Choose the Right
Product Tour Software
For Your Departments

Not every SaaS demo has the same goals, even among the same organization. Early on in the cycle, demos only need to be high-level. However, customers will need more information as they move through the funnel.

There are ways to make effective demos for every stage and every department.

Marketing

Wowing From First Look

Marketing needs a way to catch buyer's attention and educate them without overwhelming them.

Look for a tool that can:

- **Provide early qualification:** Reduce unnecessary demos with product tour software that offers automated demos and analyzes lead qualification for you.

- **Showcase authentic product experience:** Provide potential buyers with a personalized view of your product.

- **Help you repurpose content:** Turn demos into versatile marketing assets for blogs, social posts, and webinars.

- **Capture viewer analytics:** Learn how your audience is viewing your product tours to understand what's standing out in your marketing and what might need to be improved.

- **Integrate your campaigns:** Embed demos into paid ads, emails, and landing pages for cohesive messaging.

Presales

Exploratory Research On Demand

Presales is a great and well-known use case for automating demos. Product tour software can take it one step further and allow sales engineers to turn their "Tell, Show, Tell" approach into a "Tell, Show, Tell, Try."

Look for a tool that can:

- **Encourage hands-on exploration:** Let buyers explore on their own to see what it's like to use your platform.

- **Customize the buyer experiences:** Create a personalized product tour that boosts customer and product experience.

- **Encourage comparison:** Show how your product comes out ahead of the competition.

- **Learn from visitors' behavior:** Track your audience intent data to improve your sales strategy, identify decision-makers, and see who is ready for the next steps.

- **Book more qualified demos:** Use intent data to qualify leads and reduce the amount of low-intent, unqualified demos.

Sales

Sticking the Landing on the Deal

Sales folks can send pre-recorded, self-service, and highly tailored demos that build rapport while empowering champions to sell internally.

Look for a tool that can:

○ **Demonstrate commitment:**
Be proactive with your buyer and show them you're listening with data-driven tours that align with their pain points and priorities.

○ **Put buyers in the driver's seat:**
Let your buyers explore on their own, at their own pace, giving them the self-service tools today's buyers want.

○ **Assert a strong business case:**
Show why your product is the best in your market.

○ **Enable champions:**
Share easily distributable demos that buyers can forward to stakeholders.

○ **Upsell on additional features:**
Boost your deal size by showing your potential buyer new or additional features.

○ **Integrate easily:**
Sync demo interactions with CRM for seamless tracking and forecasting.

Customer Success

Onboarding, Implementation, and Beyond

Customer success using SaaS product demos shouldn't be overlooked. There's still plenty of work that has to happen even once the deal is signed. Many customers feel like they've been set adrift at sea since the sales/presales teams are focused back on revenue-driven operations.

Look for a tool that can:

○ **Expedite onboarding and implementation:**
Use your product tour for a hands-on onboarding experience, letting your new buyer learn by doing.

○ **Create relevant and contextual guides:**
Create informative, contextualized content that your buyer can use throughout their onboarding experience.

○ **Pave the way for expansion and renewal:**
Provide data-backed insights to boost your chances of upselling and renewing to reduce churn.

○ **Encourage new feature adoption:**
Show customers new or underutilized features to improve adoption rates.

○ **Gather user feedback:**
Collect user data to improve feature rollouts, onboarding experiences, and much more.

○ **Turn users into champions:**
Empower your current users to become your champions, giving them the tools to share your product tours and demos with other potential buyers.