

8 Essential B2B Demand Generation Tactics

Most B2B SaaS and AI companies treat demand generation like a slot machine: throwing money at ads, publishing random blog posts, and hoping something sticks.

Real demand generation isn't about doing everything at once, it's about building a system where multiple tactics reinforce each other:

1. LLM Research, keywords, and topic clustering guide your blog content
2. Blog content attracts LLM citations and organic traffic, and promotes gated assets
3. Gated assets help grow your mailing list
4. Newsletters nurture that email list and drive higher engagement activities, like webinar registrations or sales calls
5. Webinar content gets repurposed into gated assets, sales calls feedback finds its way into product marketing initiatives

Each piece makes the others more effective.

This guide breaks down 8 tactics that actually work for B2B SaaS and AI companies. You don't need to do all of them right away, but knowing how they work together and build off each other can help you build something sustainable instead of constantly chasing the next quick win.

We've used these tactics to generate millions of visitors and thousands of qualified leads for technical companies because they **consistently deliver reliable results** when you execute them properly.

Tip: Pick the tactics that make sense for your business *right now*; start small and get good at a few before you layer in more.

Tactic 1: Strategic Blogging

Strategic blogging isn't about your product features or finding an excuse to push new tools on your audience; it's about [answering the questions your prospects are already Googling](#) when they can't figure out why their deployment pipeline keeps failing.

Start with [keyword research](#), but don't just chase search volume: tools like [Answer The Public](#) show you the actual questions people are asking about your space. That's where the good content ideas live.

For B2B SaaS, focus on these three content types:

Problem-Aware Content is for people who know something's broken but haven't started shopping for solutions yet. A post like "*Why Your Development Team Keeps Missing Deadlines*" hits that pain point hard without immediately trying to sell them your project management tool.

Solution-Aware Content helps prospects evaluate different approaches to solve their problem. "*Kanban vs. Scrum: Which Methodology Fits Your Team?*" positions you as a helpful insider while subtly highlighting how your tool supports both.

Product-Aware Content is for prospects who are comparing specific solutions, such as "*Jira vs. Monday.com vs. [Your Product]: Detailed Comparison*". This captures high-intent searchers closer to purchase.

With the rise of [AI in content marketing](#), blog posts need a clear structure optimized for both human readers *and* search/answer engines. Start with a summarizing intro (an [answer capsule](#)) that both validates the reader's problem and signals to search engines that your content will answer their question. Use headers to make the piece scannable so readers can decide for themselves

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whether to commit to reading it. Highlight real data, examples, and actionable takeaways before you end with a relevant call to action that matches the stage in their journey.

One important thing to know here is that **publishing frequency matters less than consistency**. It's better to ship one genuinely useful post every two weeks than crank out mediocre content twice a week (or more). A [content calendar](#) is especially helpful here, and will allow you to plan months ahead instead of panicking every Monday about what to write. "Future you" will thank you for this one.

Key Metrics:

- Organic traffic growth month-over-month
- Blog conversion rate to email subscribers
- Brand presence in answer engines
- Citations in answer engines

Final Result:

A consistent flow of high-quality blog content that attracts your ideal customers, positions your company as a thought leader, and generates qualified leads on autopilot.

Tactic 2: Video Content

Buyers today increasingly expect video content throughout their journey. We ran an experiment on [how video marketing improves SEO rankings](#), and yeah, **video helps a lot**. For B2B SaaS and AI niches, focus on educational content over promotional angles:

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Product Demo Videos should be concise (under 3 minutes) and focus on solving specific use cases rather than showing all the different features. Show a realistic workflow using the tool, not just the interface or perks.

Tutorial Content builds trust by helping viewers solve relatable problems, even if they're not your customers yet. A title like "*How to Set Up Automated Deployment Pipelines*" attracts DevOps professionals whether or not they are acquainted with your company. This positions your brand as a helpful source of truth, which can increase the likelihood that they choose you when they need a paid solution.

Thought Leadership Videos featuring your executives or subject matter experts in video content can go a long way to help establish brand authority. [Interview formats work well](#) for this: have your CEO discuss industry trends or have your lead engineer explain technical concepts or problems they have encountered; this can humanize your brand while proving technical expertise.

Customer Success Stories are a great way to utilize video for social proof: you can use video testimonials from current or past users to showcase real metrics or outcomes, encouraging prospects to visualize the benefits for themselves.

Don't be intimidated at this stage: you don't need a massive budget for this: [Loom](#) works fine for product demos, and your iPhone is probably good enough for "talking head" content.

Key Metrics:

- Video completion rates
- Click-through rates to product pages
- Video-attributed demo requests

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Final Result:

A library of video content that educates prospects, demonstrates your product's value, and accelerates sales cycles by answering common questions visually.

Tactic 3: Social Media Campaigns

B2B social media requires a different approach than B2C because you're building *professional* relationships first and foremost, and viral moments secondarily. Focus on platforms where decision-makers actually spend time, to make the most of your content.

LinkedIn is non-negotiable for B2B SaaS and AI companies. It's where decision-makers look for solutions and engage with thought leadership in their niche. Share a mix of company updates, industry insights, educational content, and employee advocacy to maintain a balanced presence and avoid being that pushy CEO in their feed. We break down posting schedules and tactics for specific social media platforms in our [distribution guide](#).

Engage meaningfully with others' content by commenting with lived insights, not just "Great post!". Remember: your employees are often your best cheerleaders; encourage them to share company content with a personal touch to expose new audiences to your product without sounding salesy.

Twitter/X works well for dev-focused or technical B2B SaaS and AI companies. Share quick tips, contribute to industry conversations, and provide fast customer support to make the most out of these engagement opportunities.

Platform-Specific Strategies:

- Create Twitter/X lists to monitor competitors and industry leaders
- Leverage LinkedIn newsletters for thought leadership opportunities

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- Join LinkedIn groups relevant to your niche, but contribute real value and avoid self-promotion

Using social media for demand gen isn't about immediate conversions; it's about staying visible during long B2B sales cycles, building trust through value, and being discoverable when potential users research solutions.

Key Metrics:

- Engagement rate
- Social traffic
- Social-attributed leads

Final Result:

Active social presence on relevant platforms that builds brand awareness, engages prospects, and drives qualified traffic to conversions.

Tactic 4: Downloadable Resources

Downloadable resources are the workhorses of B2B demand gen: they provide enough value that prospects **willingly give their basic contact information**, starting a relationship with your brand. The *type* of resource you create will also determine who downloads it. For example, a “How-to” guide will attract more “boots-on-the-ground” practitioners, while an ROI-focused report will draw more decision-makers.

For B2B SaaS and AI, certain formats consistently outperform:

Comprehensive Guides and ebooks (like this one) can showcase deep expertise on topics your buyers care about. “*The Complete Guide to API Security*” attracts

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developers and can position your API management platform as an authority in the space. Aim for genuinely helpful content that readers would pay for, **then give it away** in exchange for the chance to connect with them with your brand.

Templates and Frameworks provide immediate practical value as gated assets: a "SaaS Metrics Dashboard Template" for Excel helps founders track their business while demonstrating what your analytics platform can automate for them. Include your branding, but make the resource high-value and actually useful, even if they never buy from you.

Comparison Guides capture high-intent prospects actively seeking solutions. "Build vs. Buy: Enterprise Search Solutions" can help frame the decision while positioning your product as a great option for them. Stay objective to maintain credibility and highlight when your tool may or may not make sense.

Creating valuable downloadable content requires some investment, but it can generate leads for years if the quality is high enough. Promote gated assets through blog CTAs, social media, paid ads, website landing pages, banners, forms, and even email signatures.

Key Metrics:

- Download-to-lead conversion rate
- Lead quality score from downloadable resources
- Resource-attributed pipeline value

Final Result:

A library of high-value downloadable resources that attract your ideal customers, capture their information, and begin nurturing relationships.

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Tactic 5: Newsletter Marketing

Your newsletter isn't a half-baked email blast or another "*check out our new feature!*" message that goes straight to trash. It's about building *actual relationships* with prospective users before they're ready to buy. This means you have to deliver value consistently, not just when you want something from them.

Start with a clear value proposition for subscribers. "*Weekly DevOps insights*" is vague, but "*5-minute Friday briefing on DevOps tools, tutorials, and trends*" sets certain expectations.

Important: Make sure you deliver exactly what you promise, as trust breaks easily in these types of relationships (especially with developers).

Content Mix for B2B Newsletters:

Include a few pieces of educational content, and [mix your own blog posts](#) with valuable third-party resources. Yes, this means sharing *good external content*, because quality is quality, after all. Sharing high-value content, regardless of who published it, is important for building trust.

Add industry news that impacts your audience, such as new regulations, major acquisitions, or changes in the tech space, to show you understand their world beyond the scope of your product.

Close with one subtle product update or tip, but always frame around value: "*New integration saves 3 hours weekly*" rather than "*We launched Zapier integration.*"

Newsletter Best Practices:

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Be consistent. Same day, same time, every week. Thursday mornings tend to work well because you're avoiding Monday's inbox chaos and Friday's mental checkout.

Segment your list once you hit 1,000+ subscribers. Developers and marketers don't want the same content, and trying to serve both with generic emails just leaves everyone unhappy. Personalization isn't just a nice buzzword here; it actually works and is an expectation at this point.

Write subject lines that promise specific value: *"Reduce AWS costs 30% + Kubernetes security checklist"* outperforms *"March newsletter."*

Always include clear unsubscribe options. All audiences resent feeling trapped. Make it easy to leave and they may be more likely to stay.

Key Metrics:

- Newsletter subscriber growth rate
- Average open and click rates
- Newsletter-to-trial conversion rate

Final Result:

An engaged email list of prospects who regularly receive valuable content, keeping your brand top-of-mind when they're ready to purchase.

Tactic 6: Pillar Pages

Pillar pages are comprehensive, high-value resources covering broad topics that are important to your audience. They sit at the center of topic clusters (groups of related content that link back to the pillar), telling search and answer

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engines that your site has deep expertise in that subject. For B2B SaaS and AI companies specifically, pillar pages typically focus on core industry concepts, methodologies, or challenges your product addresses. "*The Complete Guide to Continuous Integration/Continuous Deployment*" works for a DevOps platform. "*Everything You Need to Know About Customer Data Platforms*" suits a CDP vendor.

Structure pillar pages for both search engines and human readers. Start with a concise summary, include a table of contents so they can easily jump to their topic of interest, and relevant FAQs specific to the topic to help with AI searchability. [Use visuals every 300-400 words](#): diagrams, charts, or screenshots can help maintain engagement through long content.

Link extensively both internally and externally. Link to related blog posts in your cluster to help search engines understand they are connected to the same topic, and always add authoritative external sources to support claims and build credibility.

Key Metrics:

- Organic rankings for target keywords
- Pillar page conversion to email capture
- Topic cluster traffic growth

Final Result:

Pillar pages ranking for competitive keywords that attract consistent organic traffic and position your brand as a definitive resource in your niche.

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Tactic 7: Press Releases

Press releases for B2B SaaS and AI companies need to offer genuine value and shareability; focus on angles that provide value beyond your company.

Writing Effective B2B Press Releases:

Lead with the impact on customers or the market, not your company.

"Companies can now reduce customer churn 40% with predictive analytics" beats "[Company] launches ChurnPredict feature."

Wherever natural, include specific, credible data; vague claims like "significant improvement" lack any sort of measuring stick. Try something like: "According to [source], 87% average reduction in processing time across 50 enterprise customers".

Link to detailed resources wherever possible to give writers easy access to the additional context you used.

Key Metrics:

- Media pickups and mentions
- Referral traffic from press coverage
- Brand search volume increases

Final Result:

Regular press coverage that builds brand awareness, drives referral traffic, and provides social proof for sales conversations.

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Tactic 8: Podcasts and Webinars

Podcasts and webinars serve different purposes and different audience segments: [podcasts build long-term audience relationships](#), whereas webinars capture immediate interest. Both of them can help humanize your brand and demonstrate expertise; try both if your team has the bandwidth.

Launching a B2B SaaS Podcast:

It's crucial to choose a theme that resonates with your audience's interests and needs at the time, and not just your product or tool. *"The API Economy"* attracts developers broadly; *"Our Product Updates"* attracts nobody.

Maintain a consistent publishing schedule: it's best to [batch episodes](#) to give yourself a buffer during busy periods so you don't waste the momentum you've just created. [Invest in decent audio](#): a good USB microphone (\$100) and a quiet room can produce significantly more professional results than AirPods or your laptop mic.

Promote episodes individually, not just the podcast as a whole. Each episode targets different keywords and interests, so create blog posts that summarize key insights ([like this](#)) with embedded video or audio from the episode. Share high-value quotes on social media to engage with your audience and help promote the podcast.

Executing Effective Webinars:

Webinars work best for timely, tactical content. *"2025 Compliance Changes for SaaS Companies"* drives registrations; evergreen topics like *"Introduction to Cloud Computing"*, while interesting, may not create the urgency you are looking for with a webinar.

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Follow up with registrants based on their engagement during the event; attendees who stayed until the end and asked questions merit immediate sales outreach, while no-shows receive the recording with additional resources.

[Convert podcast episodes and webinar content into multiple assets.](#) The recording becomes an on-demand video, the topic becomes a gated asset, the transcript becomes a blog post, and key insights become social posts. **One hour of effort yields weeks of content.**

Key Metrics:

- Registration-to-attendance rate
- Attendee-to-lead conversion
- Podcast download growth
- Content-to-opportunity attribution

Final Result:

Regular podcast and webinar programming that establishes thought leadership, nurtures prospects, and accelerates sales cycles through education.

Building Your Demand Generation Engine

The companies “crushing it” with demand gen didn't do so overnight; they started with one or two tactics, got really good at them, then gradually added more over time. Maybe they nailed strategic blogging first, then layered in a newsletter six months later, or they launched a podcast and built downloadable resources from the content.

The tactics you choose depend on your resources, your audience, and frankly, what you're *actually* willing to do consistently. A simple blog you publish every

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two weeks will always beat an ambitious video series you abandon after three episodes.

Start here: Pick 1-2 tactics from this guide that match your *current* capabilities, not your aspirational capabilities in six months when you've hired three more people; your actual capacity right now. Execute them well for 90 days before you even think about adding more, track your metrics, see what's working, and adjust based on real data instead of hunches.

Most B2B SaaS and AI companies fail at demand generation not because they chose the wrong tactics, but because they tried to do too much and executed everything poorly. Build something that actually works, then scale it.

Work With Draft.dev

Are you ready to build a demand generation engine that produces consistent results instead of random wins? [Let's talk.](#)

We specialize in growth marketing for B2B SaaS and AI companies, and our writers understand developer audiences because they are developers. Our strategists know what works because we've done this for hundreds of technical companies.

We'll help you build a [technical content engine](#) from scratch, scale your existing content without sacrificing quality, [create high-converting resources](#) like guides and tutorials and comparison content, develop thought leadership that actually establishes authority, and even find [the best distribution channels](#) for your niche.

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