



SAAS NORTH

How to Troubleshoot Growth Going From \$1M to \$10M ARR

Asia Orangio

**CEO & Founder
DemandMaven**



SAAS NORTH

The **betakit** Keynote Stage

@ SAAS NORTH

DEMANDMAVEN

Troubleshooting Growth



@asiaorangio
demandmaven.io

Airbnb rentals should be working for you, not the other way around

Manage short-term rentals & bookings, message guests, take payment, and so much more. All in one easy-to-use platform (that never double-books).

Get started in seconds by connecting Airbnb →

Disconnect Airbnb in a single click if you don't love it.



Search bookings...
Filter by listings & tags

Today 18 Dec 2022

	Sun 20 Dec	Mon 21 Dec	Tue 22 Dec	Wed 23 Dec	Thu 24 Dec	Fri 25 Dec	Sat 26 Dec
2BEDE1-LON	Roy Carroll <small>Vrbo</small>	Christopher Richardson <small>Direct</small>					
Minimum length of stay	7	7	7	7	5	7	7
Smart rates	\$520	\$540	\$540	\$600	\$660	\$800	\$800
2BEDE1-CAM	Richard Coleman <small>Vrbo</small>				Ralph Ramirez <small>Direct</small>	Nich...	
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3BEDE1-EAS	James Ross <small>Vrbo</small>	Rebecca Ross <small>Airbnb</small>				Wayne Smith <small>Airbnb</small>	

Summary
Price
Messages
Identity docs
Details

Rebecca Ross ✉

3BEDE1-EAS

Sat, Dec 26th 3 4 \$321.98 Sat, Dec 30th

+1 488 500 3944 Send message

Booking payment paid successfully ✓

Guest identity has been verified ✓



How do we ensure growth post-
chaos?

*“Customer-Led Growth (CLG) is a strategic approach that **leverages customer insights** to qualify and quantify customer value, then operationalize and optimize the end-to-end customer experience.”*

Gia Laudi & Claire Suellentrop
Co-founders of Forget the Funnel & Elevate



GROWTH

If we want to troubleshoot growth, we need to start with customers.

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Identify the context
our customers buy

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Map the customer
journey

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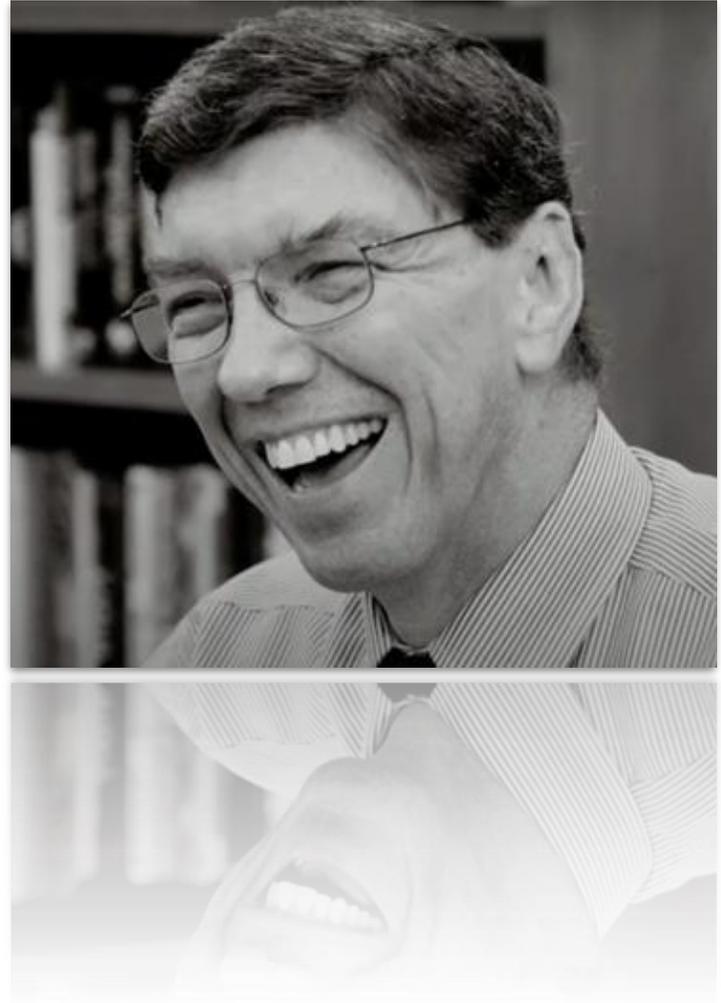
Find the gaps and
operationalize around
them

Know your “jobs”

Your mission: identify the exact context(s) upon which your customers buy.

A “job” is defined as **the progress that a person is trying to make in a particular circumstance that would cause them to buy a product or service.**

Clayton Christensen, Author of *Competing Against Luck*





@asiaorangio
demandmaven.io

54%

greater return on
marketing investment

ABERDEEN

18x

faster average sales cycle

ABERDEEN

3.5x

greater revenue from
customer referrals

ABERDEEN

56%

more cross-sell and upsell
revenue

ABERDEEN

2-3x

faster growth for teams that do
10+ interviews a month

Talking to customers is how we understand their “jobs.”



- 1 Need 10 interviews
- 2 Ask JTBD questions
- 3 Record your interviews



The Job(s):

- Eliminate double-bookings
- Sync properties across channels



Needs:

- In one place
- That's reliable
- Good UX / ease of use
- Helps me save time

But we also heard a some
interesting feedback..

*"Honestly, I wasn't choosing Uplisting first because **the other competitors had shinier and prettier marketing.**"*

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*"Mostly I was hoping that Uplisting would be **something I could depend on** and wouldn't give me issues like all of the other products."*

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*"Mostly I was hoping that Uplisting would be **something I could depend on** and wouldn't give me issues like all of the other products."*

*"I think I tried maybe **2-3 other platforms** before I finally got to Uplisting. But honestly, all of those other platforms were soooo terrible."*

*Once I saw that a platform was going to cause trouble, **I'd immediately cancel and start my search for another.**"*

Build the **map**

Your mission: figure out where you can better help customers achieve success.

What was your prospect doing
right before they {insert CTA here}?



best project management software



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About 1,770,000,000 results (1.04 seconds)

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monday.com Project Management - Better Than Anything You...

Set for Success with Easy Integrations, Automations, Multiple Views & Flexible Workflow.

Manage any Team **Project** from Planning to Execution, All in One Easy to Use **Software!**

Pricing & Plans

Simple, fair pricing that scales with your workforce.

Integrations

monday.com integrates with your favorite tools.

Ad · <https://www.asana.com/>

Asana Online Project Planning - All Your Tasks In One Place

From lists to boards, to calendars and gantt charts, organize work your way. Try Asana. Drowning in emails? Asana streamlines communication to keep teams agile and efficient.

Ad · <https://www.consumervoice.org/top-10/project-manager>

Top 10 Project Management - Side-by-Side Comparison (2021)

Compare the **Best Project Management Software** and Maximize Your Team Efficiency. Consumer Voice Provides **Best** & Most Updated Reviews to Help You Make an Informed...

Ad · <https://www.hive.com/>

Hive Project Management - Boost Productivity With Hive

A flexible productivity tool constantly updated to meet the changing needs of top teams.

<https://www.pcmag.com> > ... > Project Management

The Best Project Management Software for 2021 | PCMag

For example, for **managing** both **project** and **non-project** work, we recommend Wrike or Celoxis. (LiquidPlanner is a **good** pick too, but it's **best** for large groups.) If ...

[The Best Online Collaboration...](#) · [Zoho Projects Review](#) · [Teamwork Review](#)

Project planning software for teams

Asana is an easy and powerful project planning tool for teams to track their work—and get results.

Try for free

★★★★★ "extremely user friendly" ★★★★★ "perfect solution for remote teams" ★★★★★ "truly amazing!"

The All-In-One Toolkit for Working Remotely.

Before Basecamp: Projects feel scattered, things slip, it's tough to see where things stand, and people are stressed. **After Basecamp:** Everything's organized in one place, you're on top of things, progress is clear, and a sense of calm sets in.

Give Basecamp a Try

3,770 companies signed up in the last week alone!

Create a place in Basecamp for each project or team.

Involve everyone who's working on the project.

Get set up to work remote



The project management software that will actually work for your team

Manage simple to complex projects and everything in between with monday.com
Select what you want to manage:

- Project Management
- Marketing Projects
- CRM
- Operational Projects
- Sprint Planning
- Team Tasks & To-do's
- Project Planning
- Creative Projects
- Sales Pipeline
- IT Projects
- 200+ Solutions

Get Started >

Task	Owner	Status	Timeline	Estimation	Priority
High-level requirements	[Avatar]	Done	[Progress]	6	Critical
Success criteria	[Avatar]	Working on it	[Progress]	9	Low
Risks assessment	[Avatar]	Stuck	[Progress]	12	Low

Trello helps teams move work forward.

Collaborate, manage projects, and reach new productivity peaks. From high rises to the home office, the way your team works is unique—accomplish it all with Trello.

Email

Sign up—it's free!



Then imagine they sign up for 5-10
of these solutions.

Create your first Premium Project



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Asana

6/11/2020

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Get started quickly

Get right to work with Premium features and customer inspiration.

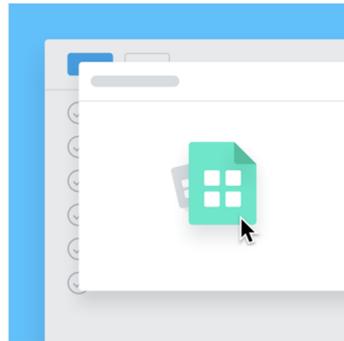
[Create a Project](#)



Templates

You can start almost any project with a template, then customize it for your team's work.

[Try templates >](#)



CSV importer

Planning projects in spreadsheets? Easily migrate them into Asana in a few clicks with our CSV importer.

[Import project >](#)

See how others are using Trello



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Taco

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Introducing Trello Inspiration! 🎉

Wonder how others are using Trello? Check out this brand new gallery of Trello templates for any project:

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Share how you Trello and get free Gold!

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ClickUp Raises \$100M to Continue Making the World More Productive

Unsubscribe

Zeb

12/15/2020



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We raised \$100M

TO CONTINUE MAKING THE WORLD MORE PRODUCTIVE.

Hey!

When we raised our Series A, I made a promise to you: **Our obsession with product, customer service, and our vision will never change. Period.**

I'm very proud that we upheld this promise, even as we scaled exponentially! We **shipped over 200 features** by listening to you, **improved reliability** when you asked, and **expanded customer support** around the world.

We also committed to three more things:

Project Management Software

Find the best Project Management Software for your business. Compare product reviews and features, and learn from our [Project Management Research](#).

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Too Many Choices? Talk to a software expert.

We'll build you a free, personalized list of software that fits your needs in just one, short phone call. [TALK TO AN EXPERT](#)



ClickUp

By ClickUp

★★★★☆ 4.7 (2156)

[VISIT WEBSITE](#)

ClickUp is one of the highest-rated project management tools today. Use Docs, Reminders, Goals, Calendars, Chat, scheduling, assigned comments, custom views, & more with this all-in-one project management tool. Used by 100,000+ teams in companies like Airbnb, Google, and Uber, it brings all of your projects into a single app! Built for teams of all sizes and industries, Our fully customizable & proprietary features make it a must-have for anyone wanting to keep project management in one place [Learn more about ClickUp](#)

[COMPARE](#)[SAVE](#)

What is Project Management Software?

Project Management software automates task assignment, resource allocation and milestone tracking for all phases of a project.

Related Software Categories:

- [IT Project Management Software](#)
- [Remote Work Software](#)
- [Team Management Software](#)
- [Professional Services Automation Software](#)
- [Idea Management Software](#)

Hello, welcome to C
can I help you today

Krista Berlincourt asked a question · Yesterday at 9:52 AM ·

Project Managers! What management tool do you love? Trello? Monday? Something else?

34 46 Answers

Like Comment

Top Comments ▾

Write an answer...

Kim Cameron
Wrike! I have used Asana, Basecamp, Monday, Planner - and Wrike is the one for me. I love how flexible it is. It takes some time to set it up, but once you're going it's amazing. They also have great tools for on boarding and learning the tool as it ca... [See More](#)

Like · Reply · 1d · Edited 9

↳ 5 Replies

Andrée LaRivière Venema
Smartsheet and Jira

Like · Reply · 1d 5

↳ 1 Reply

Alexis Haselberger
I'm a productivity coach (with a deep background in operations in tech start ups). I've reviewed/used about 2 dozen project management tools. For teams, Wrike is by far my favorite, followed by Asana. I like both of them for flexibility and customiz... [See More](#)

Like · Reply · 1d · Edited 6

Ariel Kalishman Walsh
Alexis Haselberger Do you do consulting for operations in tech startups? Or solely productivity coaching for individuals?

Like · Reply · 1d 1

Alexis Haselberger
Ariel Kalishman Walsh I do both! But I do primarily focus on time management and productivity for teams and individuals these days. Feel free to reach out if you have a need. Happy

Asia is half-vaccinated ✨
@AsiaOrangio

What are y'all using internally to manage your projects / work / processes?

7:51 PM · Apr 26, 2021 · Twitter Web App

View Tweet activity

Tweet your reply Reply

Patrick Icasas @PatrickIcasas · 5m
Replying to @AsiaOrangio
Combination of Asana, and strings on my fingers.

3

Masooma | Content Writer @inkandcopy · 4m
Replying to @AsiaOrangio
Trello and Todoist with a notepad.

1

Rand Fishkin ✓ @randfish · 47s
Replying to @AsiaOrangio
Not Basecamp.

1 2

We just covered 6-7 channels, btw.

And we didn't even cover the in-app or in-person experiences.

We also didn't cover what
triggered them in the first place.

When you know the full journey,
you can get in your customer's
shoes.

When you can get in your
customer's shoes, you can build
empathy.

And yes — different customer segments likely have different journeys.

MAPPING THE JOURNEY

The customer journey map should cover the full story — before, during, and after.

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What customers are doing, thinking, and feeling

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The stages the customer experiences along the way

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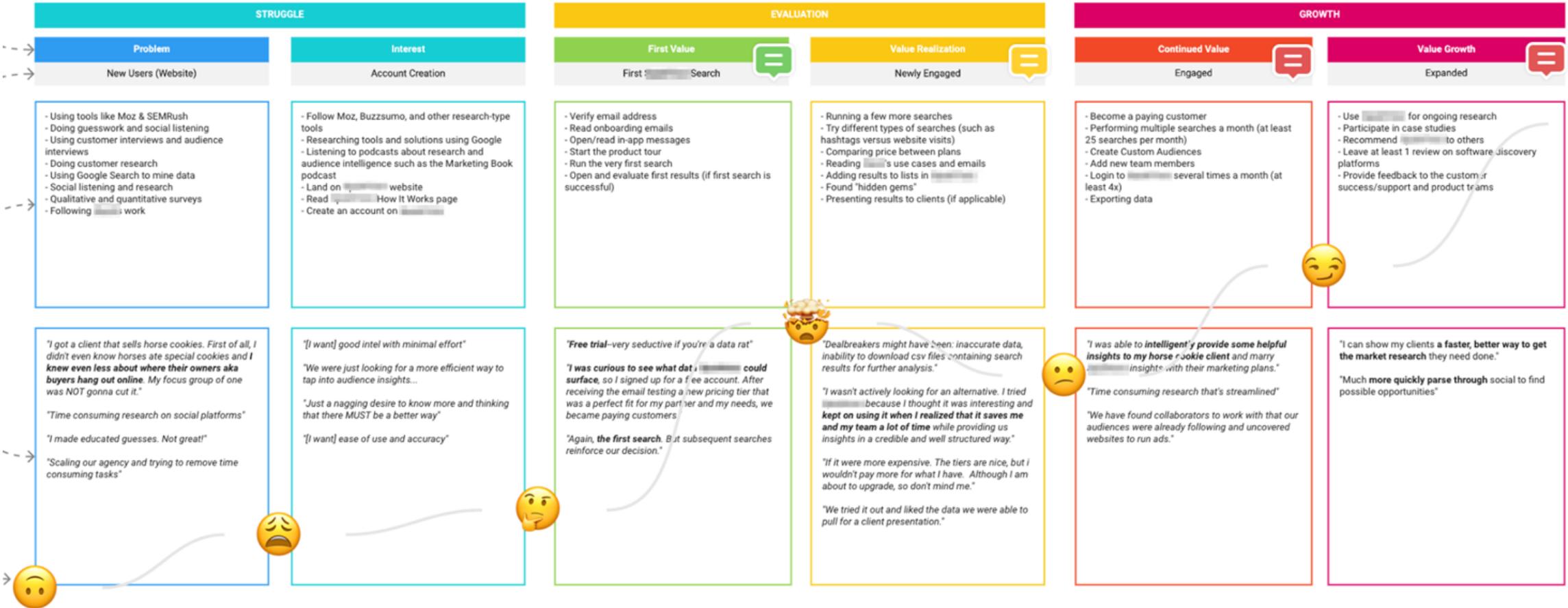
The stages the customer experiences along the way

Specific KPIs for every stage of the customer journey

Time-Saver's CX Map

Job Statement:

When I need a faster, better way of doing audience research, I want access to reliable audience data that is easy-to-use, so I can save time doing audience research.



Find the **gaps**

Finally, we're going to use the customer journey and KPIs to find the gaps (and therefore opps)

We learned a big thing:
the way customers saw Uplisting
had changed.

Before:

- Focus on ease of use and simplicity
- Connect with all of your favorite apps
- Easy to make the switch
- So many features!

Before:

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- Connect with all of your favorite apps
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- So many features!

After:

- Focus on quality
- Reliability — won't disconnect or cause issues
- Quick to configure
- Features designed for productivity

Your short-term rental software partner.

All your bookings in one place and everything synced with your favourite booking sites. Simple.

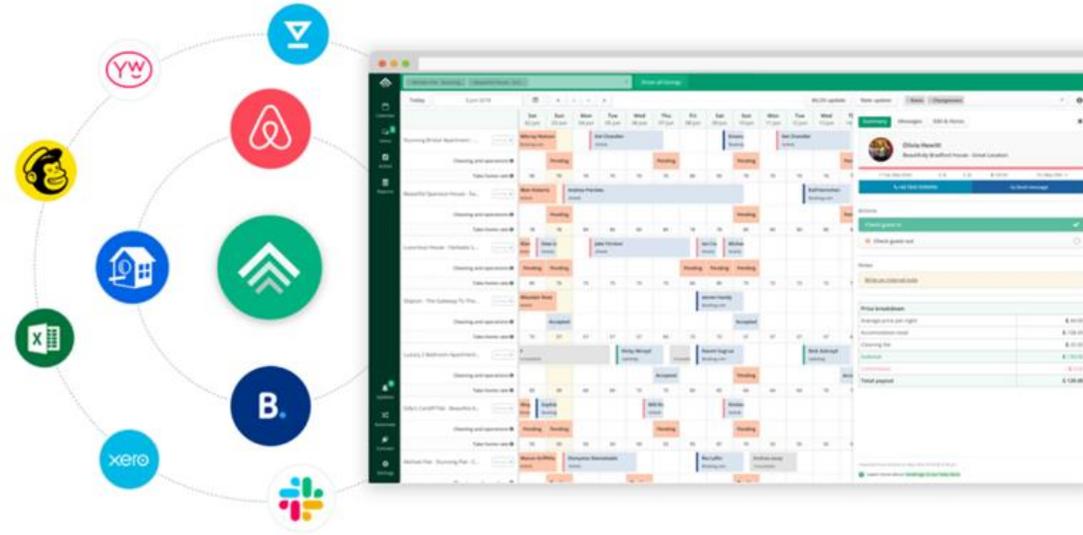
Import your listings, bookings and rates from Airbnb in seconds.

Try free for 14 days

Schedule a demo

★★★★★ 5 stars

Rated excellent on [Capterra](#) and [Trustpilot](#).



As an official HomeAway integration partner your listings are eligible for distribution on the entire Expedia Group family of brands including Expedia.com, VRBO, trivago and more. These brands alone account for 750 million travelers per month.

But in a sea of competitors,
Uplisting didn't really stand out.



Vacation Rental Management Software

A suite of powerful tools for channel management, rental automation, owner management, and more..
Tokeet is the perfect choice for vacation rental managers & owners who need total control.

SEE OUR VIDEO



Preferred Software Partner 2022

zapier



rategenie

aireply

goda

Expedia

airbnb

Booking.com

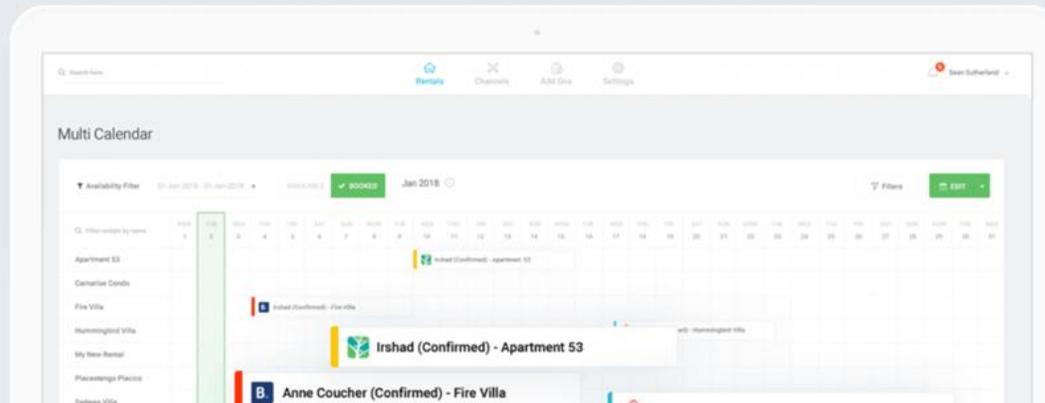
signature

PayPal

automata

stripe

FLIPKEY



🏆 Award winning vacation rental software

Hostfully is a back to back winner of the VRMB Keystone Award. This shows us what can happen when a product built for the industry is backed by a team passionate about vacation rental management at scale 🥳🥳🥳.

Learn More



Hey, this might be awkward but... I'm a bot and I'd love to help! 🤖

What would you like to do?

Chat with us

Learn more

I'm just browsing



What if you could simplify the way you do business?



So we recommended that
Uplisting do a glow-up!



Your short-term rental software partner.

All your bookings in one place and everything synced with your favourite booking sites. Simple.

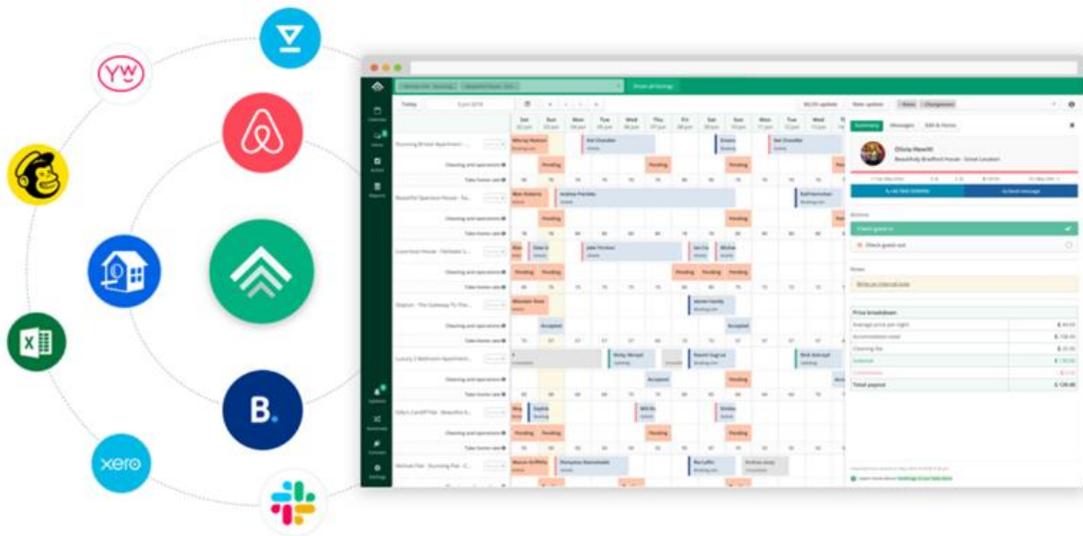
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Booking.com



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Today 18 Dec 2022 4 hidden rows Bulk update

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Summary Price Messages Identity docs Details

Rebecca Ross 3BEDE1-EAS

Sat, Dec 26th 3 4 \$321.98 Sat, Dec 30th

+1 488 500 3944 Send message

Booking payment paid successfully ✓

Guest identity has been verified ✓

We're reminded of the JTBD:
“Eliminate double-bookings”

*The North Star Metric is **the single metric that best captures the core value that your product delivers to customers.** Optimizing your efforts to grow this metric is key to driving sustainable growth across your full customer base.*

Sean Ellis, author of “Hacking Growth”



A few “North Star” options:

- Connect first channel
- Sync first properties



Start a free 14-day trial!

Manage your rentals & bookings, message guests, take payments, and so much more.

- ✔ List on Airbnb, Booking.com, Vrbo & Google with confidence
- ✔ Launch your direct booking website in seconds
- ✔ Automate repetitive business tasks
- ✔ Manage all guests and bookings in one place
- ✔ Create 5-star guest experiences



I can honestly say Uplisting is the best property management system I've used. I've literally reduced management time by 95%.

Joshua, Managing Director



or



Before:

- Onboarding emails were all over the place
- Airbnb connection process was long
- No in-app guidance or clear direction

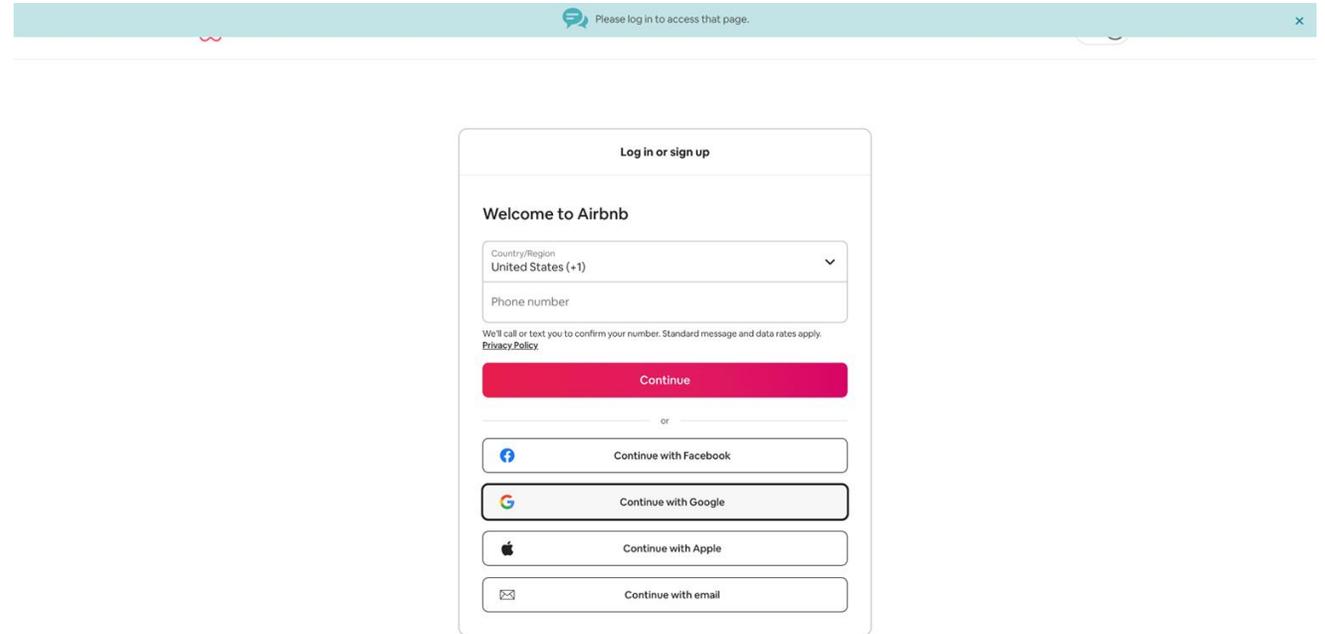
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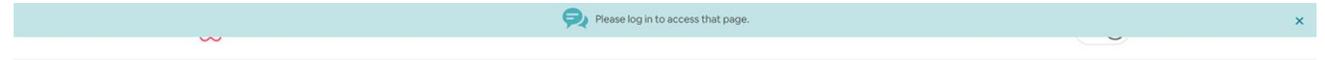
After:

- Streamlined Airbnb connect process
- Updated product guides
- Updated onboarding emails
- Created in-app flows to prompt new users



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- Updated onboarding emails
- Created in-app flows to prompt new users



Log in or sign up

Welcome to Airbnb

Country/Region
United States (+1) ▾

Phone number

We'll call or text you to confirm your number. Standard message and data rates apply.
[Privacy Policy](#)

Continue

or

Continue with Facebook

Continue with Google



Okay, okay — the results.

20%

increase in connection rate

DEMANDMAVEN

3x

lift in new signups

DEMANDMAVEN

4x

lift in revenue (MRR)

DEMANDMAVEN

How we “win” and find growth opportunities:



- 1 Interview customers using JTBD
- 2 Map the customer journey
- 3 Find the “gaps”

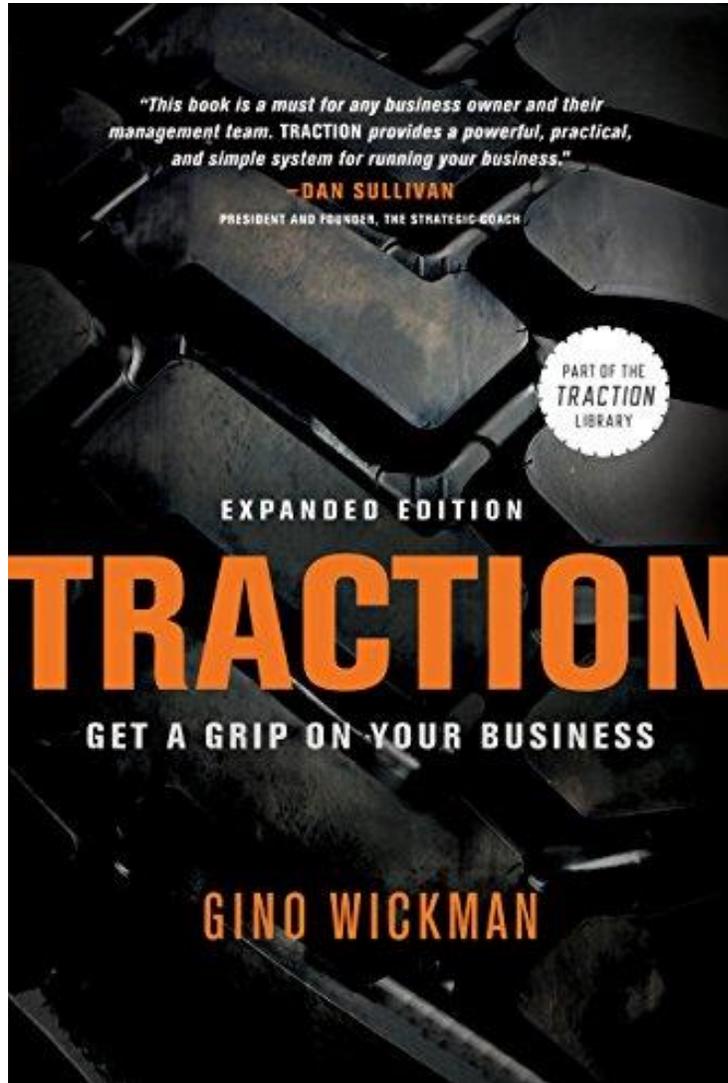
Thank You!



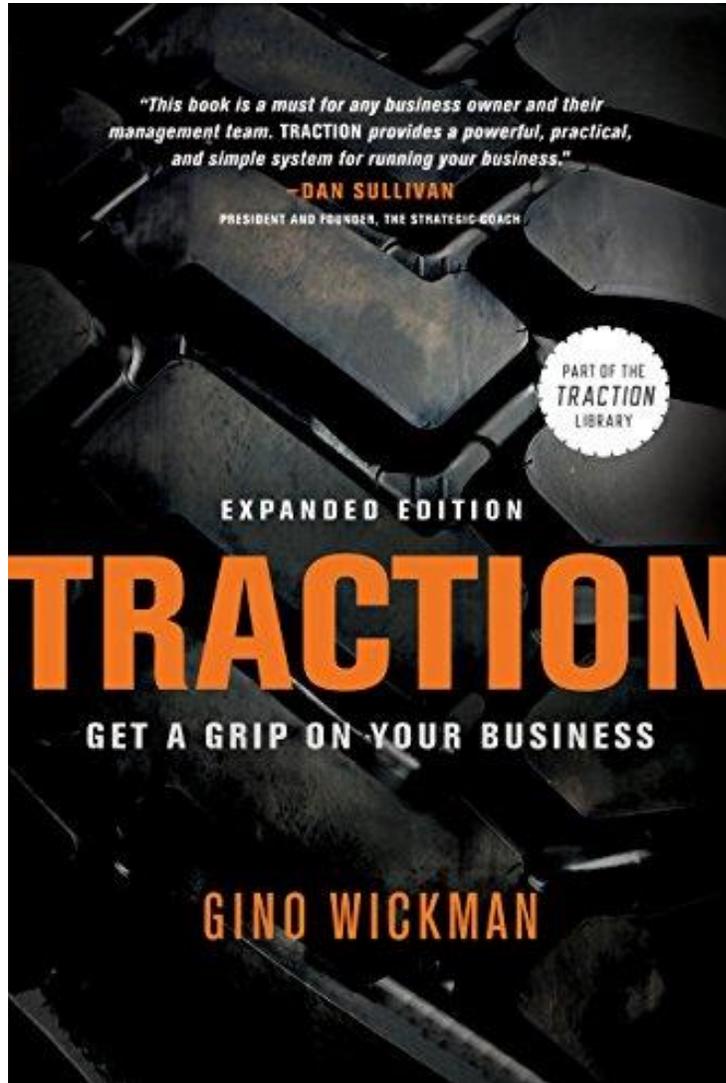
@asiaorango
asia@demandmaven.io
demandmaven.io

Bonus Time

Let's chat KPIs really quick.



@asiaorangio
demandmaven.io



KEEPING A SCORECARD

Gino Trackman teaches us in “Traction” that we need to measure and track our growth:

- Track the 5-15 activities that clearly indicate growth
- Keep them all in a “scorecard”
- Update it weekly
- Measure leading indicators (KPIs that indicate future positive outcomes)
- Every team / leader should “own” a number

What gets tracked gets improved.

STRATEGIC ALIGNMENT

When aligning the team, we need to focus on the *customer's* success as our KPIs.

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Avoid lagging
indicators as much as
possible

Main Dashboard	November	December	January	February	March	April	Ma
KPIs							
General Awareness							
Total New Users	1,952	1,309	1,457	1,459	2,311	848	
New Users from Direct	384	379	395	361	733	138	
New Users from Organic Search	394	339	414	357	420	161	
New Users from Social Media	41	72	59	79	76	19	
New Users from Paid Social							
New Users from Email Marketing							
New Users from Referrals			66	35	30	19	
Lead Generation							
Contacts from Direct	10	7	5	9	16	7	
Contacts from Organic Search	8	12	2	14	4	6	
Contacts from Social Media	7	18	4	7	1	1	
Contacts from Email Marketing	1	1	1	4	1		
Contacts from Paid Search	2	3	7	14	10	5	
Contacts from Referrals	3	1	1	0	0		
Total Leads	31	42	20	48	32	19	
% Traffic to Lead	1.59%	3.21%	1.37%	3.29%	1.38%	2.24%	
Demo Request Pageviews	45	31	42	81	63	25	
Total Demos Requests	5	3	5	16	18	10	
% New User to Demo	0.26%	0.23%	0.34%	1.10%	0.78%	1.18%	
% View to Booked Demo Conversion	11.11%	9.68%	11.90%	19.75%	28.57%	40.00%	
Demos from Paid Search	1	0	2	3	10	7	
Demos from Organic Search	1	1	1	1	1	1	
Demos from Direct Traffic	1	1	1	11	7	2	
Demos from Referrals	2	1	1	3	0	0	
Top Source of Demos Requests			N/A	Direct traffic	Paid search	Paid Search	

Can't build a similar scorecard?
Pay off your analytics debt.

Thank You!



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asia@demandmaven.io
demandmaven.io