

CONTENT MARKETING STRATEGY FOR SAAS

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INTRODUCTION

If you are reading this, you are probably a SAAS owner or are part of the marketing team for a SAAS.

We can agree that organic marketing for SAAS is not as easy as many would assume.

We can also agree that one of the best ways to have new subscriptions coming in everyday in the long-term is through organic marketing.

Organic marketing simply means getting customers to come to you naturally, over time, without having to pay for them through ads.

Organic marketing involves many things among them posting on social media, marketing to your email list or content marketing.

The most effective of them being content marketing. Without relevant content for your target audience, you might have nothing to post on social media. Building an email list without content on your website is also quite impossible.

That said, in this guide, I will show you how you can do proper content marketing that will not only help generate leads but will also get you more paid subscriptions.

You will learn...

- How to find content that your audience wants to read
- How to write this content in order to address their needs
- How to optimize this content so that it can be found on search engines
- How to promote your content on other platforms besides your website
- Repurposing this content to reach a wider audience

But first...

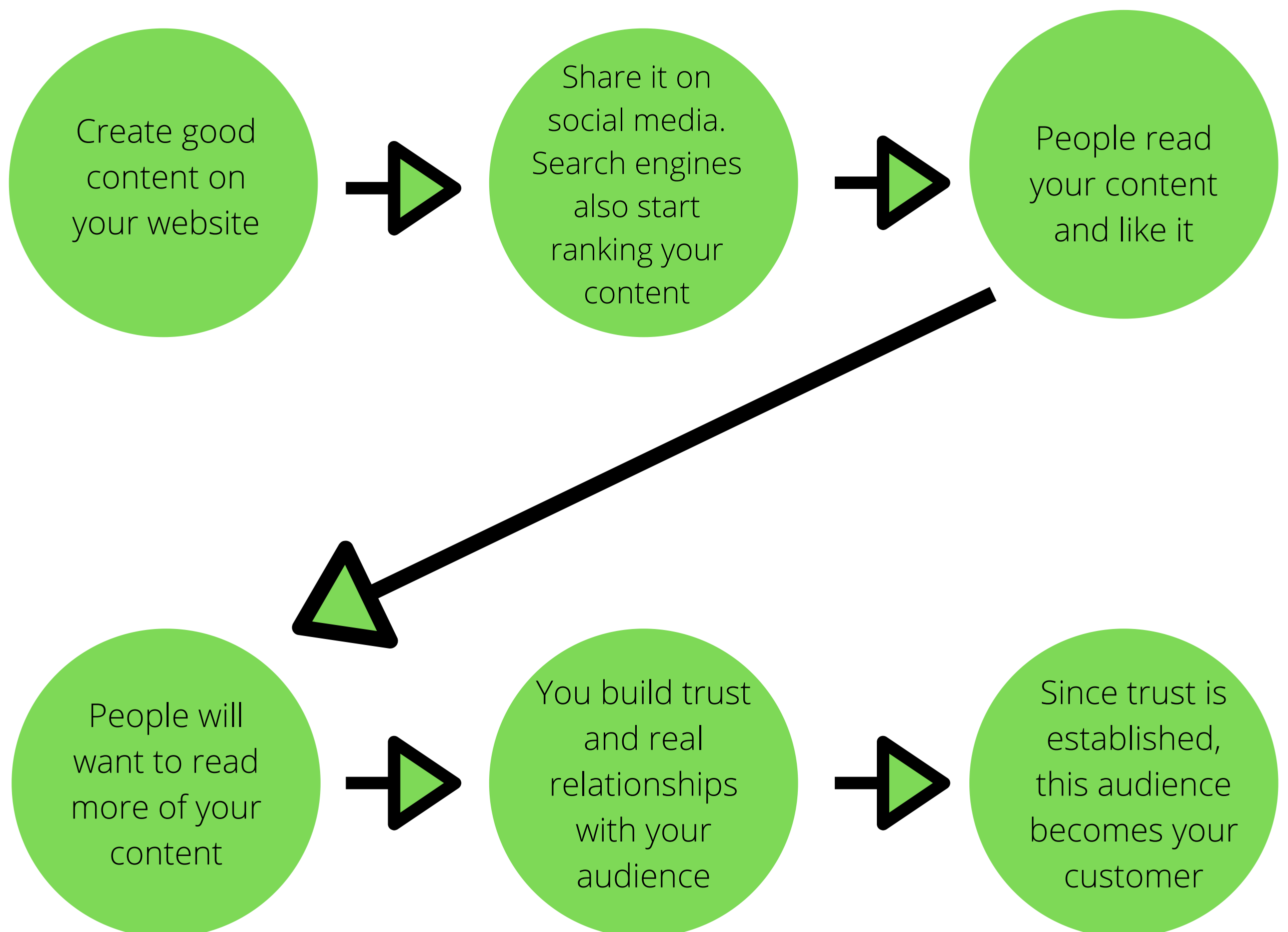
Why do even need to read my guide?

I have been a copywriter for 5+ years and I am currently the senior editor at [Content Clerks](#), an agency that specializes in writing content for businesses just like yours.

Let's get into it, shall we?

HOW DOES IT WORK?

Here is a short demonstration to show how content marketing works for SAAS.



KEYWORD RESEARCH AND TOPIC IDEATION

Before you even get started with writing any content, you first need to understand what your potential audience needs. You have to know what questions they are asking. That is the only way you can answer them.

These questions are called keywords or key-phrases. Keywords are what your audience type into search engines when they are looking for answers.

Once you know what keywords to target, the you can comfortably write content that people want to read.

How exactly do you do this?

I will show you how to do keyword research using both free and paid tools. Paid tools offer more data, but this does not mean free tools do not work. They do.

For the purpose of demonstration, I will take an example of a SAAS product in the team collaboration and task management niche. However, everything that I will show you can apply in any SAAS niche out there.

While doing keyword research, you will need to distinguish between buyer intent keywords and informative keywords. Here are a few examples

Buyer Intent

- Team collaboration software
- Online task management software
- Project management tool

Such keywords are very important because the person searching has the intent to buy or to use. These keywords should be left to your landing pages. You can use the same tactics that I will show you to find relevant keywords for your landing page.

Informative

When doing content marketing, we mainly focus on answering informative queries. Here are a few examples

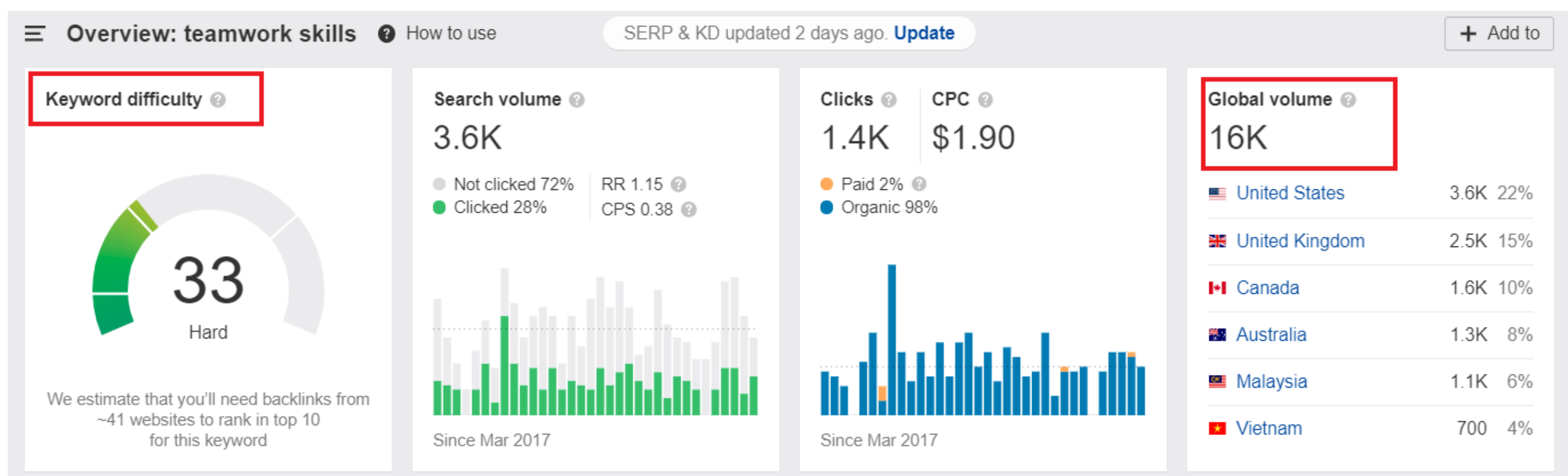
- How to work from home as a team
- What are some of the best teamwork skills?

Keyword research using paid tools

There are several paid tools out there that you can use for keyword research. These tools include Ahrefs, Moz, SEMrush and Keywords Everywhere.

At Content Clerks, we use Ahrefs to do this. I will show you exactly how we do it.

First, we start with an idea like "Teamwork skills"



You need to pay attention to Keyword Difficulty (KD) and Global Volume (GV).

KD simply means, on a scale of 1-100, how hard it is to rank top 10 on search engines for that keyword.

GV stands for the number of monthly searches for that keyword globally. Here, there are roughly 16k monthly searches.

I know that Ahrefs has indicated that this is a difficult keyword to rank for but anything below KD of 40 is good. This is because, their KD calculation is based mostly on number of banklinks.

Backlinks are incoming links to a webpage. When another page links to your webpage, that is considered a backlink.

It is one of the most important ranking factors but not the only one that search engines consider. If you have high-quality, well-researched content, you can get a ton of traffic without necessarily having several backlinks.

When you have great content, people will naturally link to you. Do not obsess over backlinks, obsess over good content.

Now, back to our example of the term "teamwork skills". I was lucky to have found a keyword that we can write content on. But what if you don't find such a keyword on the first go?

Ahrefs has lot's of options on the left menu. Starting with a keyword, you can find related keywords based on several criteria.

Keyword ideas

All keyword ideas

Phrase match

Having same terms

Also rank for

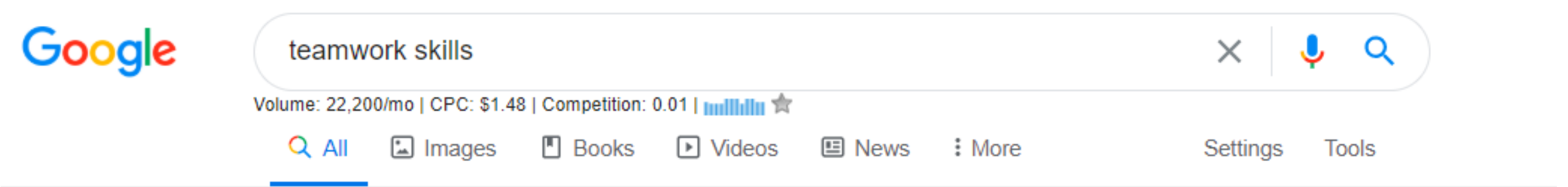
Search suggestions

Newly discovered

Questions

All these options will help you get more ideas on which keywords to use.

We also use another paid tool, Keywords Everywhere, for keyword research. This is a chrome extension and is very easy to use once set up. It will give you the data you need as soon as you type something on Google.



Sometimes there is a discrepancy in the data given by these tools because they are all based on estimates from different sources. This does not mean the data entirely wrong. It is therefore important to use more than one tool when doing keyword research.

K

Related Keywords

Export to CSV

★ Keyword	Vol	CPC	Comp	Trend
★ what is teamwork	14,800	\$0.97	0.01	
★ how to improve teamwork skills	720	\$1.31	0.03	
★ real life examples of teamwork	590	\$0.00	0	
★ 7 essential skills for teamwork	320	\$2.12	0.06	
★ teamwork skills examples resume	210	\$0.00	0.02	
★ teamwork skills synonym	170	\$0.00	0	
★ teamwork skills cover letter	90	\$0.00	0	
★ teamwork skills in business	10	\$0.00	0	

★ [New Feature: URL Traffic Data & Top 1000 Keywords](#)

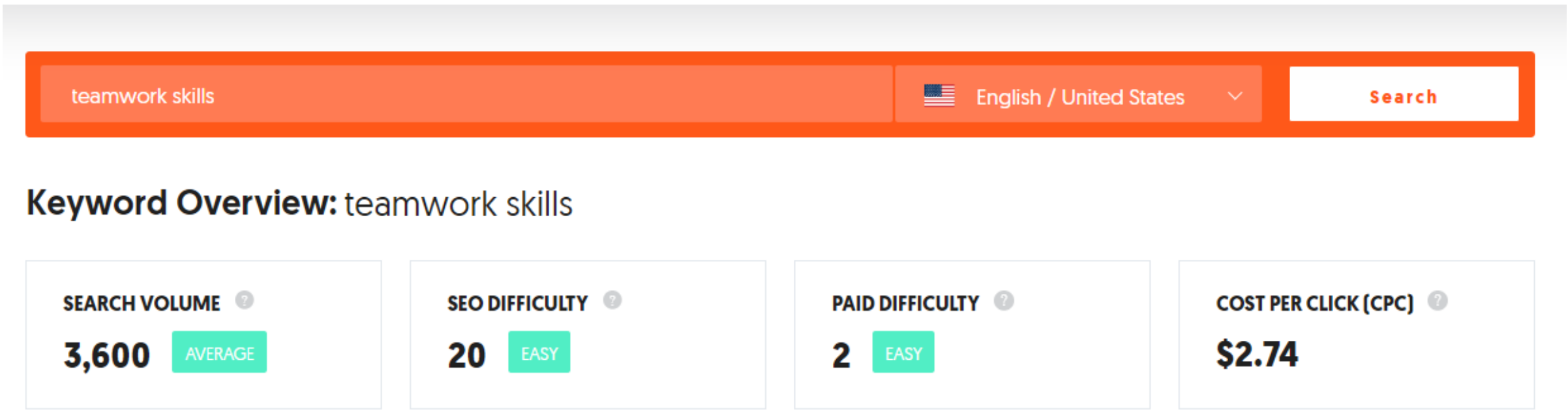
Keywords Everywhere also gives you data on related keywords right on the SERP page. You can use this to get more ideas on the queries to target.

Keyword research using free tools

There are several free tools that you can use as well when doing keyword research. Let's take a look at some of them

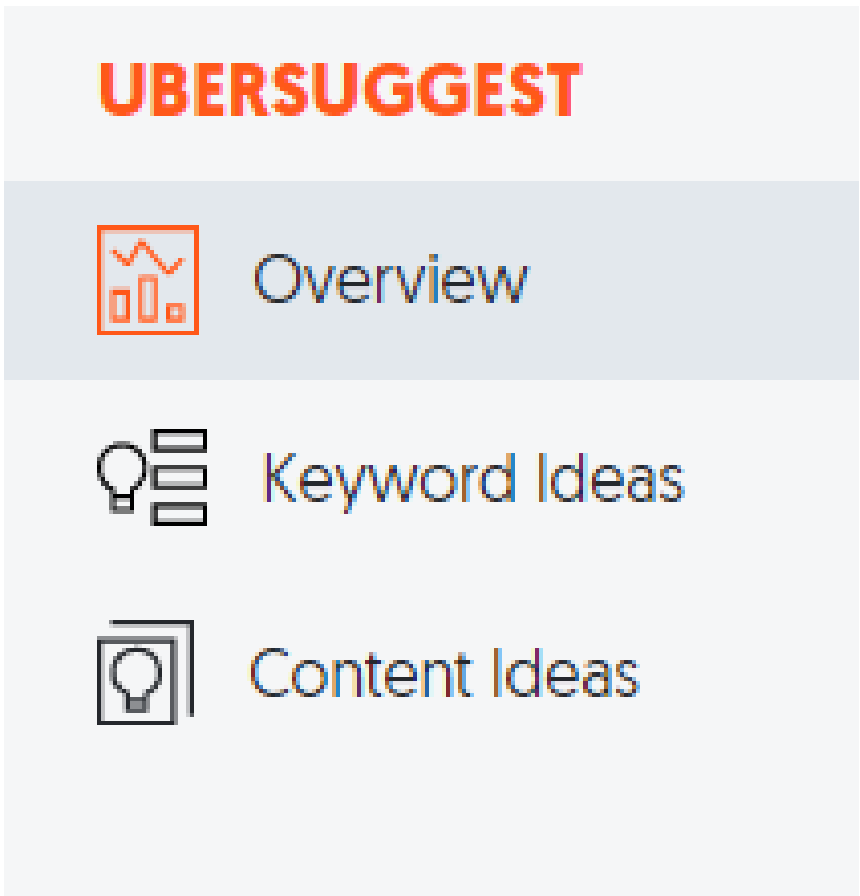
Ubersuggest

We can use this tool to get data on specific keywords. We will still use the example of "Teamwork skills"



Here we get the same data as before, that is, monthly searches in the US (You can change this to whatever country you want) and Keyword Difficulty (which the call SEO difficulty).

You can also use Ubersuggest to get more ideas on what to write about.

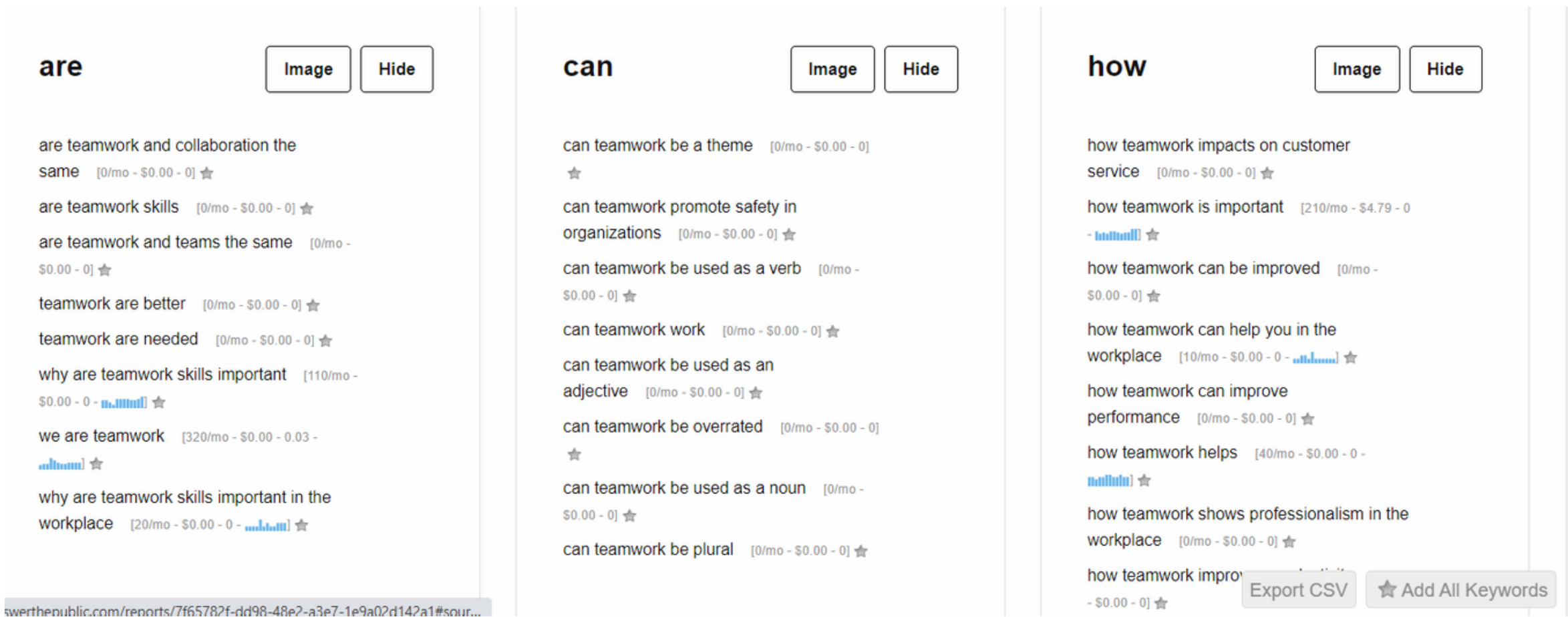


The left menu on Ubersuggest has options like keyword ideas and content ideas.

Answer the public

Answer The Public is more of a blog post generator than a keyword research tool. You can use it to get ideas of questions that people are asking. These ideas combined with search data, can be very useful.

At Content Clerks, we use a combination of Keywords Everywhere (paid) and Answer The Public. Below is an example.



As you can see, Answer The Public gives us suggestions on questions asked and Keywords Everywhere gives us the search data on each question.

You can also use a free tool like Ubersuggest to find the search data for each question.

Google Search Suggestions

This method is often overlooked by many marketers, yet it works rather well. We all want to rank on Google.

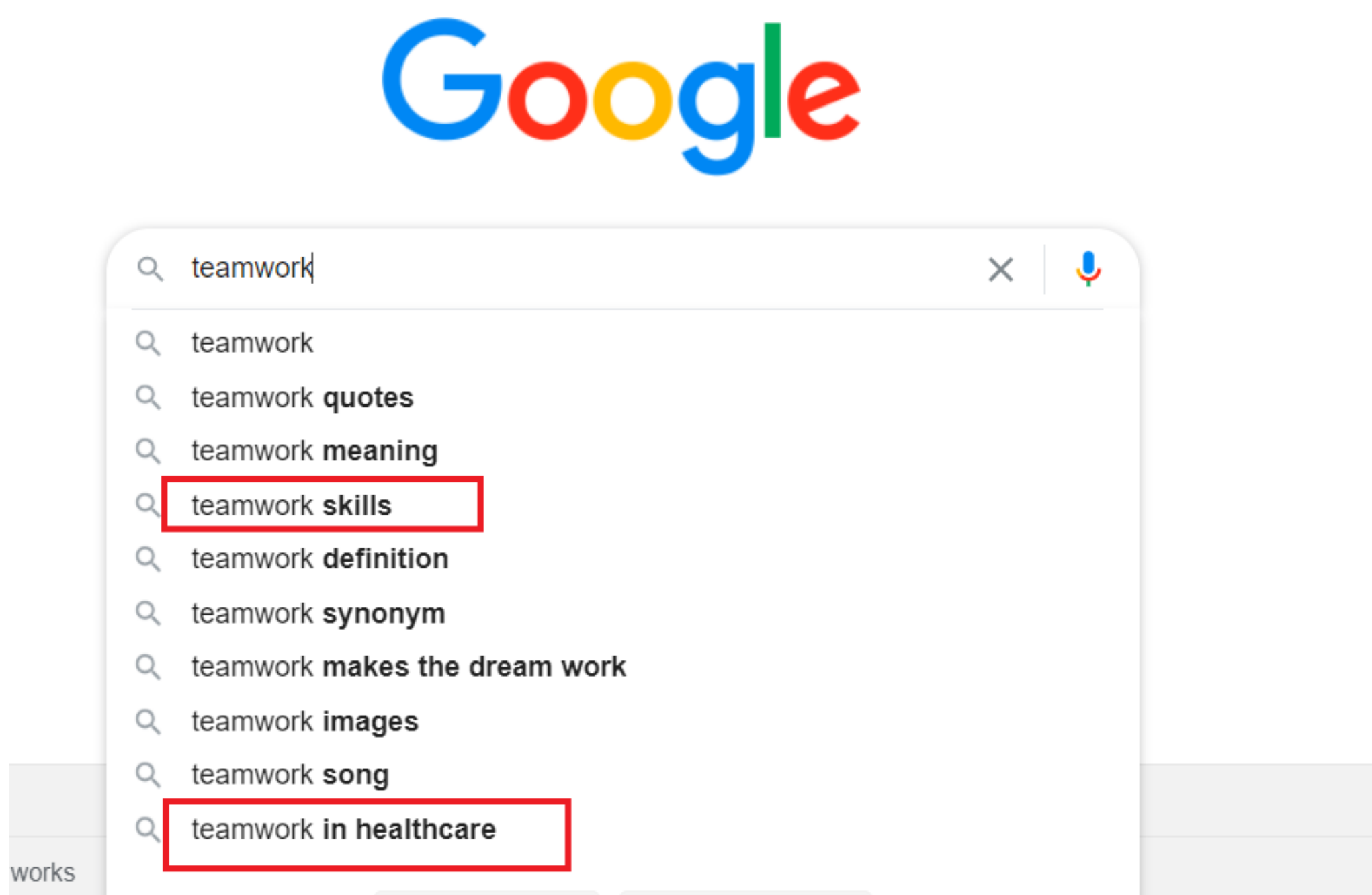
Therefore, who else can give us the best search terms other than Google themselves?

Here is how it works...

You simply go on Google and started typing something that is related to your niche. In this case, I used

"Teamwork"

Automatically, Google starts giving suggestions.



You can see we already have two query ideas that we can use.

At the very bottom of the Search Result Page (SERP), you can also find more suggestions from Google.

Searches related to teamwork in healthcare

Q

teamwork in healthcare **ppt**

Q

teamwork in healthcare **essay**

Q

principles of teamwork in healthcare

Q

examples of teamwork in healthcare

Q

challenges of teamwork in healthcare

Q

consequences of poor teamwork in healthcare

Q

how to improve teamwork in healthcare

Q

how to promote teamwork in **nursing**

Goooooooooooooogle

>

1 2 3 4 5 6 7 8 9 10

Next

At the very bottom of the Search Result Page (SERP), you can also find more suggestions from Google.

Keyword Research From Competitors

It is important to check what kind of content is driving traffic to your competitor's website. This will give you an idea of what your audience loves to read and what they are willing to share on social platforms.

So how can you find such content?

I will show you how to use Ahrefs (paid tool) to do this.

For this demonstration, I will use one of the most popular team collaboration SAAS, Asana.

When I type "asana.com" into the site explorer section on Ahrefs, then filter by "top content" on the left menu, here are some of the results I get.

7	How to use Asana, Asana tutorials, onboarding tips, and team use cases Product guide · Asana asana.com/guide	254	61	652	56	769	237	4 Apr '13	Details
8	Asana is hiring! Be empowered to make an impact · Asana asana.com/jobs	205	32	1.6K	34	1.7K	196	6 Aug '09	Details
9	About Asana · Asana asana.com/company	201	12	296	76	384	196	5 Feb '10	Details
10	Epic empowerment makes Asana a top Glassdoor company to work for - The Asana Blog blog.asana.com/2016/08/epic-empowerment-top-cloud-company/ Anna Binder	1	20	519	132	671	132	25 Aug '16	Details
11	Meet the new Asana - The Asana Blog blog.asana.com/2015/09/the-new-asana/	57	127	2.7K	35	2.9K	127	30 Sep '15	Details
12	Dependencies: A simple way to manage complex workflows blog.asana.com/2016/07/dependencies/	15	11	399	102	512	102	28 Jul '16	Details
13	4 ways to increase your productivity through better scheduling blog.asana.com/2015/06/4-ways-to-increase-productivity/ Kasey Fleisher Hickey	9	14	307	102	423	102	29 Jun '15	Details
14	Introducing Wavelength - The Asana Blog blog.asana.com/2016/10/introducing-wavelength/ Jenny Thai	2	0	251	100	351	100	19 Oct '16	Details
15	How to take back your productivity with No Meeting Wednesday wavelength.asana.com/workstyle-no-meeting-wednesdays/	124	24	103	18	145	95	1 Oct '16	Details

As you can see from the screenshot, some of the pages driving the most traffic are from their blog. When you do this, you will find great content ideas that your competitors are already ranking for.

All you have to do is write content around the same topic but make it more detailed, informative and fun!

You don't just want to be in the copy pasting business. You also do not want to produce mediocre content. Nobody is going to read or share that!

You can do this with as many articles as you like.

CONTENT STRATEGY

We've talked about how to find the kind of content to write. Now let's talk about how to write it. As a rule of thumb, if you want to properly start out your content marketing campaign, you need 20-30 articles on your website.

After publishing these, you can now start publishing content on a weekly basis.

Here are a few things to keep in mind...

Publish both informative and promotional articles

Let's take a look at the top pages that drive the most traffic for Asana.

7	How to use Asana, Asana tutorials, onboarding tips, and team use cases Product guide · Asana asana.com/guide ▼	254	61	652	56	769	237	4 Apr '13	Details ▼
8	Asana is hiring! Be empowered to make an impact · Asana asana.com/jobs ▼	205	32	1.6K	34	1.7K	196	6 Aug '09	Details ▼
9	About Asana · Asana asana.com/company ▼	201	12	296	76	384	196	5 Feb '10	Details ▼
10	Epic empowerment makes Asana a top Glassdoor company to work for - The Asana Blog blog.asana.com/2016/08/epic-empowerment-top-cloud-company/ ▼ Anna Binder	1	20	519	132	671	132	25 Aug '16	Details ▼
11	Meet the new Asana - The Asana Blog blog.asana.com/2015/09/the-new-asana/ ▼	57	127	2.7K	35	2.9K	127	30 Sep '15	Details ▼
12	Dependencies: A simple way to manage complex workflows blog.asana.com/2016/07/dependencies/ ▼	15	11	399	102	512	102	28 Jul '16	Details ▼
13	4 ways to increase your productivity through better scheduling blog.asana.com/2015/06/4-ways-to-increase-productivity/ ▼ Kasey Fleisher Hickey	9	14	307	102	423	102	29 Jun '15	Details ▼
14	Introducing Wavelength - The Asana Blog blog.asana.com/2016/10/introducing-wavelength/ ▼ Jenny Thai	2	0	251	100	351	100	19 Oct '16	Details ▼
15	How to take back your productivity with No Meeting Wednesday wavelength.asana.com/workstyle-no-meeting-wednesdays/ ▼	124	24	103	18	145	95	1 Oct '16	Details ▼

Asana has informative content (highlighted in red) and promotional content about their product and company (highlighted in black).

You need to have a combination of articles that help your audience as well as articles promoting your product.

Link your informative blog posts to the promotional ones

Well-researched and properly written informative blog posts will drive a lot of traffic. Instead of just letting this traffic leave your website after knowing what they came to find out, you can try and direct them to related promotional blog posts or landing pages that will get people to sign up and pay for your SAAS.

Article length and frequency of publishing

Your articles should be at least 1000 words. You can post these 3-4 times a month. Once a month, publish a detailed 3000 word article. Just make sure you are giving people answers to what they need to know.

Include the current year in the article title (Whenever possible)

Doing this improves your click-through rate. The title "How to work from home effectively in 2020" will get more clicks than one that doesn't have 2020.

HIRING CONTENT WRITERS

Let's face it. Writing content for your SAAS is not an easy task. Some people do not have the time to sit down and come up with 1500 words of unique and compelling content, while other just cannot do it. Remember, when you are just starting out, you need about 20-30 articles so your website can start gaining some traction.

While this is entirely optional, you can hire content writers to do this for you. There are two ways to go about this.

You can choose to work with a content writing agency like Content Clerks. There are several other content writing websites out there but I recommend Content Clerks because not only do you get in-depth keyword research done for you but also well-researched, SEO friendly articles. We specialize in writing content for SAAS businesses all over the world.



The other option is to hire a freelance content writer. You can do this on websites like Freelancer, Fiverr, Upwork and People Per Hour.

If you want to hire a freelance writer, there are few things to keep in mind.

- The potential candidate should provide you with samples of their work or should be willing to write a test article in your niche.
- Should they agree to doing a test article, make sure the article is free of grammar errors and is original as well. You can use tools like Grammarly and Copyscape to check grammar and originality respectively.
- The potential candidate should be able to write both general articles and promotional articles about your software.

Working with a content writing website like Content Clerks makes things easier because all writers have gone through rigorous testing and proper training to provide nothing but the best quality.

When you place an order, the most competent writer in that niche is assigned to handle your work. All content is checked for grammar and originality before submission.

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is a very long and complicated topic. This is why most SAAS owners hire SEO companies to do it for them.

However, you can do the SEO basics yourself, especially if you do not have an SEO team and do not have the budget to hire an expensive SEO agency.

In this guide, I will talk about the basics of SEO, stuff that you can easily do yourself.

On-page SEO basics

Here are some tips to keep in mind when performing on-page SEO.

- Let the main keyword phrase appear in the H1 title, in the meta description and at least one H2 subtitle.
- Include the main keyword in the first paragraph of the article.
- Have both internal and outbound links on your article. This is a good way for interlinking blog posts.

- Optimize images for web publishing so they can load faster. You can also add "alternative text attributes" to your images based on your keywords.

Technical SEO basics

Taking care of your technical SEO is not hard especially if you follow the checklist below...

- Identify and fix crawl errors from Google Search Console.
- Make use of Google Search Console's "Inspect URL" feature to find out how Google views your page.
- Make sure your website is mobile friendly by using Google's Mobile-Friendly Test tool.
- Use this free tool to find and fix all your broken links.
- Make sure your website is secured with https.
- Check your site's loading speed using PageSpeed insights.

PROMOTING YOUR CONTENT

The reality is that it takes about 6-8 months before your content starts ranking on search engines. While search remains the best traffic source online, you need to promote your software and content on other platforms as well.

What are these platforms?

Medium

Medium is an online publishing website that let's you publish content for free. The secret to having success when publishing on medium is high quality content.

When you have good content, you can publish it on your blog and also on medium, linking back to your website. Google does not penalize for duplicate content.

Linkedin

If you are in the SAAS business, then there is also a chance that your business is B2B. Linkedin is one of the best platfroms to generate B2B leads.

Instead of cold outreach to people who will most likely ignore you, you can show expertise in your industry by publishing content and have the leads come to you instead.

Social Media

Social media is still useful when promoting your content. Create awesome graphics and pictures that will capture the attention of your followers, post them and link back to your website.

Make use of platforms like Facebook. Twitter, Pinterest and Instagram. Having social media profiles for your SAAS shows the human aspect of your business.

You can create infographics related to the content you have and publish them along with your blog posts. Infographics get lots of backlinks which will help you in your SEO journey.

These infographics can also be published on social media.

Wondering what kind of content you can publish on social? We have a [free social media calendar for you.](#)



YouTube

Remember I told you that one of the things you'll learn from this guide is how to repurpose your content?

Well, here we are. You can always create videos from content that you have already written and publish them on YouTube. People still prefer watching videos over reading, so you shouldn't miss out on this audience.

You can also create explainer videos to demonstrate how your software works.

CONCLUSION

There you have it. We have covered almost all aspects of content strategy if you want to grow your SAAS organically online.

Remember, content marketing is a long term strategy and will keep your business having new sign-ups and subscriptions every day.

As I mentioned in the introduction, these are strategies that we use and are working for us and all our clients as well.

Find out more about our content marketing service for SAAS by clicking below.

