

# Revealing THIS Distribution Strategy I'm Using For My SaaS (85k+ Users Later)

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Of course. Here is a detailed breakdown of Benji's distribution strategy for his B2B SaaS, Dora AI, followed by a clear set of learnings and actionable takeaways.

## Detailed Points from the Text

### Part 1: Context and Foundation

- **Founder:** Benji, founder of Boulevard Legacy LLC (a consumer app studio that scaled to 85,000 users and six-figure revenue). He is now pivoting entirely to his new startup, Dora AI.
- **Product:** Dora AI, a B2B software application.
- **Core Value Proposition:** It helps businesses rank on AI search engines (like ChatGPT, Perplexity) and traditional search engines (Google). It automates the entire SEO process, allowing a business owner to "optimize your site on autopilot with a click of a button."
- **Origin:** The software is a productized version of a service that yielded great results, incentivizing him to turn it into a scalable solution.

### Part 2: The Core Philosophy - Why Distribution is King

- **The 2025 Startup Landscape:** Benji believes that in the current era, a startup's success is almost entirely dependent on **distribution**, not technology.
- **Diminishing Technical Moat:** The rise of low-code/no-code tools and AI makes building software easier and faster than ever, eroding the competitive advantage of complex technology.

- **Market Saturation:** Because building is easier, the startup space is becoming more saturated, making it harder to stand out.
- **Shift to B2B:** He is pursuing a B2B model as he believes it is more sustainable for his future compared to his previous consumer app studio.

### Part 3: The Three-Pillar Distribution System

Benji's entire strategy is built on a system he developed after numerous coffee chats with founders and investors. It is divided into three main pillars: 1. **Inbound:** Attracting organic traffic where leads are already "warm" and familiar with the brand before they engage. 2. **Outbound:** Proactively reaching out to "cold" leads who are not yet familiar with the product. 3. **Manual:** High-touch, non-scalable activities like networking and one-on-one meetings.

### Part 4: Deep Dive into the Inbound Strategy

This is the most detailed part of his plan, focused on creating a content and lead-generation machine. \* **1. Foundational Channels:**

- **Dora AI Website:** The central hub, optimized for both traditional SEO and "AI Search Engine Optimization" (AIO) to drive organic traffic. They are already seeing some ranking success.
- **Key Social Platforms:** He prioritizes **YouTube, X (formerly Twitter), and LinkedIn** because his Ideal Customer Profile (ICP)—founders and business decision-makers—are most active there.
- **Supporting Platforms:** Meta (Facebook, Reddit), Medium (for articles and comparisons), and Instagram.
- **Leveraging Existing Audience:** He will use his current following (20,000 on Instagram, 10,000 on YouTube) as an initial traffic source.
- **2. YouTube Content Strategy:**
- **Frequency:** Post one long-form video every 2-3 days.
- **Process:** Benji records the content, and a dedicated video editing team handles production. The entire process is systemized using Google Drive and Sheets for scheduling.
- **Performance Tracking:** He will use **UTM links** in the description of every video. This allows him to track exactly how many clicks and conversions each specific video generates.

- **Optimization Goal:** His primary goal is **high conversion rates**, not just high view counts. A video with fewer views but more paying users is considered more successful.
- **3. The Lead Magnet & Nurturing Funnel (The Core Engine):**
  - **Concept:** Instead of just asking people to buy, offer them free value (a "lead magnet") in exchange for their email address.
  - **The Two CTAs:** Every piece of content will have two calls-to-action:
    - **Direct CTA:** A simple link to check out the Dora AI website.
    - **Indirect/Lead Magnet CTA:** An offer for a free resource (e.g., a guide, checklist) that requires an email signup.
  - **The Funnel Flow:**
    - **Step 1 (Acquisition):** A user provides their email to get the free resource.
    - **Step 2 (Nurturing):** The user is added to a newsletter and put into an automated email sequence.
    - **Step 3 (Building Trust):** This sequence sends a series of emails over time, each providing more free value and building familiarity with the brand.
    - **Step 4 (Conversion):** Each email contains a "soft CTA" that nudges the user towards the Dora AI website, gradually warming them up for a sale.
  - **Marketing Psychology:** He references the principle that a prospect needs to see a product at least six times before they purchase. This funnel is designed to create those multiple "impressions."
  - **Cross-Platform Implementation:** This same lead magnet strategy will be used on X and LinkedIn. He'll create posts offering a free resource and ask users to comment with a specific keyword. An automation tool will then DM the user the link, funneling them into the same newsletter system.
- **4. The Free Tool Strategy:**
  - **Concept:** Offer a free, standalone tool that provides value and serves as a natural entry point to the paid product.
  - **Inspiration:** He cites **Sticker Mule's** free background remover, which attracts massive traffic and effectively upsells users on their core sticker/magnet products.

- **Dora AI's Version:** They will offer a free tool to test a website's SEO performance and generate a report.
- **Funnel Integration:** To get the report, users must sign up with their email, which funnels them back into the same nurturing sequence described above.

## Part 5: Deep Dive into the Outbound Strategy

This pillar is about actively seeking out customers. \* **1. Paid Advertising:**

- **Platforms:** He will run **LinkedIn Ads and Google Ads**.
- **Platform to Avoid:** He plans to avoid **Twitter (X) Ads** based on feedback from other B2B founders who found them to have a poor return on investment.
- **2. Lead Generation & Cold Outreach:**
- **Lead Scraping:** Using tools like **Phantombuster** and **Apollo.io** to find and collect contact information for his Ideal Customer Profile.
- **Email Automation:** Using a tool like **Instantly.ai** (or **Clay**) to send cold emails at scale. The benefit is using unlimited email accounts to increase the volume of outreach.
- **The Numbers Game Philosophy:** He acknowledges that even with a bad product or a low conversion rate, a massive volume of outreach can still lead to success.
- **3. Automated Social DMs:**
- **Method:** Use bot accounts on LinkedIn and Twitter.
- **Persona:** The bots will be set up with titles like "Sales Associate at Dora AI."
- **Action:** These bots will automatically DM potential customers to pitch the product.

## Part 6: Deep Dive into the Manual Strategy

- **Concept:** Embracing Y Combinator's philosophy of "doing things that don't scale."
- **Activities:** Entrepreneurship events, coffee chats with founders/investors, and one-on-one online meetings with potential clients.

- **Purpose:** Although he dislikes it, he believes this is crucial for deeply understanding customer pain points, which allows him to build a better, more targeted solution.

## Part 7: Target Audience, Early Traction, and Growth Levers

- **Ideal Customer Profile (ICP):**
  - **SMBs:** Targeting marketing directors at small-to-medium-sized businesses.
  - **Agencies:** PR agencies, SEO agencies, and AI search agencies.
  - **The "White-Label" Agency Strategy:**
  - This is a key go-to-market motion. Dora AI is positioned as a backend software (CRM) that SEO agencies can use to service their clients.
  - **The Win-Win:** An agency might charge its client \$10,000 for SEO services while paying Dora AI only \$2,000-\$3,000, creating a massive profit margin for the agency and recurring revenue for Dora AI.
  - **Early Validation:** He has already closed **three SEO agency owners** he personally knew, generating **\$5,300 in pre-launch revenue**.
  - **Aggressive Referral Program:**
  - To fuel the agency strategy, he offers a **50% commission** on the entire deal volume to agency owners who refer other agencies. This creates a powerful incentive for word-of-mouth growth.
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## Learnings and Actionable Takeaways

Here is a summary of the key strategies and resources mentioned, organized into actionable steps.

### A. Core Philosophy & Mindset

1. **Prioritize Distribution Over Perfecting Tech:** Acknowledge that in a saturated market, your ability to reach customers is more important than having a small technical edge.

2. **Systemize Everything:** Don't rely on ad-hoc efforts. Build a documented system for content creation, lead generation, and outreach (e.g., using Google Sheets for content schedules).
3. **Embrace "Doing Things That Don't Scale":** Talk to your first users one-on-one. The deep insights you gain will allow you to build a better product and scale more effectively later.
4. **Leverage Your Personal Brand:** If you have an existing audience (on any platform), use it as your launchpad to get initial traction and revenue before the official launch.
5. **Quantify Your Value:** Frame your product's benefit in terms of revenue gained or lost. Benji learned this from Alex Hormozi; showing customers a direct link to their bottom line is a powerful sales tool.

## **B. Actionable Inbound Marketing Plan**

1. **Build a Lead Magnet Funnel:**
2. **Create a Freebie:** Develop a high-value resource (PDF guide, checklist, template) that your ideal customer would want.
3. **Set Up an Email Opt-in:** Use a landing page or form to capture emails in exchange for the freebie.
4. **Write a Nurture Sequence:** Prepare 5-7 automated emails that provide more value and softly introduce your product. .
5. **Develop a Free Tool:**
6. Identify a small, painful problem your customers face.
7. Build a simple, free web tool to solve it (like Sticker Mule's background remover or Dora AI's SEO report).
8. Require an email signup to use the tool, funneling users into your newsletter.
9. **Execute a Multi-Platform Content Strategy:**
10. **Identify Your "Big 3" Platforms:** Find where your ICP spends the most time (for Benji, it's YouTube, LinkedIn, X). Focus 80% of your effort there.
11. **Be Consistent:** Set a realistic posting schedule (e.g., 1 video/week, 3 posts/week) and stick to it.

12. **Track Everything with UTMs:** Add unique UTM parameters to the links you share in your content to measure which channels and specific posts drive the most traffic and conversions to your site.

### C. Actionable Outbound Sales Plan

1. **Build Your Outreach Stack:**
2. **Lead Scraping:** Use **Apollo.io** or **Phantombuster** to find contacts for your ICP.
3. **Email Automation:** Use **Instantly.ai** or **Clay** to send personalized email sequences at scale.
4. **Run Targeted Ads:** Start with small budgets on **LinkedIn Ads** and **Google Ads**, focusing on a narrow audience that perfectly matches your ICP. Avoid platforms not suited for your business model (like Twitter/X for B2B, per Benji's advice).
5. **Explore Automation (Carefully):** Consider using automated DM tools for LinkedIn or X to increase reach, but be mindful of platform policies and the risk of sounding spammy.

### D. Go-to-Market & Business Strategy

1. **Target Agencies as a Channel (The "White-Label" Play):** If your product can help agencies serve their clients better, create a partnership or white-label program. It's an efficient way to acquire many end-users through a single sale.
2. **Implement an Aggressive Referral Program:** Encourage word-of-mouth by offering a significant incentive (like Benji's 50% commission). This can turn your early customers into your most effective sales team.

### E. Mentioned Resources & Tools

- **Lead Scraping & Data:**
- **Apollo.io:** Find and collect lead data.
- **Phantombuster:** Scrape data from social media and websites.
- **Cold Email & Outreach:**
- **Instantly.ai:** Send cold emails at scale and warm up email accounts.

- **Clay:** An alternative for data enrichment and email automation.
- **Inspiration for Free Tools:**
- **Sticker Mule:** A prime example of a company that uses a free tool (background remover) to drive massive traffic and sales for its core product.
- **Community & Networking:**
- **Discord:** Benji uses it to build a free community for founders, creating a valuable network and a direct line to potential customers.