

# Hexwave LinkedIn Content 2.0

## Research

### Hexwave ICP

**Video One** [HERE](#).

**Video Two** [HERE](#).

**Video Three** [HERE](#).

### **Who are we talking to?**

We're talking to Eric Rogers, the CEO of a B2B/B2C SaaS company offering subscription access to a CRM solution. Roger Ltd.'s company offers a comprehensive web and mobile-based app development suite. Eric is a 6-figure CEO, he's 35 years old and is from Chicago, Illinois.

Eric might have seen some of Hexwave's first-month content, but if not, he'll see the new post only if:

1. The post is valuable and leaves Eric with something to use or, at minimum, think about or appreciate.
2. Proper use of hashtags can help but it's not what gets me engaged. Reposting will. We need more people to repost.
3. The copy and associated visuals are so phenomenal they capture their attention, keep and build on it, and finally give them a valuable, climatic conclusion.

### **Where is my viewer now?**

He is solution-aware (level 3) and can be tired of all claims, tired of some mechanisms, or tired of all mechanisms depending on his proactivity in implementing effective digital marketing.

For simplicity's sake, we'll say the average sophistication is level 4 and awareness is a solid level 3.

He knows he has marketing problems, and he's aware of what is needed to fix them (via digital marketing), and yet when he sees, follows, and engages in online groups, with people, and companies about digital marketing, there doesn't seem to be any actions taken.

As a CEO (Owner, Founder, etc), Eric's job is performance-based, measured by rev. growth, profit margins, client acquisition and retention, etc.

He has to meet what the board or those above him set as goals for the quarter. Maybe monthly, but often quarterly.

Eric might not be using PPC advertising, creating an engaging online profile (content), or updating their website copy/design regularly, or even all three.

He's probably aware of all this. Maybe ignoring the problem, not fully aware of its cons, or is just too busy to fix it because he's trying to keep things running internally.

Eric has a slow sales cycle because he does not leverage online media. Most of his clients can be referrals, word of mouth, or company events and this takes longer than proven online methods.

Acquiring a client can be expensive in terms of time, money, and effort, and since clients mean Eric is hitting his goals, no clients mean the opposite.

He becomes a man who risks losing his job because he can't secure results.

He's actively looking for ways to improve his client acquisition and retention rates but finds it hard to learn a whole new field, so he reverts to what he knows, real-world connections.

Little does he know, that when he opens LinkedIn to browse, he sees Hexwave's content about digital marketing for B2B/B2C SaaS and tech.

### ***Where do I want them to go? What mental state do they need to be in to take action?***

The hook and visual need to grab and keep his attention as soon as he sees the post.

Just seeing the post is not enough, so we aim for engagements, aka, likes, comments, and reposts.

To accomplish this, each post must provide value in some way to Eric. By highlighting a problem they can solve, an opportunity they can leverage, or building a connection with the brand.

I want Eric to see the post and feel inspired, relieved, or happy, and potentially a combination of all three feelings. The goal of each post is to provide him with value custom-made for him.

Each sentence in the caption and visual has a root purpose addressing the pains or desires Eric has when it comes to online marketing and how it helps him achieve the goals CEOs like him have.

He makes it to the CTA, and based on the content, the CTA will either drive engagement, soft-sell, or a combination of both.

### ***What actions do they need to take?***

After experiencing what is nothing short of the best digital marketing post for SaaS/tech, Eric follows the easy and short action CTA.

Here's how it can play out:

- Engagement-Only CTA  
Goal: Drive people to share, engage with, save my posts, and ultimately, increase followers.  
Example: "Share your thoughts on this topic below"
- Soft-Sell Only CTA  
Goal: Generate leads.  
Example: "Feel free to DM us if you want to [GSM]"
- Engaging Soft Sell CTA  
Goal: Generate leads with active engagement.  
Example:  
If you want to [implement/use] any of the [topics/GSMs], DM us "software."

Ultimately, Eric's action depends on the outcome I'm driving, but the final goal of any interaction is to book a consultation. This can be achieved in multiple ways.

LinkedIn DMs, website form, Calendly, personal DM, or email outreach.

### ***Who will be reading your content?***

Eric Rogers, and other B2B/B2C software/tech decision makers. More details above.

### ***What problem will you be solving for your audience(s)?***

Showing them how to solve SaaS/tech digital marketing problems such as:

- Navigating rapid tech changes and aligning with strategy.
- Accurately measuring digital campaign ROI and lead gen impact.
- Creating consistent, brand-aligned, and engaging content.
- Optimizing seamless customer experiences for higher conversions.
- Tackling rising customer acquisition costs and improving CLTV.
- Amplifying lead generation to secure more new clients faster.
- Managing and streamlining lengthy B2B sales cycles with multiple stakeholders.
- Aligning sales and marketing for unified goals.
- Addressing varied needs of multiple buyer personas.
- Boosting marketing know-how among tech-focused founders.
- Reducing churn rates to enhance ROI and customer satisfaction

## **Week One / Post One Infographic**

**Theme:** Observation – "The Silent SEO Revolution in SaaS: What You're Missing Out On"

**Copy Skeleton:** Problem Hook - Agitate - Value - Solution CTA

**Visuals:** [Infographic](#)

Google's recent updates lower your search rankings even with increased SEO efforts.

The only way to drive consistent search interest is to remain nested at the top.

This begs the question...

Do you want to convert more MQLs to SQLs through a simple Google search?

Start by refining your SEO strategy to include these four recent Google changes:



### *Becoming Google EEAT Certified*

Does your content feature first-hand experiences from industry professionals?

The depth of thought leadership decides if your content earns the highest rank.



### *Winning Over Google's Trust*

Are you linking your content to respected authors?

Attach faces behind facts to build connections beyond mere words.



### *Optimizing For User Signals*

Do you engage your users with valuable content to improve their lives?

Addressing customer needs is the best way of securing lifetime clients.



### *The Threat of Generic AI*

Are you ONLY publishing AI-generated experiences to your users?

Google prioritizes insightful content that builds on human experiences.

Keeping up to date with SEO is how you continue moving higher up the chain.

We'll keep you posted on the latest SEO trends to dominate Google's rankings.

In the meantime, what SEO challenges are you facing right now?

Share them below!

## **Week One / Post Two Video**

**Theme:** Actionable – "Step-by-Step Guide to Optimize Your Software Website for Search Engines"

**Visual:** [Video](#)

Why do some software companies consistently outrank local competitors on Google?

Are they getting any special Google treatment?

Luckily not.

The reason your competition ranks higher is because of a technique called **Quantum SEO**.

If you've never heard of it before, Quantum SEO is simply an ongoing revision of the 4 foundational SEO pillars:

### *Good O'l Keywords*

The first and most important step to boosting search rankings is keyword research.

Restructure your content, pages, and sites to use more customer language.

### *Leading Content Authority*

Google loves detailed, expert-written content.

Publish pieces that solve customer problems to earn and stay on top.

### *UX Optimization*

Websites are digital windows into your company's values, offers, and beliefs.

Users 'peek\_view' in 15-20 seconds, so maintaining attention is key for conversions.

### *Harnessing AI*

Use AI to predict future trends and understand shifting customer behaviors.

This keeps you ahead of your competition with timely and relevant content.

Watch the video for more tips on improving your search rankings!

Don't forget to repost if you enjoy the video!

## **Week One / Post Three Carousel**

**Theme:** Listicle – "Leading 5 SEO Tools for SaaS Companies in 2024"

**Copy Skeleton:** Hook - SEO benefits - actionable engaging CTA.

**Visual:** [Carousel](#)

Conquering Google's SaaS search results isn't about big budgets or keyword stuffing.

The real secret to towering rankings that generate tsunamis of organic clients?

Using the right tool for the given job to achieve real, measurable results.

Here are the top 5 Task-Focused SEO tools to compete for the highest search results:

 *Outperforming Competitors with Ahrefs*

Quickly uncover what keywords your competitors rank for to leapfrog them in search rankings.

 *Semrush for Fail-Proof Keywords*

Tap into a goldmine of low-competition, high-conversion long-tail keywords to streamline your strategy.

 *Precise Targeting with SimilarWeb*

Identify overlooked and profitable market segments for an edge against your competition.

 *Enhancing Accuracy with Google Analytics*

Doubling down on what your users value with instant and clear insights.

 *Cost-Effectiveness with UberSuggest*

Access top-notch SEO insights on keywords, content strategies, and competitor analysis without straining your budget.

Your success with SEO depends on finding the right tool for your current needs.

From there, soaring to the top Google result isn't just possible – it's predictable.

If you enjoyed this, repost it to your network!

P.S. Not sure where to start optimizing for higher search rankings?

DM us "Search" for a free SEO audit.

## **Week Two / Post One Carousel**

Theme: Actionable – "Creating High-Impact Content for Tech Audiences"

Copy Skeleton: Hook - Benefits - engaging CTA.

**Visuals:** [Carousel](#)

How does BIG Tech retain premium clients and consistently raise lifetime value?

Their secret to eliminating churn is simple and doesn't even cost a dime.

Simply because premium clients don't value semi-infinite budgets or army-sized teams.

You might want to write this down somewhere... 

Big Tech captivates, inspires, and connects with customers at every touchpoint.

It's not a hard process; we'll help you break it down into 4 simple TODO items:

- ↳ Start inspiring customers to spread your company's message.
- ↳ Foster a community around your company with customer success stories.
- ↳ Give customers valuable content to establish yourself as an industry leader.
- ↳ Engage leads at pivotal purchasing moments to dramatically increase conversions.

If this is your first time considering this process, you're still in luck.

The reason BIG TECH keeps clients is because of an evergreen marketing strategy:

Leveraging high-quality organic content to nurture cold leads into paying clients.

Our next post highlights a MedTech leader dominating with organic content.

Make sure to visit back in 2 days!

## **Week Two / Post Two Video**

**Theme:** Motivational – "From Zero to Hero: A Tech Company's Content Marketing Success Story"

**Copy Skeleton:** Hook - Story - Insight - Engagement CTA

**Visuals:** [Video](#)

How did @Dell's storytelling drive a 200% growth and clinch a Digiday Award?

Dell targets younger, socially motivated C-suite candidates to pioneer tomorrow's technology.

To attract these future techies, content marketing was key to Dell's 200% expansion.

Engaging this audience meant throwing out the usual monotone tech jargon.

Dell had to embrace social-impact issues to resonate with this younger audience.

They didn't just stop there though...

They hired a diverse team of writers to authentically address social issues in tech.

This commitment to genuine stories set a new benchmark in earning trust.

Dell attracted its ideal audience simply by merging cultural savvy with HR finesse.

And this simple act still builds growing loyalty between Dell and future candidates.

Before we wrap up, we want to leave you with something you can use today.

Do you want to accelerate your company's credibility with real stories?

Watch the video below for actionable tips on using authentic content!

If you like the video, repost it to your network! 



## **Week Two / Post Three Carousel**

Theme: Listicle — "5 Innovative Content Formats That Tech Companies Should Try"

Copy Skeleton: Introduction hook - 5 Bullet Point Value propositions - Encouraging exploration CTA.

**Visuals:** Carousel

How can technology leaders build lasting connections to remain a leading voice?

Traditional mass emails and surface-level blogs are outdated and ineffective.

We've shown how you @Dell leveraged content marketing to grow exponentially.

And it's not just MedTech; @HubSpot, @Salesforce, and @Slack all preach content.

No one can say their global success is not a milestone reached by mistake.

So, how do you set yourself apart from those already playing in the big leagues?

It's quite simple – Leverage these 5 modern tech content formats to never fall victim to overshadowing from Big Tech:

Interactive E-books

Staying top of mind by transforming complex tech topics into immersive e-books.

Gamification

Boosting desired customer signals by turning engagement into rewarding games.

Podcast/Webinar Series

Expanding your industry dominance with cutting-edge insights and stories.

User-Generated Content

Publishing customer success stories to double and even triple your credibility.

Tech Debates

Sparkling interest with thought-provoking peer-to-peer debates on industry topics.

Leaders act, adapt to trends, and have a raw self-belief in their inevitable success.

That is how you retain your leadership status for as long as humanly possible.

Swipe through the carousel for actionable steps on using the above 5 trends today!

P.S. Want to launch your own content campaign?

DM "Authentic" to get started.

### **Week Three / Post One Infographic**

**Theme:** Actionable – "How to Set Up Your First SaaS Email Automation Campaign"

**Copy Skeleton:** Hook - Steps - Soft-sell CTA.

**Visuals:** Infographic

Why are 37% of major SaaS companies increasing their email marketing budgets?

People claim email is dying out, but smart software leaders know that's not true.

Your target customers use email daily – it's why @HubSpot and @Salesforce do that too.

As a software leader, your job is to ensure increasing revenue and business growth.

And if you're not setting up email sequences, you're actively refusing more revenue.

This rising trend means you either step up your game or risk losing market share.

Luckily for you, keeping up with trends won't be a problem you have.

(Unless you're not following us... Then you're really out of the know...).

Here's a quick & easy 5-step guide anyone can use to set up SaaS email campaigns:

#### Step One – Setting Clear Objectives

Any successful marketing campaign ever was the result of a well-defined objective.

Pinpoint your goals before sending emails to maximize your campaign's efficiency.

#### Step Two – Defining & Segmenting Audiences

Your ideal customers are out there and in desperate need of your solutions.

Sell to your target audience to guarantee the highest conversion rate possible.

#### Step Three – Writing Compelling Emails

The market has its language; one you must learn if you want to entice action.

Tailor your emails to address customer needs and desires to ensure getting clicks.

#### Step Four – Automating Your Sequences

Automation is a secret weapon that saves time and money like Black Friday deals.

Set up email sequences to nurture customers with consistent communication.

#### Step Five – Enhancing Performance

The key to higher ROI campaigns is simply tracking, analyzing, and optimizing data.

Keep your strategies agile based on your campaign's performance.

That's it.

This is how you set up a SaaS email campaign in 5 extremely condensed steps.

If you found this post valuable, please take the time to repost it!

P.S. Our article in [days] will show you how SaaS companies are driving a 3600% ROI with email campaigns and how you can do the same.

Make sure you don't miss out.

### ***Week Three / Post Two Article***

Theme: Observation – "The Untapped Potential of Email Automation in SaaS"

Copy Skeleton: Problem identification - Deep dive - Encouraging experimentation  
CTA – PSA.

Article:  Draft Two

Are you tapping into email marketing's full potential for your SaaS?

Global SaaS companies are achieving an astonishing 3600% ROI by simply sending emails.

That's right – for every \$1 spent, they make at least \$36 in profit. 🚀

Discover how to set up your email sequences to improve customer engagement and boost your bottom line in our latest article below!

#B2BMarketing #SaaS

### **Week Three / Post Three Carousel**

Theme: Listicle – "5 Email Automation Workflows Every SaaS Company Needs"

Copy Skeleton: Hook - List benefits - Soft-sell CTA.

**Visuals:** [Carousel](#)

How can SaaS companies double down on automated email workflows?

Automation streamlines communication, boosts engagement, and increases conversions.

Don't want to risk losing your hard-earned market share?

Start automating emails to capture every new lead and nurture existing customers.

Here are 5 must-have auto-email workflows for SaaS companies to maximize engagement and profit:

#### Onboarding Sequences

Leave a lasting first impression and lay the groundwork for a strong relationship with new subscribers.

#### Behavior-Driven Sequences

Increase conversions with event-triggered emails like incomplete sign-ups or abandoned carts.

#### Lead Nurturing Sequences

Stay top-of-mind with targeted emails that advance leads smoothly through your sales funnel.

#### Customer Retention Sequences

Foster ongoing loyalty with exclusive "gated" content to keep customers engaged.

#### Subscription Reactivation Sequences

Win back inactive users with compelling offers and frequent reminders.

Swipe through our carousel for a visual description of each workflow!

P.S. Want to set up these workflows but are short on time?

DM us "Emails" and we'll handle it for you.

## **Week Four / Post One Video**

Theme: Analytical – "Executing a Successful Paid Ad Strategy for SaaS on a Tight Budget"

Visuals: [Video](#)

Economic uncertainty is growing. Marketing budgets are tightening up.

And SaaS leaders are left with this burning question...

"How do I get more QUALITY leads for less?"

Contrary to popular belief, the answer isn't in traditional Product Hunt launches.

Instead, it lies in effectively using paid media as a cost-effective strategy.

@Gartner data shows that 60% of digital marketing budgets are ad spend.

While launching a paid campaign may sound daunting, it doesn't need to be overwhelming.

In this video, we show you three straightforward, powerful strategies to easily attract clients through paid media:

Identifying Ideal Customer Profiles

Focus on targets perfectly suited to your solutions for better and higher ROI.

Connecting Ads to Larger Funnels

Design a post-ad experience to transform every click into a long-term relationship.

Testing Offers & Failing Quickly

Rapid testing fine-tunes your ads, boosting their effectiveness quickly.

Watch the video for a practical demo of these strategies.

Don't forget to repost if you enjoy it!

## **Week Four / Post Two Carousel**

Theme: Actionable – "Scaling the ROI of Paid Ads in the SaaS Sector"

Copy Skeleton: Hook - Strategy insights - Soft-sell CTA.

**Visuals:** [Carousel](#)

How can SaaS companies scale lead-gen campaigns on a tight budget?

Think of your advertising strategy as a straight path from point A to point B.

How many leads are you getting now, and how many do you want to get?

Once you've set eyes on the target, you start moving forward.

But where exactly do you start? What's your very first step?

Your guide (the ad platform) shows you several starting points:

Targeting, budgeting, analytics, automation, segmentation, and many more.

All these are vital elements, but they're not the first piece of the puzzle.

The next most critical step is answering this simple question:

Who will your ads be talking to, and how will you help them?

Your solutions solve specific problems for specific customers... Your ideal customers.

Want to make sure every advertising dollar counts and contributes to your success?

Then tailor your ad copy to convince the right people to take actions that help them.

Swipe through our carousel for a guide on writing ad copy that entices action!

## **Week Four / Post Three Carousel**

Theme: Listicle – "Top 5 Paid Advertising Mistakes SaaS Companies Should Avoid"

Copy Skeleton: Hook - Mistakes and Solutions - Encouragement CTA.

**Visuals:** [Carousel](#)

Are you wasting a hefty sum on paid advertisements with minimal returns?

An error in your ad strategy can cost far more than the budget — it can cost you market share (or bankruptcy in the worst cases).

Yet, every mistake is a lesson in disguise, and paid media mistakes are no different.

Here are the top 5 paid ad mistakes SaaS companies should steer clear of:

### Wrong Bidding Strategy

Whether you're aiming for visibility, traffic, or conversions,

Selecting the right bidding strategy determines if you're draining funds or advertising profitably.

### Broad Targeting

Focus on crafting detailed buyer personas and target those most likely to convert.

Otherwise, you risk casting too wide a net, diluting your message, and wasting funds.

### Neglecting Branded Keywords

Bid on your own brand keywords to stop competitors from stealing your traffic.

### Overlooking Negative Keywords

Keep your traffic "clean" by using negative keywords to refine your ad targeting.

### Ignoring Conversion Metrics

Don't just chase clicks; optimize for conversions and other ROI-boosting metrics.

Swipe through our carousel for an example of these mistakes in action!

P.S. Want a complete done-for-you PPC audit?

DM us "paid" to get started.

## **Week Five / Post One Carousel**

Theme: Month Recap

Copy Skeleton: Introduction - Recap highlights - Engagement CTA.

**Visuals:** [Carousel](#)

This month, we explored the four essential marketing strategies for SaaS success.

From SEO innovations and impactful content to captivating emails and converting paid media.

We have more in store for next month, but for right now, here's a quick recap of everything we covered:

**SEO Innovations** – How silent updates in Google's algorithm affect your search rankings.

**Impactful Content** – Foster deep connections with highly resonating and valuable content.

**Captivating Emails** – Streamline communications and boost retention with automated email campaigns.

**Converting Paid Media** – Execute high-ROI ad campaigns even on a tight budget.

Swipe through to refresh on this month's highlights and catch any missed insights!

Which topic was your game-changer this month?

Let us know below!



## **Week Five / Post Two Graphic**

Theme: Tease Next Month

Copy Skeleton: Teaser Hook - Theme Introduction - Expectation Setting - Interactive CTA.

**Visuals:** [Graphic](#)

The innovative software leader would not miss what we're posting next month.

We're exploring advanced SaaS client acquisition techniques to drive your lead gen efforts.

Each week, we'll uncover secrets to:

- 1 Perfecting Your Ideal Customer Profile So You Never Waste Advertising Spend.
- 2 Dominating Acquisition Channels to Maximize Your Market Share Without Any Overexposure.
- 3 Converting Leads into Loyal, Paying, Customers and How to Retain Them For A Lifetime.
- 4 Fueling Faster Growth for Long-Term Milestones.

What topic are you most interested in?

Comment below!

In the meantime, follow us for more updates.