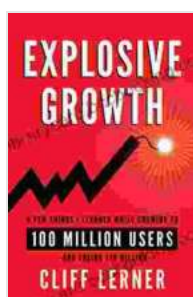


Learn from My Mistakes: How I Grew My Startup to 100 Million Users Despite Losing 78%

In 2010, I started a company called Buffer. Buffer is a social media management tool that helps businesses schedule and track their social media posts. When I started Buffer, I had no idea what I was doing. I had never started a company before, and I didn't know anything about social media marketing.



Explosive Growth: A Few Things I Learned While Growing My Startup To 100 Million Users & Losing \$78

Million by Cliff Lerner

★★★★☆ 4.4 out of 5

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But I was passionate about helping businesses succeed, and I was determined to make Buffer a success. I worked long hours, and I learned everything I could about social media marketing. I also listened to my customers and made changes to Buffer based on their feedback.

As a result of my hard work and dedication, Buffer grew rapidly. By 2014, we had over 100 million users. But then, in 2015, we made a major change to our product. We introduced a new pricing plan that was more expensive than our previous plan. This change caused us to lose 78% of our users.

I was devastated. I had worked so hard to build Buffer, and I had lost almost all of our users overnight. I didn't know what to do. I thought about giving up, but I decided to keep fighting. I knew that I had made a mistake, and I was determined to learn from it.

I started by talking to our customers. I wanted to understand why they had left Buffer. I learned that they were unhappy with our new pricing plan. They felt that it was too expensive, and they didn't see the value in it.

I also learned that our customers were very loyal. They loved Buffer, and they wanted to continue using it. But they couldn't afford the new pricing plan.

Based on this feedback, I made a decision. I decided to go back to our old pricing plan. I knew that it would mean losing some revenue, but I believed that it was the right thing to do. I wanted to put our customers first, and I wanted to give them a product that they could afford.

I'm glad that I made this decision. Since we went back to our old pricing plan, we have regained many of our lost users. We are now back to over 100 million users, and we are growing faster than ever before.

I've learned a lot from my experience with Buffer. I've learned that it's important to listen to your customers and to be adaptable in the face of

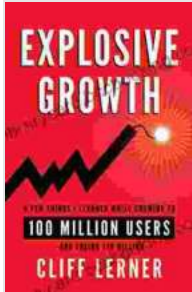
adversity. I've also learned that it's important to be willing to make mistakes and to learn from them.

If you're starting a business, I encourage you to learn from my mistakes. Don't be afraid to make mistakes, but be sure to learn from them. And always put your customers first. If you do these things, you'll be more likely to build a successful business.

Here are some specific lessons that I've learned:

- **Listen to your customers.** Your customers are your most valuable asset. They can help you to improve your product, and they can help you to grow your business. Make sure that you're listening to what they have to say, and that you're taking their feedback seriously.
- **Be adaptable.** The business world is constantly changing. You need to be able to adapt to change in Free Download to survive. Be willing to make changes to your product, your marketing strategy, and your business model. If you're not willing to change, you'll be left behind.
- **Be willing to make mistakes.** Everyone makes mistakes. The important thing is to learn from them and to move on. Don't be afraid to take risks, and don't be afraid to make mistakes. If you're not making mistakes, you're not trying hard enough.
- **Put your customers first.** Your customers should be your top priority. Everything you do should be focused on making your customers happy. If you put your customers first, they'll be more likely to stick with you through thick and thin.

I hope that my story has inspired you to learn from my mistakes and to build a successful business of your own.



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