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This is the hidden reason most SaaS startups burn through \$50K on content: >



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Many SaaS founders think they're investing in growth when they invest in content.

>  
The truth? They're bleeding cash.

And it's always because of one overlooked mistake.



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They invest in content BEFORE they have a clear strategy for:

>

- Content distribution
- Content conversion



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## Content Writing ≠ Content Marketing

↳ Most SaaS startups confuse content creation with content marketing.

>

↳ Writing blogs is not the same as building a content engine.

↳ No/Poor content distribution means no ROI.



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## Vanity Metrics Trap

- ↳ Most SaaS startups chase traffic and impressions.
- >
- ↳ Celebrating organic growth means nothing when your blog gets 1,000 visits but doesn't translate into pipeline or revenue.



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## No Strategy, Just Outputs

- ↳ Most articles are generic or AI-written, not founder-led.
- ↳ Most articles don't serve a purpose or align with customer journeys. >
- ↳ Most articles aren't SEO-optimized and don't target actual pain points.
- ↳ Most articles aren't linked to sales enablement, retargeting, or lead capture systems.



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## Content Without Context

- ↳ Their content is not based on sales calls, client feedback, onboarding questions, or real research.
- >
- ↳ They are creating content for the sake of content creation.
- ↳ The content feels disconnected from real buyer pain.

A circular profile picture of a man with a beard and glasses, wearing a white shirt and tie, set against a blue and red background.

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## No Content Distribution Strategy

- ↳ Most executives aren't even active on LinkedIn, let alone consistently create content on it.
- >
- ↳ They send newsletters whenever they feel like it, or once a month.
- ↳ Publish and pray is not a strategy. It's hope, and it kills you.

A circular profile picture of a man with a beard and glasses, wearing a white shirt and tie, resting his chin on his hand.

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## No Analysis/Optimization/Iteration

- ↳ They don't measure the performance of their content.
- ↳ They don't analyze the performance and find what works and what doesn't. >
- ↳ They don't double down on what works and cut down on what doesn't.
- ↳ It's a one-and-done mindset.



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Here's how to fix it:

>



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## 1. Develop a strategy first

Who's the content for?

Where are they most active? >

Where are they in their journey?

What do we want them to do now?

How do we want them to feel now?



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## 2. Align content with their journey.

Make sure you're giving each reader the experience they are looking for.



Don't be strict in your TOFU, MOFU, BOFU. You can mix them together to bring the reader the best experience possible for where they are.



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### 3. Build a distribution playbook.

Not everyone is everywhere.

Make sure you have researched  
your readers and know where they >  
are most active.

Choose the best platforms and  
places and publish your content  
there.



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## 4. 10x Quality > 10x Quantity

We don't want our readers to bounce. We don't want them to close the tab after reading for 13 seconds.

>

We want to keep them there, give them actual, actionable insights and value, make them feel smart, and make them take action.

Shitty content doesn't do that no matter how much you publish.



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## 5. Talk to sales. Talk to clients.

Before creating, make sure you talk to sales. Sales and marketing aren't that distant.

>

You want your content to solve actual problems. When you hear a question in 10 sales calls, it means people are dealing with it.

Answer it.



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## 6. Tell stories.

Use storytelling frameworks and actual stories you have lived.

Stories are what make us interesting and unique. We connect with each other because of the stories we share, nothing more. >

So tell them how you were in the same spot, tell them how you know how it feels to be there.



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## 7. Give insane value away.

Don't gatekeep. Tell them 110% of everything and don't worry.

They won't go and do it themselves. >  
They are too tired, lazy, or busy.

Instead, they'll think you know your shit better than anybody else.

Make it so insane you wouldn't believe you're giving THAT MUCH away.



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Don't burn \$50K on content that goes nowhere.

>

Build a growth engine, not a blog graveyard.



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