



# A Step-By-Step Guide to Interactive Demos for Product Marketers

Drive more qualified leads by helping prospects discover product value on their own

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# Introduction

Forrester research shows that **60% of buyers** will go to a vendor's website before accepting an online or in-person sales meeting. The question is: What are they seeing when they get there? Traditional product-led growth (PLG) tactics like free trials and freemium products often put the onus on prospects to load their own data and do the work themselves to understand how your product works. All too often, prospects abandon these experiences before they're able to truly identify whether a product is valuable to them.

For many B2B marketers, the pressure is on to generate pipeline — the average percentage of sales pipeline that should come from marketing ranges from **20-40%** depending on the industry and company stage. For enterprise teams, that translates to a significantly high quota number. Once those leads come in, only about **13%** of them convert to opportunities.

To generate more leads and convert them to opportunities faster, an interactive demo or product tour can guide prospects through your product step by step within just a few minutes. Unlike a free trial, a product tour takes the prospect through key features and benefits, directing them toward the best selling points — taking the burden off of prospects to do the work.

In a complex enterprise software sale, a product tour can help a prospect self-qualify before speaking with a sales representative. This is a major competitive advantage for companies, and can reduce the sales cycle by weeks or even months. The product tour can be the starting point to a comprehensive demo program, where your entire go-to-market (GTM) team is aligned on the product story and advances the narrative throughout the sales process. After a sales conversation, an interactive demo can serve as an effective leave-behind for committee decisions, and demo analytics can uncover new opportunities for engagement with key decision-makers.

In this guide, we'll explore:

- 1 A step-by-step guide to building a product tour or interactive demo
- 2 How interactive demos fit into a comprehensive demo program
- 3 Examples of successful product marketing demos
- 4 Key benefits of a demo creation platform like Reprise

# A step-by-step guide to building a product tour

As a product marketer, you may have a variety of goals for your product tour or interactive demo. These might include:

- Helping prospects self-serve and get a sense of how your product works at a high level
- Showing off individual features for specific product pages or email marketing campaigns
- Giving sales to have an interactive asset as a leave-behind for prospects after a live demo
- Showcasing your product during a trade show or event
- Keeping customers informed about new features as they launch
- And more

Regardless of your demo scenario, a demo creation platform like Reprise can help you reduce the engineering resources it takes to build these demos from scratch. Many enterprises use Reprise to build a demo program, which is a top-down approach to building, centralizing, sharing, and analyzing your demos.

This strategy ensures that your GTM team is delivering value for prospects — with the right product story, for the right person, at the right time. It aims to apply organizational structure and governance to the use of demos, helping your presales team amp up their productivity across the board. The ultimate goal is to drive more revenue through the use of scalable, repeatable, and measurable demos. We'll explore more about how this works in the next section.

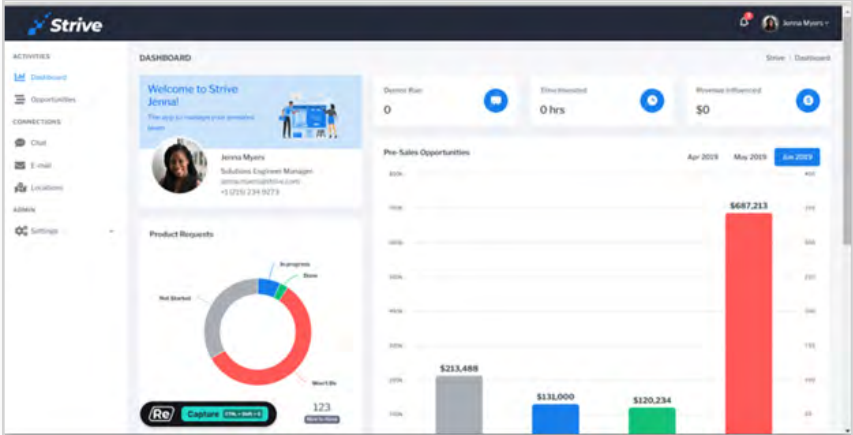
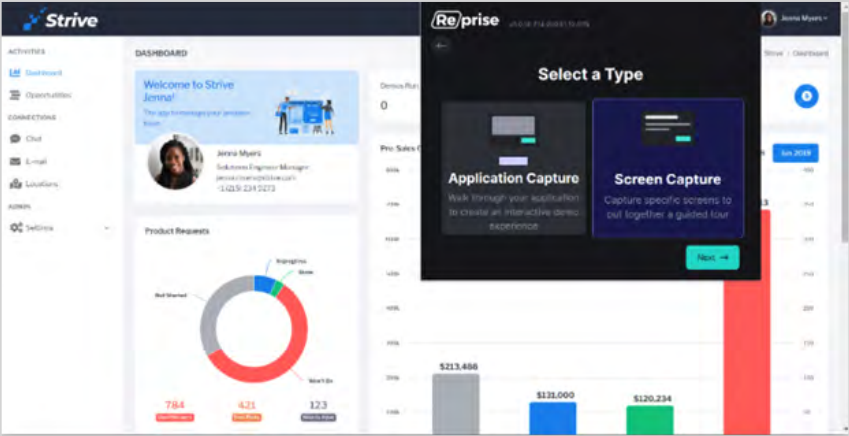
Let's first look at how to create an interactive product demo with ease, using screen captures of your product combined with elements like pop-up guides and hotspots to showcase exactly how your product would work for your prospect.

## Limitless possibilities in Reprise

Below, we'll highlight some of the top steps product marketers typically take when building a product tour. But, the beauty of a platform like Reprise is that the possibilities for building and customizing your product tour are limitless. On top of the features highlighted in the steps below, you can choose from a robust plugin library to customize your demos. In addition, you can take advantage of native integrations with tools like Hubspot, Marketo, Salesforce, Google Analytics and more to drive more engagement and analyze your data more effectively. Reprise product tours can also be shared offline, if you're in an area with limited internet access or a highly regulated industry that requires an additional layer of security.

# Step 1: Set up your screen capture

The Reprise platform features an easy-to-use editor that walks you through the process of creating any type of demo. For product marketers, screen captures are often the most effective way to select the parts of your product to feature in an interactive, click-through demo. Once you launch Reprise, you can select screen capture from the menu.



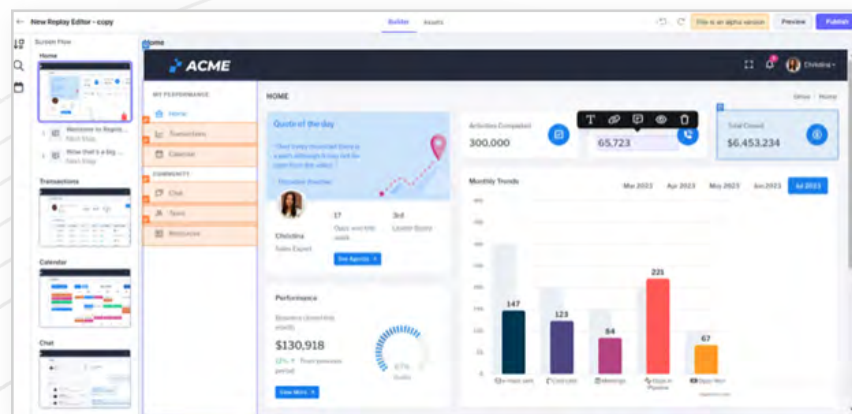
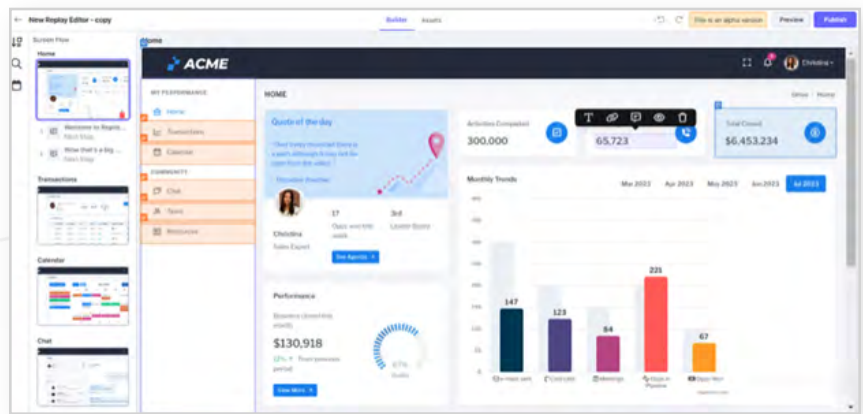
After you name your demo, you'll navigate through the parts of your product you want to feature in your demo and simply press "capture" to create your screen capture. You'll be able to stitch these screen captures together in the order you want them to appear, and edit elements within the demo (including data, images, logos, and text).

## Step 2: Editing text and images

It's simple to use the Reprise editor to edit text and images within your screen captures. Reprise also includes many advanced editing features, including **HTML** and **CSS editing**, reusable global **variables**, and "**objects**" that you can reuse throughout your demo. Using the editor, you can also edit sensitive information such as customer data, replacing it with anonymized data.

Advanced editing capabilities are important, because they let you customize product tours to the prospect's pain points, industry, and more. You can also make your product look and feel like the real thing, giving prospects a more genuine and immersive experience.

For text editing, simply select the text you'd like to edit and type in the text you'd like to be featured in your demo. You can edit this text in a single screen capture, or apply your changes to your entire demo to save the time of editing each screen.



Editing an image uses a similar method. Simply select the image you'd like to replace, browse your library of images, and choose your preferred image. Just as with text, you can replace the image once, or replace it everywhere in the demo. This is useful for personalizing interactive demos for specific prospects or industries, or personalizing interactive product leave-behinds for specific sales reps.

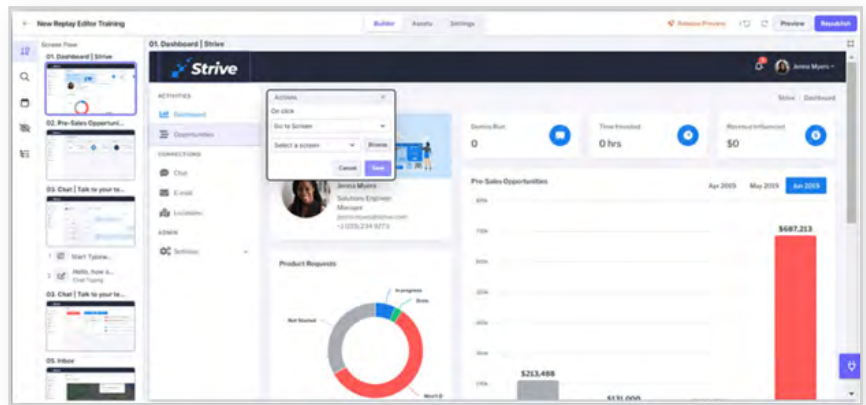
## Step 3: Adding interactive elements

Interactive elements can guide your prospects on what parts of the demo they should click on next, or help the prospect navigate to the part of your product they care most about. We'll focus on three of the most common interactive elements here, even though you can build nearly anything in Reprise.

### Actions

Actions guide your users on where to go next. To create an action, simply click on the element of your screen you want to add an action to, and select the next step you'd like your view to take. The options in Reprise are virtually limitless.

For example, your user could go to a specific captured screen in your demo, an external URL, or the next step in your demo. Or, you can set up an **advanced action** such as overlaying other product elements onto your demo or using plugins like typewriter, blur, or autoscroll from our plugin library.



### Hotspots

Other **interactive elements like hotspots** can navigate prospects to specific parts of your demo screen capture. To create a hotspot, simply click on the image canvas to which you'd like to add a pop-up guide. Type in the text you'd like to add, and any buttons or interactive elements you'd like them to click next.

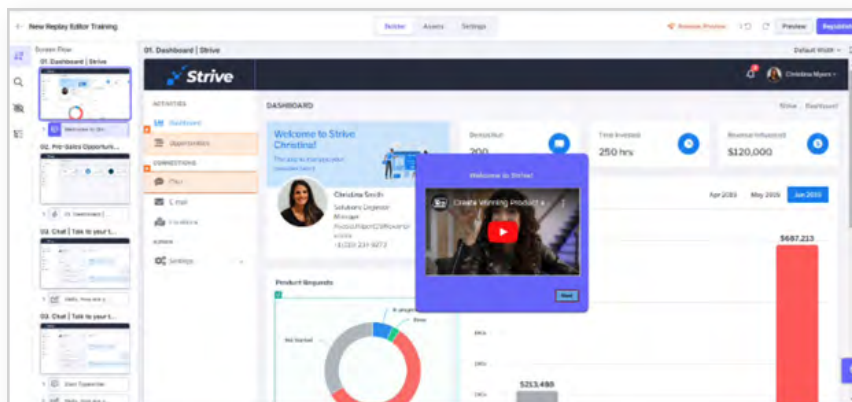
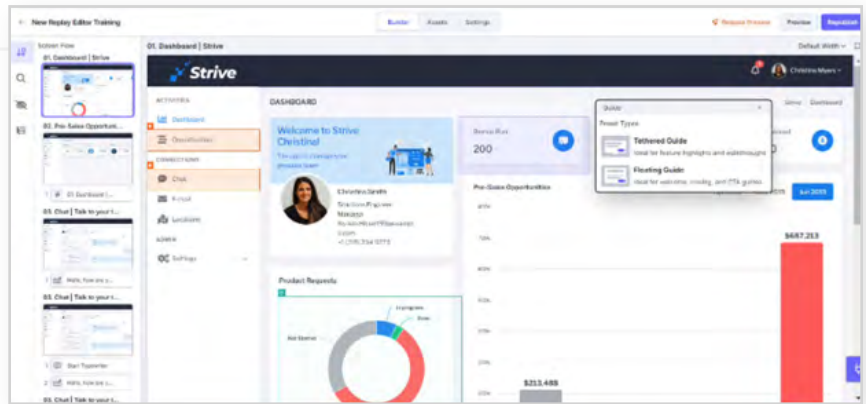


This is an example of what a hotspot guide looks like on top of a static image in Reprise.

## Guides

You can also create [tethered or floating guides](#) on top of your product screens. Floating guides float on your page and are typically used first in your demo flow to welcome you to the demo, closing your demo, or a call to action.

Tethered guides are guides that are tethered to elements to highlight specific parts of your app. Simply choose the element you want to feature with a guide, and select the type of guide you would like to apply.



With both types of guides, you can add buttons that can take you to the next step in your demo flow, a screen, or a URL. You can even embed multimedia elements, such as videos, to your guide.



# How interactive demos fit into a strategic demo program

The beauty of a demo program is that it can start from anywhere. Each company may have a unique interpretation of what a demo program entails, depending on their product, selling motion, team, and other factors. Many demo programs encompass multiple use cases including customized live demonstrations, guided product tours, sales leave-behinds, and dedicated demo or sandbox environments.

Maybe your organization is under pressure to generate more leads with leaner sales and presales teams. Meanwhile, your buyers increasingly are PLG-forward and want on-demand, self-service options to see and try software products before engaging with a human. Both of these trends lead more and more SaaS providers to launch demo programs using interactive product tours as a first use case.

With interactive product tours, buyers can understand how products work at their own pace and on their own time, allowing them to wait to engage with a salesperson until after they've self-qualified. For SaaS providers, product tours have become a lead generation engine that allows sales and SE staff to spend their time with more qualified leads instead of chasing the top of the funnel.

To expand your demo program from the initial product marketing use case, product marketers and presales team members become key collaborators. Together, these teams will engage demo stakeholders including product marketing, marketing, sales, and others to:

- **Determine each stakeholder group's priorities**
- **Create a library of demo templates for scalability, consistency, and repeatability**
- **Measure the success of demos to optimize and continuously improve them**

Product marketers are often essential collaborators in the creation of sales demos. The same interactive demos they create can be reused in a more unguided fashion to mimic a live sales demo. They can also be saved as templates within a demo library, and sorted by use case or pain point. From there, AEs can choose the demo they present depending on the prospect. Demo programs that leverage reusable templates are far more scalable and repeatable — making it easier and faster for your sales teams to close more deals.

To extend your demo program even further, live demos can be repackaged as sales leave-behinds. Including live demos in a demo program can automate parts of the demo process to help you scale, while maintaining a high level of personalization. Finding the right balance of customization with scalability is key.

To learn more about expanding the use of demos in your organization, read our [Comprehensive Guide to Building a Demo Program](#).

# Examples of successful product marketing demos

The three examples below show how [Reprise-powered demos](#) provide prospective customers with a firsthand product experience, communicating the value of even the most complex products. These teams have used demos to accelerate their sales cycles, improve the efficiency of their sales operations, and even keep customers informed of new products or features as they launch.



## Hireology Product Tours Accelerate Sales Cycles by 50%

HR platform provider Hireology saw an opportunity to modernize their sales motion. With Reprise product tours, Hireology prospects experience the product first-hand and go-to-market processes are more consistent and efficient.

At the top of the funnel, Hireology uses the product tours on their website to engage prospects with self-service marketing content, allowing them to self-qualify in or out of a sales process early on – without consuming the sales team's cycles.

Mid-funnel, in addition to presenting live demos, sales teams share guided product tours as leave-behinds to highlight specific features for different audiences and their unique needs. They extend Hireology's reach to a broader circle outside of the core buying committee in order to create wider consensus without needing every stakeholder to participate in every live call or demo. And they're easy to build – Hireology's eight feature-specific leave-behinds were created within a single month.

Across the funnel, every demo makes a bigger impact with consistent delivery and tight messaging. As a result, Hireology has seen opportunities involving product tours close 50% faster than those where product tours were not utilized.

[See the Hireology product tour here.](#)



## Pendo Product Tours Drive Increased Website Conversions

Pendo – which provides a product experience platform supporting enterprise customers like Morgan Stanley, Verizon Connect, and Cision – needed an easier way to showcase their product and its ability to solve customer problems than spinning up trials. Using Reprise, Pendo’s marketing team built a library of product tours that offer prospects a way to experience the product independently.

Their product tour library has been a successful driver of website conversions, serving more than 200,000 views. The Pendo marketing team also used a product tour to support a recent product launch, which proved to be a top-performing call to action.

In addition to helping marketing make a bigger impact, product tours have improved Pendo’s sales team efficiency. Prospects take tours before they’re ready for a sales conversation, so they’re more qualified once they do engage.

[See one of Pendo’s product tours here.](#)

## CLUDERA

### Cloudera Uses Custom Guided Demos to Expand Access to a Complex Solution

As a provider of enterprise cloud services, [Cloudera](#) needed their product to be more accessible to their everyday prospect, and their field teams needed to customize demos while telling a consistent story at scale.

By leveraging the Reprise demo environment, Cloudera allows their prospects to see, feel, and experience their product on a wider scale than ever before. Industry teams can tailor their demos to the unique challenges faced within their sector without losing sight of the overarching Cloudera message. Using Reprise, the company has reduced customer acquisition costs by 75% due to fewer demo environments running.

[Watch the Cloudera customer testimonial here.](#)

“Creating scalable and repeatable demos with consistent messaging can be extremely hard to do and Reprise allows us to do that.”

**MARK SCHOENI**  
Product Manager, Cloudera

# Key benefits of using an interactive demo platform like Reprise

As we've seen in the examples above, product tours yield higher conversion rates at the top of the funnel than other marketing website assets. Plus, they enable your sales team to have better conversations with more qualified prospects, since they've already seen key parts of your product.

Customers using Reprise-powered interactive demos at the top of the funnel captured conversions at higher rates. And, using Reprise earlier in the buying process enabled sales reps to tailor demos to prospects' specific needs, which increased the likelihood of converting them to pipeline.

- **60% uplift in average website interactions converted to leads**
- **50% increase in average conversion from lead to pipeline**

# How Reprise can help

- Capture the front end of your product, and stitch those parts together to tell the most relevant product story
- Take advantage of advanced editing capabilities to change elements such as dates, text, and images
- Leverage synthetic data / generative AI to verticalize your product tours, making them more relevant to your prospects and even translating them into other languages
- Show off the parts of your product that intrigue your buyer most
- Create custom guided demos segmented by feature, use case, or vertical
- Make tours and demos accessible to your teams by centralizing them in a shareable demo hub
- Understand who interacts with your product tours by leveraging demo analytics, and deliver those insights directly to your sales team for more informed conversations

When you expand beyond product tours and interactive demos, Reprise is the cornerstone of any effective demo program. Designing an end-to-end demo program with Reprise is easy. Only Reprise gives enterprise teams endless flexibility to adapt to any demo scenario — from live demos to leave-behinds and immersive product tours.

## **Integrated Platform:**

Eliminate demo silos across teams. Share and edit seamlessly, ensuring consistent messaging across demos regardless of format.

## **Centralized Demo Management:**

Unlock collaboration and efficiency with a library that puts high-performing demos at sales and marketing's fingertips.

## **Demo Program Analytics:**

Track demo engagement from initial touchpoints to decision stage, and make data-driven decisions to optimize your entire demo program.

Want to dig deeper into Reprise?

Get the demo 

