



SaaS Marketing Playbook





OUR PROVEN METHODOLOGY TO INCREASE YOUR MRR

The name of the game for SaaS businesses is more users, less churn and consistent MRR growth.

Textbooks tell you that the 4 P's of marketing are product, price, place and promotion. But this is SaaS, and we need to think beyond marketing 101.

SaaS marketing should focus on shorter sales cycles (than traditional B2B), creating lifetime customers and selling services, not products.

On top of the 4 P's, here at Surge we layer on the 4 pillars of SaaS digital marketing, and this is how we'll move the needle on your MRR



CONTENT MARKETING

Video, blogs, publications, infographics that educate potential users who might not know they need you (yet)



PAY PER CLICK ADS

Google ads, paid social, display and strategically turning volume into MQL's then SQLs, then demos, trials and users



SEO SEARCH

Keyword and backlink strategies combine to get the potential users who are actively looking for a solution you can offer



EMAIL MARKETING

The #1 goal of your marketing activity is to drive qualified trials or demos. The #2 goal should be at least to get them on your email list

The 4 pillars are intrinsically linked, and we work with our SaaS clients to turn the dial up and down on each pillar, depending on the market and metrics.

They work in balance to form the engine room of your digital growth strategy.

**WHEN THIS STRATEGY IS HUMMING ALONG,
WE HAVE SEEN MRR INCREASE BY 80% IN JUST 12 MONTHS.**

So that's the top level strategy. But let's get tactical for a minute.

We want you to walk away with something you can apply right now in your business, to move closer to your quarterly growth target.

We've seen this 5 step methodology work time and time again for our SaaS clients and, as we continue to optimise each step, the results only get better.



IDENTIFY YOUR CUSTOMER LIFETIME VALUE (LTV)

Chances are you've got this - if not, there are a few ways to work it out, but the simplest is - average customer spend x average length of time they stay with you.

That number alone can tell us whether you're over or underspending right now to acquire a customer - but that's for another time.



UNDERSTAND YOUR CONVERSION RATES FOR DEMO → TRIAL → USER AND THEN UNPACK THE MARKETING SOURCE OF EACH POINT

Chances are you've got this too - if not you'll need to pull the metrics from your current marketing tactics, including any paid media, email marketing and organic content platforms.

Now, this is where things get interesting ...

3

STEP

SEGMENT THE MOST LUCRATIVE MARKETING SOURCE DOWN TO A GRANULAR LEVEL

Which marketing tactic is bringing in the most qualified leads? Zero right in on this, looking at individual key words, audience micro-behaviours and business categories.

4

STEP

LEVERAGE OFF THESE MICRO-SEGMENTS

Now re-allocate your marketing spend to align with the segments that provide the best ROI. It makes sense to put more marketing spend into the tactic that's most fruitful - that's marketing 101.

But segmenting down even further and allocating spend at a micro level - that's where we start to see real traction. The trouble is, most SaaS businesses (or digital marketers) aren't doing it because it takes some practice.

5

STEP

OPTIMISE. REPEAT. SCALE.

Once you have identified the low hanging fruit at a micro level you've won the digital marketing game...for now.

But optimising, tweaking and repeating is the only way to see long term scale and see the kind of MRR growth that makes your investors smile.

Want us to run your marketing metrics through our 5-step method, to find out how to move the needle on your MRR?

Just email saas@surgegrowth.digital with the subject line "Increase my MRR" and we'll get right back to you.

ABOUT SURGE GROWTH

We're your dedicated growth team, covering every marketing skill set your SaaS business needs to scale.

First up. We're not an agency. The agency model is traditionally inflexible, expensive and operates completely externally to your business.

Instead, we integrate into your team environment, we're on your Slack channel, we manage projects and report using your systems, we get to know the whole business strategy, just like an internal team member.

But with a big difference.

Our digital marketing expertise isn't restricted to the knowledge of one or two people.

You get the expertise, value and support of SaaS marketing experts across SEM, SEO, Paid social and Display, without the cost of training or continuous hiring.

Got a question? Email: saas@surgegrowth.digital

