

CHECKLIST OF SAAS MARKETING STRATEGIES



OFFER A FREE TRIAL:

Free trials are an effective way to encourage companies to test-drive your software. Even if they don't decide to purchase when the trial ends, you're left with a solid lead for future ad and email targeting.

LEVERAGE SOCIAL PROOF:

Reviews, testimonials and other forms of social proof are very effective in convincing on-the-fence buyers to take the leap. You can leverage social proof by sharing testimonials on social media or in email campaigns.

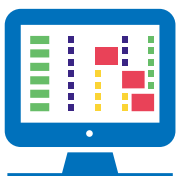


HOST WEBINARS:

Webinars are a great place for current and potential customers to voice their concerns and get any burning questions answered. You can also showcase how the application can help achieve key business goals for potential customers.

TAKE A STAND:

Many customers buy companies that reinforce their beliefs, whether that's human rights or net neutrality. Many successful companies take a stand on these issues, which has an added benefit of generating free publicity.



SHARE DATA:

SaaS companies that generate data can use that data to create meaningful research reports or whitepapers. Potential customers may find the data useful within their business when making key decisions.