

A collection of tips from content marketing professionals and entrepreneurs

The Founder's Guide to B2B

SAAS CONTENT MARKETING



EBOOK COMPILED BY SONAN DIGITAL

"Traditional marketing talks at people. Content marketing talks with them."
~Doug Kessler.

Contents

Chapter One: What is Content Marketing? [A Beginner's Guide]	4	Social Media For Targeted Content Marketing Distribution	16
What Exactly is Content Marketing? .	7	Targeted Content Marketing – Conclusion.....	17
Why Does Content Marketing Matter to Me?	8	Chapter Four: The Best B2B Content Marketing Strategies You Should Consider for Your SaaS Company	18
What Are the Stages of Content Marketing?.....	8	The Best B2B Content Marketing Strategies by Content Type	19
Awareness Stage	8	Blog Content	19
Consideration Stage	8	Video Content.....	20
Decision Stage	9	Case Studies	20
How Do I Get Started with Content Marketing?.....	9	E-Books & Whitepapers.....	21
Chapter Two: Content Marketing Benefits: Why Consider a Content Marketing Strategy?	10	Email Newsletters.....	21
Content for Awareness: Reaching Your Target Buyers.....	11	Chapter Five: The Complete CMS Guide For Your SaaS Blog.....	23
Content for Sales Enablement: Engaging With Prospects	11	Choosing the Right CMS	23
How to See Content Marketing Benefits?	12	WordPress CMS.....	23
Chapter Three: Targeted Content Marketing: What Groundwork is Required?	13	HubSpot CMS Hub.....	24
Targeted Content Marketing – Defining Your Buyers Persona	14	Develop a Content Calendar	24
Your Brand's Positioning In The Market.....	15	Social Sharing Automation.....	25
The Stages of Your Buyer's Journey	15	Chapter Six: SEO Copywriting Tips – What Are The Elements of Good SEO Copy	27
A Well Designed and Optimized Website	16	Considerations for SEO Copy	28
An Established CRM & Email Platform	16	Our List of SEO Copywriting Tips	28
		Clear Heading Structure with Your Target Keyword Present	28
		The Correct Amount of Keyword Density.....	29
		The King of SEO Copywriting Tips: Great Content	29
		Build Your Strategy with Our SEO Copywriting Tips.....	29



Chapter Seven: How to Repurpose your Content With a SaaS Email Marketing Strategy30

Step One: Select an Email Newsletter Tool31

Step Two: Choose a Template & Colour Scheme.....33

Step Three: Map Out Your Content and Images.....33

Step Four: Craft a Subject Line and Input Your Subscribers.....33

Step Five: Send and Analyze.....33

Chapter Eight: SaaS Social Media Strategy: Promoting Your Content35

..... **Error! Bookmark not defined.**

Selecting Your Social Media Channels36

LinkedIn: A Hub For Entrepreneurs and Business Leaders37

Twitter: Get Involved in Conversations37

Facebook: The Wide-Reaching Behemoth38

YouTube: Great for Informational Content38

Tik Tok: A New Entrant38

Executing On Your SaaS Social Media Strategy38

Consistency + Excellence = Money..39

SaaS Social Media Strategy Simplified: Scheduling Your Posts.....39

Getting Started on Your SaaS Social Media Strategy39

Chapter Nine: Content Strategy Alignment: Connecting Marketing, Sales, and Support..... 40

Content Strategy Alignment – Impacts by Function & Department..... 41

Content Marketing..... 41

Sales Enablement – Giving Your Team Tools 41

Your Sales Team – An Amazing Source of Content Ideas for Content Strategy Alignment 42

Support – An Often-Overlooked Component of Content Strategy Alignment..... 42

Achieving Complete Content Alignment..... 42

Chapter Ten: How to Analyze the Success of Your Content Marketing Through KPIs 43

Identify Your Content Marketing KPIs 45

1. Traffic 45

2. Engagement..... 45

3. SEO Performance..... 46

4. Conversion..... 46

5. Authority..... 46

Overview of Content Marketing KPIs 46

Chapter 11: SaaS Content Writing: How to Work With an Agency or Writer 47

Content Writing for SaaS: Finding & Selecting a Writer or Agency 48

Writer or Agency? Which is The Better Option 48



A Word of Warning: Avoid the Temptation of Commoditized Content	49
Questions to Ask When Selecting a Partner.....	49
Getting Started With SaaS Content Writing.....	50
Chapter Twelve: Conclusions	51





The background image shows a laptop screen displaying a presentation slide. The slide has a light blue and pink abstract design. At the top, it says 'We make you stand out!' in a cursive font. Below that, it says 'CREATIVE CAMPAIGNS' and 'Presentations are tools.' in a sans-serif font. Further down, it says 'UNIQUE CONCEPTS' and 'Presentations are tools.' in a smaller sans-serif font. A hand is visible on the laptop's trackpad. The overall scene is set on a white marble desk with a pencil and a mouse visible.

CHAPTER ZERO

INTRODUCING THE FOUNDER'S GUIDE TO B2B SAAS CONTENT MARKETING



SONAN
DIGITAL

Chapter Zero: Introducing The Founder's Guide to B2B SaaS Content Marketing

In the competitive world of B2B SaaS, scaling your company's marketing, sales, and customer service efforts is key to success. As you build your business, developing a systemized method to fill your marketing funnel and boost customer retention is vital. Content marketing, if done correctly, can assist you in this. With more and more B2B brands producing content to educate and entertain their audience, standing out is not easy. Buyers now, more than ever, expect content that is original, helpful, authentic, and concise.

Developing a winning and sustainable content strategy and presence can be a massive competitive advantage. In this guide, the Sonan Digital team plan on discussing how to create a winning content strategy. By introducing and exploring the many factors to consider when building out a content strategy, we hope to illustrate what is possible and how to get started.

Who Is This Guide For?

This guide is primarily designed to assist startup founders that are unfamiliar to content marketing and what is possible. The topics and ideas discussed in this eBook will be kept high level, with the exception regarding details on how to get started with a CMS.

About The Authors

This guide has been produced by the Co-Founders of [Sonan Digital](#). Located in Waterloo, Canada, Sonan Digital is a content agency specializing in B2B SaaS.



[Patrick Socha](#) is a B2B growth expert with experience working in the industrial automation and supply chain verticals.



[Megan Honan](#) is a seasoned journalist and writer with expertise in travel and healthcare tech content creation.



CHAPTER ONE

WHAT IS CONTENT MARKETING?



SONAN
DIGITAL

Chapter One: What is Content Marketing?

In the world of B2B, content marketing is king when it comes to long-term brand building. In the crowded world of outbound and performance marketing, an effective content strategy can set your brand apart. While many companies know this, it can be understandably confusing knowing where to start. Fundamentally, content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing content, such as relevant articles, videos, podcasts, and other media. This

approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to make a purchasing decision.

What Exactly is Content Marketing?

Content marketing is an umbrella term. It encompasses a variety of content that is produced to expose your brand to an audience— think blog posts, white papers, email newsletters, videos, social media, emails, etc. It is an extremely useful method of marketing that builds brand reputation and trust between businesses and customers. Perhaps the most important aspect of effective

The Key Components of Content Marketing



Define

Define your audience, business goals, and buying triggers first

Implement

Learn the buyer stages and develop the most effective content strategies through various channels

Analyze

Utilize data collection and analysis to further optimize your ROI

Optimize

Analyze your content campaign data and decide which ones to keep running



content marketing— it must be useful, digestible information that benefits the customer more than the business. Ultimately, if a customer thinks of you as a trustworthy partner that provides them value (for free) they're much more likely to choose you when it comes time to purchase.

Why Does Content Marketing Matter to Me?

In the modern world of B2B business, content marketing is the most prevalent, budget-friendly way to get in front of your ideal clients and customers. Not to mention, there is clear competitive advantage to those who choose to implement a winning content marketing strategy. We'll let the numbers speak for themselves.

According to Mailchimp:

- Businesses with blogs get **67%** more leads than other companies.
- **47%** of buyers view 3 to 5 pieces of content before engaging with a sales representative.
- Companies that use content marketing see approximately **30%** higher growth rates than businesses not using it.

Seventy-two percent of business to business (B2B) marketers say content marketing increases engagement and the number of leads they generate.



What Are the Stages of Content Marketing?

Content marketing is a long-term game. It often requires the attention of a full-time team, or at least a dedicated outsourced content marketer to constantly be implementing content that feeds into the buyer stages. The process includes the following: Awareness Stage, Consideration Stage, and Decision Stage. Here's how they work together:

Awareness Stage

The awareness stage is at the top of the funnel in content marketing. You'll want to brainstorm a list of the top questions your audience and customers have and put a plan in place to answer them. Focus on pain points and frequent challenges relevant to your business. Content should be focused on how-to or informational content models. There should also be little to no mention of your company or selling points.

Content to include in this stage: blog posts, articles, social media, e-books, how-to videos, roundup newsletters

Consideration Stage

This is where your content can start to have a slant towards your business. You'll want to continue to focus on the needs of the customer, but you can include some marketing towards the benefit of your product/service. The consideration stage is all about educating the customer on how you can meet their needs.



Content to include in this stage: case studies, white papers, explanation videos, worksheets

Decision Stage

Finally, you can turn your attention to sales and conversions. The focus of any decision stage content should be on your unique value proposition, a.k.a. why your product/service is the best choice for your buyer. While the content should still focus on the purchaser, you must drive home your ultimate differentiator within your market. Answer the question “Why should you choose us?”.

Content to include in this stage: buyer's guide, walkthrough video, research report, case studies, white papers, user-generated content (testimonial videos shared on social)

How Do I Get Started with Content Marketing?

Knowing where to start can feel completely overwhelming, but it doesn't have to be! Ultimately, you'll want to create a sustainable and manageable content marketing plan. Focus your attention on a few key pieces of content, rather than trying to do it all. For a smaller business, directing efforts towards blog posts, case studies and building an email marketing list will likely produce the highest ROI on time invested.



CHAPTER TWO

CONTENT MARKETING BENEFITS: WHY CONSIDER A CONTENT MARKETING STRATEGY?



SONAN
DIGITAL

Chapter Two: Content Marketing Benefits: Why Consider a Content Marketing Strategy?

Considering the benefits of content marketing? In the world of modern digital marketing, buyers can often be bombarded with options. They can compare and contrast alternatives faster than ever before, with ample information available and low friction. As a business growth leader, ensuring that you develop an awareness of what your brand stands for is key. The B2B buying cycle is often a lengthy one. In any given quarter, 95% of typical target buyers are not currently in-market. This presents both a massive challenge and opportunity. By focusing only on the bottom of your funnel, you can easily be bested by your competitors. That is where the benefits of a strong content marketing strategy come in.

Content for Awareness: Reaching Your Target Buyers

Large firms in the B2B SaaS space spend millions of dollars on the creation of strategic content. Examples such as Salesforce, HubSpot, and even LinkedIn with their Sales Navigator products come to mind. By engaging with their target audience through events, such as Dreamforce and Inbound, they've built their brands. Their audiences become aware of their products and services through information they enjoy.

In the world of B2B, this is often done poorly. How engaging is content that simply repeats product selling points? Instead, by creating content that is genuinely useful, you build trust. The emphasis should be on entertaining, educating, or helping visitors reach their goals.

This can take a variety of formats, from blog articles to videos, and live events. Effective content marketing can take many forms and exploring all the options is often key to developing a winning strategy. By strategically selecting the right medium and channel, you maximize your chances of developing a strong following and creating true value (and conversions).

As an example, let's say your product helps companies monitor their website performance issues and downtime. By creating content around the most reliable hosting companies, or easiest to use content management systems, potential buyers are exposed to your brand. They may not need your product yet, but clearly, website reliability is top of mind. You now can interact with them further by encouraging them to follow you on social media or subscribe to your blog for future posts on the topic.

Content for Sales Enablement: Engaging With Prospects

In the long buying cycle of B2B, it is often helpful for business leaders to give their sales team content to connect with buyers for a deeper relationship. Instead of another follow-up, your sales team can now provide resources that are



genuinely useful. This is called sales enablement content and can often be a huge differentiator. Buyers today are more information-hungry than ever before. By helping them through their buying journey, you can build trust and ultimately improve the likelihood of success.

How to See Content Marketing Benefits?

If there is anything that a great content creation strategy should revolve around—it is value creation. Companies often make the mistake of trying to extract results before building an audience. By first and foremost focusing on building your audience, you have a

shot of success. Often content marketing needs to be used in parallel with other performance-based marketing strategies. Therefore, it is often helpful to have two separate teams working on each. One focused on generating leads as cost-effectively as possible and the other on building an audience and establishing your brand. Content creation is often a long-term game, but if executed correctly—the potential results can be huge.

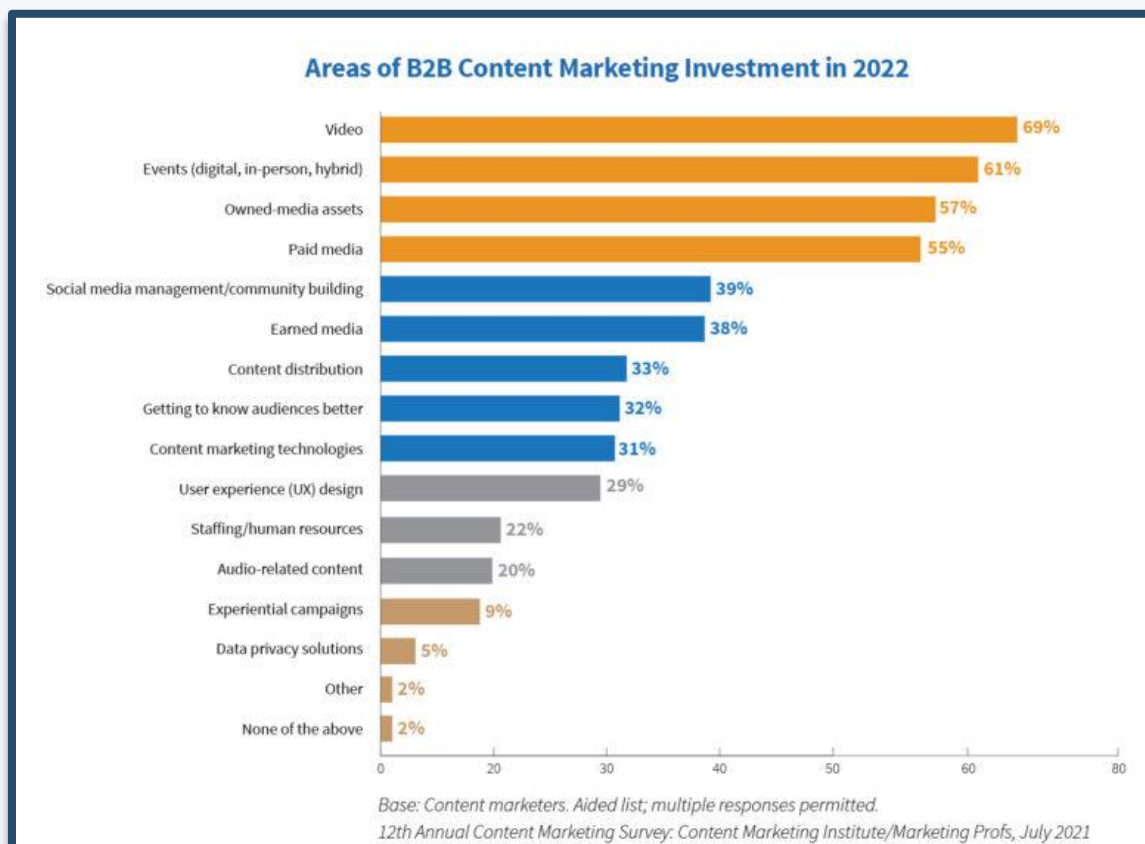


Figure 1 - Source: <https://contentmarketinginstitute.com/2021/10/b2b-power-content-marketing-research/>



CHAPTER THREE

TARGETED CONTENT MARKETING: WHAT GROUNDWORK IS REQUIRED?



SONAN
DIGITAL

Chapter Three: Targeted Content Marketing: What Groundwork is Required?

Upon implementing a targeted content marketing strategy, there are certain elements that should be in place for success. It is often easy to become consumed by creating content that serves no real purpose. Don't get caught in the trap of producing content aimlessly. Instead, create a strategy, put in effort, and build a brand that generates results.

In today's post, we will be outlining some of the essential components required to create an effective content strategy. This post aims to serve as a guide for some of the fundamental questions you should answer before implementing a content marketing strategy. We encourage readers to do a deep dive on all of the topics listed here.

Targeted Content Marketing – Defining Your Buyers Persona

As with any other form of marketing, you must understand the problem you are trying to solve. In the world of B2B, this can vary widely. Is your product or service for small business owners or enterprise customers? Are you looking to target buyers in a certain industry or geography perhaps? The more you analyze your current customers and establish a strong understanding of who most needs your product—the more effective your marketing will be.

For content marketing, clearly defining your buyer persona will also have a massive impact on your success. Tools such as SparkToro allow you to understand the demographics of users searching for a specific topic. By typing in a term, such as “accounting software” you will be able to see audience demographics, as well as the media sources they engage with. This can be extremely helpful in understanding their

interests and the information they are taking in.

In the example of Sonan Digital, we aim to serve the founders and marketing executives of B2B SaaS companies in North America who are looking to implement content marketing.

We encourage you, the content marketing visionary, to take the time



to execute this step carefully to see results. Lastly, one helpful resource at this stage is the free Buyer Persona Template from HubSpot.

Your Brand's Positioning In The Market

Once you understand who you are looking to serve, you must understand how to position yourself in the market. It is easy to simply exist in a segment, but often buyers will not choose you without a compelling reason. Take a good look around. Google your product or service offering. By developing an understanding of what your competitors are doing (or not doing), you can create a positioning strategy.

This is no easy feat and will often take refinement over time. Ultimately you want to have a compelling answer to the question, "Why would anyone choose us?". From there, you can begin to communicate what makes your product unique.

Connecting it back to a content marketing strategy, you can begin to develop a plan to target your ideal audience. By understanding who you are trying to draw in, you can begin to produce content that resonates deeply with them.

As a resource for this section, we recommend checking out the book *Positioning: The Battle for Your Mind*, by



Ries and Trout. Typically, companies have one of three choices, be the best (Lamborghini), be the cheapest (Suzuki), or be different in an extremely specific and polarizing way (Jeep).

The Stages of Your Buyer's Journey

In your content creation, it is often advisable to target each piece of content to a specific part of a buyer's journey. From targeting someone who is newly aware of their problem, to someone contemplating solutions—the content itself is different. You want to understand your buyer's journey as much as possible.

Looking at the example of accounting software, as an entrepreneur starts their business, they may be only using spreadsheets and realize they need a better system. They are now problem aware and have entered the awareness stage. Next, they'll look for solutions and identify potential options, such as hiring a full-time bookkeeper, implementing



desktop software, or using web-based software. They have entered the consideration stage and become solution aware. Once they have decided on a handful of web-based software options they will lastly look at how they compare. This is the final decision stage.

You can create content to serve your buyer across the entire journey, even into your sales or support team's processes. Map out all the potential steps and understand the questions along the way. Define your buyer's journey clearly.

A Well Designed and Optimized Website

As you begin to produce content and expose buyers to your brand, it is essential that your website is well developed. It all starts with conveying the right message. This should align with the information you identified in earlier stages. By creating your ideal structure and messaging first, you will allow buyers to understand your brand. Beyond that, by taking the time to design a well-functioning website, you will delight buyers through an attractive visual experience.

Furthermore, for the purposes of targeted content marketing, you must ensure that your site is well suited for the type of content you will be producing. If creating written content through blogs, using a CMS such as WordPress to organize posts will be crucial to scaling properly. There are also SEO considerations that must be considered, such as ensuring that your

website is fast and secure. It must also be easily indexed by the search engines with proper structure. If you are unsure about developing a proper website, we recommend seeking guidance at this stage to ensure you're set up for success.

An Established CRM & Email Platform

With targeted content marketing, you will often need a way to collect email addresses and nurture leads over time. A CRM and marketing automation platform, such as HubSpot, allows you to do both. By offering content such as eBooks, newsletters, and courses in exchange for email addresses—you can start developing relationships. This is often the way that content can be utilized to generate new leads.

HubSpot is a great choice at this stage, as it allows for easily creation of email collection forms, automated email nurture sequences, and even managing individual relationships with their CRM. While there are many options out there, ensuring that you have a CRM in place is the key to success. Furthermore, by collecting email addresses, you open the door to having direct relationships with your customers, rather than relying on social platforms entirely.

Social Media For Targeted Content Marketing Distribution

Lastly, to distribute the content you produce, you'll most likely be utilizing social media. Most experts recommend you start with one or two strategic channels to focus your efforts. In the B2B world, LinkedIn is an excellent



choice for many brands. With many engaged business professionals and strong organic reach, getting your message out there is easy. It will often take years to develop a strong audience. By focusing on consistency— results will follow.

Targeted Content Marketing – Conclusion

Congratulations! By laying down the groundwork, you have set yourself on the road to success. Ironing out all the details of your desired audience and brand will take time. The process never truly ends. But, by having a clear understanding and strong technical foundation, you can begin to develop your content marketing strategy.



CHAPTER FOUR

THE BEST B2B CONTENT MARKETING STRATEGIES YOU SHOULD CONSIDER FOR YOUR SAAS COMPANY



SONAN
DIGITAL

Chapter Four: The Best B2B Content Marketing Strategies You Should Consider for Your SaaS Company

With so many options available, you may be wondering what are the best B2B content marketing strategies for your SaaS company? Today, the online world has shifted, and the average buyer now consumes about 3-5 pieces of content before making any major purchasing decision—making content a vital aspect of any marketing plan.

Content should be the backbone of your B2B SaaS marketing content strategy. Serving as an inbound marketing generator, original content is one of the most effective ways to draw in customers and build trust. As a review, here are just a few reasons to consider a content strategy, especially in the SaaS space:

Establish brand authority– Set yourself apart as the expert within your field and build brand authority. This not only demonstrates how well you know your product, but your customers as well.

Empower your customers–Buyers no longer want to engage in long conversations with sales reps. They want to have all the information (i.e. content) at their fingertips in order to make a quick and informed decision.

Gain new customers through SEO–Now more than ever, it's easy to target your ideal customer through keyword research and SEO best practices. By

choosing specific words and earning backlinks, your perfect customer can easily find you and you'll climb the page rankings in Google.

Build customer loyalty- By offering useful advice and valuable content that best serves the customer, the buyer will think of you when it comes time to make a purchase.

In this post, we will be diving into the best B2B content marketing strategies grouped by content type.

The Best B2B Content Marketing Strategies by Content Type

Blog Content

Educational and user-focused blog posts are perhaps some of the most effective content types to highlight specific features of your SaaS product or outline how to overcome challenges. Your audience (i.e. potential customers) want to come to an industry expert to solve their problems. If you can be an industry thought leader—you'll be top of mind when making a purchase.

Here are some examples to consider based on the sale cycle stage:

Awareness Stage: Industry news, research analysis

Valuable information is the number one way to acquire customers. If your brand can become the go-to source for industry news, this not only helps build brand authority—but customer trust. The focus here should be on B2B SaaS news



and research, not your specific product.

Example: 'LastPass Research Finds 92% of Businesses Believe Passwordless Authentication Is in Their Organization's Future'

Consideration Stage: How-to blogs, listicle blogs.

Content at this stage should highlight how your software works and why the customer should consider your product to solve their problem.

Example: 'How To Use Our Hotel Management Software To Never Experience Overbooking Again'

Decision Stage: Product updates, team interviews, case studies

Now is the time to convince your readers to make a purchase! In the SaaS world, monthly customer retention is often the goal for your software, so content should be focused on exciting, engaging new features within your product. If you're focused on targeting new customers, they'll want hard proof your product is the right fit for their needs. The focus here should be on standing out in a strategic way. Why is your product the best for their specific use case?

Example: 'Rock Content Increases Annual Recurring Revenue 650% with the Help of the HubSpot CRM Platform'

Video Content

Today, more than ever before people are consuming video content over all other forms of media. On average, people watch 30 minutes of video on their smartphones every day. Video content can provide short spurts of informative

content in a very compact way. Blogs with video within the B2B SaaS world, attract three times as many inbound leads as blog posts without video.

Customers also have a very short attentions span, so consider creating a video that highlights the features of your product, or a how-to tutorial in 30 seconds or less- which provides information in an accessible, bite-sized format. How-to videos are an essential part of any SaaS company's content strategy because they make the explanation part incredibly easy.

Have a new software that no one knows about? Create a video showing customers how it works and how it solves their specific problem.

Case Studies

One of the best B2B content marketing strategies is implementing case studies into your arsenal. Customers love to connect with a personal story and build trust upon learning how your software or tool helped someone. 88% of people are influenced by testimonials and treat them like a recommendation from a friend. Case studies are like testimonials on steroids. Try creating a case study video, which is far more engaging than text. They don't need to be particularly in-depth, but they do need to cover the basics:

- A real customer interview
- A quick shot of the customer experiencing your product



- A 'before and after' of how life/businesses has changed since discovering your product

A case study in this format tells a story and feels authentic, which creates high-level content marketing that inevitably leads to a long-term influx of customers. As an example, HubSpot does this flawlessly showcasing how their product helped those in the SaaS space.

E-Books & Whitepapers

While e-books & whitepapers are not always the best content piece for the average company, in the B2B SaaS space they're an important aspect of marketing. Whitepapers and e-books are key for demonstrating authority and thought leadership.

A best practice within a content marketing strategy is often to distill the information into serviceable information. But when it comes to whitepapers, it's okay to get a bit nerdy. Now is the time to provide scientific information on how your software will help solve the customer's exact pain points and problems. Whitepapers are lengthy and should include aspects such as graphs, infographics and illustrations that help provide context to technical concepts.

One key tip: While blogs should always be readily available, consider providing access to whitepapers via email sign-ups for ultimate lead generation.

Email Newsletters

While some may say email is a dying form of content, we happen to think it is one of the most vital. While all other content-sharing platforms could disappear tomorrow, with email you have complete ownership over your contact list. Those who have chosen to sign-up for your email newsletter have a clear interest in your product and there is no shelf-life to the content. Customers can reference it again and again in their inbox.

Email newsletters are also a great way to re-purpose content. You don't need to come up with an entirely new strategy, just re-purpose your blogs, videos, and case studies into a visually appealing package sent straight to your customer's inbox. This is a vital way to help keep current customers engaged with your software, as you share helpful tips on how to use the product, as well as new functions as they become available—boosting long-term customer retention.

These are endless best practices when it comes to B2B content marketing strategies, but we think these top five strategies will give you a good foundation. Building out a proper content pipeline will not only serve as an in-bound lead generator, but it will also help establish your SaaS company as an authority within the space.



CHAPTER FIVE

THE COMPLETE CMS GUIDE FOR YOUR BLOG



SONAN
DIGITAL

Chapter Five: The Complete CMS Guide For Your Blog

For companies in the B2B SaaS startup world, one of the most important (and free) marketing tools available is blogging. While many founders and marketing executives know they need to incorporate a blog into their content plan, it can be overwhelming deciding where to start and which CMS to use.

From choosing the right content management system (CMS), to developing a content calendar, to setting up social sharing automation—there are a few key steps to setting up a blog that will serve as an inbound lead for your company.

This step-by-step guide will take a thorough look at what you need to know to start a blog to improve inbound marketing for SaaS companies. And while our guide is meant for those in the beginning stages of a business, it's also relevant for any business that wants to get in the blogging game.

Choosing the Right CMS

One of the first steps to setting up a SaaS blog is to select the right content management system. As your content

library and team grows, having a CMS in place will help effectively grow your content strategy. There are a few leading industry providers to choose from. Below, we delve into which company may be the right fit for you and your team.



WordPress CMS

With a powerful CMS platform like [WordPress](#), you can log in to your website dashboard and use a simplified interface to create your web pages, add content, and customize the

design. Then the CMS does the hard work of creating the code for you. Perhaps one of the best aspects of WordPress is the option to choose a theme. Themes are pre-built templates that you can apply directly to your website to change the appearance, such as text, colours, layout and other aspects. The company offers thousands of options for customizable themes ranging from free to \$\$\$ to implement.

Once inside the CMS Content Editor, you can write your text, stylize it, and publish. The system offers a no-hassle publishing solution that allows for multiple users, post scheduling and easy customization. For even further benefits, WordPress supports plugins and extensions. Plugins are like apps for the



smartphone, they offer additional features and functions to your blog that are not built in. Some of our favourite features include SEO plugins, as well as chatbot plugins.

While there are multiple other choices, such as Wix, WooCommerce and Drupal—the above platforms are the most popular and easy to use.

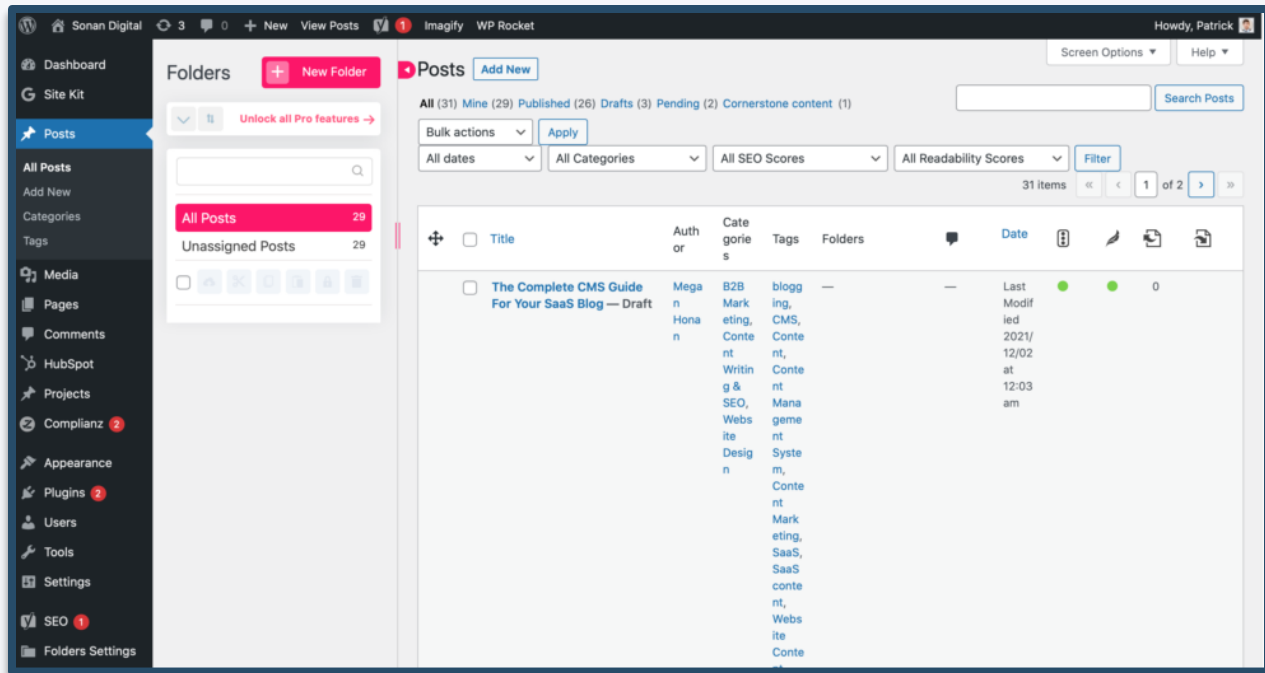


Figure 2: Organizing Blog Posts within WordPress

HubSpot CMS Hub

If you're already using HubSpot for your sales process, you may want to consider adding on their [CMS Hub](#). Backed by HubSpot's CRM tools, customers have reported enjoying a seamless digital experience. Users can also enjoy the use of personalized pre-built themes. As a bonus, there is little to no technical skills required to get up and running with a drag and drop editor available. The CMS Hub offers conversion across every device and includes five variations of each page. Ultimately, HubSpot is great for those already utilizing its power, offering easy integration into a dedicated workflow.

Develop a Content Calendar

After you've chosen your desired CMS platform, it's time to move onto content. While we've outline [why you need to incorporate content into your marketing strategy](#), as well as the [best forms of content for your SaaS company](#)—now it's time to put your plan into action. To start, consider building out a content calendar. A content calendar is a planning tool for outlining upcoming content output. Whether for a blog or social media, the content calendar will help track your team's content creation workflows and monitor publishing dates.



THE FOUNDER'S GUIDE TO B2B SAAS CONTENT MARKETING

A content calendar doesn't have to be fancy. Simple tools like Excel can be used, as well as more advanced options like [Airtable](#) or [Monday](#).

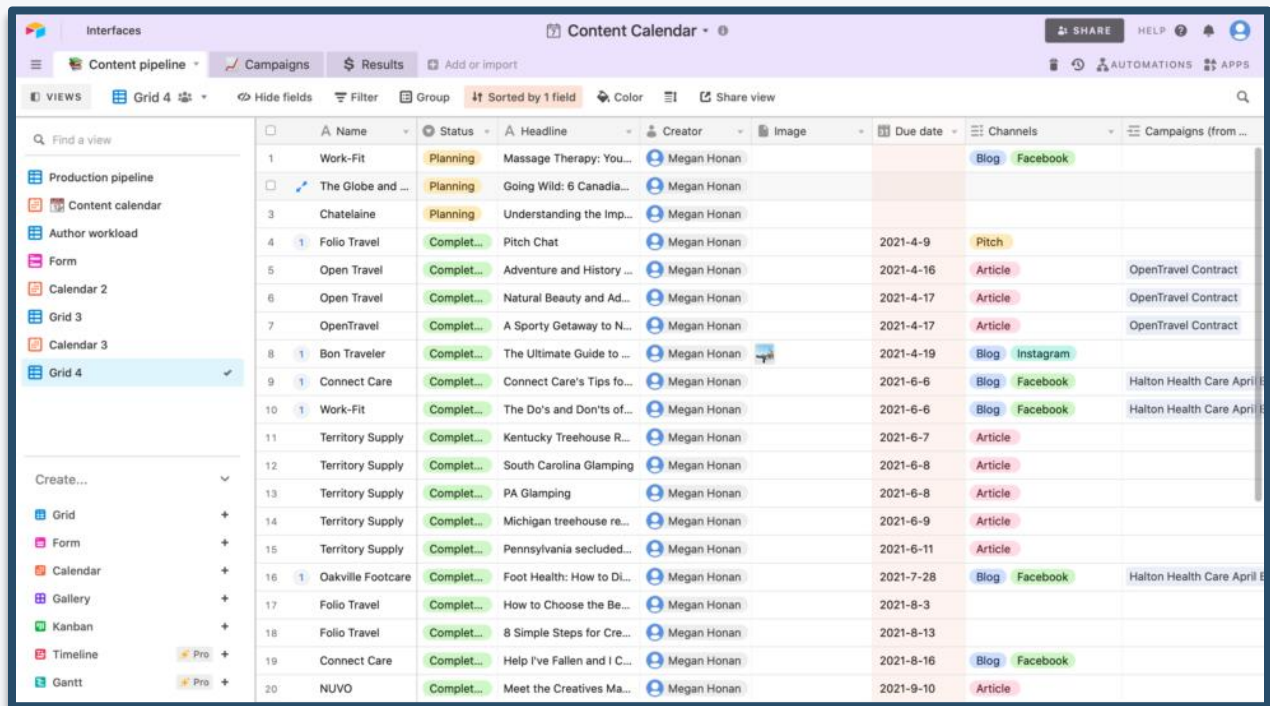
A content calendar needs to include the following information:

1. Working Title
2. Content Creator (Important for larger teams to keep track of ownership)
3. Channels (identify where the content will be shared, i.e. blog, Facebook, Instagram, LinkedIn)
4. Keywords
5. Submission Date
6. Published Date
7. Link

While you can build this out as far as one year in advance, we like to complete our content calendar once a quarter to remove idea fatigue. Once you can visualize your content strategy, it's time to start assigning the work and building out your library. If you are short on time, consider outsourcing your SaaS content creation strategy to a content agency, like [Sonan Digital](#).

Social Sharing Automation

What's the point of having great content if no-one is reading it? While creating the content is vital, so is implementing a social media sharing strategy. It's important to do research beforehand and find exactly what platforms your customers are using. Is it LinkedIn? Instagram? Twitter? Regardless of which, you'll want to create quick, engaging text introducing the longer form content you've created. To make the content



	Name	Status	Headline	Creator	Image	Due date	Channels	Campaigns (from ...)
1	Work-Fit	Planning	Massage Therapy: You...	Megan Honan			Blog Facebook	
	The Globe and ...	Planning	Going Wild: 6 Canadia...	Megan Honan				
3	Chatelaine	Planning	Understanding the Imp...	Megan Honan				
4	Folio Travel	Comple...	Pitch Chat	Megan Honan		2021-4-9	Pitch	
5	Open Travel	Comple...	Adventure and History ...	Megan Honan		2021-4-16	Article	OpenTravel Contract
6	Open Travel	Comple...	Natural Beauty and Ad...	Megan Honan		2021-4-17	Article	OpenTravel Contract
7	OpenTravel	Comple...	A Sporty Getaway to N...	Megan Honan		2021-4-17	Article	OpenTravel Contract
8	Bon Traveler	Comple...	The Ultimate Guide to ...	Megan Honan		2021-4-19	Blog Instagram	
9	Connect Care	Comple...	Connect Care's Tips fo...	Megan Honan		2021-6-6	Blog Facebook	Halton Health Care April
10	Work-Fit	Comple...	The Do's and Don'ts of...	Megan Honan		2021-6-6	Blog Facebook	Halton Health Care April
11	Territory Supply	Comple...	Kentucky Treehouse R...	Megan Honan		2021-6-7	Article	
12	Territory Supply	Comple...	South Carolina Glamping	Megan Honan		2021-6-8	Article	
13	Territory Supply	Comple...	PA Glamping	Megan Honan		2021-6-8	Article	
14	Territory Supply	Comple...	Michigan treehouse re...	Megan Honan		2021-6-9	Article	
15	Territory Supply	Comple...	Pennsylvania secluded...	Megan Honan		2021-6-11	Article	
16	Oakville Footcare	Comple...	Foot Health: How to Di...	Megan Honan		2021-7-28	Blog Facebook	Halton Health Care April
17	Folio Travel	Comple...	How to Choose the Be...	Megan Honan		2021-8-3		
18	Folio Travel	Comple...	8 Simple Steps for Cre...	Megan Honan		2021-8-13		
19	Connect Care	Comple...	Help I've Fallen and I C...	Megan Honan		2021-8-16	Blog Facebook	
20	NUVO	Comple...	Meet the Creatives Ma...	Megan Honan		2021-9-10	Article	

Figure 3: Sample Content Calendar Using AirTable



visually appealing, [Canva](#) is a fantastic tool for creating quick graphics on the go.

Once you've established where your audience is, start sharing and perhaps even paying to boost posts. For ultimate ease, find a social media automation platform where you can plan each post in advance. Companies, such as [Semrush](#), will allow you to pre-plan your social content and schedule a time to push the content live. This saves countless hours of planning and allows for hands-off integration into your strategy.



CHAPTER SIX

SEO COPYWRITING TIPS – WHAT ARE THE ELEMENTS OF GOOD SEO COPY



SONAN
DIGITAL

Chapter Six: SEO Copywriting Tips – What Are The Elements of Good SEO Copy

In the world of content creation for business, SEO (Search Engine Optimization), is often a key consideration. In this post, we provide the most fundamental SEO copywriting tips to ensure your posts are reaching their target audience. If you are new to the world of content marketing and SEO, we recommend you check out our post on [SEO 101](#).

Considerations for SEO Copy

While there are many factors that come into play when developing an effective SEO strategy, ranging from keyword research to technical website design, good SEO copy is essential. Google, when deciding on search rankings through its [algorithm](#), considers many factors. Through crawling, Google reads the content of each page, primarily text. To understand what each webpage is about it reads headings, links, the body of the text itself, and much more. By tailoring your copy to the keyword that you are trying to target, you show Google that your page is relevant to that search.

Structuring your SEO copy is essential to properly rank for keywords. One of the easiest ways to improve your copy, if you are using WordPress is the free [Yoast SEO](#) plugin. If you are using a different CMS, you can use other writing assistants such as [SEMrush](#), which can

connect with Google Docs. Once you enable these tools, they will help you in implementing the following SEO copywriting tips.

Our List of SEO Copywriting Tips

1) Clear Heading Structure with Your Target Keyword Present

The first and arguably most important factor of SEO copywriting is to use a clear heading structure that includes your target keyword. By properly ranking your headings from <H1> down to deeper levels, you create a clear structure of ideas. This will not only assist your reader in understanding your content, but also helps Google crawl your page. Specifically regarding <H1> tags, be sure to only have one throughout your article. For more information on effective heading structure, check out this post from [Yoast](#).



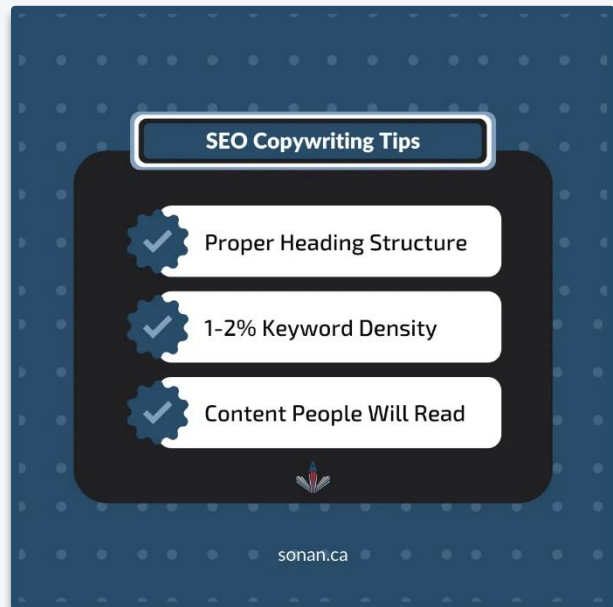
2) The Correct Amount of Keyword Density

Regarding the body of your content, there is a fine balance that must be struck between including your keywords and over-optimizing or “keyword stuffing”. Keyword density is calculated by “number of times your keyword appears” / “total number of words”. So, let's say your post targeting “SMB Accounting Software” mentions that keyword 10 times in a 1000 word article, the keyword density would be 1%. As a rule of thumb, experts [suggest](#) that you should aim for a keyword density of 1-2%. Any less and the article is irrelevant, anymore and Google will suspect you of “keyword stuffing” and possibly penalize you.

3) The King of SEO Copywriting Tips: Great Content

While the technical elements of SEO copywriting are important to factor in, one essential factor to the amount of traffic you will receive is the number of other pages that link to your page. By taking the time to produce helpful and original content, you will gain readers and attention. Often articles that produce original research are referenced more regularly. Instead of focusing primarily on content quantity, quality should also be a massive consideration. Write things people want to read. Write things that people want to share. By keeping this top of mind, you can make the most impact.

Build Your Strategy with Our SEO



Copywriting Tips

While SEO copywriting can seem daunting at first, by simply getting started, you will improve over time. SEO content creation is an extremely long-term game compared to most other forms of marketing. As you build your library of content and links, you will only then begin to see results.



CHAPTER SEVEN

**HOW TO REPURPOSE
YOUR CONTENT
WITH A SAAS EMAIL
MARKETING
STRATEGY**



SONAN
DIGITAL

Chapter Seven: How to Repurpose your Content With a SaaS Email Marketing Strategy

So you've spent all this time producing killer content—great! But perhaps over time, you're feeling drained and experiencing writer fatigue. You don't have to constantly turn the wheel. Instead, consider repurposing your content through SaaS email marketing. By creating a monthly email newsletter, you can re-share your blog content to your subscribers and gain a larger reach.

Wondering how to get started? Follow along with our checklist to start repurposing your SaaS content into an email newsletter:

Step One: Select an Email Newsletter Tool

There are hundreds of email newsletter tools for re-purposing content, but the industry leaders are Mailchimp and HubSpot.

Mailchimp offers an easy RSS feature, which means you can set up an RSS email campaign to automatically share new posts to your subscribed contacts. This type of campaign pulls in RSS (Real Simple Syndication) content and emails it to your audience based on a recurring schedule you choose. To set up an RSS feed for your WordPress site, visit [FetchRSS.com](https://fetchrss.com) and follow the simple steps provided.

HubSpot is another great option, offering easy plug and play template options that work with the rest of the tools within HubSpot's suite. HubSpot's CRM provides valuable insights into



Repurposing your Content With a SaaS Email Marketing Strategy



EMAIL NEWSLETTER CHECKLIST

For re-purposing your SaaS blog content

STEP 1. SELECT AN EMAIL NEWSLETTER TOOL



STEP 2. CHOOSE A TEMPLATE & COLOUR SCHEME



STEP 3. MAP OUT YOUR CONTENT & IMAGES



STEP 4. CRAFT SUBJECT LINE AND INPUT SUBSCRIBERS



SEND AND ANALYZE!



customer behaviours and informs your messaging. With historical data, you can easily target the users most suited for the content you're sending.

Step Two: Choose a Template & Colour Scheme

Once you choose your email provider, you'll want to start looking at templates. If you're not familiar with designing emails, pre-built templates will save you countless hours. Both Mailchimp and HubSpot offer easy to use template designs. Using a template will give you an idea of how your newsletter will look before writing copy. That way, you'll know exactly how much space you have to promote a piece of content. With your chosen template, you'll have the chance to customize. Consider adding your logo, selecting a colour scheme that reflects your brand, as well as fonts.

Step Three: Map Out Your Content and Images

This should be the easiest step, as we are simply re-purposing blog content. Select your top performing blog posts from the month. From there, compile a catchy headline, image, intro blurb and paste them into the body of your newsletter. Most people keep the copy short and sweet to encourage click-throughs to read the full post. Rinse and repeat this step for each piece of content you wish to include. To keep things engaging, try to include at least one video into your newsletter as well. Don't forget to edit your email thoroughly — maybe even send it on to one of your teammates for a once-over.

Step Four: Craft a Subject Line and Input Your Subscribers

Subject lines can be a make or break for your newsletter and determine whether they're ever read. One specific strategy that can be used for SaaS companies is including an immediately actionable value proposition in the subject line.

You may have to try multiple methods, but we've found that having a sender name from a real person increases the chance of opens and click-throughs. Try running an A/B test to see if it works for you, too. Whatever you choose, make sure it's something recognizable so recipients aren't confused as to why they're receiving your email.

When it comes to uploading your subscriber list, most platform will allow you to download your list into an Excel spreadsheet, this can then be re-uploaded into your newsletter platform to instantly access and segment subscribers. Easy as 1-2-3.

Step Five: Send and Analyze

Congratulations! You've completed your first SaaS email marketing campaign, all while re-purposing your content. Both previously mentioned newsletter platforms offer live feedback, so you can watch to see who opened your email, click through rate, links clicked on and so much more. Spend time after you've sent out your campaign to sit down and analyze the data for future newsletters. You may want to try a different format, or perhaps you've noticed a certain kind of content performs better than others. As time goes on, the more newsletters



you send, the more data you will have at your disposal.



CHAPTER EIGHT

SAAS SOCIAL MEDIA STRATEGY: PROMOTING YOUR CONTENT



SONAN
DIGITAL

Chapter Eight: SaaS Social Media Strategy: Promoting Your Content

In our earlier blog posts, we discussed how to create a content strategy. Once you have decided on the strategy, target, and format of your content, how you will distribute it is a major factor in ensuring success. In today's post, we will discuss which social media channels are most relevant in B2B SaaS, and how to go about best utilizing them to grow your business. With the right SaaS social

media strategy, you can maximize your growth rate and chances of success.

Selecting Your Social Media Channels

As the world of B2B has continued to develop, more and more B2B decision-makers are using platforms such as LinkedIn, YouTube, and even Tik Tok on a daily basis. While it may be tempting to pursue all these channels at once, a focused strategy is often recommended to develop a dedicated following on a single platform first. Evaluate your options carefully, as it will be a major investment of time and energy.



Social Media Strategies: 3 Steps to Success

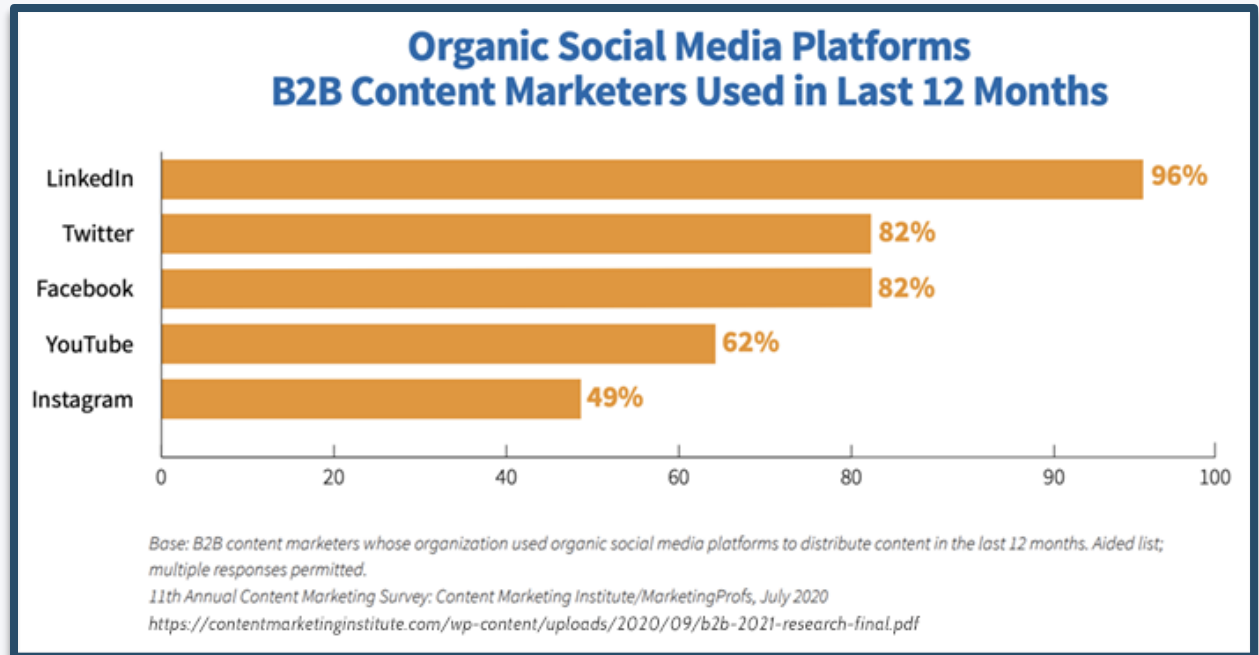
- 1 Choose Your Social Network Wisely**

We need to know where our audience is and what they think of us. Don't think that you have to be on every social media network. Your audience may only be active on two social networks. Choose your social networks wisely. There is no need to be on every social network.
- 2 Create and utilize a content calendar**

Make sure you give your audience interesting, meaty content - they are waiting for it. You can't just "wing it". There is no such thing as accidental success. Planning and execution are the two ingredients that make up a successful social media strategy.
- 3 Engage more and more**

Once you've established a content plan, use social media to connect with your customers. Don't be afraid to add people first. If you made a connection at a recent event or had a great conversation with a customer, find them, follow, add friend, etc. Make your engagement personal.





LinkedIn: A Hub For Entrepreneurs and Business Leaders

[LinkedIn](#), with its specific focus on business-minded professionals, has developed a massive following. It is an attractive option due to the amount of decision-makers present. Its users tend to be career or business-minded with lots of senior executives. Furthermore, it supports a wide variety of media formats. Both users and business accounts can share anything from short text blurbs to images, and videos. Developing a following on LinkedIn can also be very valuable with its strong organic reach. As a company, you can also create private groups for your customer communities, run paid ads, and even host events.

Due to all the factors mentioned above, it remains one of the top options we recommend considering. With so many aspects that are attractive for B2B, LinkedIn is hard to ignore.

Twitter: Get Involved in Conversations

Another mature platform that has a wide following of dedicated users, especially in the US, [Twitter](#) can be a great tool to share short posts and content. Focusing on journalists and celebrities primarily, it can serve as a helpful tool to understand what is new and trending in your vertical. Furthermore, you can listen to users who mention your industry and start a conversation with them, generating valuable exposure.

Many companies use Twitter to test which content topics will resonate well with their audience. By posting bite-sized snippets that resemble blog and video titles, you can measure the number of retweets and likes that each receives. From there you can generate full-length content on those topics.



Facebook: The Wide-Reaching Behemoth

[Facebook](#), with its billion-plus users, extends its reach to all corners of the globe. Serving as the dominant social media platform for personal use, it offers amazing reach. Due to this and its well-developed display ad platform, many companies see value in using it. Facebook groups can also be valuable in hosting your community. Unlike LinkedIn, developing an organic following on Facebook as a business profile can be very difficult. If you are willing to pay to promote your content, it can serve as a viable option.

Facebook, or Meta, also owns Instagram. Since B2B content is typically less visual in nature compared to B2C, we typically suggest only considering Instagram if you are willing to invest in original visual content.

YouTube: Great for Informational Content

As an established platform, owned by Google/Alphabet, [YouTube](#) serves a unique niche. If you are planning extensive video content, YouTube is a top option. Viewers typically come to YouTube to view content on a specific topic. How-to videos through their search analytics perform very well. By carefully targeting this search traffic through keyword research you can develop a following.

If you provide content in a specific niche, such as accounting software, creating complementary content can be a great way to boost exposure. Due to its

mature state, and the number of full-time content creators, developing an organic following can be slow going at first, but worth the effort.

Tik Tok: The New Kid on the Block

[Tik Tok](#), with its younger audience of followers, can be helpful in generating a following on a budget. Offering very strong organic reach and relatively little competition, it is worth considering. If you can produce a pipeline of short videos for your topic, the viewers are there. Given that many B2B SaaS products solve more complex problems, this might not be an easy task for your vertical.

Executing On Your SaaS Social Media Strategy

Once your cornerstone social media channel has been selected, it's time to start sharing. Take the time and effort to create helpful and original content. You can begin by sharing your posts with attention-grabbing blurbs once they've been produced. Beyond that, you can also mix things up through the creation of infographics, webinars, and snippets from your past posts. You first want to take the time to create great content, and then repurpose it by changing formats, lengths, and so on. While creativity is often the hardest part, be sure to follow top brands such as [HubSpot](#), [Salesforce](#), and this resource on [11 Best Small Business LinkedIn Pages](#). While you are at it, be sure to [follow us on LinkedIn](#) for more great content and inspiration.



Consistency + Excellence = Money

At the end of the day, social media comes down to two things, either entertainment or education. By focusing on delivering value in one way or another, you have a chance of developing a following. There are many examples of companies using social media poorly. While a “Happy Thanksgiving” post is great, it won't get you very far. Take the time to develop an understanding of what your audience might find useful. Do you offer a data science tool? Share posts and insights about data science that your audience will enjoy. As HubSpot suggests, produce content that helps your readers get promoted and chance are you'll see results.

If you are looking for inspiration on how to build your B2B SaaS marketing strategy on social media, be sure to check out the podcast, *How to Win with [Peep Laja](#)*, a helpful resource to learn from leaders in their respective verticals.

SaaS Social Media Strategy

Simplified: Scheduling Your Posts

With frequency and consistency being the most important factors of success with social media, using tools such as [Buffer](#), [Later](#), or [SEMRush](#) can help you stay on top of posting. Often as founders or marketing leaders, producing and posting content can be overwhelming. By investing in one of these automation tools, you can create your posts in advance and have them published at optimal times.

Getting Started on Your SaaS Social Media Strategy

While it may seem daunting at first, perfection is often the enemy of progress. Through trial and error, you can begin to share and promote your content on social media developing a following. Using analytic tools, such as the ones built into the platforms mentioned above, you can begin to identify which types of content performs well. Oftentimes, it's a great idea to work with other related influencers and complementary companies to build your presence.



CHAPTER NINE

CONTENT STRATEGY ALIGNMENT: CONNECTING MARKETING, SALES, AND SUPPORT



SONAN
DIGITAL

Chapter Nine: Content Strategy Alignment: Connecting Marketing, Sales, and Support

Content strategy alignment enables organizations to make the most of their content efforts. Instead of viewing the production of content separately for each department, one can approach it holistically. By having each department create content separately, inefficiencies and disconnects are created. Each hand is unaware of what the other is doing. By prioritizing content strategy alignment, you allow customers to receive a consistent experience from discovery to daily use. Also, you enable the production of content to be prioritized and unlock repurposing opportunities.

In this post, we will be analyzing the potential uses of content through each departmental function. We will then look at ideas to help repurpose content.

Content Strategy Alignment – Impacts by Function & Department

Content Marketing

Starting at the beginning of the buyer's journey, marketing professionals have long embraced content creation. In the world of overcrowded direct marketing, content has been seen to build trust and educate buyers. Organizations such as the [Content Marketing Institute](#) have long championed the use of content for marketing purposes. Using content, such as blog posts, webinars, videos,

courses—buyers can be supported at every stage.

Oftentimes, content initiatives will start within marketing departments at organizations. Instead of having other departments simply rely on marketing for all the content creation, it's best to promote collaboration in idea creation and execution across multiple teams.

Sales Enablement – Giving Your Team Tools

Once your prospect raises their hand and becomes a marketing qualified lead (MQL), your sales team springs into action. As the B2B buying process is typically complex, enabling them with a knowledgeable point of contact can be impactful. Often, with B2B, there are multiple decision-makers with different questions. Your sales team will often have limited contact and opportunities to win the deal. Content can serve as an invaluable competitive edge in their arsenal.

By identifying common questions and concerns, and creating content around said questions—there are two major benefits. First, by producing and consuming content, your internal sales team becomes knowledgeable on the topic. Second, your sales team can then share this content with prospects to answer their questions in a structured fashion. If you offer a complex product, each salesperson will not have all the answers. By answering questions such as “Why would I use this product over your competitor?” or “Do you integrate with my accounting software” with a content



database, you enable your sales team to succeed.

Oftentimes, if a buyer is not ready or unable to make a purchase decision, keeping them educated and engaged with content is a great way to keep the relationship alive. By having them subscribe to your blog and attend events, you improve your overall chances of winning their business.

Depending on the structure of your product and funnel, and where your sales team takes over the process from marketing, the same content can be used for both. Beyond this, content such as case studies relating to a specific industry is highly valuable. Assure your prospects that by choosing your product, they'll have a high chance of success.

Your Sales Team – An Amazing Source of Content Ideas for Content Strategy Alignment

When it comes to content creation topics, your sales team is a gold mine. Researching topics through search engines and blogs can be helpful, but by talking to your prospects—you can develop a deep understanding of their thoughts, questions, and concerns. This feedback can be extremely helpful in the generation of content ideas. By training your sales team to constantly be noting these points through their conversations and then presenting them regularly, you can create a strong pipeline of ideas.

Support – An Often-Overlooked Component of Content Strategy Alignment

As your prospects progress into customers, they begin using your product. Your support and customer success teams are typically responsible for ensuring the process is as smooth as possible. Most organizations handle this in a reactive fashion, especially in lower volume B2B situations. However, like sales, this department can be a goldmine of information for the development of a truly holistic content strategy. As customers use your product, the same questions will often come up. “How do I do this in the software?”, “Can I use this software with this other application?”. The more time you take to answer these high-volume questions through content, the more you can free up your support team.

Not only that, but you can also reuse support content through other channels such as YouTube, LinkedIn, or even your blog. This can help demonstrate the software for prospects looking for a specific feature during the marketing or sales phases.

Achieving Complete Content Alignment

By looking at content throughout the entire organization, great things are possible. Often the largest hurdles to overcome with content is the cost and time it takes to produce. By focusing on strategically reusing content, you maximize your impact and reach. As your organization develops the right habits in content production—strong workflows and quality content is possible.



CHAPTER TEN

HOW TO ANALYZE THE SUCCESS OF YOUR CONTENT MARKETING THROUGH KPIS

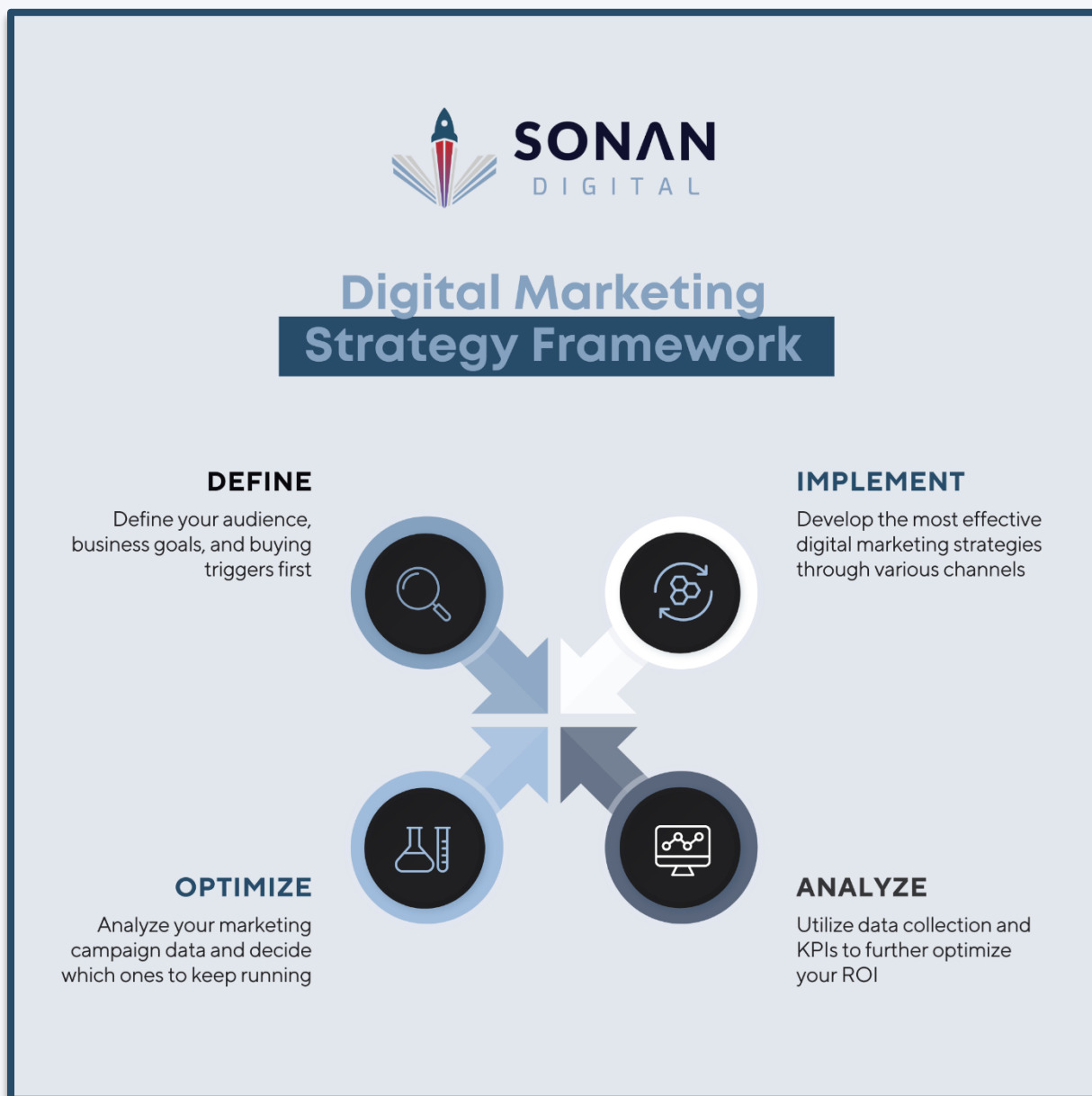


SONAN
DIGITAL

Chapter Ten: How to Analyze the Success of Your Content Marketing Through KPIs

Have you taken the time to analyze your content marketing KPIs? When is the last time you measured the success of your ROI? According to SEMrush, [84% of businesses](#) have a content marketing strategy, but only 11% think they have an excellent one.

As you put more time into building a [content strategy](#), conducting [SEO research](#), implementing your [keywords](#) and re-purposing content—you'll likely see a growing readership and increased sales. But how do you properly measure your success? Using the right KPIs will allow you to identify under-performing content and apply the right fixes.



Identify Your Content Marketing KPIs

Before even looking at your metrics, it's important to decide as a team what your ultimate objective is for the content, as well as your key performance indicators (KPIs). Take the time to sit down and map out the "why" behind your business. Ultimately, the more you focus on providing value to your target customer, the easier it is to come up with a customer-centric goal.

Here are 5 content marketing KPIs to analyze the success of your content:

1. Traffic

Perhaps the number one metric and lifeline when it comes to content creation is traffic. It doesn't matter how relevant or well-written your blog posts are if no one is reading them. If you choose nothing else to focus on, you must implement a strategy that analyzes traffic. Take it one step further and

assess the following categories in Google Analytics: Users, Pageviews, Unique Pageviews, and Avg. Time on Page. This will tell you which of your content is performing.

Furthermore, be sure to tag your traffic with [UTM's](#) to understand where your traffic is coming from. If you are using multiple distribution channels and working with partners, this will be vital in tracking distribution success.

2. Engagement

While your page view numbers may be high, are they a result of clickbait headlines? To understand if readers are engaging with your content, you must look at the amount of time spent on a page, as well as how many pages they visited. The more content they engage with, the more likely they're interested in your brand. In a perfect world, you want a high number of pages per session, a long average session duration,

and a low bounce rate.



Figure 4: <https://www.semrush.com/blog/content-development-guide/>



3. SEO Performance

Next, you'll want to look at your SEO performance. To do so, visit [Google Search Console](#) or a more advanced tool such as [SEMRush](#). There are plenty of different performance measures you could analyze, but SERP ranking is probably the most important one. This is your page's position in the search engine results for a particular keyword phrase. Note that this can change and fluctuate frequently, so you'll either want to remain in your current position or ideally, increase in ranking over time. The higher your SEO ranking, the more organic traffic you'll drive to your site and hopefully—increase sales.

4. Conversion

Conversion is the real reason you've likely put all this work into content creation. Now is the time to assess if readers are converting into customers, whether it be through sales, email sign-ups, or even social shares. For B2B brands, the goal is either conversion of leads or better yet, a sale. It's important to include content from all stages of the sale cycle, as almost no one goes from first-time reader to customer. Once again, you'll want to visit Google Analytics and view the page value of all your content under the behavior section. This metric will reflect the average revenue each page has generated over its lifespan. This value being correct depends highly on how conversion tracking in Google Analytics has been configured. By setting goal values, such as a contact form being completed to

completing a \$100 sale, you can begin to measure results quantifiably.

From there, you want to tweak the copy or even remove poor-performing pages altogether and drive customers towards the pages that do well. This can be done through additional link building campaigns or paid social media strategies.

5. Authority

This can be the most difficult metric to analyze, as there are no clear data points. The more authority you can establish in your industry, the higher the conversion rate. The tool [Moz](#) has a built-in authority ranking feature that provides insight into how Google might view your brand and website. These DA (domain authority) and PA (page authority) scores range from 1 to 100, with higher scores corresponding to a greater authority. While there is no clear "good" number, you should aim to perform better than your competitors.

Overview of Content Marketing KPIs

While it may seem like witchcraft at times, assessing your content marketing KPIs will allow you to gauge the success of your content. It can be time-consuming, but thanks to the collection of digital tools available, it's easier than ever to analyze the data and make tweaks to keep your content strategy strong (and profitable!).



CHAPTER ELEVEN

SAAS CONTENT WRITING: HOW TO WORK WITH AN AGENCY OR WRITER



SONAN
DIGITAL

Chapter 11: SaaS Content Writing: How to Work With an Agency or Writer

When launching or running a B2B SaaS product, content writing is often a challenge to handle in-house. With limited time and budgets due to the demands of a startup, being proactive, content is often an afterthought. Not only that but finding the right content agency to partner with can be a great investment. Instead of overloading yourself or your initial employees, you can produce content when you need it through the right agreement and partner. We'll walk through top factors to consider when working with a content agency or writer in this post.

Content Writing for SaaS: Finding & Selecting a Writer or Agency

The first step to working with a content writer is finding one! Depending on the complexity of your product, this may not be an easy task. Beyond this, you must also factor in their writing style, content marketing capabilities, graphic design production skills, and availability. While industry knowledge may make it easier for your writer to start, we suggest prioritizing writing skills and production abilities. An experienced writer in the space can quickly familiarize themselves with a new vertical or product through research and interviews. Writing skills on the other hand often takes years to develop.

Writer or Agency? Which is The Better Option

Some writers prefer acting as freelancers, while some work better through a team with an agency model. This can make comparing their services difficult. Individual writers will typically focus on a specific kind of content creation, whether it be marketing, sales, or support content. Agencies on the other hand may have more flexibility when it comes to resources and can provide additional services, such as web design, [CRM implementation](#), full [SEO strategy](#), or paid ad management.

We suggest looking at your content needs and budget. If you are only looking for a specific type of written content or a fixed deliverable, then a writer may suffice. However—if your startup has achieved stable revenue, or received funding and is looking to scale content—an agency may be a better fit. Instead of relying on the availability of a single writer, you get the benefit of a full team. A content agency may also offer additional SEO, PPC, web design, and graphic design specialists to complement the writing.

As you move into more complex writing formats, such as eBooks, whitepapers, and case studies—having multiple writers and editors can create additional benefits. Take a look at our comparison table below:



A Word of Warning: Avoid the Temptation of Commoditized Content

In recent years, many services have popped up offering content creation at extremely low price points. While this may seem tempting at first, they often lack the level of polish that is needed in a B2B context. From technical knowledge, to writing style, these writers who are tasked with producing content at very high volumes lack the time for research and refinement. As you develop your brand, these inconsistencies will become apparent and

potentially harm how buyers perceive your product.

The best content is viewed and shared significantly more often than uninspired blog posts that are churned out to hit a word count quota. Our suggestion, if you are limited by budget, focus on creating higher quality content at a lower volume. Produce content that people will want to read!

Questions to Ask When Selecting a Partner

Ultimately, with SaaS content writing and creation being a long-term game,



selecting the right partner can be a game-changer. When you are deciding between different potential vendors, choose wisely. Find our list of top questions to ask prospective writers and agencies for SaaS content writing below:

1. **Have you worked with other companies in our vertical?** This question will test their knowledge of your industry and address any conflicts of interest.
2. **Do you have examples that you would be willing to share?** This is helpful for seeing their style in marketing content, but due to privacy agreements, may be more difficult for sales enablement and technical content.
3. **How do you handle the SEO elements or graphic design parts of your content?** Many great writers are just that, writers. Typically, with content creation, SEO performance or graphic design abilities are also important to consider.
4. **Do you have experience with video or audio creation?** Written content can be repurposed into video or audio content for greater reach. If you are planning on going beyond writing, this is an important consideration.
5. **How do you measure the performance of your content?** If your in-house marketing team will be relying on the content creator to measure performance, this is an important question to ask.
6. **How will you learn our product or service?** The transfer of knowledge is often key to ensuring content creation success. Will the writer be reading your existing material? Using the product? Interviewing your team/customers? You want to get a sense of their workflow.
7. **How will topic creation work?** Depending on your expectations, you may require the writer to produce topics themselves through the creation of a content calendar. If you will not be providing them with a writer's brief, you'll want to be sure they can handle the entire strategy.
8. **How will you be promoting the content?** If you expect your writer or agency to promote the content through social media or email marketing, ensure they have the capability to do so.

Getting Started With SaaS Content Writing

While the process of finding a partner for content creation for your SaaS brand may be daunting at first, we recommend creating a list of desired capabilities at first. By examining your needs for content strategy, content formats, promotion, and SEO, you can get a better sense of who is the best fit for your business.



CHAPTER TWELVE

CONCLUSION



SONAN
DIGITAL

Chapter Twelve: Conclusions

In conclusion, the world of B2B SaaS content marketing is one filled with opportunities. As new applications and segments emerge, becoming a content leader can result in a massive competitive advantage. From powering your lead generation, to boosting close rates and customer retention, content can be a powerful tool.

Features and performance can be matched by your competitors, but with thoughtful content and strong branding — you can be sure to stay ahead.

Considering a Content Strategy?

If you or your team are considering a content strategy, the Sonan Digital team welcome the chance to speak with you. Our team of strategists, writers, editors, and designers are ready and waiting. Book your free consultation by checking out our website, sonan.ca or contacting us at hello@sonan.ca.



+1.289.805.0195



Sonan.ca



hello@sonan.ca

