Twitter Thread by Shahed Khan



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How Loom grew from 0-500K users, and beyond:

[Part 1 of 2]

First, some context:

- Loom was founded in 2015 by @yoyo_thomas, @vhmth, and myself

- Fascinated by video in the workplace and wanted to build use cases against it.

- We built a user testing marketplace (failed) → pivoted to SaaS (failed) → Loom ($325M valuation 5/'20)

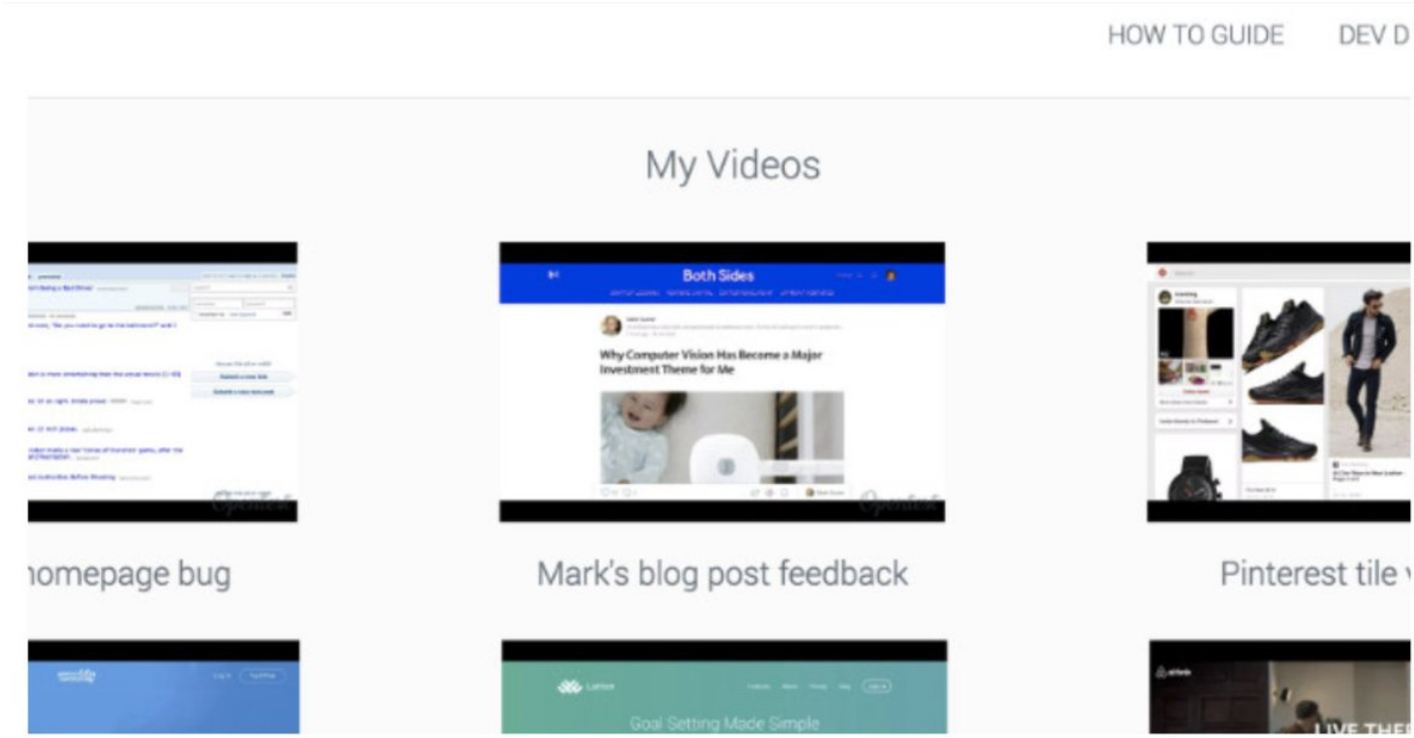
Launch (0-3K users)

- Launched on @ProductHunt, social media, etc

- Launch week growth was a result of us being the #1 product of the day on PH

- If you want to learn how we converted our launch traffic into real users, @vhmth wrote an excellent piece:

https://t.co/VDxG5lDa5U



Announcing Openvid ⚡

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Co-founder at Loom

1 article

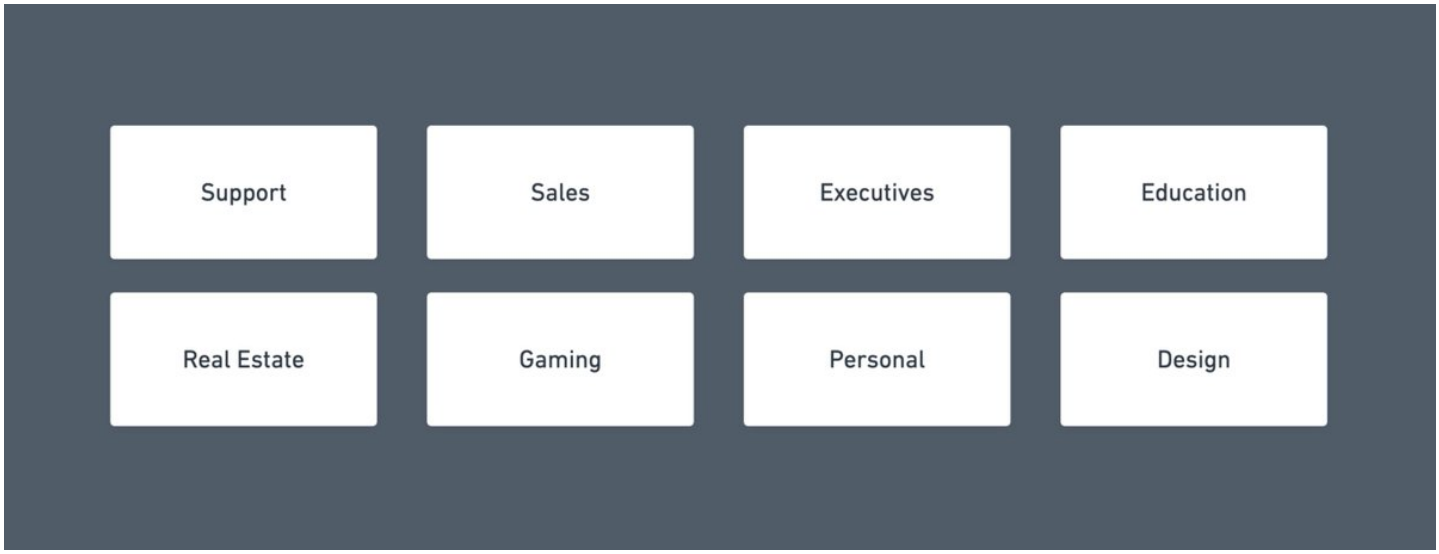
Friends: We're launching a new product today! The Opentest team has been working around the clock to release our main recording tool to the public, for free. We're calling it **Openvid**.

Understanding early growth (3-10K users)

- Given the product was entirely horizontal, we needed to understand our key personas.

- We emailed *all* users a short survey and asked respondents for a 10 min call to talk through their use cases.

Personas we identified:

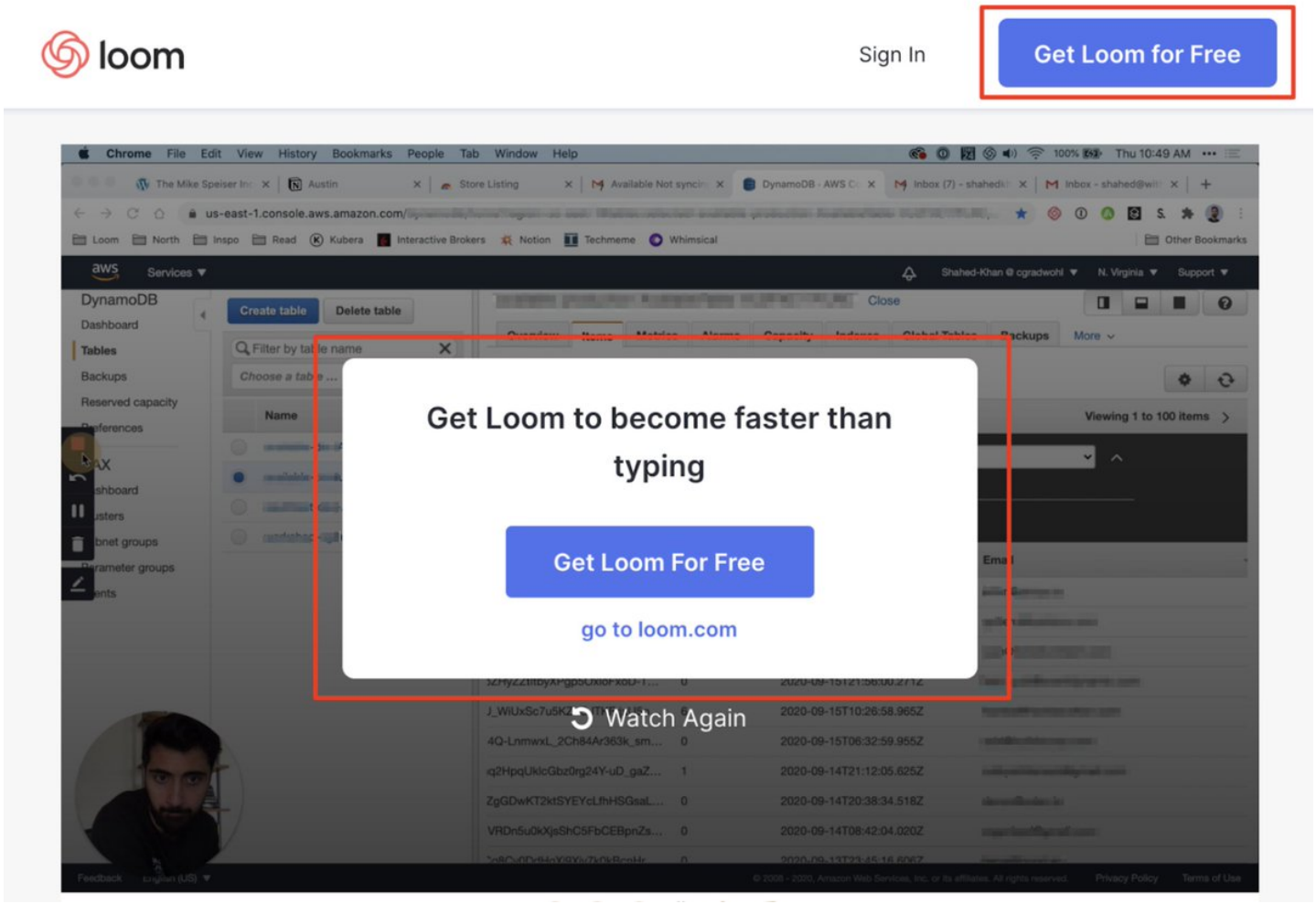


Building & testing early experiments (10-25K users)

- In parallel, we started to introduce early growth levers to drive more users to the product.

- 1st experiment: Video player watermark (for embeds, downloads, etc)

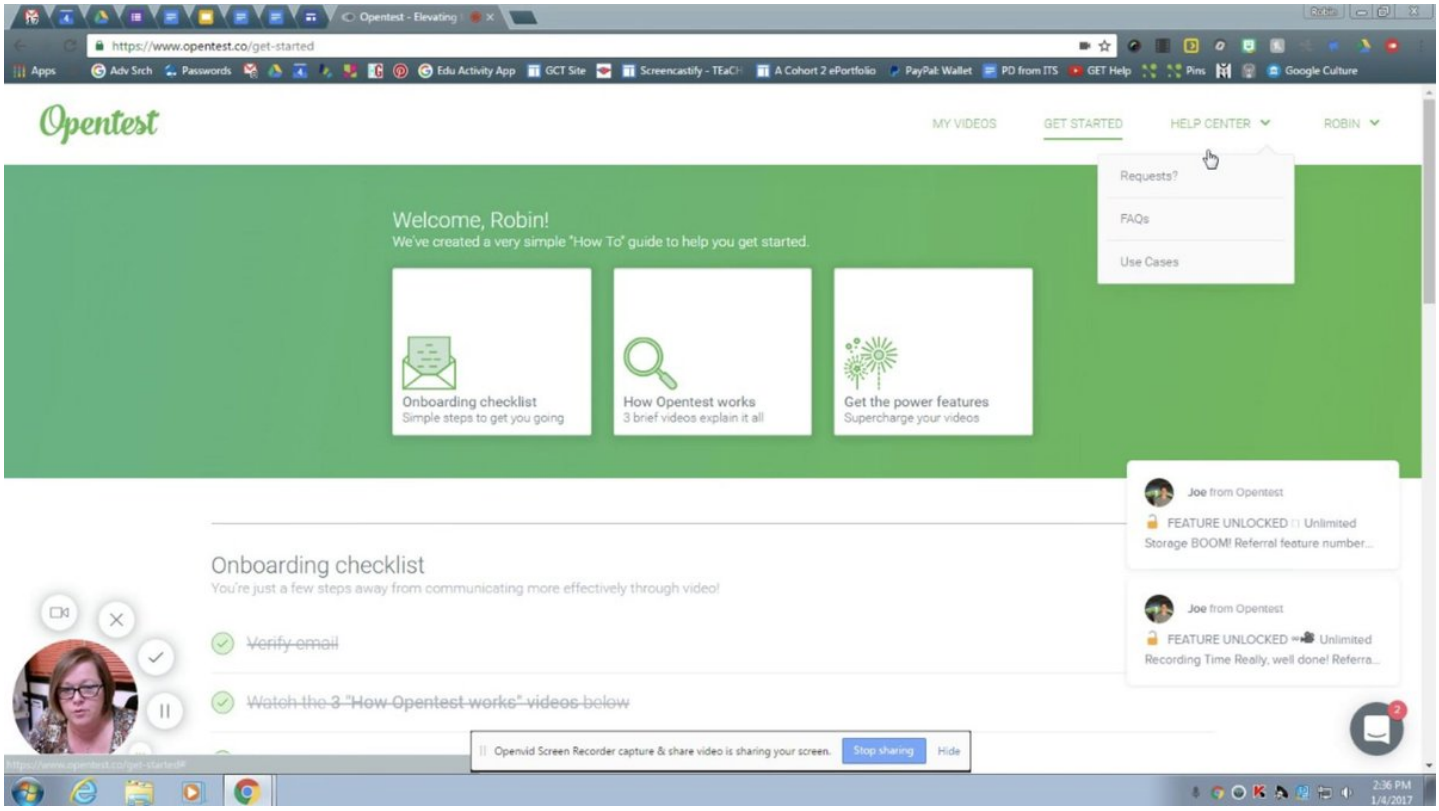
- 2nd experiment: End of Video CTA (still live today)



Onboarding checklist (25-100K users)

Understood our leading indicator & turned it into a "Get Started" checklist that encouraged new users to:

- Verify their email
- Record their first Loom
- Customize the Loom
- Share their Loom with a colleague
- Enable browser notifications



Onboarding checklist [cont.]

What did we learn? People love completing checklists.

We experimented *a lot* with this checklist:

- Order we displayed our checklist items
- Added a "% complete" in the navigation
- Collapsable widget on your video page with remaining items
- etc

Next week, I'll talk about how Loom grew from 100k-500K users.

I'll dive into how we began to scale, our referral program, use cases, and how we built 1:1 relationships with our early champions.

Be sure to follow me to not miss out on the next tweet ■