

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 Principles & 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



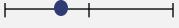
The Challenge

- 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 motivationLess logical, susceptible to behavioral economicsLow tolerance for complexity		<ul style="list-style-type: none">Experienced & trained buyer (often a team)Often highly analytical, more rationalHigh tolerance for complexity
Sales Process	<ul style="list-style-type: none">Cycle = Short (often 1 day-1 week)Usually product-led“Take it or leave it”		<ul style="list-style-type: none">Cycle = Long (weeks, months depending on size of transaction)Often sales ledNegotiations = 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 messagingList pricePackages		<ul style="list-style-type: none">Detailed value calculations / ROINet pricePrice 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



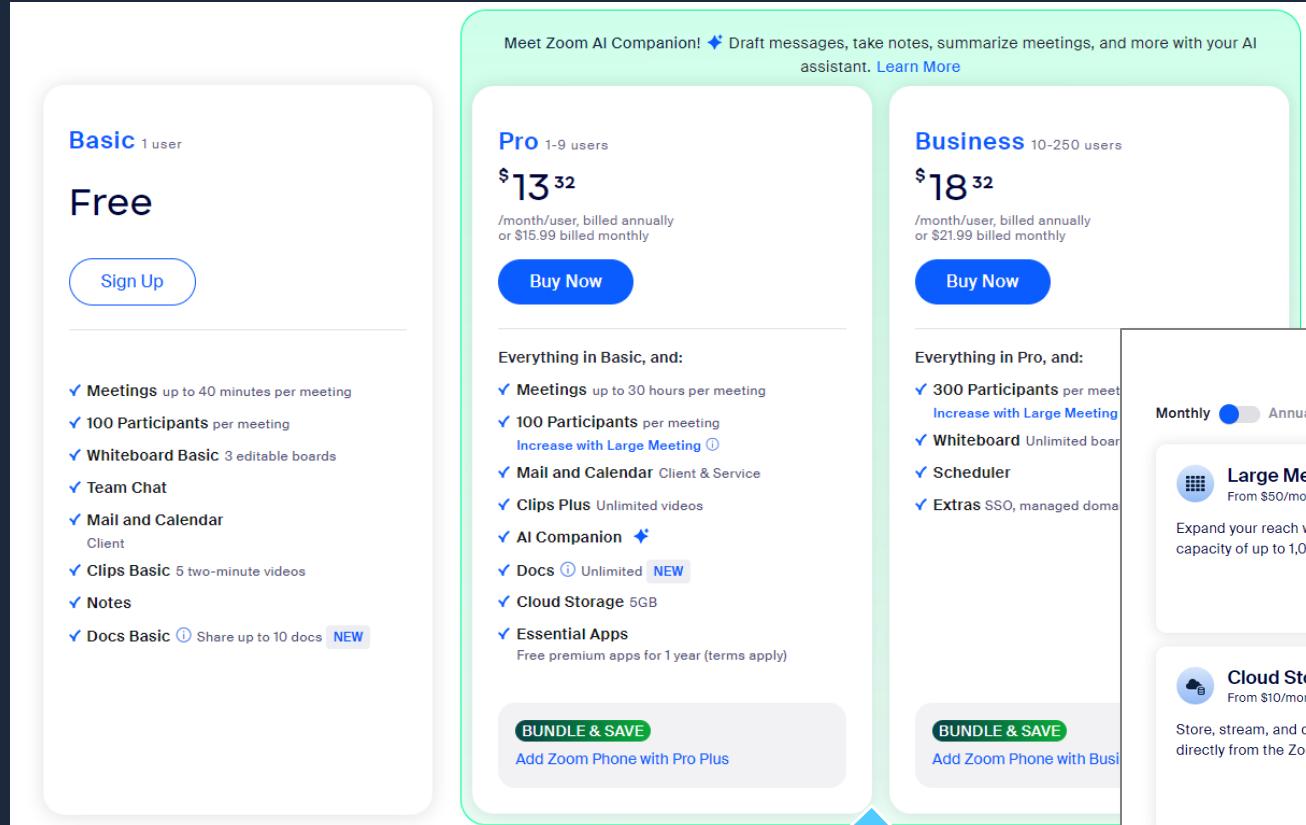
7 Commandments of B2B PLG Pricing

1. **Keep packaging *sufficiently* simple and clear**

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1. Keep packaging sufficiently simple and clear



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Pro 1-9 users
\$13.32
/month/user, billed annually
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- ✓ **Team Chat**
- ✓ **Mail and Calendar**
Client
- ✓ **Clips Basic** 5 two-minute videos
- ✓ **Notes**
- ✓ **Docs Basic**  Share up to 10 docs NEW

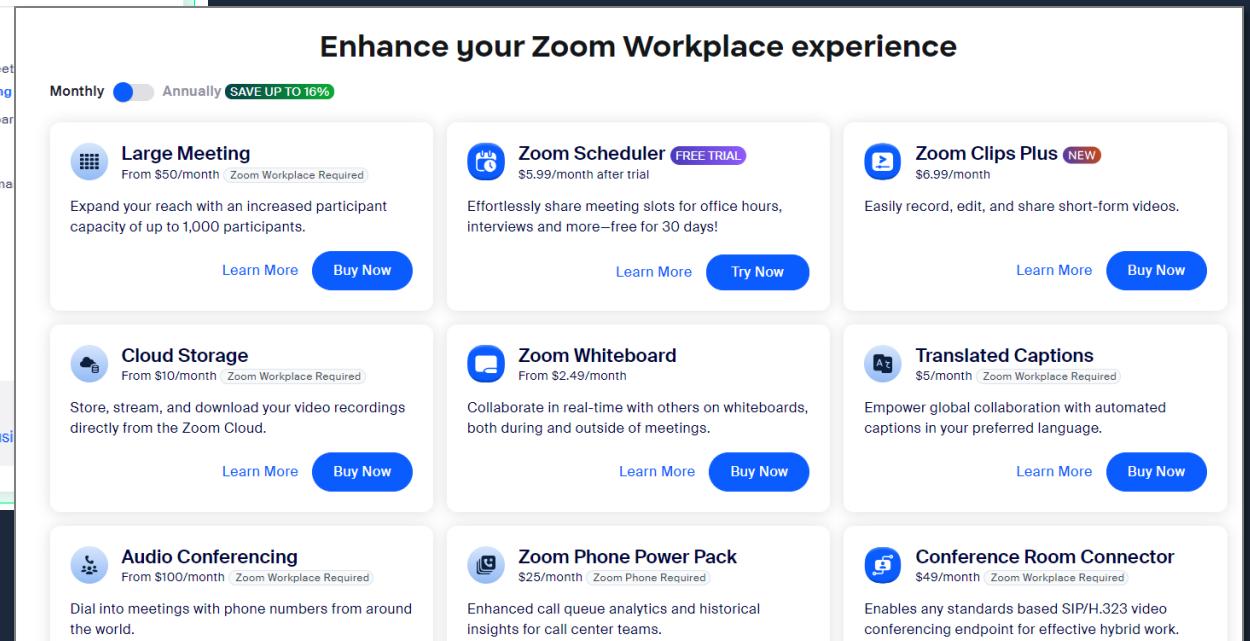
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Business 10-250 users
\$18.32
/month/user, billed annually
or \$21.99 billed monthly
[Buy Now](#)

Everything in Pro, and:

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

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Zoom Whiteboard
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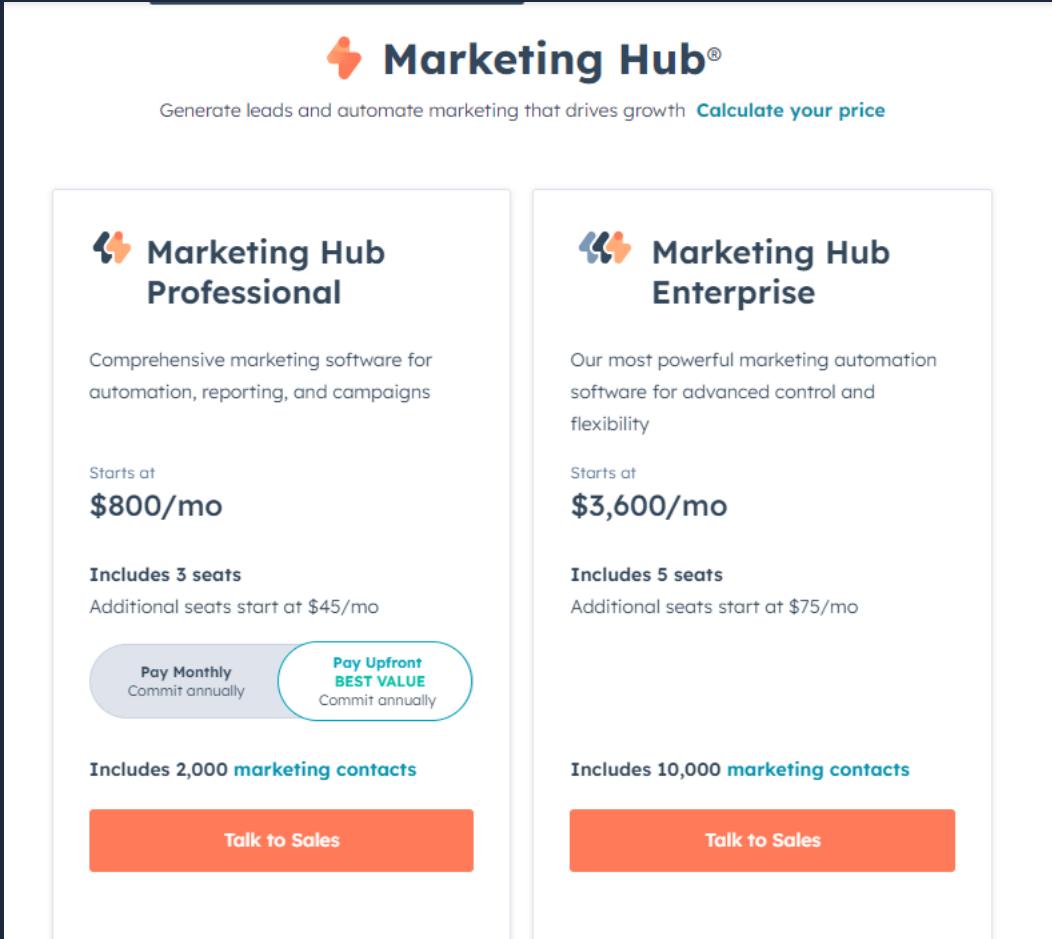
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1. Keep packaging sufficiently simple and clear



The image shows the HubSpot Marketing Hub pricing page. It features two main pricing plans: 'Marketing Hub Professional' and 'Marketing Hub Enterprise'. Both plans are presented in white boxes with a thin gray border. The 'Marketing Hub Professional' plan starts at \$800/mo for 3 seats, including 2,000 marketing contacts. The 'Marketing Hub Enterprise' plan starts at \$3,600/mo for 5 seats, including 10,000 marketing contacts. Each plan has a 'Talk to Sales' button at the bottom. The 'Marketing Hub Professional' plan also includes options for 'Pay Monthly' or 'Pay Upfront BEST VALUE'.

Plan	Starts at	Inclusions
Marketing Hub Professional	\$800/mo	3 seats, 2,000 marketing contacts
Marketing Hub Enterprise	\$3,600/mo	5 seats, 10,000 marketing contacts



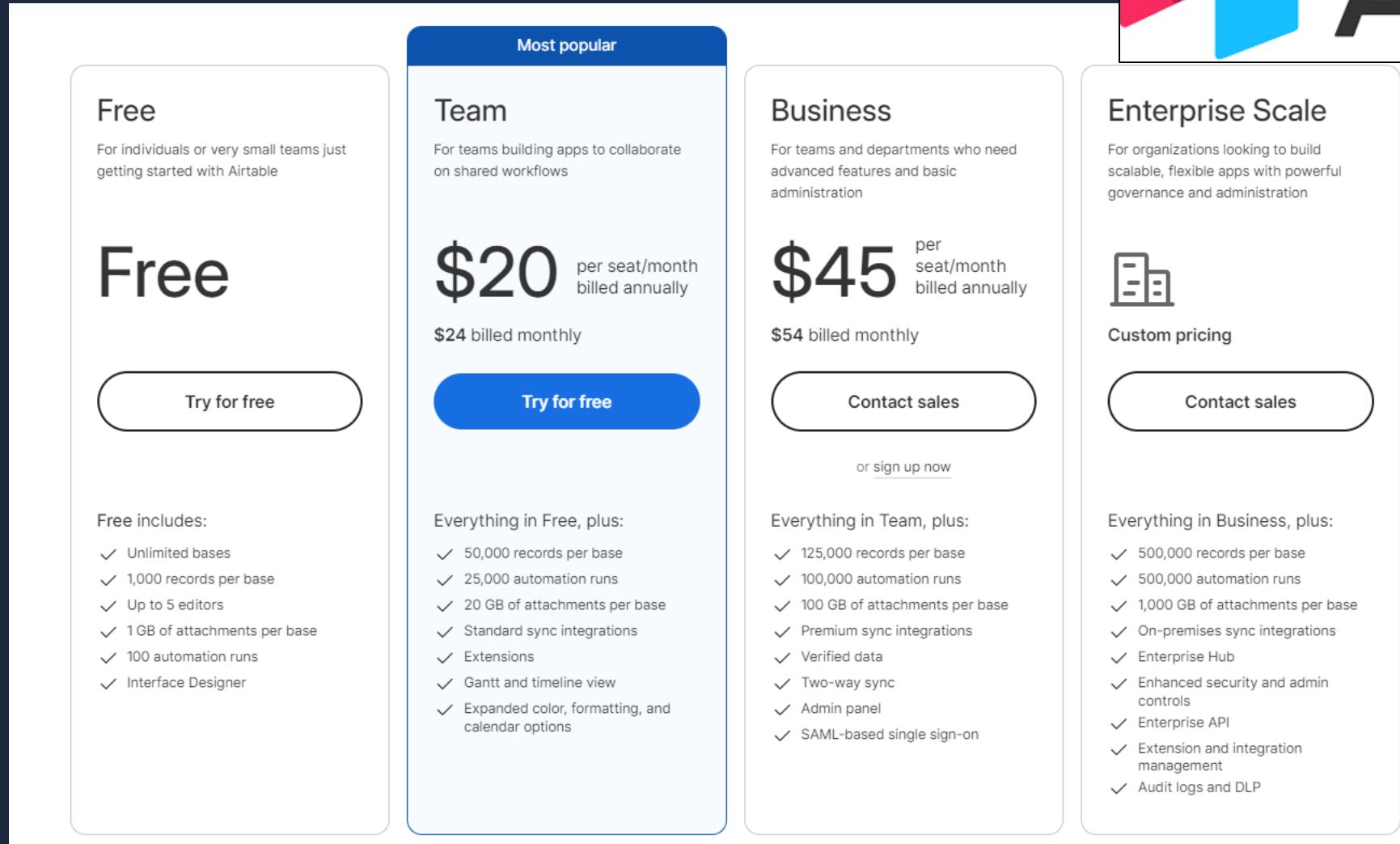
7 Commandments of B2B PLG Pricing

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



The screenshot shows Airtable's pricing page with four packages: Free, Team, Business, and Enterprise Scale. Each package has a description, price, and a 'Try for free' or 'Contact sales' button. A large blue checkmark is overlaid on the right side of the page.

Package	Description	Price	Action
Free	For individuals or very small teams just getting started with Airtable	Free	Try for free
Team	For teams building apps to collaborate on shared workflows	\$20 per seat/month \$24 billed monthly	Try for free
Business	For teams and departments who need advanced features and basic administration	\$45 per seat/month \$54 billed monthly	Contact sales or sign up now
Enterprise Scale	For organizations looking to build scalable, flexible apps with powerful governance and administration	Custom pricing	Contact sales

Free

For individuals or very small teams just getting started with Airtable

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
\$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
\$54 billed monthly

Contact sales

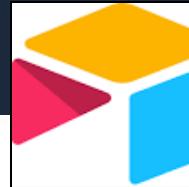
or sign up now

Enterprise Scale

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

Custom pricing

Contact sales



Airtable

2. Gate packages appropriately



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

Plan	Users	Price	Notes
Basic	1 user	Free	
Pro	1-9 users	\$13 ³² /month/user, billed annually or \$15.99 billed monthly	Red circle highlights this row.
Business	10-250 users	\$18 ³² /month/user, billed annually or \$21.99 billed monthly	Large orange X is drawn over this row.

[Buy Now](#)

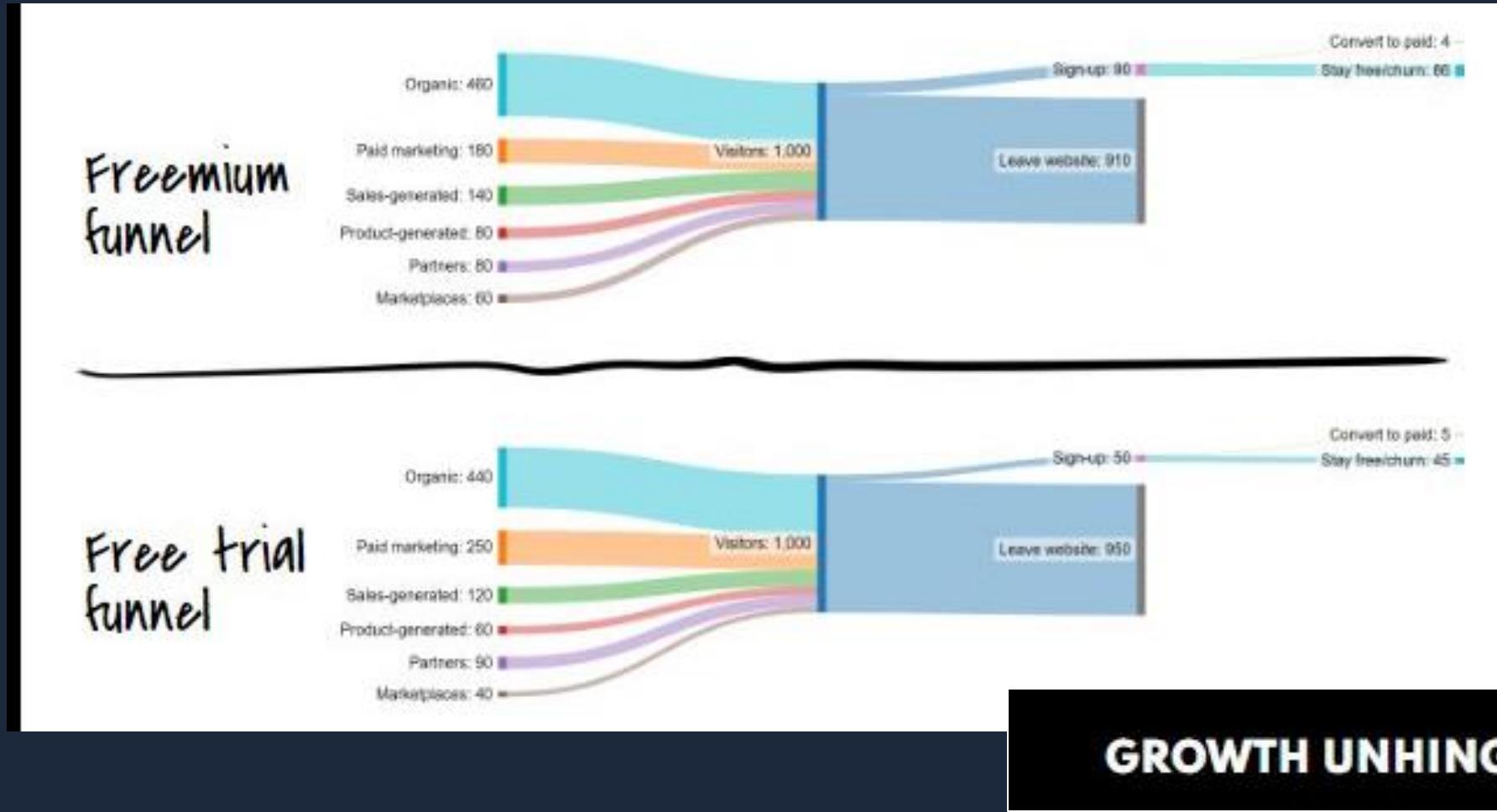
7 Commandments of B2B PLG Pricing

3. Prioritize freemium over free trial

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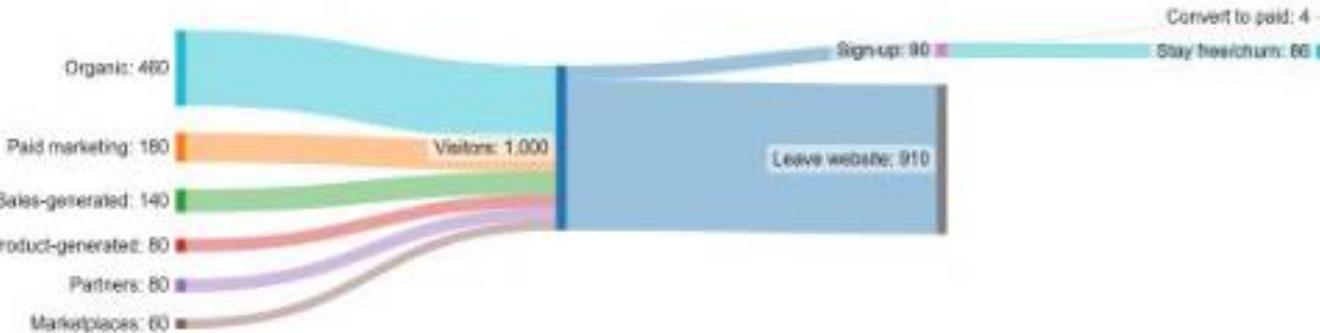
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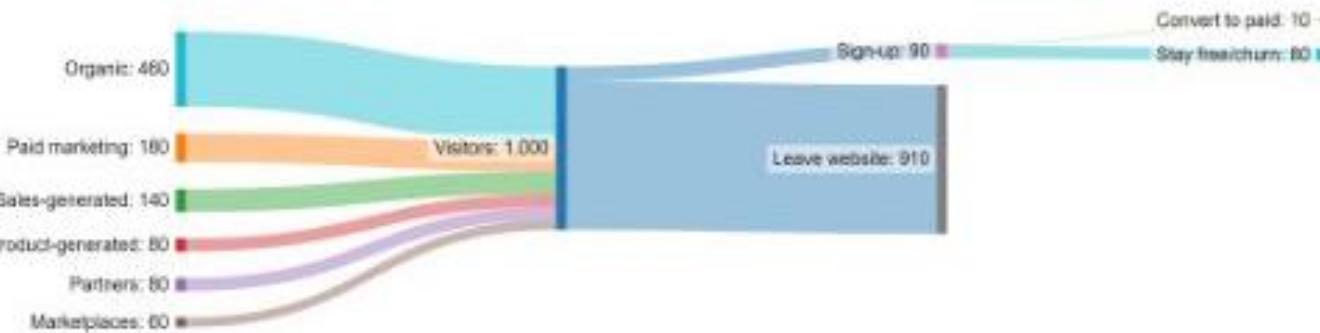
GROWTH UNHINGED with Kyle Poyer

3. Prioritize freemium over free trial

Freemium
funnel



Reverse
trial
funnel



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7 Commandments of B2B PLG Pricing

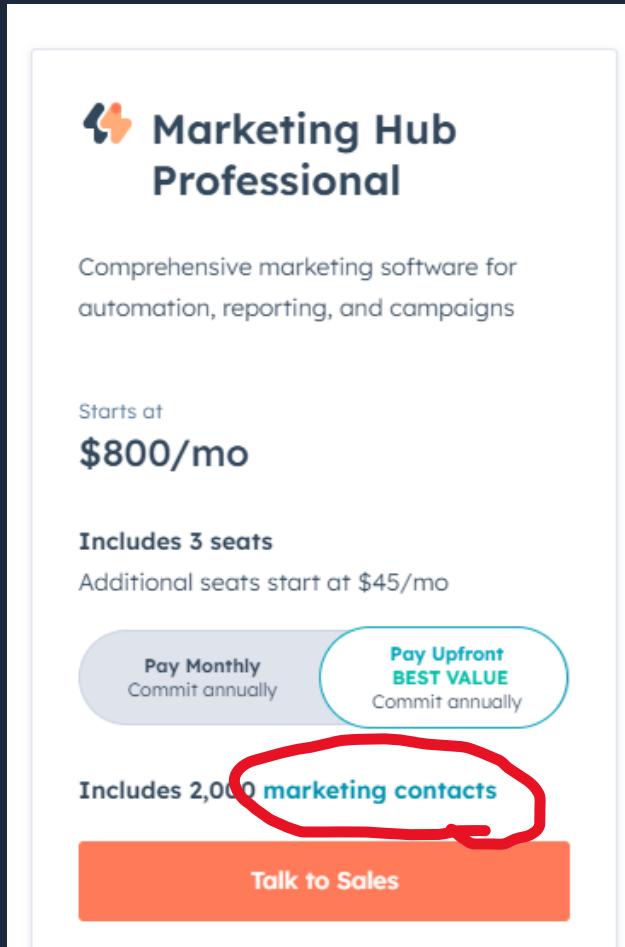
4.

Scale outside the packages

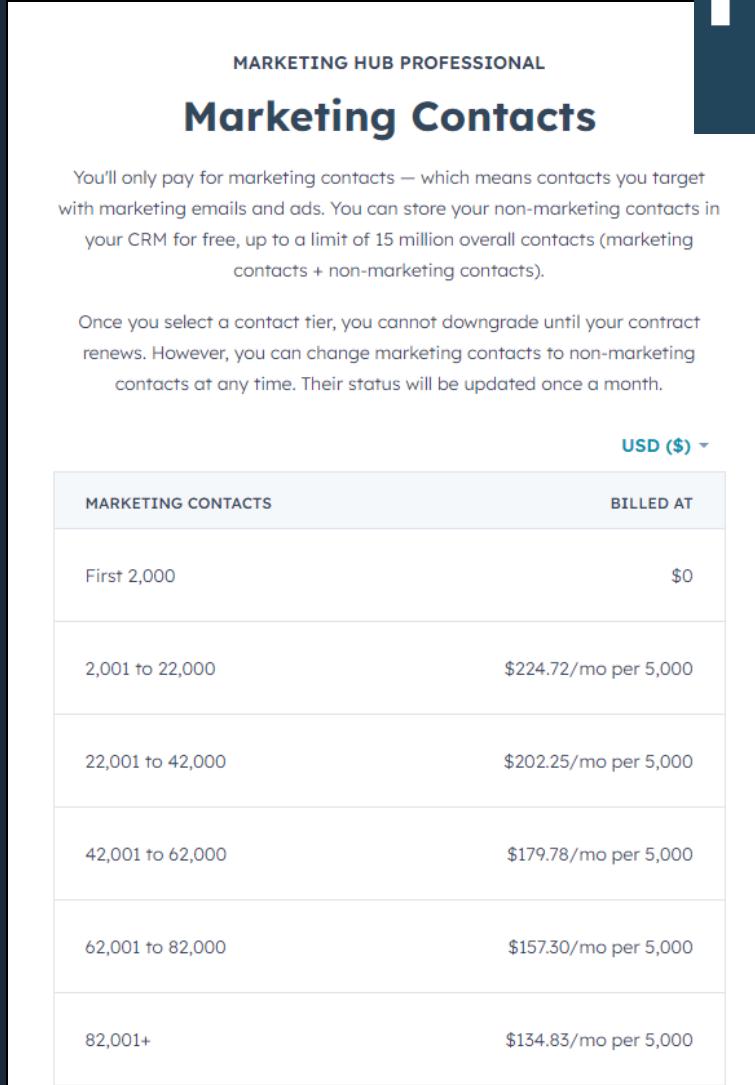
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4. Scale outside the packages



The image shows the HubSpot Marketing Hub Professional package page. It features a large orange 'Marketing Hub Professional' logo at the top. Below it, a sub-headline reads 'Comprehensive marketing software for automation, reporting, and campaigns'. A prominent price of '\$800/mo' is displayed, with a note that it 'Starts at'. It includes '3 seats' and additional seats start at '\$45/mo'. Two payment options are shown: 'Pay Monthly' (Commit annually) and 'Pay Upfront BEST VALUE' (Commit annually). A red circle highlights the text 'Includes 2,000 marketing contacts'. A large orange 'Talk to Sales' button is at the bottom.



The image shows the HubSpot Marketing Contacts pricing page. The title is 'MARKETING HUB PROFESSIONAL' and the section is 'Marketing Contacts'. It explains that users pay for marketing contacts only, with a limit of 15 million overall contacts. A table lists pricing tiers based on the number of contacts:

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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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.