



Checklist: _____

6 Steps to Marketing Your SaaS Product

Do You Have a Marketing Plan for Your SaaS Product?

When it comes to marketing your SaaS product, you may feel at a loss. Your specialty is in the software realm, not marketing, right?

Still, to grow your product, you need a flow of the right prospects: people who are searching for and need your solutions.

Before you dive into different marketing initiatives, you need to make sure you have the basics covered. This checklist will help you gain a solid foundation for basic marketing and guide you toward connecting with your ideal clients.

Follow our checklist to asses your: _____

- Business
- Digital Content
- SEO
- Social Presence
- Website
- Other Online Profiles

Review Your Business

How are you different from your competitors?

- ☐ Have you identified your ideal client/buyer personas?
- ☐ Why would a prospective customer choose your product?
- ☐ What are your “remarkables”? What makes you stand out against your competition?

Review Your SEO

Is your website set up so search engines (and potential clients) can find you?

- ☐ Are you using keyword-rich headlines?
- ☐ Do you have clear title tags and meta descriptions for each page?
- ☐ Do all of your images have keywords in their alt-text?
- ☐ Do you keep track of how your website pages rank on Google?

Review Your Website

What do your visitors see?

- ☐ Is your website on all devices — desktop, mobile, etc.?
- ☐ Is navigating your website simple and user-friendly?
- ☐ Do you have compelling images and videos showing proof of your success?
- ☐ Do you explain your technology and process in your content?
- ☐ Does your website showcase what makes your product unique?
- ☐ Are you highlighting your team members?
- ☐ Do you have helpful resources and information that's easily accessible to visitors?
- ☐ Do you have awards, certifications, or relevant industry partners showcased on your website?

Review Your Digital Content

What are you offering that's helpful to your visitors?

- ☐ Do you have conversion points throughout your site offering a download or more information that provides value for your visitor?
- ☐ Do you have a company blog?
- ☐ Are you using video?
- ☐ Do you have case studies highlighting your successes and achievements?

Do you have a content strategy?

- ☐ Does your content answer the questions you hear the most from clients and prospects?
- ☐ Do you plan new content and how it will be promoted?
- ☐ Have you identified keywords your ideal clients are using when searching for your services?
- ☐ What keywords and topics present the best opportunity for you to stand out against your competitors?

Review Your Social Presence

Maintain a strong presence on the social platforms your customers are using.

- ☐ Do you have a presence on LinkedIn, Facebook, Instagram, X, or any other relevant platform your ideal clients regularly use?
- ☐ Does your profile image, cover photo, and bio accurately convey who you are to your target audience?
- ☐ Do you have a regular posting schedule?
- ☐ Are you showing examples of your services and proof of your achievements on social media?
- ☐ Do your posts consistently direct people to your website?

Look at the social media accounts of your competitors.

- ☐ Are you on the same platforms?
- ☐ How often do they post, and what are they doing well?
- ☐ Is their audience engaging with their posts?

Review Your Other Online Profiles

Is your business found in online directories?

- ☐ Is your business listing claimed on Google?
- ☐ Are you asking your customers for Google reviews?
- ☐ Are you listed on relevant industry resource directories, and is your profile information complete?
- ☐ Are you listed on vendors' websites as a recommended partner, with backlinks to your website?

Now, It's Time to Take Action.

Connecting businesses with their ideal clients is our specialty. If you're ready to start growing your business, sign up for a free 20-minute marketing consult — no strings attached. We'll take a deep dive into your current marketing strategy and content to help you pinpoint the areas that need improvement.

GROW MY SAAS BUSINESS



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