

# Rethink the Way you Market Your SaaS Product.

Wesley Bush

# ***What's In It For You?***

1. Learn the three main reasons why people buy products
2. Understand how to do switch interviews like a pro
3. The best way to apply the jobs-to-be-done framework across your marketing strategy
4. Over 4 free resources that you can steal and immediately apply to your business
5. BONUS: A chance to win \$399 - if you take action



# ***Wes Bush***

- ❑ Built 20M growth engines for hypergrowth B2B SaaS businesses, such as Vidyard.com
- ❑ Founder and Marketing Scientist at Trafficiscurrency.com
- ❑ I teach Internet Marketing at Canada's top polytechnic college for fun
- ❑ THIS IS MY FIRST WEBINAR - be nice :)
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# ***Two Questions***

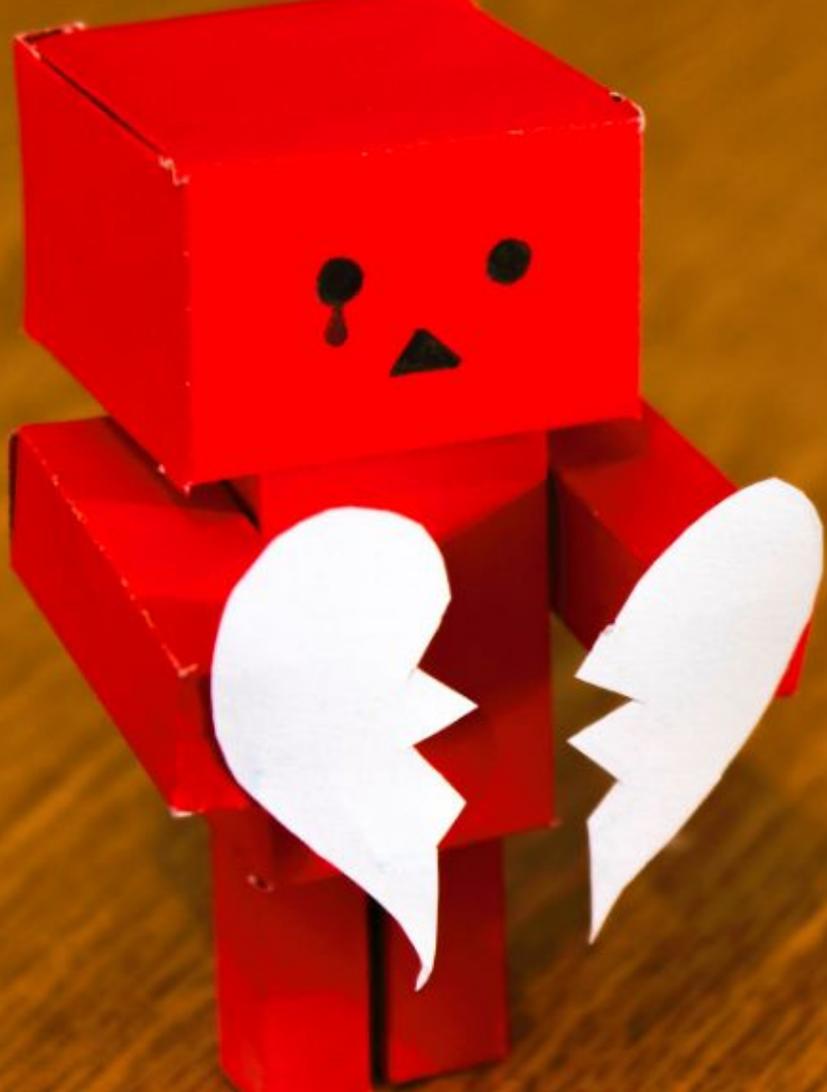
***Where are you located?***

***How many of you know what the  
jobs-to-be-done framework is?***

***Put simply, a job-to-be-done, is a pain that needs to be solved – it's product agnostic and does not change over time.***

***IT'S PRODUCT AGNOSTIC!***

People encounter **situations** that drive the **need** for a job. They **hire** a product or service to **get the job done**.



***You're fired.***

***Will I buy  
Trident gum  
because I fit into  
their persona?***



# ***Trident's Male Persona***



## **Demographics:**

- **Age: 25-40**
- **Job title: marketing manager or director**
- **Works in the technology industry**
- **Has no children**
- **Likes watching the Silicon Valley**
- **Bikes twice a week**
- **Eats at Whole Foods**

***ABSOLUTELY NOT***

***Causation > Correlation***

***(click for tons of fun correlations)***

***Situations drive change, not job titles.***

***What does this look like IRL?***





**5:18 PM**



***I completely forgot. (my situation)***



SEA GARDEN  
RESTAURANT  
ДЕП КИМОВСКИЕ  
ВОДАНИ  
65000  
990



Menu board with text and graphics





(gum is hired)

***Now, why did I buy the gum?***

***I did just buy the gum to make my breath  
smell minty fresh BUT***

***The plot thickens...***

***Let's break down this decision one step further.***

Functional Job

- Wes wanted his breath to smell minty fresh

# ***Let's break down this decision one step further.***

Functional Job	Emotional Job
<ul style="list-style-type: none"><li data-bbox="146 445 624 508">• Wes wanted his breath to smell minty fresh</li></ul>	<ul style="list-style-type: none"><li data-bbox="681 445 1116 543">• Wes wanted peace-of-mind that his breath doesn't smell bad</li></ul>

# ***Let's break down this decision one step further.***

Functional Job	Emotional Job	Social Job
<ul style="list-style-type: none"><li>• Wes wanted his breath to smell minty fresh</li></ul>	<ul style="list-style-type: none"><li>• Wes wanted peace-of-mind that his breath doesn't smell bad</li></ul>	<ul style="list-style-type: none"><li>• Wes didn't want his date to stop talking to him because his breath smelt like a sewer</li></ul>

# ***Excellent marketers know how to employ each job***

Functional Job	Emotional Job	Social Job
<ul style="list-style-type: none"><li data-bbox="156 445 618 508">• The core tasks that customers want to get done</li></ul>	<ul style="list-style-type: none"><li data-bbox="687 445 1149 583">• How customers want to feel or avoid feeling as a result of executing the core functional job</li></ul>	<ul style="list-style-type: none"><li data-bbox="1219 445 1634 508">• How customers want to be perceived by others</li></ul>

***1 more example***



The Blanket That

# Snuggie

Keeps You Warm And Your Hands Free!

## The Blanket That Has Sleeves!



**TV**

*The Breast Cancer Research Foundation*

- Keeps You Warm and Your Hands Free
- One Size Fits All
- Machine Washable

**Special Bonus!**  
Included Inset!  
Control Panel

**Pink Super Soft Fleece**

# ***What jobs do people hire Snugglies for?***

## Functional Job

- Keeps you warm
- Keeps your hands free
- One size fits all
- Machine washable

# ***What jobs do people hire Snugglies for?***

Functional Job	Emotional Job
<ul style="list-style-type: none"><li>• Keeps you warm</li><li>• Keeps your hands free</li><li>• One size fits all</li><li>• Machine washable</li></ul>	<ul style="list-style-type: none"><li>• You'll feel peace-of-mind that you're in a cocoon of warmth</li><li>• You'll feel better about reducing your hydro bill</li></ul>

# ***What jobs do people hire Snugglies for?***

Functional Job	Emotional Job	Social Job
<ul style="list-style-type: none"><li>• Keeps you warm</li><li>• Keeps your hands free</li><li>• One size fits all</li><li>• Machine washable</li></ul>	<ul style="list-style-type: none"><li>• You'll feel peace-of-mind that you're in a cocoon of warmth</li><li>• You'll feel better about reducing your hydro bill</li></ul>	<ul style="list-style-type: none"><li>• Will be able to relate with other Snuggie owners about how comfortable it is</li></ul>

***But, how do you understand the 3 jobs for  
your SaaS business?***

***How many of you work at a SaaS company?***

***What's your job title?***

***Which product would you buy?***

**userlike.com**

**intercom.com**

# *Which product would you buy? Option #1*

Userlike

Features

Messengers

Add-ons

Customers

Pricing

Get started

Log in



## Live Chat Software for Website and Mobile Support

Help your customers when it matters, where it matters.

Your email address

Set up live chat

# Which product would you buy? Option #2



Products Use Cases Resources Pricing Log in

Enter your email

Get Started

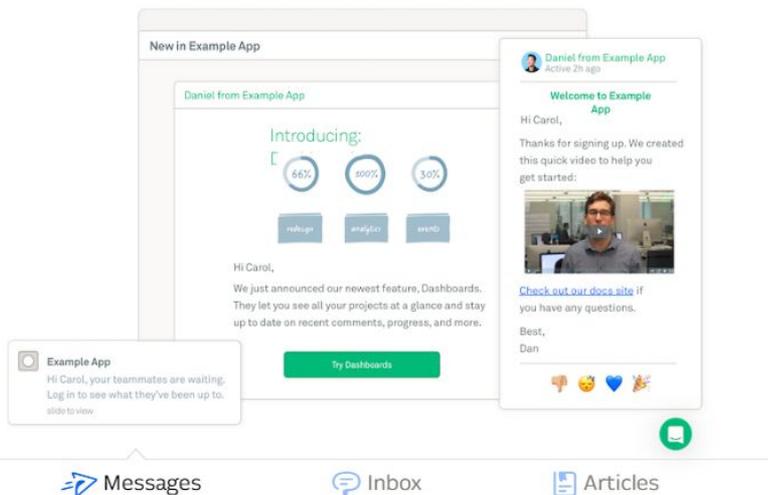
A new and better way to acquire, engage and retain customers

Modern products for sales, marketing and support to connect with customers and grow faster.

Enter your email

Get Started

Free 14-day trial • Easy setup • Cancel any time



Send targeted messages to the right people at the right time.

***What pain point does Userlike solve for?***

***What pain point does Intercom solve for?***

***Intercom is competing on solving the pain,  
while Userlike is competing on the product.***

***Put simply, a job-to-be-done, is a pain that needs to be solved – it's product agnostic and does not change over time.***

***IT'S PRODUCT AGNOSTIC!***

***What are Intercom's competitors?***

***Enough examples, let's dive into how to start applying the jobs-to-be-done framework to your SaaS business.***

# 4 Steps

# ***How to apply the jobs-to-be-done framework to your SaaS business?***

1. Send emails
2. Do Switch Interviews
3. Extract Key Insight like a Pro
4. Put Insights Into Action

# The challenge

***The first person to complete these 4 steps  
and reach out to me will win a free trial audit  
valued at \$399.***



***Basic Free Trial Teardown Link***

# ***Step #1 Send Emails***

## ***Send this email to at least 10 recent customers.***

*Hey [NAME],*

*I'm reaching out to a few of our [recent customers] to get a stronger sense for how people like you are using [PRODUCT].*

*Any chance you'd be up for sharing your experiences using [PRODUCT]?*

*It'd be an easy 30-minute chat. No trick questions :)*

*If so, feel free to choose the time that works best for you here [insert link to your scheduling tool, if you're using one], and I'll give you a call then.*

*Thanks,*

*[YOUR NAME]*

## ***Step #2 Do Switch Interviews***

***What are switch interviews?***



## ***Why do switch interviews?***

1. Understand the **consideration set** of people who buy your product.
2. Understand the **emotional and social jobs** that the product accomplishes.
3. Understand the **situations that drive people to change.**

People encounter **situations** that drive the **need** for a job. They **hire** a product or service to **get the job done**.

Our recent customer encountered a **situation** that drove the **need** for a job. Why did they **hire** our product to **get the job done**?

# **Questions to Ask During Switch Interviews**

*Pro tip: **record these conversations**  
so that you can focus on what the  
customer is saying and not taking  
notes.*

***Step #3 Extract Key Insights Like a Pro***

***Listen to each customer recording and look  
for 6 special elements.***

## ***6 Key Elements***

1. Struggling Moments
2. Motivations
3. Driving Forces
4. Perceived Value
5. Experienced Value
6. Existing Solutions Considered

# ***Struggling Moments***

*{{ Insert the situation your interviewee brought up, that caused them to struggle and seek a new solution }}*

*Example*

*{{ When I'm trying improve how the number of leads I generate each month, but I'm not sure how to setup campaigns in Facebook ... }}*

# ***Motivations***

*{{ Insert what the interviewee was trying to accomplish with a new solution }}*

*Example*

*{{ I want to figure out how to build out a Facebook lead funnel to automate the whole process of lead generation... }}*

# ***Driving Forces***

*{{ Insert the **emotions** your interviewee feels, pushing them to seek a new solution (instead of continuing to do things the way they already are) }}*

*Example*

*{{ I'm frustrated that I haven't hit my lead gen goal in the last couple months }}*

# ***Perceived Value***

*{{ Insert how your interviewee envisions life being better once they have a new solution }}*

*Example*

*{{ So I can convert & retain more paying customers without hand holding each one }}*

# ***Experienced Value***

*{{ Insert how your interviewee experienced the product and what drove them to upgrade }}*

*Example*

*{{ I felt I had an easy, scalable way to convert & retain more paying customers }}*

# ***Existing Solutions Considered***

***Pro tip: Write out everything your customer says in **THEIR words**, not yours.***

***Also, put everything into this Google Sheet.***

***What you'll get out of this?***

# ***Excellent marketers know how to employ each job***

Functional Job	Emotional Job	Social Job
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## ***Step #4 Put Insights Into Action***

***Apply these insights across your **entire**  
marketing strategy.***

***That might sound overwhelming, so start  
with the JTBD Marketing Breakdown  
document.***

# ***Where can you apply jobs-to-be-done in your role?***

1. Test out your new marketing approach via ads and seeing what sticks
2. Making the consideration set of prospects easier
- 3.

***Putting it all together***

## ***To recap, here are the steps to implement jobs-to-be-done:***

1. Send emails
2. Do Switch Interviews
3. Extract Key Insight like a Pro
4. Put Insights Into Action

# Product-Led SaaS Growth Course

Turn your SaaS product into a growth engine and convert more free trial users into paid customers.

If you've ever wondered how Slack, Dropbox, or even Trello grew to be such unbeatable juggernauts in their industry, it's because they executed on a product-led growth strategy.

In this 5-week, 8-class course you'll learn how to...

- > Put together a successful product-led growth strategy that will help you get some quick wins under your belt before the course is even finished
- > Avoid some of the most painful bottlenecks when it comes to acquiring and activating free trial and freemium users
- > Help more people experience the core value of your product and (actually) want to upgrade

This live course starts on June 11, 2018.



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[bit.ly/product-saas-growth](https://bit.ly/product-saas-growth)

***Thanks for Watching!***

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