

# A Quick-Step Guide to Using Customer Content: How to Maximize Product-Led Growth Potential in 2023 & Beyond

A **Product-Led Growth (PLG)** strategy is the bottom up sales approach **58%** of SaaS companies now utilize to enhance the end user experience.

## Are You Facing Product-Led Marketing Challenges?

While product-led marketing has experienced a boom in recent years, just like any other marketing approach, it comes with its own unique set of challenges.

Proving and quantifying ROI is tough

You have little to no evidence of the efficacy of newer products and solutions

Due to the shortage of evidence and user stories, you struggle to win deals in newer markets

Review sites are only valuable if you're in a top-rated category

## Maximize Product-Led Growth Potential with Customer Content

### What is Customer Content?

Customer content is material that speaks on the customer's experience with a brand, product or service.

#### Examples include:

  
Testimonials and reviews

  
Customer success stories

  
Aggregated data points and graphs

## Why is Customer Content important?

**93%**

of website visitors decide whether they will sign up for your product within their first week of encountering your brand.



**70%**

of **B2B buyers** cite company reputation as the most influential factor when choosing which company to do business with.



### Adding customer content to your website and associated landing pages will:

- ✓ Pique a website visitor's interest immediately
- ✓ Ensure the sign-up process is as easy and frictionless as possible
- ✓ Establish credibility and prove value
- ✓ Illustrate the efficacy of your product

## The Benefits of Using Customer Content by the Number



**34%**

increase in conversions when added to a landing page to sign up for a free trial or freemium



**83%**

of people think a business with user-generated reviews on their landing page is trustworthy



**6%**

of users will upgrade to a paid plan within 90 days after their initial sign up

## Leverage Your Customer Content to:

Show the efficacy of new products and solutions

Maximize the value of the product to encourage certain consumer behavior

Establish credibility and quantify the ROI and/or performance claims of a product

**92%**

of consumers read product reviews before making a purchase

**95%**

of people say that customer reviews influence their purchasing decisions

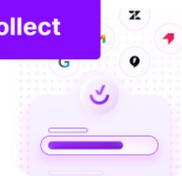
**63%**

of buyers indicate that product ratings and reviews on a site encourage them to make a purchase decision

In order to amplify your product-led growth strategy, you need to know the value of using **customer content**—hard hitting social proof that shows a product is effective and worthwhile.

## How to Create Effective Customer Content & Leverage it in Your Product-Led Growth Strategy

### 1: Collect



#### Steps

Using customer content generation platforms, like UserEvidence, helps you collect consumer data, scale your outreach to a one-to-many approach and allows clients to share feedback asynchronously.

#### What You'll Gain

- Insights from:
- Users/decision-makers of different seniorities
  - Companies across multiple industries
  - Users of different personas/functions
  - Various company sizes (e.g. F500 vs SMB)

### 2: Review



With an effective tech solution, you're able to segment the data and create compelling visualizations of the filtered feedback from a broad and diverse sample of users and customers.

Statistics, quotes, and social proof from different:

- Industries
- Geographic locations
- Company sizes
- Buyer personas
- Competitors
- Use cases, and more

### 3: Share



By sharing customer content to the pages your buyers visit, you're establishing credibility that increases the likelihood of conversion.

Establish credibility with your target audiences, leading to increased conversions and sales success.

## Where to Share Customer Evidence:



Add customer testimonials to a free trial landing page



Share ROI statistics on the homepage of your website



Place a customer success story within a freemium sign-up page

## In Summary

By using customer content, you're not only emphasizing the value and efficacy of your product, you're establishing trust with your audience, proving ROI of your product and increasing free to paid conversions.

Enhance your product-led growth strategies with customer content today with UserEvidence.

[Get Started](#)

## About UserEvidence

UserEvidence is a SaaS platform that arms B2B vendors with verified customer evidence, proof points, and success stories at scale to prove the value of their products.

UserEvidence clients proactively capture feedback from customers and then transform the positive feedback into an array of elegant marketing content assets (e.g. testimonials, reviews, case studies, statistical evidence, charts). To learn more, please visit [uservidence.com](https://www.uservidence.com).