

ProductLed.™

**2024
Partnership
Opportunities**



40,000+

email list

25,000+

monthly visitors

17,000+

Slack community

12,000+

monthly Podcast
downloads

5,500+

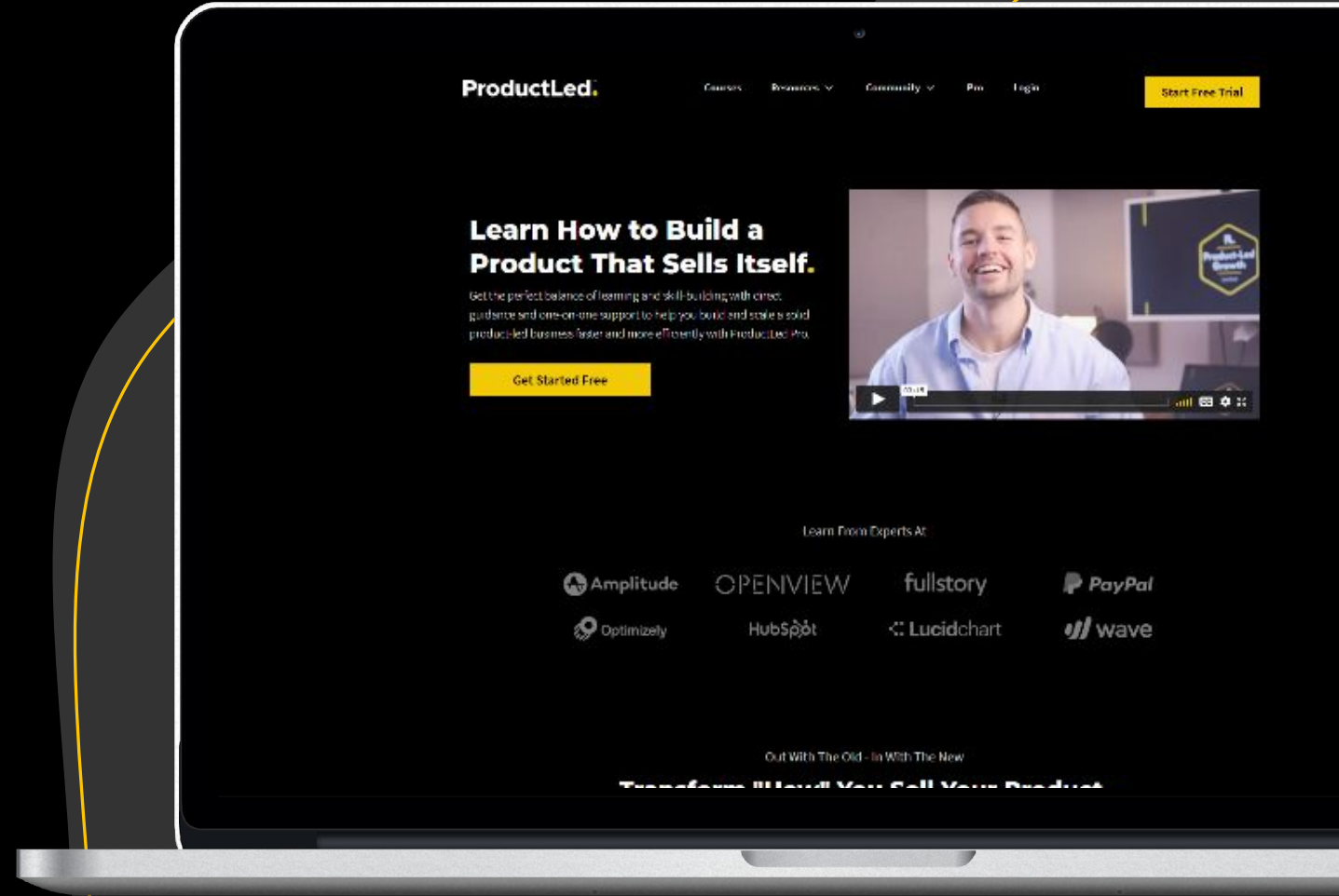
YouTube
subscribers

35%

open rate:
Freshly
Squeezed PLG

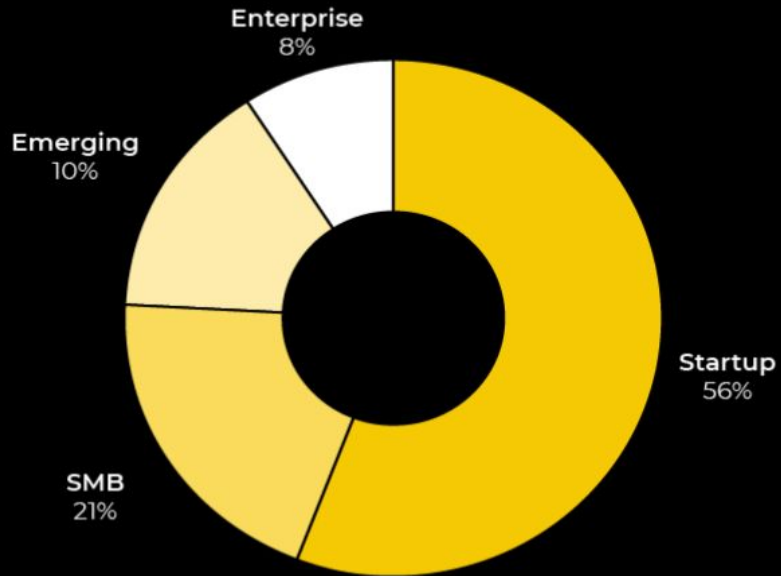
15,500+

attendees to
our virtual
Summits

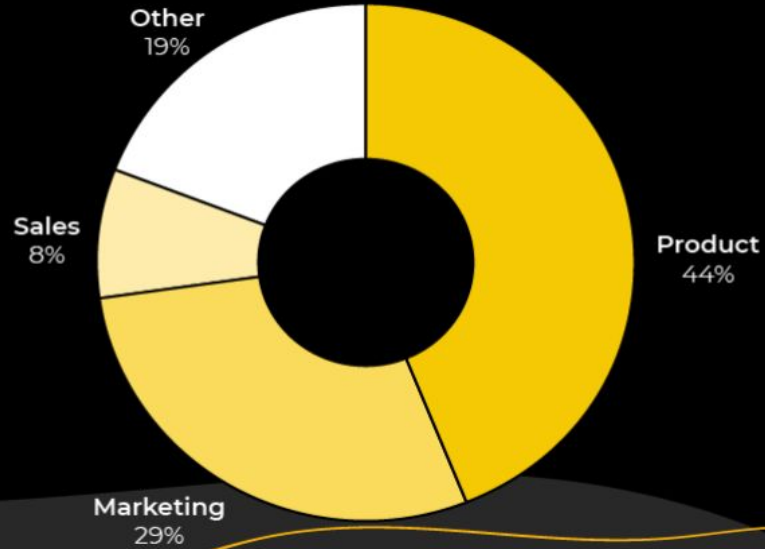


DEMOGRAPHICS

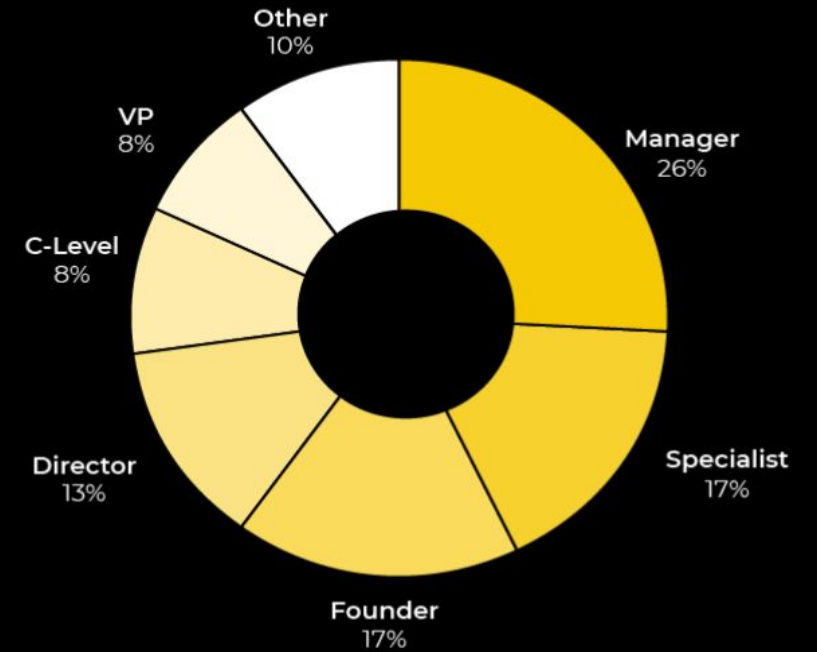
COMPANY SIZE



DEPARTMENT



POSITION



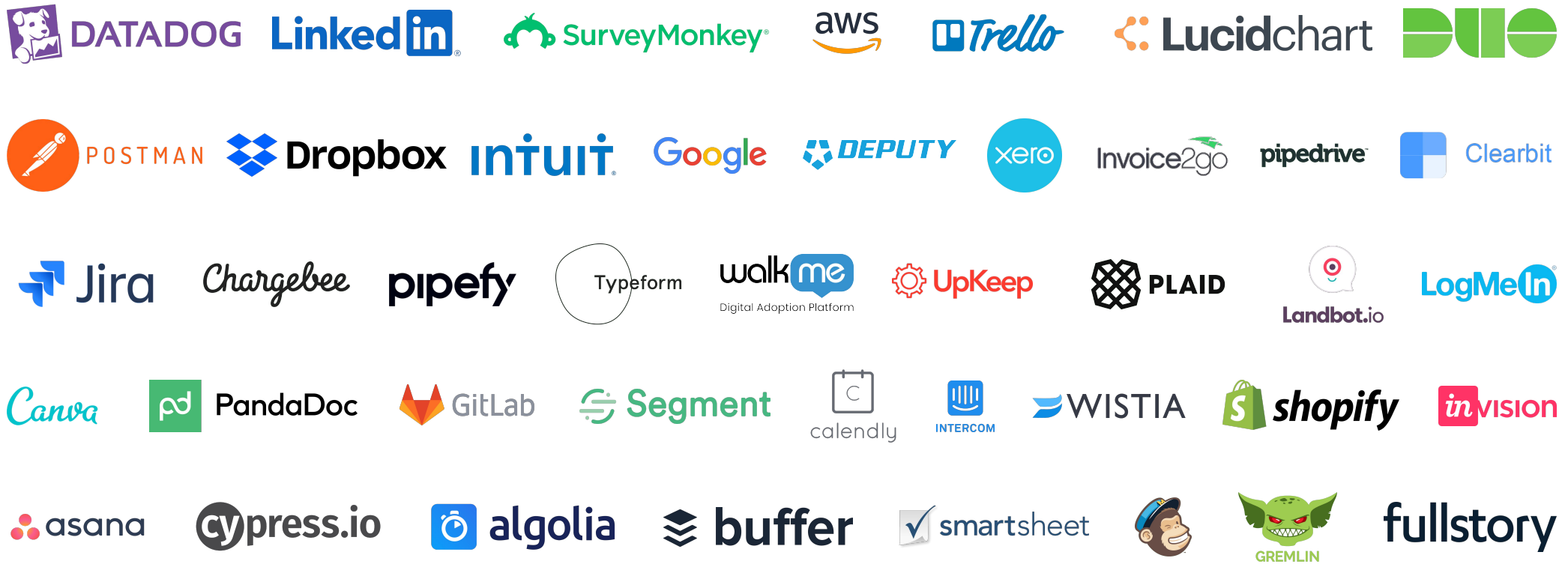
Our Experts.

The most influential voices in product-led growth join us.

- Blake Bartlett, Partner, **OpenView**
- Gibson Biddle, former VP Product, **Netflix**
- Francis Brero, Co-Founder & CRO, **MadKudu**
- Nir Eyal, **author, speaker, investor**
- Bruce McCarthy, Founder, **Product Culture**
- Brennan McEachran, Founder & CEO, **Soapbox**
- Katie Mitchell, VP Marketing, **Userleap**
- Megan Murphy, VP Product, **HotJar**
- Kieran Flanagan, VP Marketing, **HubSpot**
- Andrea Saez, Product Marketing Mgr, **UserPilot**
- Mario Araujo, **Softtr**



The World's Leading Product-Led Growth Companies follow us.



Major Product-led Companies Have Partnered.



Why Partner?

In true product-led fashion, **our number one goal is to provide our users with value.**

As a result, we don't aim to be salesy in our content. That's why we take an educational approach with our partners.

Become a partner and you'll:

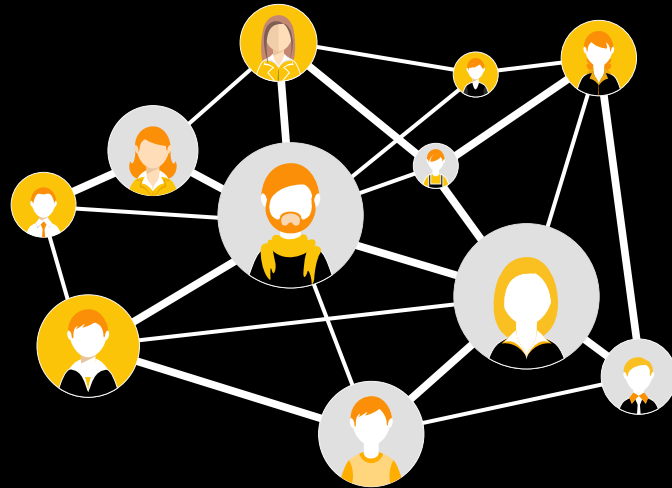
- Be a thought leader
- Network at our virtual events
- Get seen by an active community hyper-focused on product-led growth.



What's your goal?



Brand Awareness



Lead Generation



Thought Leadership

How can we partner?

- **Newsletter**
- **Webinar**

Newsletter.



GOLD SPONSOR

\$ **\$5,000**

- Promote a high-value piece of content to our audience.

or

- Add your brand's logo and description for direct pipeline conversion.

PLATINUM SPONSOR

\$ **\$10,000 – 3 times**
(save \$5,000)

- Promote a high-value piece of content to our audience.

Webinar.



SILVER SPONSOR

\$ \$10,000

- 250 leads
- Promoted to our audience.
- Your branding will appear alongside ProductLed.

GOLD SPONSOR

\$ \$15,000

- Entire Lead List (average 300)
- Promoted to our audience.
- Your branding will appear alongside ProductLed.
- Optional: we agree on a topic together, you'll provide a speaker and we'll provide another industry expert.

PLATINUM SPONSOR

\$ \$40,000

- 3 Webinar series on a specific topic.
- 30-second ad at beginning of webinar.
- Follow up with high-value freebie.
- Entire lists from all webinars.



Contact.

ProductLed.TM



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