

Lincoln Murphy

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SaaS Marketing & Business Model Expert, revolutionizing the industry as a Growth Hacker & Customer Success Strategist

Biography

SaaS BUSINESS MODEL & MARKETING PIONEER Since 2006 I've directly helped 300+ SaaS companies accelerate their growth by optimizing the Customer Lifecycle, from customer acquisition to retention. This is what I love to do. **CUSTOMER ACQUISITION & CONTENT MARKETING NINJA** From improving Distribution and Reach, to optimizing your Marketing website to drive sign-ups, and from streamlining the Free Trial process to drive paid conversions, to reducing overall Sales Cycles (self-service or high-touch), and from the top of the Sales Funnel all the way down, helping you acquire more customers in a scalable way is my passion. **CUSTOMER SUCCESS & CHURN REDUCTION THOUGHT LEADER** A growth engine that doesn't take into consideration Customer Success, retention, churn mitigation, and expansion revenue in addition to Acquisition-based growth... is not an efficient growth engine. I can help you build an efficient engine of growth. **GROWTH HACKER** I help SaaS companies grow - rapidly & sustainably - by taking full advantage of the SaaS Business Model and the unique distribution methods this amazing model allows. From in-app Conversion Optimization, to viral expansion in the most staid B2B product categories, there's finally a term that encapsulates what I do. **SaaS BUSINESS & REVENUE MODEL CONSULTANT** In 2009 I published the definitive report on the revenue models available with the SaaS Business Architecture called "The Seven SaaS Revenue Streams." I was the first to enumerate the seven streams: Subscriptions (Recurring), Products, Ecosystem, Services, Ancillary, Advertising, and Network Effect. Since then, I've helped hundreds of SaaS startups and Enterprise Software companies moving to SaaS take full advantage of the SaaS business model. **WRITER / CONTRIBUTOR / SPEAKER** I've been featured in Inc. Magazine, Fast Company, Sandhill.com, Read Write, SoftwareCEO, Venture Beat and ZDNet and have spoken at industry events including SaaS University, Freemium Summit, SIIA On-Demand, & HostingCon

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Advertising/Marketing, Internet

Areas of Expertise

Marketing, Growth Hacking, SaaS

Affiliations

Sample Talks

Defining your Ideal Customer

Learn A Simple Method For Defining and Identifying your Ideal Customers To rapidly grow your SaaS business, you need to aggressively and efficiently ramp customer acquisition, and that starts with Defining and Identifying your Ideal Customer. Defining "Ideal" in the first place "the most common definition "common modifications to that definition "the process for defining "Ideal" for your company Creating your Ideal Customer profile "when starting from scratch or bringing a new product to market "when you have a lot of customer data to sift through (Data Science!) "how you can work with multiple Ideal Customer profiles Understanding the real competition for your Ideal Customer's mindshare "knowing what you're displacing in your customer's world "how to position your offering for your Ideal Customer "how to overcome a lack of features to dominate Identifying actual prospects that match your Ideal Customer profile "how to do this "where to find these prospects "what to do with that information once you have it Ideas for getting in front of those prospects that match your Ideal Customer profile "how to develop these ideas "leveraging Growth Hacking to accelerate this process "some examples of what's working today

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