

An introduction to Product Led Growth & UX



The graphic features a black background with a central photograph of a man in a grey sweater holding a stack of cash. A pink rectangular box in the upper left corner contains the date and time. The text 'Webinar' is positioned above the main title 'PRODUCT-LED GROWTH', which is in large, bold, white capital letters. Below the title, the subtitle 'An introduction to Product-Led Growth and UX' is written in a smaller white font.

25.04.2024 | 09:30 Uhr

Webinar

PRODUCT-LED GROWTH

An introduction to Product-Led Growth and UX

In this 45-minute session, we aim to provide a clear overview of Product-Led Growth (PLG) and its significance in today's business landscape. We'll discuss how a focus on UX within the PLG framework can contribute to better user engagement and overall business success.

Understand the basics of the time-to-value (TTV) concept and its impact on user activation and retention. We'll also touch upon a startup case study to illustrate how to approach PLG with a focus on design and UX, highlighting some common challenges and considerations.

Join us on April 25, 2024, for a practical introduction to leveraging PLG and UX for your business's advantage.

This session will be conducted in English and is designed to equip you with foundational knowledge and strategies to explore PLG further.

Beginn:

Donnerstag, 25. April 2024, 09:30 Uhr

Ende:

Donnerstag, 25. April 2024, 10:15 Uhr

Veranstaltungsort:

Online

Website & Anmeldung:

<https://www.ergosign.de/de/insights/webinar-plg-2024>