer Acquisition with Product-Led Growth (PLG)

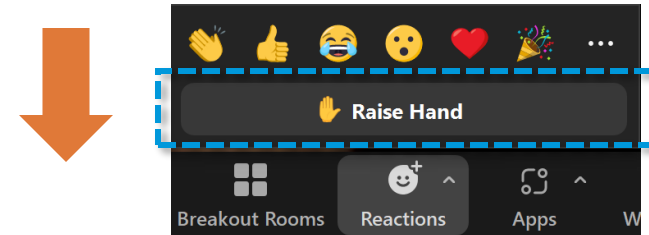
Agenda

- Min. 5 – 35 – Review Core Principals & Cases
- Min. 35 – 55 – Q&A
- Min 55 – 60 – News + Wrap Up

Masterclass Norms

Masterclasses are not intended to be “webinars” – they are content-facilitated discussion groups

- Please be “on camera” if you are able to be
- Raise your hand to ask a question or raise a point



- If you are not able to speak live, **send questions in the Zoom chat**



Agenda

1. Overview of the challenge of B2B PLG
2. 7 Commandments of B2B PLG
3. Discussion / Q&A



The Challenge

- The rise of product-led growth (PLG) has gained significant traction in the B2C space, as it aligns well with how consumers prefer to engage with and purchase products.
- However, as this trend extends into the B2B SaaS market, it faces additional complexities.
- In B2B, there is typically more price differentiation, making the implementation of a straightforward PLG model more challenging.
- Notably, PLG is often more effective in reaching smaller business buyers, rather than enterprise-level customers.
- While the promise of PLG lies in its ability to quickly onboard a high volume of buyers, clearly defining the steps to build a successful B2B PLG strategy requires careful consideration of these unique market dynamics and buyer behaviors.



PLG Pricing for SMB sits midway between B2C and Enterprise B2B pricing, and shares elements of both

B2B vs B2C Pricing Strategy

Attribute	B2C	B2(SM)B	Enterprise B2B
Buyers	<ul style="list-style-type: none"> Individual with personal motivation 		<ul style="list-style-type: none"> Experienced & trained buyer (often a team)
	<ul style="list-style-type: none"> Less logical, susceptible to behavioral economics 		<ul style="list-style-type: none"> Often highly analytical, more rational
	<ul style="list-style-type: none"> Low tolerance for complexity 		<ul style="list-style-type: none"> High tolerance for complexity
Sales Process	<ul style="list-style-type: none"> Cycle = Short (often 1 day-1 week) 		<ul style="list-style-type: none"> Cycle = Long (weeks, months depending on size of transaction)
	<ul style="list-style-type: none"> Usually product-led 		<ul style="list-style-type: none"> Often sales led
	<ul style="list-style-type: none"> "Take it or leave it" 		<ul style="list-style-type: none"> Negotiations = key component
Variation in Willingness-to-Pay	<ul style="list-style-type: none"> Some / minor 		<ul style="list-style-type: none"> Potentially large
Most Important Pricing Elements	<ul style="list-style-type: none"> Snappy value messaging 		<ul style="list-style-type: none"> Detailed value calculations / ROI
	<ul style="list-style-type: none"> List price 		<ul style="list-style-type: none"> Net price
	<ul style="list-style-type: none"> Packages 		<ul style="list-style-type: none"> Price architecture (i.e. scaling based on metric)

Selling to SMBs is an interesting middle ground, as SMB buyers tend to behave more like consumers



The 7 commandments of B2B PLG Pricing

1. Keep packaging sufficiently simple and clear
2. Gate packages appropriately
3. Prioritize freemium over free trial
4. Scale outside the packages
5. Choose a growth-oriented, value-based and acceptable metric
6. Invest in rigorous price optimization
7. Avoid over-discounting or over-promoting



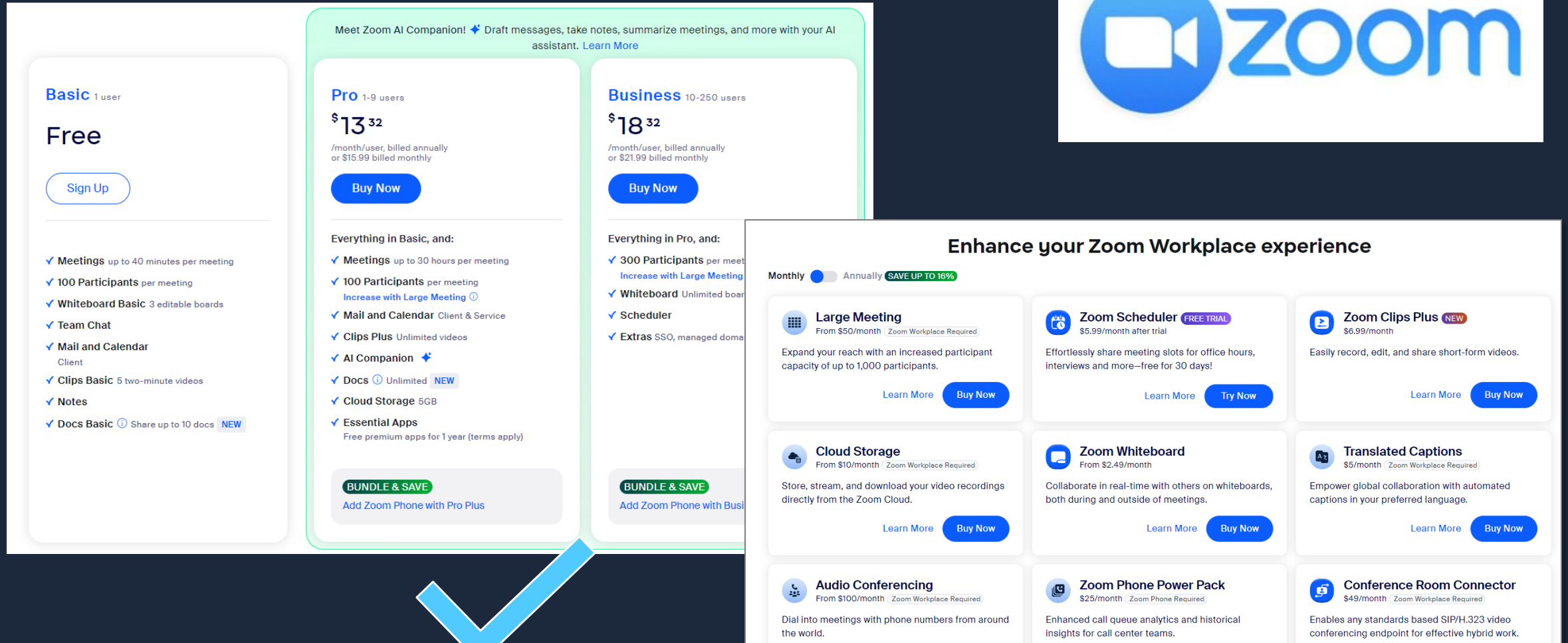
7 Commandments of B2B PLG Pricing

1. Keep packaging *sufficiently* simple and clear

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1. Keep packaging sufficiently simple and clear



The screenshot displays the Zoom pricing page, which is organized into three main columns for different user tiers: Basic, Pro, and Business. Each column lists the features included in that tier and provides a 'Buy Now' button. A large blue checkmark is overlaid on the bottom left of the image, pointing towards the 'Pro' tier.

Basic 1 user
Free
[Sign Up](#)

- ✓ Meetings up to 40 minutes per meeting
- ✓ 100 Participants per meeting
- ✓ Whiteboard Basic 3 editable boards
- ✓ Team Chat
- ✓ Mail and Calendar Client
- ✓ Clips Basic 5 two-minute videos
- ✓ Notes
- ✓ Docs Basic 1 Share up to 10 docs **NEW**

Pro 1-9 users
\$13³²
/month/user, billed annually or \$15.99 billed monthly
[Buy Now](#)

Everything in Basic, and:

- ✓ Meetings up to 30 hours per meeting
- ✓ 100 Participants per meeting [Increase with Large Meeting](#)
- ✓ Mail and Calendar Client & Service
- ✓ Clips Plus Unlimited videos
- ✓ AI Companion
- ✓ Docs 1 Unlimited **NEW**
- ✓ Cloud Storage 5GB
- ✓ Essential Apps Free premium apps for 1 year (terms apply)

BUNDLE & SAVE
Add Zoom Phone with Pro Plus

Business 10-250 users
\$18³²
/month/user, billed annually or \$21.99 billed monthly
[Buy Now](#)

Everything in Pro, and:

- ✓ 300 Participants per meeting [Increase with Large Meeting](#)
- ✓ Whiteboard Unlimited boards
- ✓ Scheduler
- ✓ Extras SSO, managed domain

BUNDLE & SAVE
Add Zoom Phone with Business

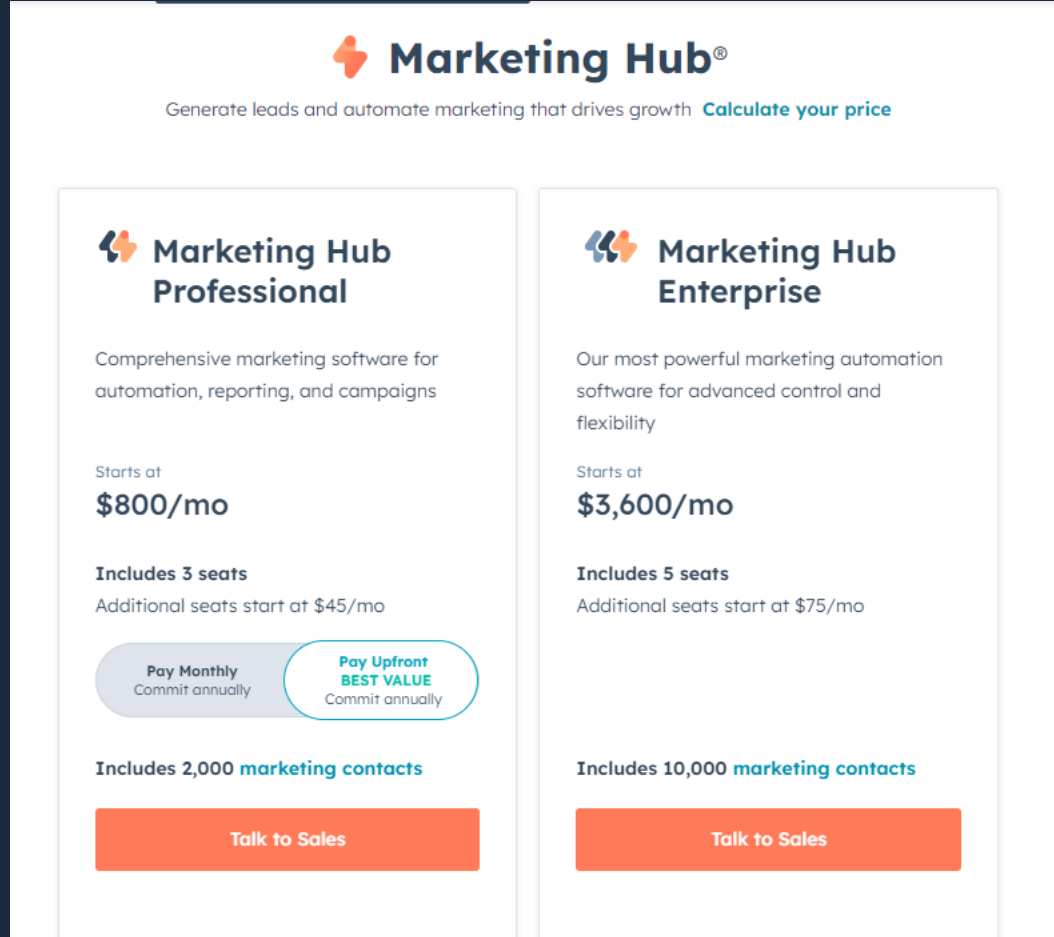
Enhance your Zoom Workplace experience

Monthly ☒ Annually **SAVE UP TO 16%**

- Large Meeting**
From \$50/month Zoom Workplace Required
Expand your reach with an increased participant capacity of up to 1,000 participants.
[Learn More](#) [Buy Now](#)
- Zoom Scheduler** **FREE TRIAL**
\$5.99/month after trial
Effortlessly share meeting slots for office hours, interviews and more—free for 30 days!
[Learn More](#) [Try Now](#)
- Zoom Clips Plus** **NEW**
\$6.99/month
Easily record, edit, and share short-form videos.
[Learn More](#) [Buy Now](#)
- Cloud Storage**
From \$10/month Zoom Workplace Required
Store, stream, and download your video recordings directly from the Zoom Cloud.
[Learn More](#) [Buy Now](#)
- Zoom Whiteboard**
From \$2.49/month
Collaborate in real-time with others on whiteboards, both during and outside of meetings.
[Learn More](#) [Buy Now](#)
- Translated Captions**
\$5/month Zoom Workplace Required
Empower global collaboration with automated captions in your preferred language.
[Learn More](#) [Buy Now](#)
- Audio Conferencing**
From \$100/month Zoom Workplace Required
Dial into meetings with phone numbers from around the world.
- Zoom Phone Power Pack**
\$25/month Zoom Phone Required
Enhanced call queue analytics and historical insights for call center teams.
- Conference Room Connector**
\$49/month Zoom Workplace Required
Enables any standards based SIP/H.323 video conferencing endpoint for effective hybrid work.



1. Keep packaging sufficiently simple and clear



The screenshot displays the Marketing Hub pricing page. At the top, the Marketing Hub logo is shown with the tagline "Generate leads and automate marketing that drives growth" and a link to "Calculate your price". Below this, two pricing cards are presented side-by-side. The "Marketing Hub Professional" card lists a starting price of \$800/mo for 3 seats, with additional seats at \$45/mo. It offers two payment options: "Pay Monthly Commit annually" and "Pay Upfront BEST VALUE Commit annually". It also includes 2,000 marketing contacts. The "Marketing Hub Enterprise" card lists a starting price of \$3,600/mo for 5 seats, with additional seats at \$75/mo, and includes 10,000 marketing contacts. Both cards feature a "Talk to Sales" button at the bottom.

Plan	Starts at	Includes	Additional seats	Marketing contacts
Marketing Hub Professional	\$800/mo	3 seats	\$45/mo	2,000
Marketing Hub Enterprise	\$3,600/mo	5 seats	\$75/mo	10,000



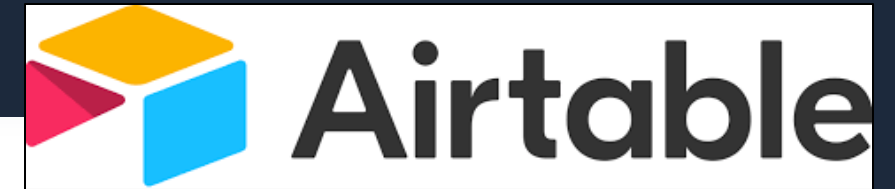
7 Commandments of B2B PLG Pricing

2. Gate packages appropriately

1. Keep packaging sufficiently simple and clear
2. **Gate packages appropriately**
3. Prioritize freemium over free trial
4. Scale outside the packages
5. Choose a growth-oriented, value based and acceptable metric
6. Invest in rigorous price optimization
7. Avoid over-discounting or over-promoting



2. Gate packages appropriately



Free

For individuals or very small teams just getting started with Airtable

Free

Try for free

Free includes:

- ✓ Unlimited bases
- ✓ 1,000 records per base
- ✓ Up to 5 editors
- ✓ 1 GB of attachments per base
- ✓ 100 automation runs
- ✓ Interface Designer

Most popular

Team

For teams building apps to collaborate on shared workflows

\$20

per seat/month billed annually

\$24 billed monthly

Try for free

Everything in Free, plus:

- ✓ 50,000 records per base
- ✓ 25,000 automation runs
- ✓ 20 GB of attachments per base
- ✓ Standard sync integrations
- ✓ Extensions
- ✓ Gantt and timeline view
- ✓ Expanded color, formatting, and calendar options

Business

For teams and departments who need advanced features and basic administration

\$45

per seat/month billed annually

\$54 billed monthly

Contact sales


or [sign up now](#)

Everything in Team, plus:

- ✓ 125,000 records per base
- ✓ 100,000 automation runs
- ✓ 100 GB of attachments per base
- ✓ Premium sync integrations
- ✓ Verified data
- ✓ Two-way sync
- ✓ Admin panel
- ✓ SAML-based single sign-on

Enterprise Scale

For organizations looking to build scalable, flexible apps with powerful governance and administration



Custom pricing

Contact sales

Everything in Business, plus:

- ✓ 500,000 records per base
- ✓ 500,000 automation runs
- ✓ 1,000 GB of attachments per base
- ✓ On-premises sync integrations
- ✓ Enterprise Hub
- ✓ Enhanced security and admin controls
- ✓ Enterprise API
- ✓ Extension and integration management
- ✓ Audit logs and DLP



2. Gate packages appropriately



Meet Zoom AI Companion! ✨ Draft messages, take notes, summarize meetings, and more with your AI assistant. [Learn More](#)

Package	Users	Price	Billing Cycle	Button
Basic	1 user	Free	-	Sign Up
Pro	1-9 users	\$13 ³²	/month/user, billed annually or \$15.99 billed monthly	Buy Now
Business	10-250 users	\$18 ³²	/month/user, billed annually or \$21.99 billed monthly	Buy Now

The image shows the Zoom pricing page. The 'Pro' package is circled in red. A large orange 'X' is overlaid on the right side of the pricing table.



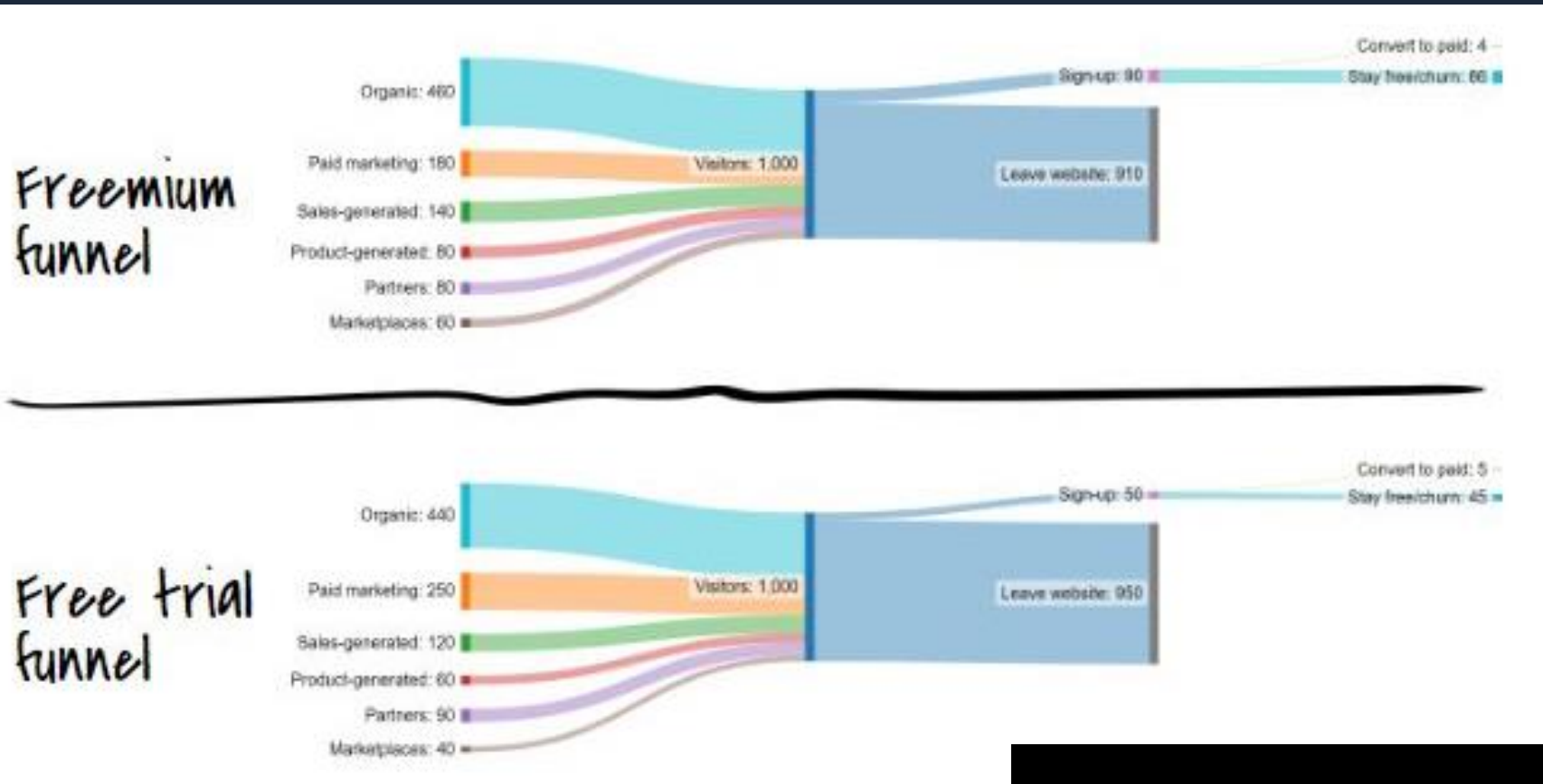
7 Commandments of B2B PLG Pricing

3. Prioritize freemium over free trial

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3. Prioritize freemium over free trial

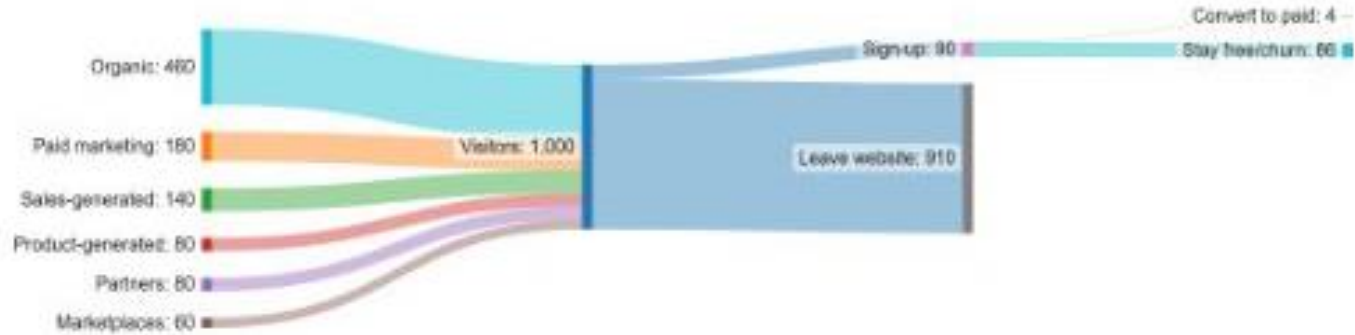


GROWTH UNHINGED with Kyle Poyar

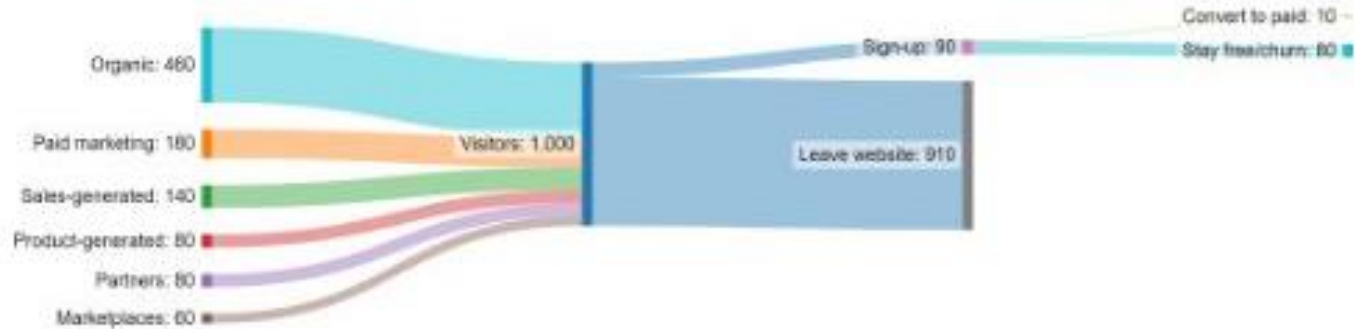


3. Prioritize freemium over free trial

Freemium funnel



Reverse trial funnel



GROWTH UNHINGED with Kyle Poyar



7 Commandments of B2B PLG Pricing


4. Scale outside the packages

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4. Scale outside the packages





Marketing Hub Professional

Comprehensive marketing software for automation, reporting, and campaigns

Starts at
\$800/mo

Includes 3 seats
Additional seats start at \$45/mo

Pay Monthly
Commit annually

Pay Upfront
BEST VALUE
Commit annually

Includes 2,000 marketing contacts

Talk to Sales

MARKETING HUB PROFESSIONAL

Marketing Contacts

You'll only pay for marketing contacts — which means contacts you target with marketing emails and ads. You can store your non-marketing contacts in your CRM for free, up to a limit of 15 million overall contacts (marketing contacts + non-marketing contacts).

Once you select a contact tier, you cannot downgrade until your contract renews. However, you can change marketing contacts to non-marketing contacts at any time. Their status will be updated once a month.

USD (\$) ▾

MARKETING CONTACTS	BILLED AT
First 2,000	\$0
2,001 to 22,000	\$224.72/mo per 5,000
22,001 to 42,000	\$202.25/mo per 5,000
42,001 to 62,000	\$179.78/mo per 5,000
62,001 to 82,000	\$157.30/mo per 5,000
82,001+	\$134.83/mo per 5,000



7 Commandments of B2B PLG Pricing

5. Choose a growth-oriented, value-based, and acceptable metric

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5. Choose a growth-oriented, value-based, and acceptable metric



Metric: Monthly Active Users

NRR: 140%+(!!!!)

7 Commandments of B2B PLG Pricing

6. Invest in rigorous price optimization

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7 Commandments of B2B PLG Pricing

7. Avoid over-discounting or over-promoting

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7. **Avoid over-discounting or over-promoting**





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RSVP and save your spot!
monevate.com/the-cube-rsvp



THE CUBE
By Monevate

Upcoming Masterclass Topics:



August 29: Implementing B2B SaaS Pricing & Packaging

Discover the blueprint for implementing robust B2B SaaS pricing and packaging in this masterclass led by James Wilton and Fynn Glover, co-founder and CEO of Schematic.



September 12: Discounting

In this masterclass, we'll explore how to leverage discounts to drive revenue and expansion, rather than allowing them to become profit-draining revenue leaks.