

# SAAS MARKETING PLAY BOOK



SCALE WITHOUT  
BURNING CASH & TIME

BY GOURAV CHHABRA

# What if I told you that you could scale your SaaS business or Software biz without burning all Investors money?

Welcome to the world of SaaS (Software as a Service)!

In this e-book, we'll explore the exciting world of SaaS marketing. Whether you're a seasoned SaaS marketer or a founder, this e-book will equip you with the tools and strategies you need to take your SaaS company to new heights.

## Embracing Product-Led Growth

In the ever-evolving world of SaaS, product-led growth has become a game-changer. By offering a free or trial version of your product, you can attract early users and create a loyal customer base. In this chapter, we'll explore the power of product-led growth and how you can leverage it to increase your user base and drive growth for your SaaS company.

The product-led growth methodology has been adopted by numerous companies, big and small, by offering a free trial or freemium version of their product Like:

Slack, Dropbox, Instagram, YouTube, Google, Facebook, Spotify, Airtable and more...



Fred Wilson

Fred Wilson coined the term "Freemium" in 2006.

Fred Wilson is an American businessman, venture capitalist and blogger. Wilson is the co-founder of Union Square Ventures, a New York City-based venture capital firm with investments in Web 2.0

The model involves giving away a service for free, possibly with ads, and then offering premium services or an enhanced version to customers. The goal is to sign up as many people as possible for the free service, and then convert a percentage of them into paid users.

# The Power of a Weekly Newsletter

Consider your customers/prospects as your girlfriend!

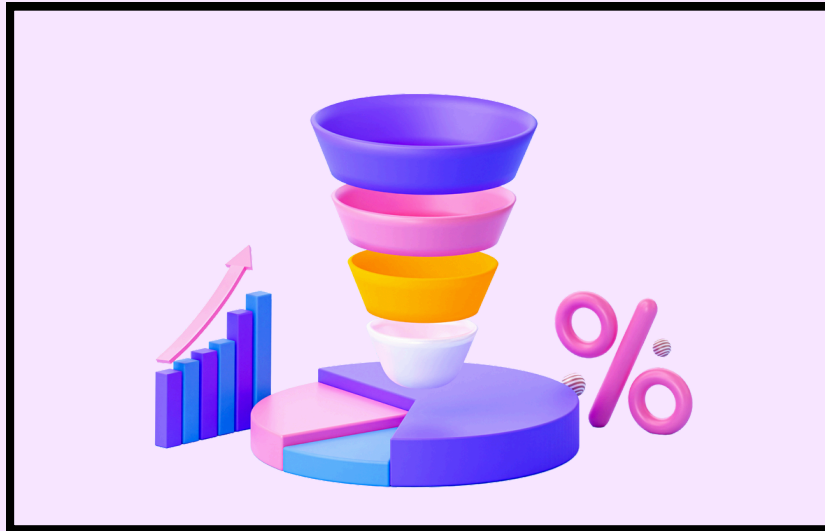
Treat them well and send them messages on recurring basis.

In a world where attention is a scarce resource, a weekly newsletter can be a powerful tool to keep your audience engaged and informed. Consistently deliver valuable content to subscribers to stay top of mind and build a loyal audience. Exploding Topics saw a 50% open rate and a significant increase in subscribers with this method.



Prospects in your database who aren't yet ready to buy need to be nurtured until they are ready to buy. Email marketing is the most common form of nurturing. The trick is to understand what type of content is of interest to your prospects, and how many times (number of touches) each needs to see your content before they're ready to buy.

## Fuel to the Funnel - TRAFFIC



While product-led growth allows you to acquire users organically, emails help you build the 1 on 1 connection regularly but you still need traffic to get their emails to get the leads.

For traffic there are 2 major sources which will be further divided

Paid Ads & SEO / Organic Social Content

### #1) Paid Ads

I know you'll say Gourav you said Scaling without burning money!

Yes, I've said that and Using Paid Ads effectively won't dig deep in your pockets.

Instead, if you run ads effectively with the proper strategy and you keep your eyes on the right KPIs to eliminate what's not working and scale what's working. Paid Ads Can do wonders to the SaaS startup to get you the initial audience and to build a community of people who love your product.

Can't share the Google PPC, Meta Fb & IG Ads or any social ads detailed strategy here as that will require a separate ebook to cover every bits and pieces.

Here are some Ads content insights that you can implement to actually grab the attention of your ideal Audience.

- Start with building an ideal buyer persona this will help you understand who your customers are what are their age group, what they do professionally, how settled they are socially. It'll help you to tailor your Ad campaigns to them and to write a persuasive copy in their language.

- Creative content don't do what everyone is doing. Represent your tool or your product in a unique way as the ultimate solution or hack for your Ideal Audience. This is for both Organic content and Ads as well as the same will be used in Ads on socials.
- Hit the pain points of your ideal audience and represent your solution as the cure to their pain.
- After Grabbing their attention with a creative hook, hitting their pain points and representing them the ultimate solution that is your product, just don't forget to add the CTA ( Call to action ) in the end.

#### SIDE NOTE:

The greatest commodity isn't for sale, it's attention.

Mastering its capture is the ultimate power.

## #2) Organic Content / SEO

Organic content is like casting a net into the sea!

No, it's not literally that uncertain but Yes it is a process and takes time.

Here are some organic content insights:

- Creative content
  - Content aligned with memes
  - Infotainment content
  - More human generated content

- Proper Keyword Research

Look for keywords with high search volume and low competition.

This is the sweet spot for SEO. High search volume means there's a lot of interest in the topic, and low competition means you have a better chance of ranking high in search results.



SEO is a marathon, not a sprint. But with consistent effort, you build a strong foundation for organic traffic, ensuring your brand stays in the user's eye over time.

## #Focus on informational intent

Many users are in the research phase when they search for SaaS solutions. Create content that answers their questions and educates them about the benefits of your product

## #Some Content/Article examples

Comparison articles, for example your product is make.com so It'll be “ Zapir or Make the new way to optimize workflows ” or “ Zapier Vs Make.com which one is more value for money? ”, “ Alternative to Zapier ”

## #Niche bases top products/tools suggestion articles

For example “ Best automation tools in 2024 ” and in that list, list down all the tools including yours, and in the same comparison way, you can emphasize why your tool is slightly better than the competition.

Articles around the problem you've been solving with your product and don't forget the CTA in the end.

All Content Format



15 Secs Hook

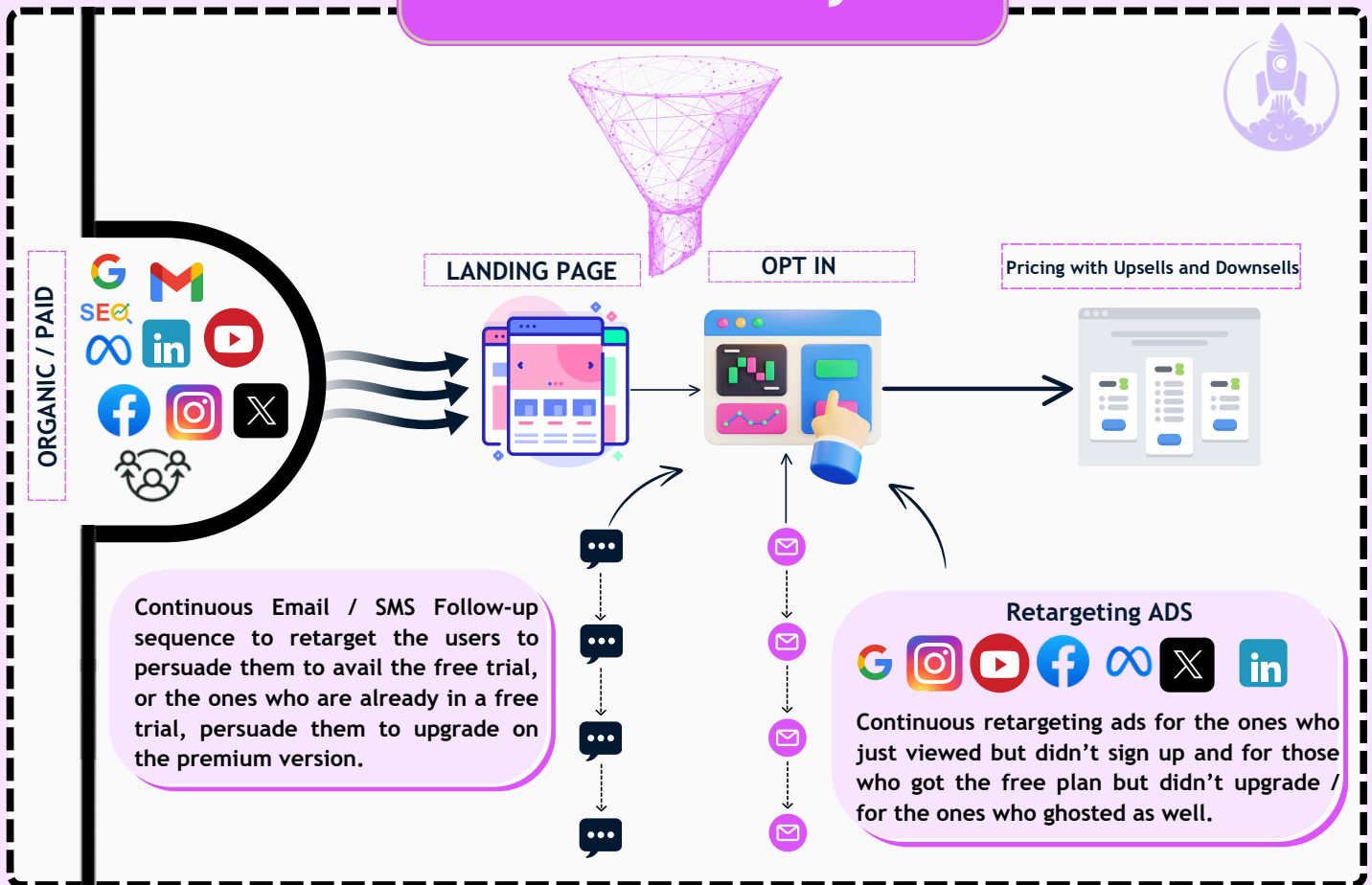
Hit the pain points and  
present Life saving Solution!

CTA

Attractive Eye Catching Hook

Actionable CTA in the end.

# Funnel - The System



## 7 Touchpoints Sales Rule

What the 7 touchpoints rule says is that no one buys or believes in the product and offerings in the first interaction, it says it needs at least 7 touch points or interaction with the brand or the Ad's or interaction with organic content. It needs some kind of recurring interactions to convert a prospect into paying customer.

That's the basic concept of Sales Funnels to basically re-engage with the prospect multiple times in order to represent your product, make believe and confidence in the prospect's mind that it is the ideal solution they are looking for.

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## How Funnel Works?

As you already know traffic is the fuel and we've covered the fuel part now let's come to the main engine which is the funnel.

So how funnel works is let's take an example to make you understand

For example, your prospects become aware of your Ai finance management app through ads on Facebook or any other organic traffic sources and just leave. Then they saw your Fb and Ig retargeting ads the next day and got persuaded to at least sign up for a free seven-day trial without talking to someone on your team. After the trial is up, some percentage automatically converts to customers on your \$19-a-month paid tier.

But some didn't convert at all and you still have their email, phone number, name and maybe other details as well so there will be an automated email/sms campaign will be set up which will start sending them recurring emails from the start since they started their free trial.

It doesn't mean we'll spam their inbox but yes some info emails about the product, various use cases that other clients are using the tool for, some social proof testimonials from the clients that are using the paid plan.

This way the lead gets nurtured to the final sale in the funnel, which increases the conversion rate and less churn rate.

Also, it's not just emails other various retargeting channels are running in the backend of the funnel that helps in nurturing the prospects, like - Fb & IG retargeting Ads, Google and YouTube retargeting Ads.



## Sales Funnel - Lead Nurturing

One other example of lead nurturing that I've implemented in one of the SaaS businesses increased their B2B high ticket conversion rate to more than 70%.

So what we did for all the B2B high ticket clients that opted for the custom offer package and booked a call with the team we made a pre lead nurturing campaign that sends them daily emails before the actual meeting call date. Those emails are based on social proof of the previous client bought the premium package, how that helps their business and other testimonials.

What it does is, it eliminates all the objections that clients might have before coming to the sales call which makes them buy within the first 5 minutes of the call.

Basically we sold them before coming to the sales call. That's the beauty of a well optimised sales funnel.

From Educating the prospect > Overwhelming with features > Representing life & Time Saving Solution > Eliminating objections > Sale!!



### Nurturing

By nurturing the prospects with valuable content and personalized communication, you'll keep your SaaS product top-of-mind and guide them smoothly through the sales funnel towards conversion.

## Tape UP Leaky Funnel : (KPIs)



While some churn is normal, excessive customer attrition often signals a "leaky funnel" - friction points in the customer journey causing dropoffs. Pinpointing and fixing these leaks is key to boosting retention and maximizing customer lifetime value (LTV).

SaaS is like any other business it's basically numbers game whether it be sales numbers or marketing metrics you gotta closely look at the numbers and the Key Performing indexes KPIs to know what's holding your sales funnel to extract the most amount of conversions.

So making data-driven decisions is crucial. By tracking the right metrics and KPIs, you can gain valuable insights into the effectiveness of your marketing campaigns and make informed decisions to optimize your strategies, and tape up the leaky elements of your marketing/sales funnel.

### IMP KPIs To Keep👀

- **Customer Acquisition Cost (CAC):** This metric measures the total cost of acquiring a new customer, including advertising, sales, and marketing expenses. Aim to keep your CAC lower than your customer's lifetime value (LTV) to ensure profitability.
- **Conversion Rates:** Track conversion rates at various stages of your funnel, such as ad click-through rates (CTR), landing page conversion rates, and free trial-to-paid conversion rates. Optimizing these conversion rates can significantly impact your growth.
- **Churn Rate:** Churn rate measures the percentage of customers who cancel their subscriptions or fail to renew during a given period. Minimizing churn is essential for sustained growth and revenue.

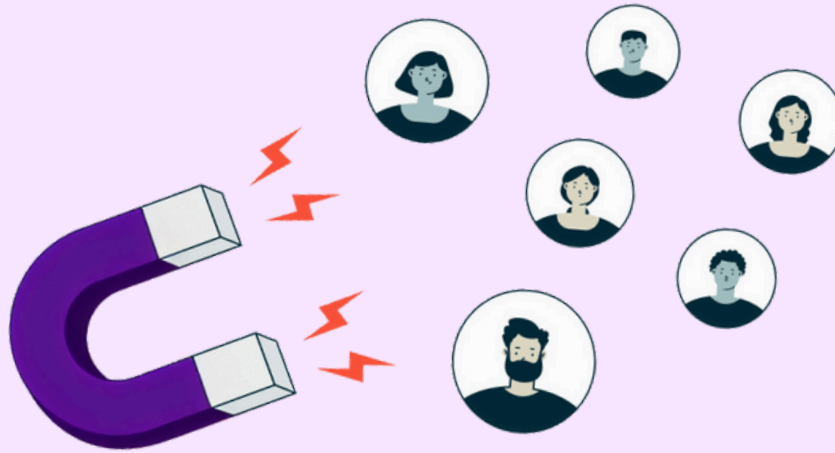
$$\text{Gross Revenue Churn} = \frac{\text{Canceled MRR}}{\text{MRR at the start of the month}}$$

- **Monthly Recurring Revenue (MRR):** This metric tracks the predictable, recurring revenue stream from active subscriptions. Monitor MRR growth and aim for consistent month-over-month increases.
- **Customer Lifetime Value (LTV):** LTV represents the total revenue a customer generates during their entire relationship with your SaaS business. Maximizing LTV by retaining customers and upselling/cross-selling is crucial for long-term profitability.
- **Activation Rate:** This metric measures the percentage of users who actively engage with your product after signing up. A high activation rate indicates product-market fit and a positive user experience.
- **Customer Engagement Metrics:** Track metrics such as daily/monthly active users, session duration, and feature adoption to gauge user engagement and identify areas for improvement.

By consistently monitoring these KPIs and making data-driven decisions, you can optimize your SaaS marketing efforts, drive growth, and achieve long-term success in the competitive SaaS landscape.

Remember, KPIs are not just numbers; they are insights into your business's health and growth potential. Regularly review and adjust your KPIs based on your specific goals and objectives.

## Plugging the Retention Leaks



Acquiring new customers is essential, but retaining them is equally crucial for sustainable growth in the SaaS world.

A strong customer success and retention strategy can significantly reduce churn, increase customer lifetime value (LTV), and foster brand loyalty and advocacy.

Here are some key strategies to consider:

- **Building a Community** One thing that most of the SaaS companies ignore is that they are making people's products for the people, so it's crucial to have conversations with them take their suggestions, guide them through, ask about their experiences, build a community discord server, etc. You can create anticipation and urgency around new features within your community and doing this from the very start will also help you with your ideal product launch.
- **Robust Onboarding Process** Successful onboarding sets the tone for the customer's experience with your product. Implement a structured onboarding process that guides users through key features, addresses common pain points, and demonstrates quick wins. Consider using in-app guidance, knowledge base articles, and personalized onboarding calls to ensure a smooth transition.

- **Customer Health Scoring** Develop a system to track and measure customer health, factoring in metrics such as product usage, support interactions, and feedback. This will help you identify at-risk customers early and take proactive measures to address their needs and mitigate potential churn.
- **Proactive Customer Support** Provide exceptional customer support by being proactive and responsive. Implement self-service resources like knowledge bases and chatbots, but also offer personalized support channels like email, phone, and in-app messaging. Monitor customer activity and reach out with contextual assistance before issues arise.
- **Customer Education and Training** Equip your customers with the knowledge and skills they need to maximize the value they derive from your product. Offer training resources like webinars, video tutorials, and certification programs to ensure they fully understand and utilize your product's features and capabilities.
- **Customer Success Management** Assign dedicated customer success managers (CSMs) to high-value accounts or customer segments. CSMs act as trusted advisors, providing personalized guidance, sharing best practices, and helping customers achieve their desired outcomes with your product.
- **Customer Feedback and Engagement** Regularly solicit feedback from your customers through surveys, in-app prompts, and direct communication. Use this feedback to identify areas for product improvement, address pain points, and inform your roadmap. Additionally, foster an engaged community by encouraging user groups, events, and social media interactions.
- **Customer Loyalty and Advocacy Programs** Implement loyalty programs that incentivize customers to continue using your product and advocate for your brand. This could include referral programs, exclusive access to new features, or loyalty discounts. Encourage satisfied customers to leave reviews, provide testimonials, and become brand ambassadors.

By prioritizing customer success and retention, you can create a positive customer experience, build long-lasting relationships, and drive sustainable growth for your SaaS business.



## Gourav Chhabra ( Ecom Jet ROI )

So there you have it, the SAAS MARKETING PLAY BOOK.

Use this swiftly and effortlessly to scale your SaaS venture with the right combination of marketing tactics, optimizing your funnel and customer-centric retention tactics.

I hope this playbook has provided you with valuable insights, actionable strategies, and the inspiration to take your SaaS marketing efforts to new heights.

If you have any questions or need further guidance (or just want to thank me for the genius contained inside this awesome cheat sheet - shameless flattery is always welcome),

Don't hesitate to reach out to me on LinkedIn: [gourav-chhabra](#) || Email: [gourav@ecomjetroi.com](mailto:gourav@ecomjetroi.com).

Additionally, there's only so much I can cover in this short guide.

If you're interested in learning more, you can reach out to me on my email or

LinkedIn: [gourav-chhabra](#) || Email: [gourav@ecomjetroi.com](mailto:gourav@ecomjetroi.com) .