

Meta Description: Looking for **SaaS Marketing strategies**? Know some of the best tactics to help you generate leads, boost sales, and grow your business.

Social Media Title: A Guide to **B2B SaaS Marketing Strategy**: 10 Proven Tactics To Succeed

Social Media Description: If you've been looking for ways to promote your SaaS product and grow visibility around your brand, here are some practical and effective **SaaS marketing strategies**.

Best SaaS Marketing Strategies to Grow Your SaaS Business

Gartner has predicted that [business software spending will increase in 2023 by up to 11.8%, a growth from that last year's 9.8%](#). That's an incredibly massive acceleration in enterprise spending for the SaaS industry and [tech companies](#).

Moreover, technological advances have surged software development, while driving most B2B businesses to deploy strategic software that enhances visibility with real-time data, supporting stronger customer satisfaction.

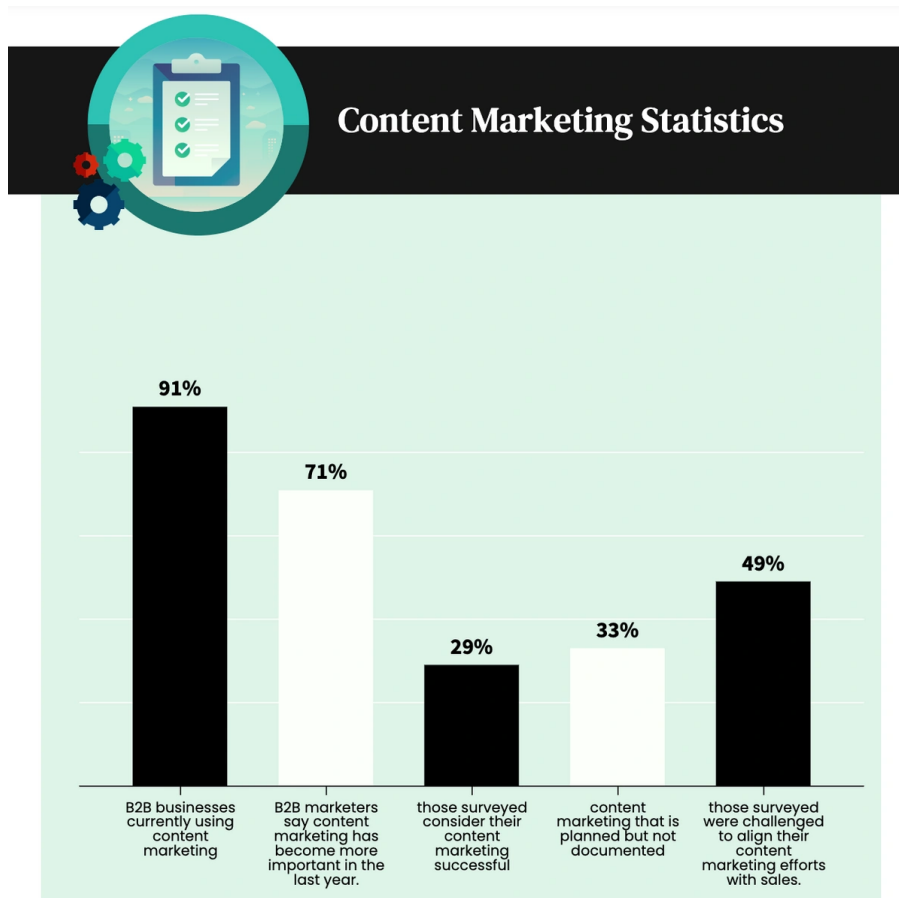
Modern technologies also help B2B companies make data-backed decisions, which have become a top priority in today's business realm with the rise of Big Data.

On that account, most B2B businesses are relying on SaaS software to enhance business performance and operational efficiency without investing in on-premise software that requires hefty funds and long deployment times.

But with so many SaaS entrepreneurs dominating across different verticals, it is extremely challenging for SaaS marketers to secure leads and generate sustainable growth for their business.

That's why we've compiled a list of the best **SaaS marketing strategies** companies can leverage to reach their target audience and grow their business. Let's hear them out.

1. Embrace SaaS Content Marketing



[Source](#)

Content marketing is one of the most rewarding [B2B marketing strategies](#), helping reach the target audience, drive website traffic and generate high-quality leads. Around [91% of B2B businesses](#) use content marketing as a primary growth strategy.

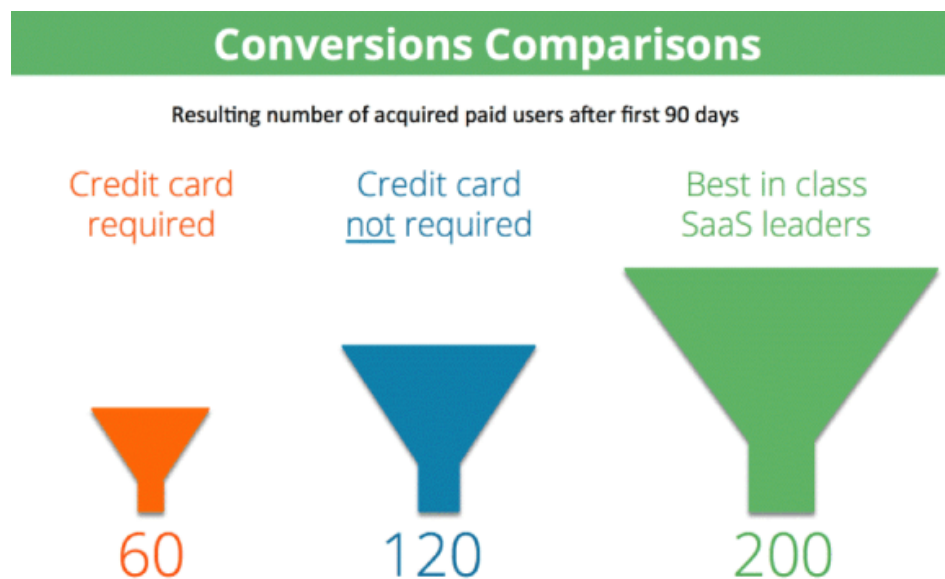
Creating content and putting it out there further helps to establish B2B SaaS brands as industry thought leaders, naturally upgrading brand image.

When developing a strategy for content marketing, it's important to prioritize quality, informative, and engaging content, designed to appeal to the target audience and help solve specific problems. In addition, all of the content must be well-optimized for SERPs so that when potential prospects search for answers, they are easily able to find you.

Also, creating various types of content pieces is crucial to make a massive appeal. This could include blog posts, flipbooks, e-books, case studies, etc.

A B2B brand with a good content strategy is Moz which has built a reputation with thought leadership content. The brand posts blog content almost every day and creates guides as well as features Whiteboard Friday Videos, which all help to generate qualified leads.

2. Free Product Trials



[Source](#)

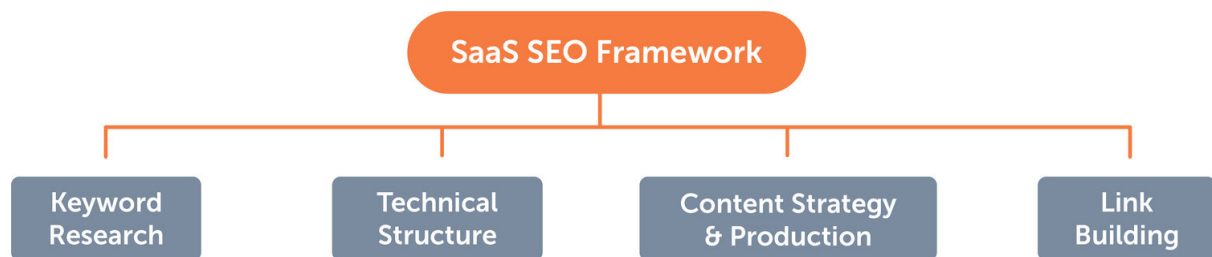
One of the best **SaaS marketing strategies** is to offer free product trials, typically self-serving, ensuring continuous lead generation with little marketing investment. Nothing beats offering a test drive of your product, and SaaS companies should consider making a trial available on their website or in their email campaigns.

This opportunity is not just to promote a product but also to highlight B2B SaaS companies' fantastic customer service and support. If the product is suitable, they might see a free trial convert to a paid subscription with no additional effort.

Furthermore, the end of the trial is also an opportunity to reach out to potential users and gather feedback on the product. However, it's essential to practice a few guidelines:

- Depending upon the complexity of the product, even in free trials, offer your users provide your users with a lending hand with setup and use. This could be through webinars, YouTube videos, one-to-one calls, etc.
- Make sure your signup process for a free subscription is straightforward. Otherwise, you will lose an excellent opportunity to generate leads. Do not ask for additional information such as full addresses, company details, university information, etc.
- Some SaaS companies often ask for credit or debit card information before offering a free trial. A valuable suggestion is to avoid asking for such details as it's a huge turn-off.

3. Practice Search Engine Optimization (SEO)



[Source](#)

Search engine optimization is also a **B2B SaaS marketing strategy** that more than often deals with optimizing websites and content for search engines. It helps to attract qualified leads to the B2B brand who are actively looking for related products or services. Additionally, SaaS marketers can build trust and authority with long-term SEO practices, ultimately increasing their website ranking on search engines.

The first step is to understand your primary prospects and uncover keywords they're using to search about your industry. It is followed by reviewing your content pieces and metadata, optimizing with keywords to improve ranking.

Also, additional unknown SEO tactics, such as link building and SEO-optimized landing pages and page clusters, help boost visibility for your business.

4. Invest Heavily in Email Campaigns

BENEFITS OF EMAIL MARKETING



[Source](#)

Around 4 billion people use email daily, making email marketing a must-use tactic for **SaaS marketing strategy**. In fact, [61% of B2B marketers](#) have stated that email marketing strategy helped meet their business goals. By sending out regular newsletters to subscribers, SaaS businesses can stay top of mind and build long-term, supportive relationships with prospects.

But SaaS marketers need to understand that email campaigns must not just be used to acquire new leads and generate conversions. It should be a consistent part of their marketing strategy to ensure client retention.

Notably, SaaS products often require assistance. Marketers can increase retention rates by regularly following up with customers via email and customer support.

Some best practices for SaaS email campaigns are:

- [According to HubSpot blog research](#) from 2021, B2B marketers reported that new product or feature announcement emails had the highest click-through rates.
- Share informative resources such as blog posts, white papers and YouTube video links.
- Inform prospective customers via email newsletters about discount offers or exclusive product launches.

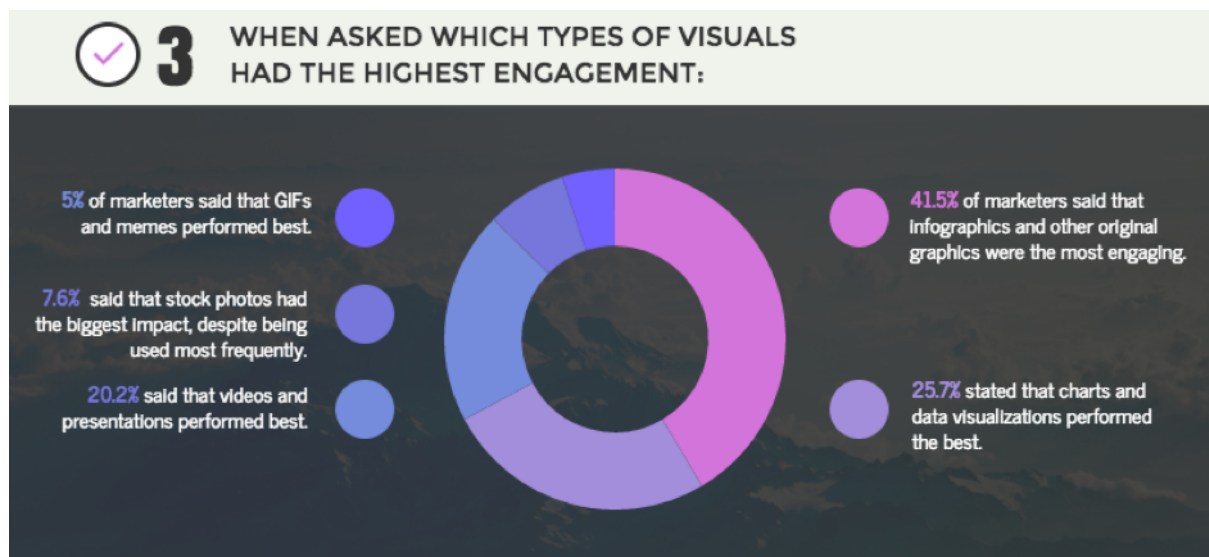
5. Interact with Social Media

Social media is one of the most powerful marketing tools, with over [4.26 billion users in 2021](#), a number expected to increase to nearly 6 billion in 2027, according to Statista.

This statistic, in particular, indicates that a large share of the audience is social, and B2B SaaS marketers must leverage this channel to extend content's reach and enhance brand awareness and engagement.

Furthermore, marketers can use social media to reinforce other marketing materials, such as infographics, product videos, and blog posts.

SaaS social media strategies that actually work are:



[Source](#)

- Collaborate with relevant social media influencers that the SaaS audience knows and follows
- Use visual content as it helps to break down complex information about SaaS products and technologies and is **preferred by most audiences as per [HubSpot report](#)**.
- On the other hand, Venngage, a design tool, found that data visuals, infographics, and videos are incredibly engaging.

- Create groups on social media where users can post questions and get answers from industry leaders.

6. Harness the Power of SaaS Review Sites



[Source](#)

A great **SaaS marketing strategy** is harnessing the power of SaaS Review Sites. Whether a company is new in the market or an established entity, potential customers often look for reviews and feedback before making a purchase. More precisely, [82% of buyers](#) find review websites valuable in their search.

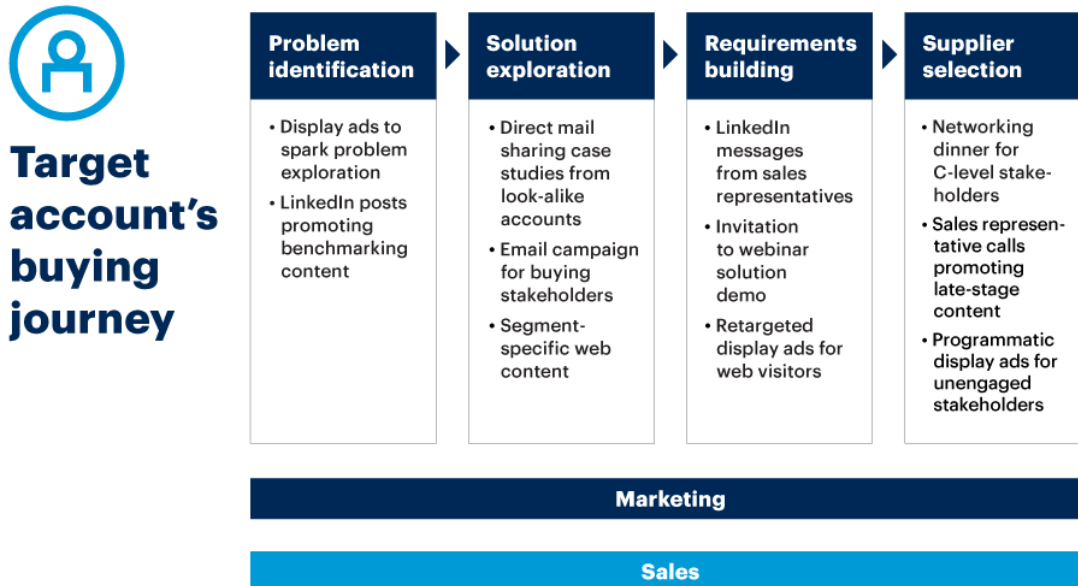
These platforms enable SaaS markets to connect with prospective clients and showcase the quality and benefits of using their solutions. Marketers can also share case studies, product features, and testimonials from other users to reinforce their brand image.

On the side, SaaS review sites also offer valuable marketing tools like web optimization and paid advertisements to help reach even more ideal customers as per B2B SaaS offerings.

Some prominent SaaS review sites are G2 Crowd and Capterra to gain exposure, website authority, and more insight.

7. Leverage Account-Based Accounting

Sample ABM Strategy



[Source](#)

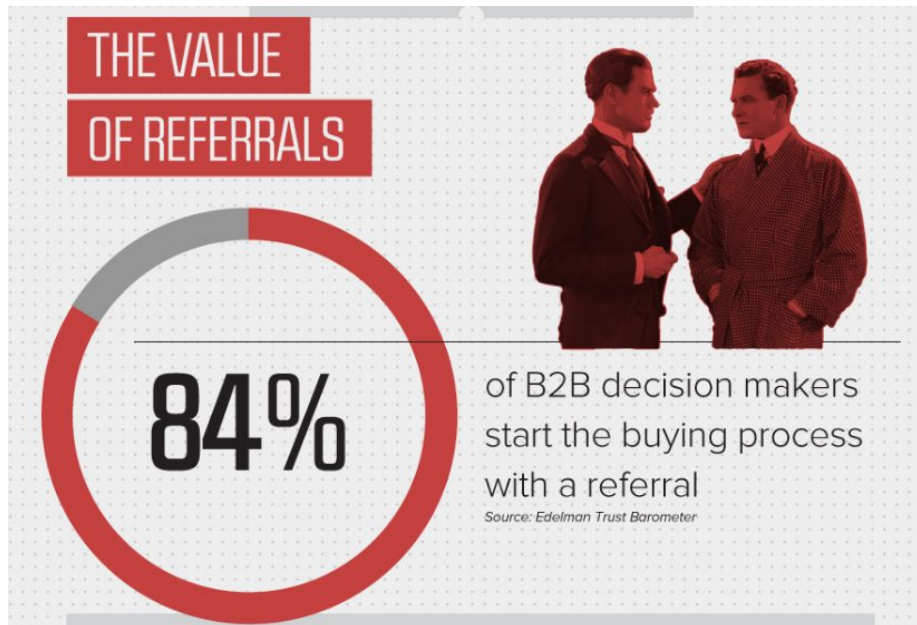
Account-based marketing is another great **B2B SaaS marketing strategy** that is often a personalized marketing approach to generate better-qualified leads.

This approach is a go-to for B2B businesses that sell to other companies. It enables marketers to tailor their sales pitches and marketing campaigns to the needs of a specific account, increasing conversion rates.

At the same time, ABM provides SaaS marketers with insights into which strategies work and which don't, so they can tweak their efforts to generate results.

The key to successful ABM is to research target accounts – pinpoint their specific needs and concerns, and tailor content to address them. Moreover, to enhance outcomes, follow a multichannel approach – emails, social media, online ads, and more.

8. Referral Marketing Is Important



[Source](#)

Referral marketing is how you encourage satisfied and loyal customers to refer your product or service to someone else. By building a B2B referral program, SaaS marketers can increase revenue, spend more effectively on customer acquisition, and boost sales.

According to a [study in the Harvard Business Review](#), around 84% of B2B sales are initiated through referral programs. Furthermore, the same study indicates that referred B2B accounts are four times more likely to buy a product.

Take a look at Plan M8, a yacht maintenance SaaS software that developed a referral program at the earliest stage of product development. When the company released its product, it offered personalized deals to authoritative individuals in their niche. The more yacht they bring on, the more premium benefits they will avail, including a limited-period loyalty program.

It is important to note that the reward cannot be something standard or basic; marketers have to give B2B audiences something worth their precious time. For instance, if SaaS businesses have developed a loyalty program that offers one-month access to premium features, give it a boost with two-month access and more benefits.

9. Focus On PPC Ad Campaigns

Key Metrics to Track PPC Campaign Success

Traffic-focused KPIs
• Quality score • Impressions • Click-through rate (CTR) • Average position • Impression share
Conversion-focused KPIs
• Conversion rate • Source and conversion tracking
Revenue-focused KPIs
• Cost per click (CPC) • Cost per acquisition (CPA) • Revenue on ad spend (ROAS)

[Source](#)

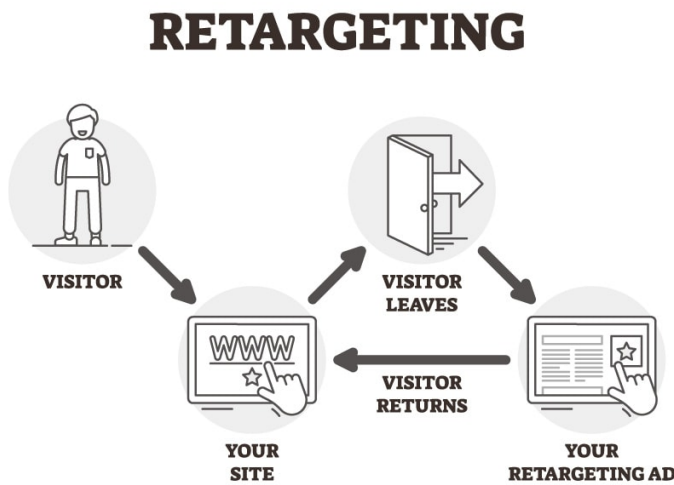
PPC, or pay-per-click advertising, has gained quite a popularity over the last few years as it helps B2B companies generate leads and sales cost-effectively. With PPC, marketers place ads on search engines such as Google and only pay when the prospect has clicked on the ad.

Furthermore, it allows companies to target those leads who are actively searching for your SaaS product or service.

Often, SaaS companies have seen higher results on Google with retargeting and text-based organic search advertisements. However, when it comes to PPC advertising for **B2B SaaS marketing strategy**, pay attention to the following points:

- Include relevant keywords in your Ad campaign that are being used by the audience to search within the industry
- Make sure to create compelling ad copy and include a persuasive Call-to-action (CTA) that encourages users to click
- A/B Testing is essential to identify which source offers the best conversions to optimize your PPC campaigns

10. Give Importance to Retargeting



[Source](#)

By prioritizing retargeting, B2B SaaS marketers can convince website visitors who have visited their online store but left without taking any action. Be it signing up for an email newsletter, leveraging a free trial, downloading an e-book, etc.

Retargeting tracks these people and then displays online ads to them as they visit other websites. Many B2B businesses lead the way in retargeting by offering more compelling ads that lure their audience back to the website.

Furthermore, some retargeting tools allow B2B SaaS marketers to re-engage prospects beyond website visitors. To that end, someone who opened your email or attended your webinar can also be retargeted.

Summing Up

With these B2B **SaaS marketing strategies**, SaaS companies can attract qualified leads, generate higher conversions, and increase brand awareness and engagement, ultimately increasing their company's growth.

However, it is advised that, first, before implementing any strategy, you identify your ideal audience segment alongside defining your marketing goals. With that information, you can select from the above strategies the ones that help you achieve your desired results from the above strategies.

Try experimenting with different marketing strategies and channels to ensure the best outcomes.