

CHATTER BUZZ MEDIA

COMPLETE GUIDE TO SAAS MARKETING

13 MARKETING STRATEGIES

TO SET YOUR SAAS UP FOR SUCCESS

Don't Get Lost in the **Competition**

As a SaaS provider, your goal is to deliver a great user experience and provide excellent support to your customers. But in order to help your customers, you first have to obtain customers.

At Chatter Buzz, we understand how frustrating marketing your SaaS can be. Software as a service is an overcrowded market that is rapidly growing.

The problem is that you can't use the same strategies for B2B SaaS marketing that you do with traditional marketing. You need to make your differentiators clear and tell prospects why they need to work with you over anyone else.

Your marketing helps your business reach its goals of convincing prospects to sign up for a free trial, demo, or paid version and retain subscriptions from year-to-year.

Get More **Subscriptions** & Grow Your SaaS Business

Do you have a hard time getting people to renew their subscriptions? Do you struggle with making your SaaS stand out from the competition? Tired of spending money on advertising and not getting prospects to sign up for demos or paid subscriptions?

The SaaS market is becoming oversaturated with tons of businesses claiming to have your customers' solutions. Because you don't have a tangible product that your customer can compare, you need to use marketing to help your SaaS shine.

Not only do you have to build relationships with new prospects, but you also have to continue nurturing current customers. Unlike typical selling where it is one and done, your goal is to get customers to continuously renew their subscription every year.

But, marketing your SaaS doesn't have to be hard!

In this FREE guide, our B2B marketing experts compiled 10 marketing tips to set your SaaS up for success. These strategies are guaranteed to bring you more qualified leads and get you sign ups.

1. Develop Your **Brand Script** of Brand Messaging

Your marketing needs to clearly communicate what you can do for your customer to help them survive and thrive.

A story is the most powerful tool you can use to compel and captivate your customer. But, you have to center the story around your audience and their pain points- not your business.

Every compelling story is based on a formula. Follow the 7 point framework for telling a story:

1. The hero - your customer
2. The problem - external, internal, and philosophical
3. The guide - your brand
4. The plan - 3 steps to success
5. Call to action
6. The positive stakes - value proposition
7. The negative stakes



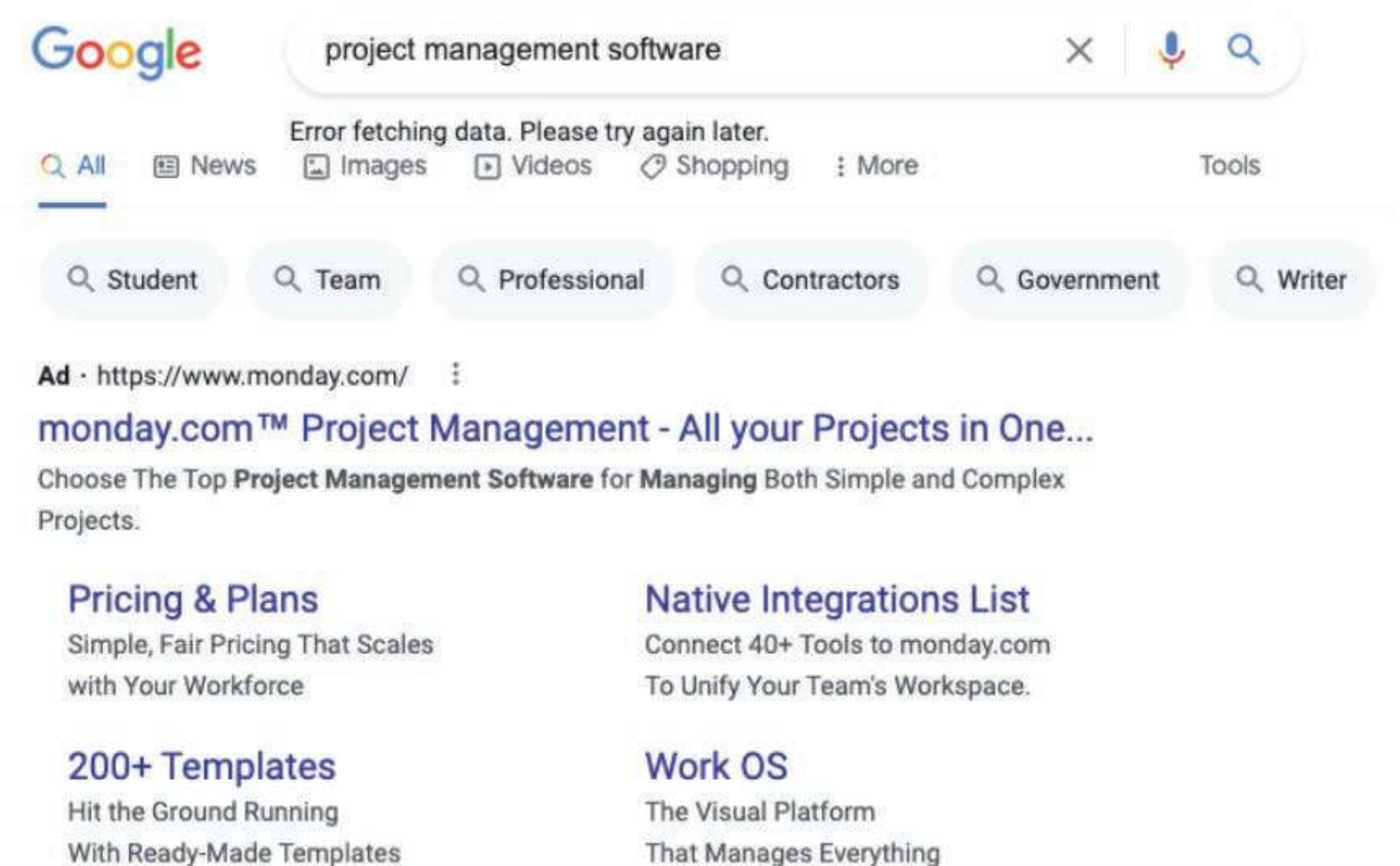
2. Get in Front of Your Target Audience

B2B buyers are not like B2C because they do not make impulse buys. Their buyer journey is a lot longer and is filled with tons of research.

The first step of a B2B buyer's journey is to become aware of a problem their business is facing. Your job is to help them realize it and let them know you have the solution.

Therefore, you need to get your content in front of the decision makers addressing their problem. To do this, you can use PPC (pay-per-click) to target the right audience with personalized advertisements. For instance, you can create ads on LinkedIn where there are many B2B buyers.

Another method you can use to reach your target audience is organically sharing content that has been optimized for search engines. This means using keywords that these decision makers are searching for.



3.

Setup Automated Workflows

There are a lot of tedious steps in the sales process. By automating parts of your sales process, you can save your team time and stress.

With a CRM system, you can automate steps of your sales and easily track and manage leads. For instance, you can see their entire journey so you can identify which leads are qualified and are more likely to convert. This keeps your sales team from wasting time on uninterested leads.

Although some believe that automating their sales can lead to impersonal connections, it's actually the opposite. You can create highly personalized messages with visitors based on the actions they have previously taken.

Choose a sales automation software, such as HubSpot, and create an account.

Make sure to set up an automated workflow for every scenario such as booked demo appointment reminders, workflow for no-show appointments, workflow for stale or unresponsive leads, etc.



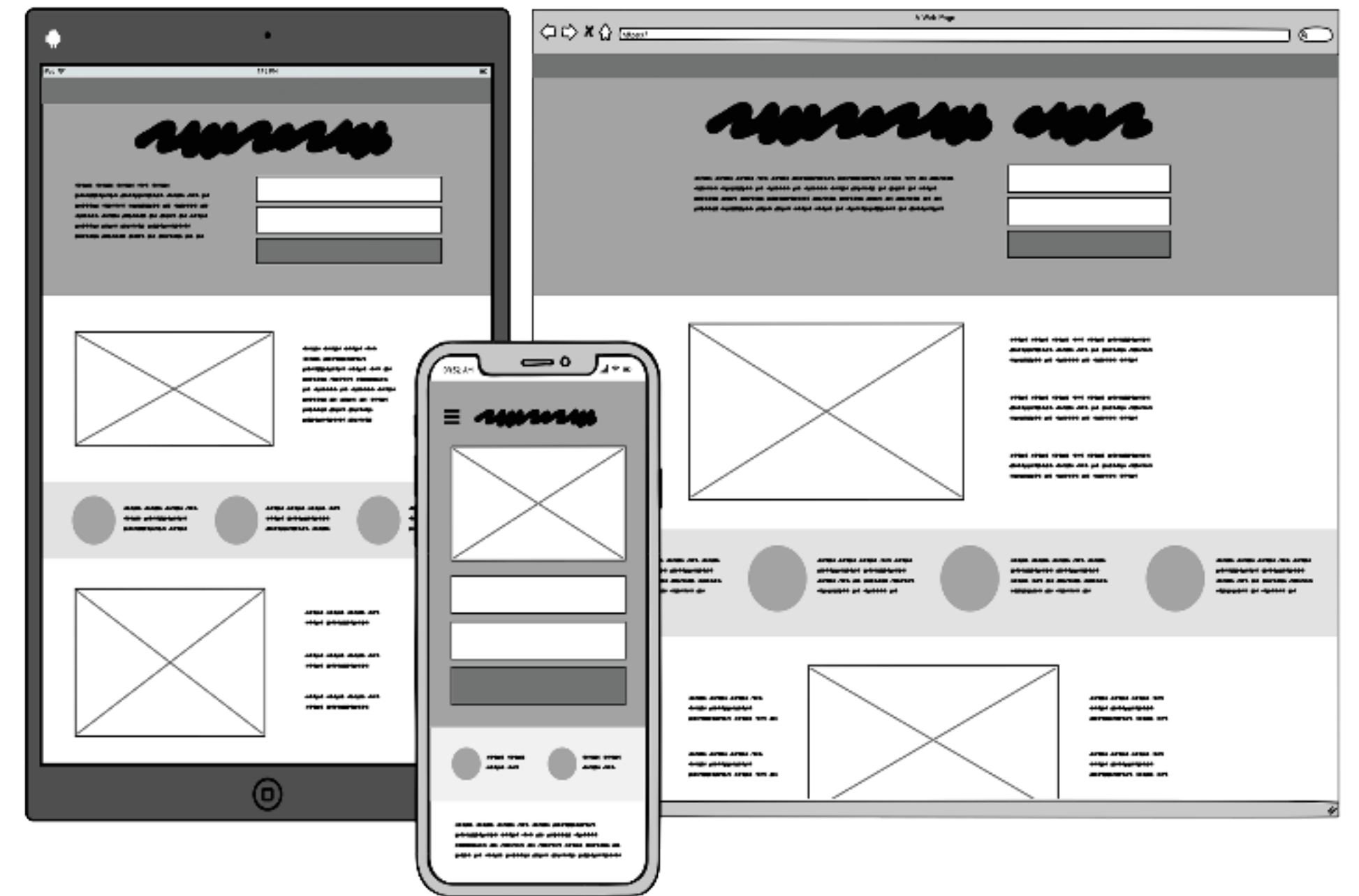
4. Create Value-Based Product Pages

Your product pages are your chance to explain to your potential customer why they should work with you. This is where you mention what makes you different from your competitors.

But, it is important that the main focus of the page is the value you are providing to your customer. First, address a common problem your target audience faces and then explain how it can be solved. Remember: the customer is the hero of this story, you are only there to provide support.

Use a wireframing tool like Draftium to map out the story you are going to tell your viewer on the page.

This way you can get a visual mockup of where copy and visuals will go, as well as the call to action.



5. Free is Always Better

It takes a lot for a B2B buyer to buy-in to your software. They have to prove to their higher ups that it will provide value. The best way to move them along their buyer journey is to give them a sneak peek of what you have to offer.

This can be done with a free consultation where they can get a demo or with the use of a Freemium model/ 30-day free trial. Freemium is when you provide your software with limited features for free. This way, they can see first-hand how much your software can help them and convince them to buy the upgraded version.

Determine which features you want to offer for free and which ones they will need to upgrade for.

Make sure the free features are ones that will get your customer wanting more.

Plans for Any Kind of Workflow
Sign up now, upgrade anytime. New accounts get a 14-day trial of our paid plans.

Free Forever	For Work	For Teams
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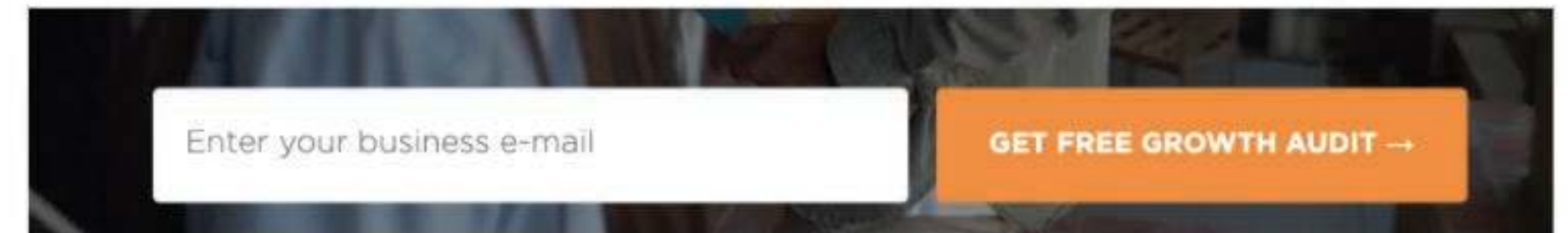
Explain WHY

To a business, their email is worth a lot. A person is not going to just hand out their an email address to anyone because they don't want to be bombarded with promotional content.

Instead, you need to build trust and show them how giving you their email will bring them value.

Before you request an email, provide some information to them. Then, explain to the customers **WHY they need to give information.**

For example, you can tell them that you want their email to send them an informational guide or promotion.



7.

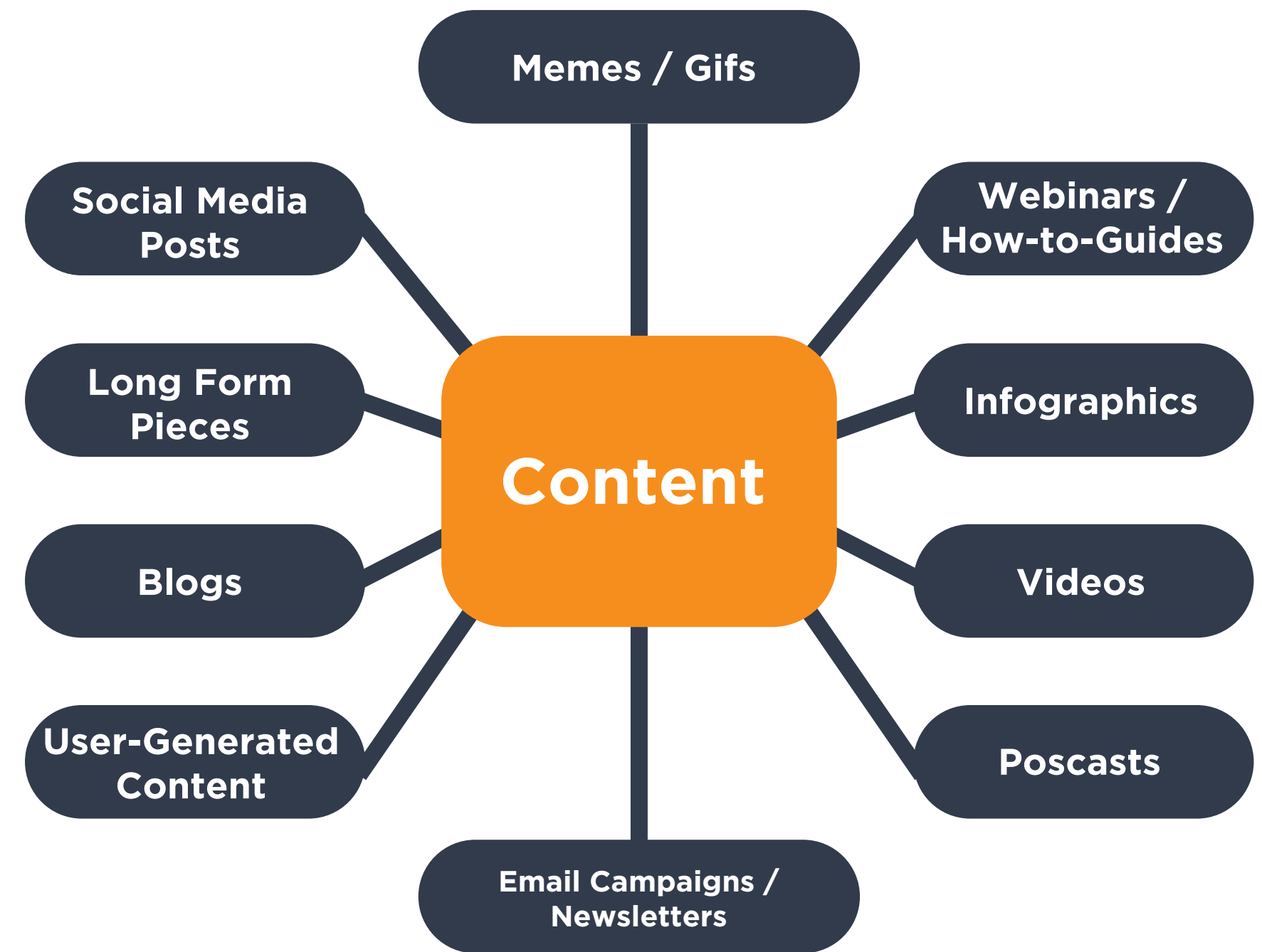
Promote & Share Content

The key to any good SaaS marketing strategy is creating tons of quality content. Whether it is blogs, videos, email marketing, or social graphics, you need to create content that provides value to your audience.

To get your audience's attention, create content that addresses and solves their problems. While you want to create content based on topics that get a lot of traffic on search engines, remember that you are writing for people, not robots.

At the end of your content, you should include a call-to-action that brings your viewer one step closer to converting. This can include CTAs such as scheduling a demo.

Middle of Funnel content should nurture your relationships with your cold audience and provide value to your customers. [You can do this by creating guides, checklists, webinars, and eBooks.](#)



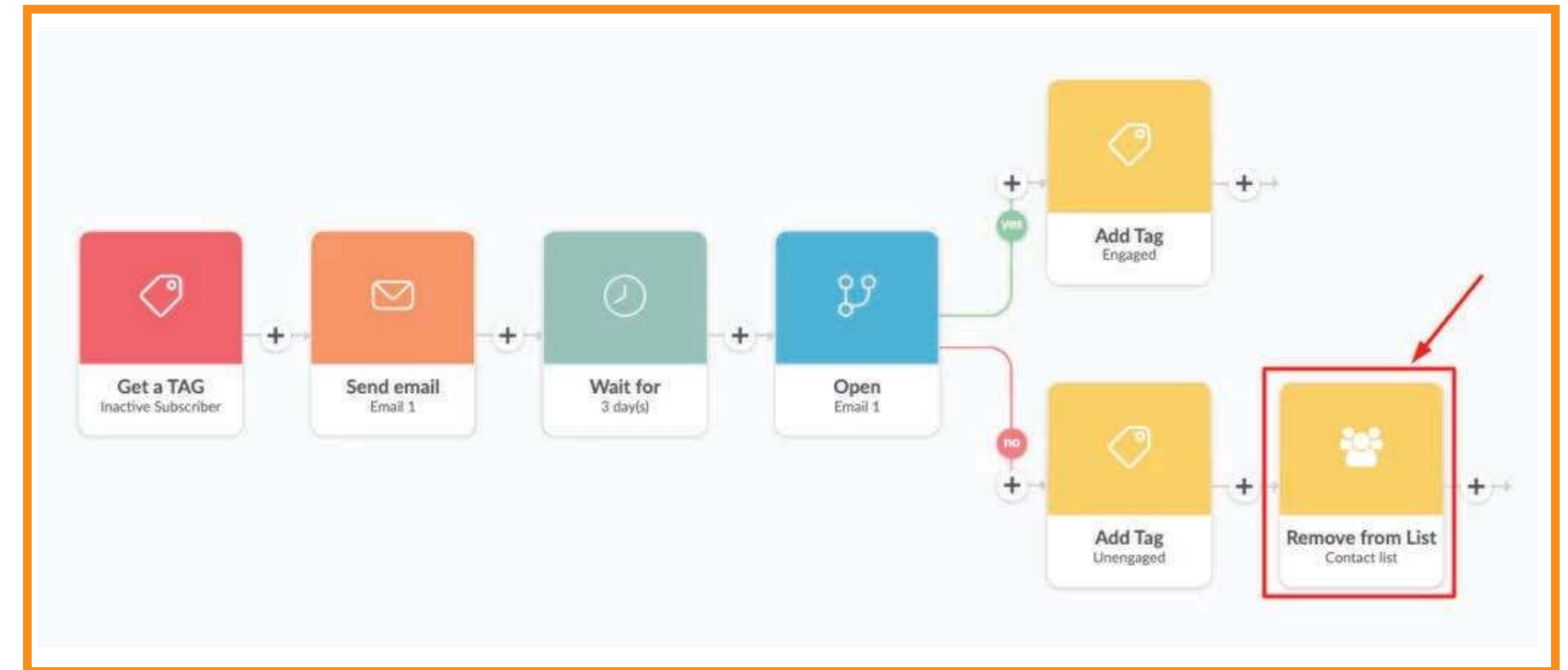
8. Nurture With Re-Engagement Campaigns

As a software company, you can't just be focused on the initial sale. You have to continuously nurture your relationships to keep them renewing their subscription every year.

By implementing re-engagement campaigns, you can ensure you are at the top of your customers' minds when it comes down to determining which subscriptions to end and which to keep.

Keep your customers updated on new features, encourage upgrades, explain features, or share industry news.

Additionally, you can use re-engagement campaigns to nurture relationships with any prospective customers. With every follow-up email, you can provide content that moves them further along the funnel to a converting customer.



9. Build Leads With Referral Marketing

B2B businesses who use referral marketing see a 70% higher conversion rate than their competitors. This is because a potential customer is more likely to trust another customer than a business.

Set up a referral marketing program that gives both the referrer and referee a deal. This encourages your current customer to share and entices the referee to try out your product.

Create a page on your site, and make sure your customers know about it. Then, clearly display what deal they can get for participating. Make sure it is as easy as possible for them to share by giving them a social media link or referral codes.

Why Referral Marketing?



Build **trust** and **loyalty** among customers



Reach audiences you may not otherwise have access to



Save on advertising costs and **reduce** budget waste

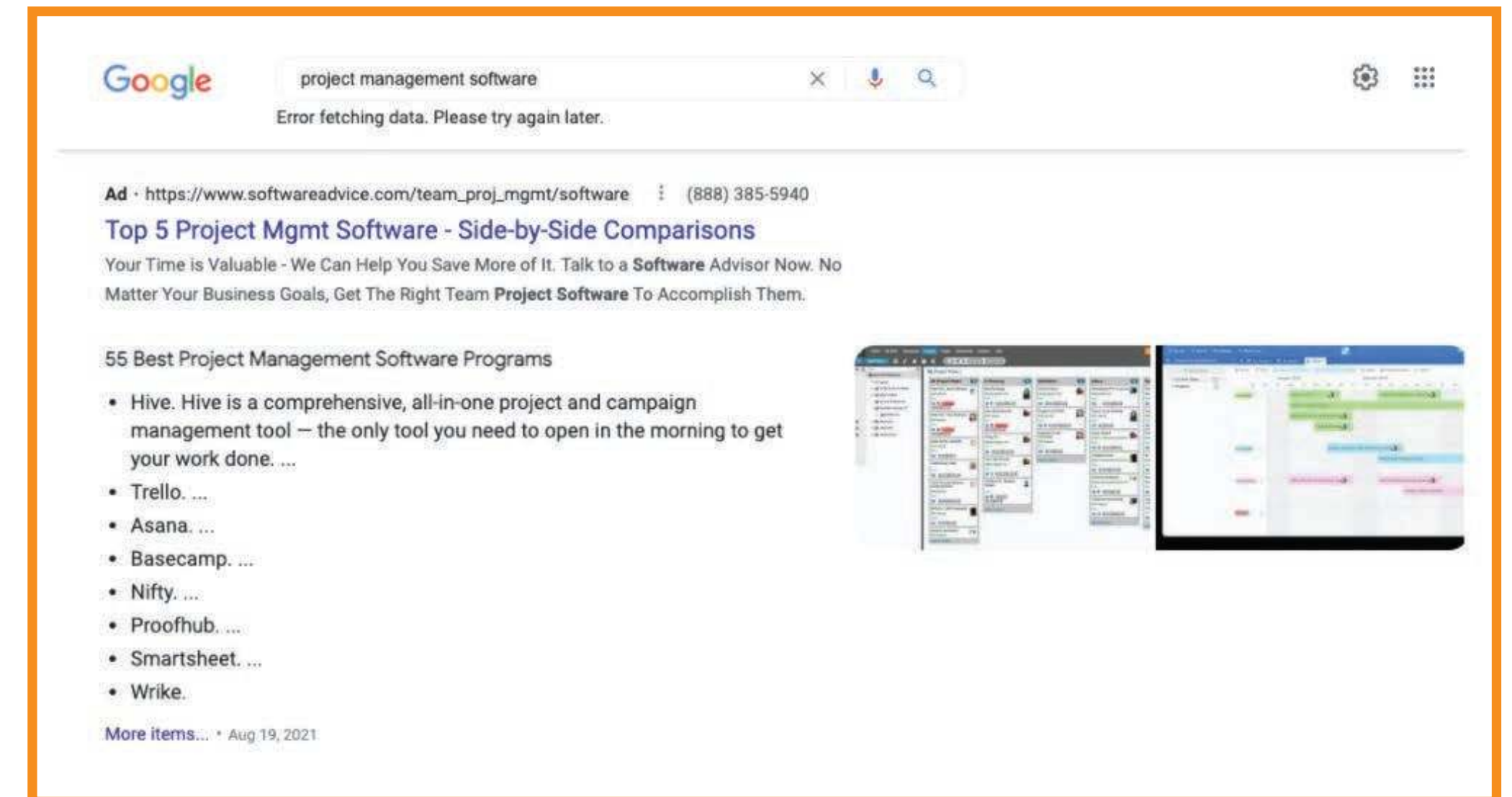
10.

Work With Third-Parties

Although customers are the best promoters for your business, you can also turn to other businesses. You can get promoted on a 3rd party review site or on another SaaS partner's pages.

Being promoted on a trusted third-party website is a great way to get social proof. Not only does this help your reputation, but it gives your website backlinks. Just make sure your product can stand up to side-by-side comparisons.

Product pages are pages where you can promote SaaS products that aren't competitors, and in turn, they do the same. Find a partner with similar target customers to help increase subscriptions.



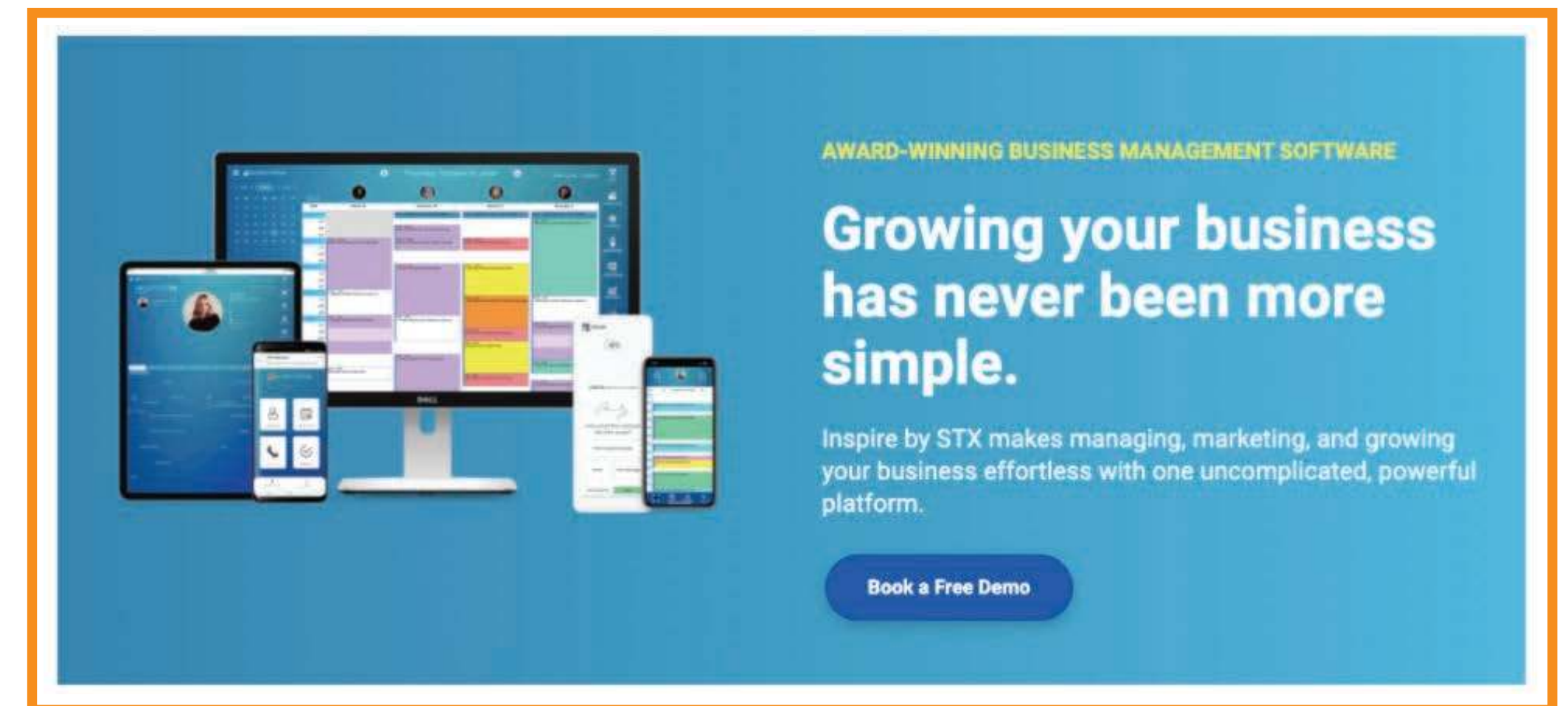
11.

Optimize CTAs

Your goal as a SaaS is to get your prospective customer to become subscribers. But, before they convert, you need create a relationship. So the first CTA you should give your visitor is transitional.

This is when you use lead magnets or other content to build trust with your audience. Examples of this are “Learn More” or “Book a Demo.” After that you can use a direct CTA like “Buy Now” to get them to convert.

The important thing to remember is that no visitor is going to continue a relationship with you if they are not receiving any value from it. Therefore, with every CTA, you should tell your customer how they will benefit by clicking that button.



12.

Create **Networking** Events

Building a community where businesses can network and create mutually beneficial relationships is a great way to provide value to your customers and promote your SaaS.

If you do not have the resources to host an event, you can try to become a speaker or sponsor at an already planned event. Then you can position yourself as an industry thought leader and build trust and authority.

Make sure to collect email addresses and hand out business cards. This is a great way to get leads and begin building relationships with potential customers.

Follow up on the event by emailing attendees with a recording from the event or a special offer.



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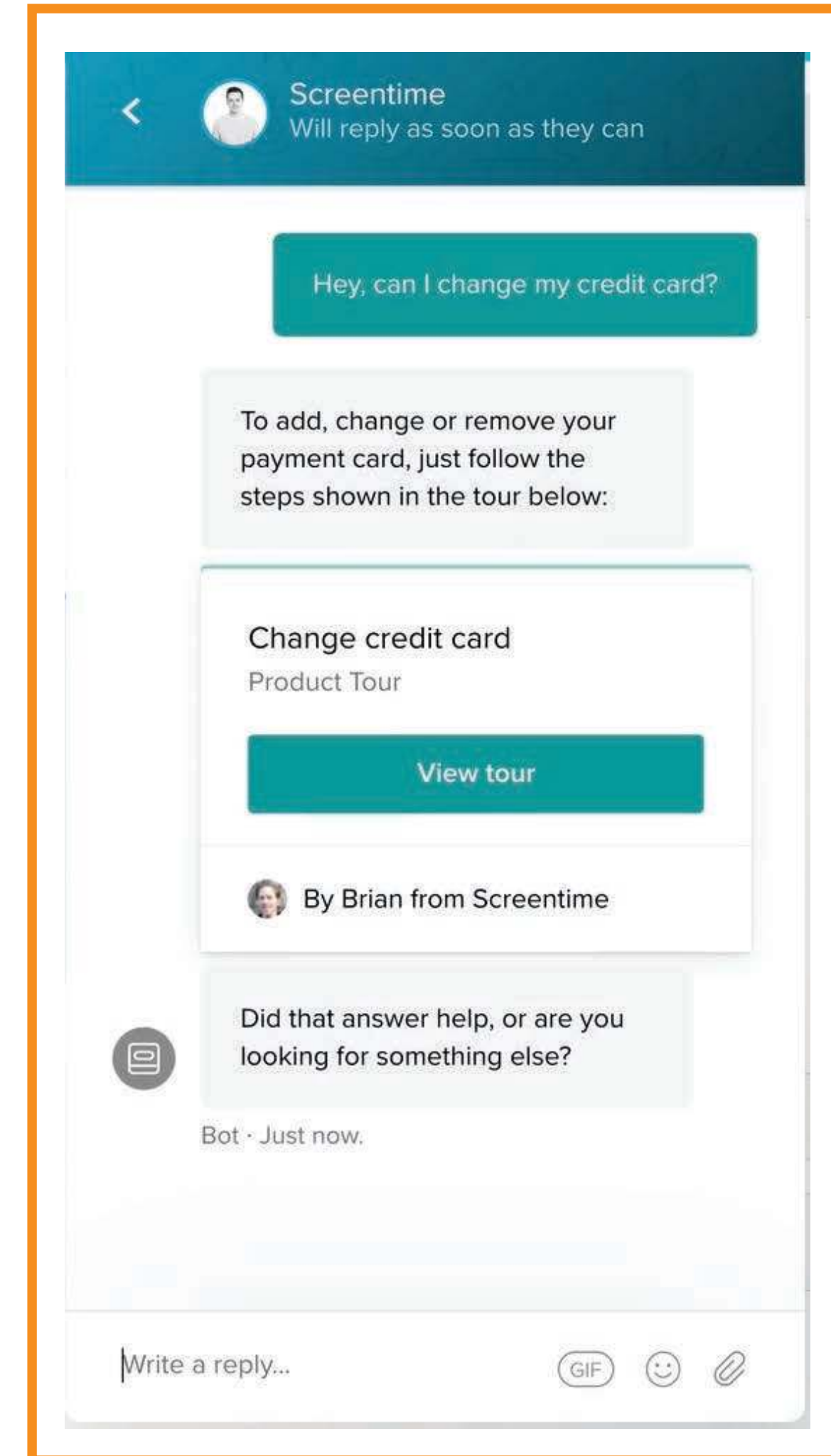
Improve Customer Service

Implementing a new SaaS can be complicated. When a customer experiences too much friction, they may begin to feel like it's not worth the cost. Removing any confusion will help you retain customers.

Some ways you can remove roadblocks in your customers' user experience are by implementing chatbots and product tours.

Through product tours, you can clearly show your customers the value they receive through your SaaS.

With Chatbots, you can be available to your customers 24/7 to answer any of their questions or concerns. If it is something the automated responses can't handle, it can then be transferred to a live customer service respondent.



LAST NOTE

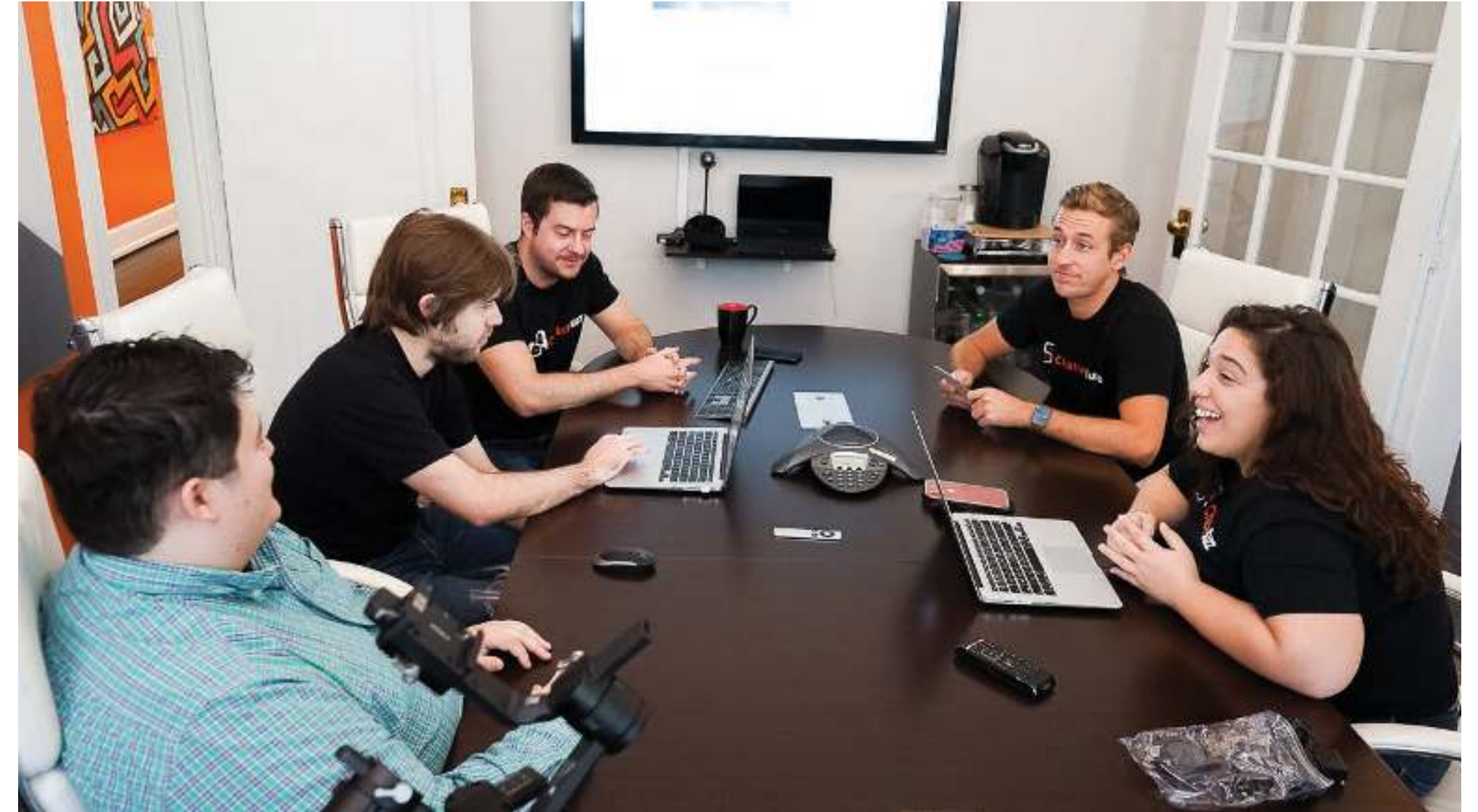
Hire a Digital Marketing Agency

Overwhelmed and don't know how to get started with marketing your SaaS company? Don't worry, you do not have to do it alone!

Chatter Buzz is a technology and B2B-focused digital marketing agency. We help SaaS businesses use today's most effective digital marketing tools to grow online market share.

If you're looking to create rapid, sustainable business growth and steal market share from your competition, then you're ready to work with Chatter Buzz.

Talk to an expert SaaS digital marketing strategist and get a **FREE** audit today by visiting chatterbuzzmedia.com.





Outshine Your Competition

Don't let your SaaS get drowned out by a crowded market. Stay ahead of your competition and make your SaaS stand out with the help of digital marketing experts.

- Stop wasting time on tedious tasks
- Nurture relationships to get recurring subscriptions
- Get more demo and subscription sign ups
- Create content that provides value to your customers
- Stay up to date with marketing tools and trends

[Schedule a Strategy Session](#)

Attract More **Buyers** and **Grow** Your Business

1. Schedule a Session

Schedule a free strategy session with one of our specialists on our website chatterbuzzmedia.com.

2. Meet With A Strategist

Meet one of our digital marketing strategists to discuss steps your business can take to improve your marketing.

3. Watch Your Business Soar

Start getting more leads and converting them into customers.

Get A Free Strategy Session