



The Great Big Marketing Toolkit:
Your Complete Guide to SaaS
Marketing

Introduction

This toolkit has been designed to help your SaaS business reach its potential. In this guide, you will find a comprehensive list of digital marketing tips and practices. From design to implementation, we help you take control of your marketing.

Content

The Great Big Marketing Toolkit is divided into five sections, each covering a different topic related to digital marketing.

1) Planning and Research

The first steps in your marketing journey. We show you how to create a marketing plan and the importance of audience research.

2) Branding and Messaging

In this section, we outline the fundamentals of branding and why you should have a clear and concise message.

3) SEO and Keyword Research

We explore the importance of SEO and keywords for increasing online visibility.

4) Online Networking

We show you how online networking via social media can help raise business awareness.

5) Managing Digital Presence

Tips and guidance on how to manage your social media and digital presence, including online reputation management and strengthening customer relations.

Planning and Research

Before designing a marketing strategy, you must first have a clear understanding of your goals. What is it you hope to achieve? Do your ideas align with your business objectives? You must **plan** your strategy before making your first move.

Planning includes audience research, which is perhaps the most important step. Never produce content without ensuring it meets the needs of your audience. Firstly, who is your audience? What are their needs? What are their pain points? How will your content fulfil their needs? Everything should be designed around the needs of your audience.

As a SaaS business, your audience will be the stakeholders in your business, from existing customers to potential customers. Converting people from *potential* customers into *paying* customers should be your main objective.

Therefore, conducting audience research is a necessity. But how do you research your audience? You could:

- Analyse statistics, such as Google Analytics
- Monitor social media comments and discussions
- Encourage feedback via social media or online forms
- Use search engines to find out what people are searching for
- Administer email surveys, or conduct interviews or focus groups

Meeting the needs of your audience is paramount. That is why audience research is such a crucial step when planning your marketing strategy. Use the data you collect to help you plan your marketing strategy.

Note: *Audience research is not only relevant during the planning stage. You should continuously research and analyse your audience to improve your existing business strategies.*

Once you have researched your audience, you must formulate a marketing plan. This will outline your objectives, how you are going to achieve them, and the results you expect to gain. It is important that you are honest with yourself. What are your realistic expectations? What is your unique selling position (USP)?

Tip: *It is worth designing a tactical plan to organise your workload and set tasks against objectives. Your tactical plan will keep you on track.*

A marketing plan should include the basics, from strategy and finance to task delegation. So, have a firm understanding of what resources you have available to achieve your plan.

Branding and Messaging

When designing your marketing strategy, you must ensure that it accurately reflects your brand. After all, branding is the identity of your business.

Among other things, your brand includes your business name, logo, slogan, and message. A strong business brand will convey who you are, what you represent, and what you offer. This can be achieved through clear and concise messaging. Indeed, every SaaS business should have a message.

Your message should tell a story. This story will be unique to your business, and should include:

- Who you are
- What service or product you offer
- Why you offer them
- How your service benefits your consumers or clients
- Why you are different (your USP)

Your message should be identifiable throughout your brand, from your website to your social media channels. Consistent messaging is key to successful brand promotion.

Ensure that your social media handles are consistent across all platforms. For example, if your business name is 'SaaS Business', then your Twitter handle should be @SaaSBusiness. Use this same handle for your Facebook, LinkedIn, or other social media pages. This will create consistency in your messaging and enhance the professionalism of your brand.

Tip: *Create hashtags that you can use across your social media platforms. Use these consistently and frequently so your audience can immediately identify these hashtags with your brand.*

When it comes to branding, visuals are just as important as your text. Choose a colour scheme that reflects the theme of your business. For example, an insurance company may opt to have a green colour scheme, as green is often associated with money. What will your colour scheme evoke? Remember, messaging isn't all about text; as the saying goes, an image is worth a thousand words.

Visuals are important for web design. Integrate your colours throughout your website to enhance your visual identity. Furthermore, you should choose an appropriate typeface for your website. Create a style guide to keep track of the fonts and visuals that you use. Any future content you develop should follow this style guide, ensuring uniformity.

When talking about branding and messaging, we must also mention tone of voice. If messaging is **what you say**, then tone of voice is **how you say it**. Adapt your tone of voice to the content you are providing. A blog, for example, will read differently compared to a landing page or information guide. The tone of your writing and other content will also depend on your target audience.

Once you have your brand message, you need to promote it. Your branding will be a key part of raising your business's awareness. Utilising testimonials across your content is a good way to back up what your clients are saying about you.

SEO and Keyword Research

Increasing the visibility of your SaaS business is the first step to growing your brand and attracting new customers. To raise your business awareness, you need to enhance your digital presence. The first port of call for most customers is a website.

If you don't have a website, create one. It's not enough to simply rely on a Facebook business page. Many small businesses make the mistake of relying on a social media page to increase their visibility. Consider what will happen if the social media platform stops working. Having a website is crucial if you want to be seen as a modern, professional business, especially because most people search for businesses online today.

Include links to your website on your social media accounts. By doing this, you will expose your website to a new audience, thus increasing your site traffic and click-through rates. As a result of this new traffic, you should be more visible in search results. The higher your site ranks on Google, the more likely you are to be seen without having to pay for adverts.

Your search engine rankings can be improved with search engine optimisation (SEO). If you are serious about growing your SaaS business, having a good standard of SEO is essential. SEO is a process by which you increase your visibility through organic web traffic. That means the number of times people visit your website and how long they stay and more.

So, how does SEO work in practice? Keyword research is a major part of SEO – this is where your audience research skills come into play. Discover what people are searching for on the web by doing a simple Google search. From this research, you can identify keywords to embed in your content. Keyword implementation improves the chances of people engaging with your content.

Tip: Do not overload your content with keywords. They should not be noticeable to readers. Integrate your keywords into your text naturally.

The keywords you choose should reflect what people are searching for. Let's say you are a SaaS company that provides CRM software. A possible keyword phrase might be 'CRM software for small business'. So, build a piece of content – a blog, article, anything! – around that keyword. But always remember: the more popular the keyword, the more competition you will face.

You can build entire pieces of content around keyword phrases. But don't litter your content with them. Ask yourself the following questions:

- How many times is my keyword phrase present in my text?
- Am I including one keyword multiple times?
- Or am I including multiple keywords?

Include as many keywords as you like – just don't make it obvious. Keep a list of keywords and update them regularly. At the moment using one keyword with 2-3 variations per page is idea. An up-to-date list of keywords will keep your content fresh and relevant.

As your SEO performance increases, so will your online visibility.

Tip: *SEO is a moveable feast, as with most digital marketing anything and everything changes. So it is best to keep updated by researching before implementing.*

Online Networking

While SEO is an extremely important method of raising business awareness, so is networking. When we think of networking, we often imagine events held at small conference rooms stuffed with large numbers of people. But networking also takes place in the digital space.

Indeed, you can't effectively network without social media. Choosing the most appropriate social media platform for your business is crucial. This is because each platform has its own benefits. For example, Twitter is a great way for businesses to directly **communicate** with their audience. LinkedIn, meanwhile, is the best platform to connect with fellow professionals and hiring.

Whichever social media platform you use, there will be networking opportunities. After all, networking is about **building a community**. But why should you spend time networking? How can it benefit your SaaS business? The benefits of online networking include:

- Building relationships with fellow professionals
- Opening up new business opportunities
- Gaining an insight into your market
- Increasing trust and credibility
- Learning from your peers

As you expand your network, the visibility of your business will increase. Furthermore, raising your brand's awareness among industry professionals is vital for building credibility. If your business is seen to be credible, people will be more likely to trust you. This should lead to an increase in business opportunities.

But how can this be achieved digitally? As we have mentioned, LinkedIn allows you to connect with professionals within your industry, as does the likes of Facebook. This is important, as building relationships can help you source new business opportunities. So, learn from your peers. Listen to what they have to say. Join online groups relevant to your business area. Take courses to enhance your business skills. Share articles, news items, or success stories. Read, listen, and continue to learn.

You can also join online workshops or virtual seminars. Attend videoconferencing talks from people willing to share their experiences. There are endless opportunities to expand your knowledge through networking. Not only will you learn new things, you will also gain insights into your market and your competition. This will only serve to benefit your SaaS business in the long run.

Of course, LinkedIn and Facebook are not the only social media platform to network on. There are many other platforms and finding where your tribe is 'hanging out' is important. Create a business page for your SaaS company, or join groups to interact with other businesses and professionals. Use the knowledge and contacts you gain from networking to help you provide fresh impetus to your business.

Managing Digital Presence

Now that you know the basics of digital marketing, it is time to manage your digital presence. This means getting the best out of your online platforms to maximise your SaaS business's potential.

Firstly, once you have chosen the best social media platforms for your business, you must integrate them with your website. This will make it easier for people to know which social media channels are associated with your business and to be able to follow you easily. To do this, add links to your social media platforms and consider having a social media feed on your website.

You should post regularly on your social media accounts. If you post a blog to your website, make sure you promote it across your social media channels. This will increase the exposure of your content and drive more clicks to your website. As we discussed in the Branding and Messaging section, ensure that your social media handles are consistent.

***Tip:** Maintain a social media calendar to manage your social media posts. Log which post is due out on which social media channel and at what time. This helps to organise your posting schedule.*

You should also keep track of the changes you make to your website by maintaining a website log. Additionally, use a content calendar to note all pieces of content that have been – or are yet to be – published. This should be a primary part of your content development strategy.

The quality of your content will affect how you are perceived online. Therefore, you must have a plan to manage your online reputation. This includes responding to customer complaints via social media or review sites. The key here is to **engage** with your audience. Engagement will help you manage any PR disaster. Respond to questions or issues raised by your customers publicly. As a result, you will be seen as a responsive and transparent business.

By engaging with your audience online, you will strengthen the relationship between your business and your customers. Consequently, you will be in a better position to attract new customers. The more you engage with your customers, the more they will engage with you. This should be a major part of your communications strategy. It should also help you retain your existing clientele, while also raising your business awareness among a new audience.

Engagement trumps everything – even the number of followers you have! After all, there is no point in having thousands of followers if they do not engage with you. You need to

consistently think of new and innovative ways to engage with your audience. From running social media competitions to distributing email campaigns, the opportunities are endless.

But to engage with your audience, you need to understand their needs. That is why audience research is so important. A great method of audience research – particularly for SaaS companies – is social listening. Monitor your social media channels for mentions and comments related to your business, software, or service. This will help you identify any problems before they can affect your reputation. You can then design and implement new strategies based on customer feedback.

Tip: *Improve your digital presence by adding your business to online directories. This will increase the number of links to your website (known as backlinks) and improve your SEO performance.*

Ultimately, managing your online presence will improve your business awareness and reputation. As a result, you should see an increase in visibility and engagement metrics. Translated: new customers, better reviews, and increased business growth! So, do not neglect to manage your digital presence. Think of it as housekeeping: the cleaner your house, the more compliments you will receive.

We hope you found this free guide helpful and relevant, please join us on:

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Please note: Information is continually changing and we will endeavour to keep this document updated. If you have any recommendations or changes, please do reach out.

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Oftentimes clients want to get on with what they are best at, and that's when we at New Media Ghost, **manage digital presence** for the client. We work for clients in the US, UK and Europe.

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