

SaaS Marketing Playbook

Étienne Garbugli

The SaaS Email Marketing Playbook Étienne Garbugli, 2020-04-23 “A great no-BS resource where you are guaranteed to pick up useful tips and approaches, whether you’re an email pro or just starting out.” – Andrus Purde, Founder & CEO, Outfunnel - - No matter how great your product is, it’s very likely that 40–60% of free trials never see your product a second time. This means that you stand to lose up to 60% of your hard-earned signups. Do you just let them go? Email marketing is one of the highest leverage activities in a SaaS business. It can help: • increase onboarding and trial conversions; • reduce churn; and • grow monthly recurring revenue (MRR). By introducing a single campaign today, you could significantly increase your conversions, and get the benefits of that increase predictably and repeatedly, week after week. That’s the beauty of automation. It’s also how we created an upsell program at LANDR that was generating up to 42% of weekly subscription conversions. When I joined LANDR, we were only sending 3 automated emails (and only 1 of those was performing). By focusing on sending the right email to the right user at the right time, performance jumped up, with increases in: • product onboarding completion; • engagement; • sales; and • upgrades to annual subscriptions. We made a lot of mistakes along the way (including sending 85,000 emails to the wrong users). It took a lot of trial and error, long hours, and exhaustive internet searches, but the results were obvious. Email was more effective at generating revenue than: • Investing in more ads; • Building new features hoping they’ll drive engagement; • Redesigning at the cost of trial and error. You can learn SaaS email marketing the way we did (through hard work), or jump to the front of the line. The SaaS Email Marketing Playbook includes everything I would have loved to know about email before I got started at LANDR: • how and when to create new emails or In-App messages to influence your users’ behaviors and purchase decisions; • how to double, triple, or quadruple the performance of every single email you send; • how to stand out in an increasingly more crowded inbox; and • how to create processes and structure to systematically grow the performance of an email marketing program. The book also includes seven deep dives to help you implement your onboarding, upsell, retention, referral, and behavioral sequences, among others. You don’t need to be a master copywriter (or have one on your team) to send effective emails. You just need the right processes and knowledge to start growing your business with email. The SaaS Email Marketing Playbook contains everything you need to plan, build, and optimize your email marketing program. - - The SaaS Email Marketing Playbook was written for businesses with clear signs of Product-Market Fit, that are: • selling to consumers or businesses; •

charging monthly or yearly subscription fees; • generating more than \$2k MRR; and • adding at least 200 email signups per week.

Lean B2B Étienne Garbugli, 2022-03-22 Get from Idea to Product/Market Fit in B2B. The world has changed. Nowadays, there are more companies building B2B products than there's ever been. Products are entering organizations top-down, middle-out, and bottom-up. Teams and managers control their budgets. Buyers have become savvier and more impatient. The case for the value of new innovations no longer needs to be made. Technology products get hired, and fired faster than ever before. The challenges have moved from building and validating products to gaining adoption in increasingly crowded and fragmented markets. This, requires a new playbook. The second edition of Lean B2B is the result of years of research into B2B entrepreneurship. It builds off the unique Lean B2B Methodology, which has already helped thousands of entrepreneurs and innovators around the world build successful businesses. In this new edition, you'll learn: - Why companies seek out new products, and why they agree to buy from unproven vendors like startups - How to find early adopters, establish your credibility, and convince business stakeholders to work with you - What type of opportunities can increase the likelihood of building a product that finds adoption in businesses - How to learn from stakeholders, identify a great opportunity, and create a compelling value proposition - How to get initial validation, create a minimum viable product, and iterate until you're able to find product/market fit This second edition of Lean B2B will show you how to build the products that businesses need, want, buy, and adopt.

Product-Led Growth Bush Wes, 2019-05 Product-Led Growth is about helping your customers experience the ongoing value your product provides. It is a critical step in successful product design and this book shows you how it's done. - Nir Eyal, Wall Street Journal Bestselling Author of Hooked

The Sales Development Playbook Trish Bertuzzi, 2016 A book to help companies find customers and create repeatable sales by developing effective inside sales organizations and development strategies.

The Marketing Playbook John Zagula, Rich Tong, 2004-10-21 Every company needs to figure out the best way to beat the competition. What do you do if the other guy is already dominating the market? Should you challenge them head on or lie low for a while? Should you offer customers high-end features or a low-end price? Or both? During their years at Microsoft, John Zagula and Richard Tong answered such questions so effectively that they helped Microsoft Office and Windows grow from a 10 percent to 90 percent market share. As venture capitalists, Zagula and Tong have continued to test and perfect their system with hundreds of companies of all sizes and at all stages. Now they're sharing their best ideas and methods in an easy-to-apply book that will be enormously helpful to marketers in every industry and leaders in every size company. The Marketing Playbook explains the five basic strategies for a competitive market—The Drag Race Play, The Best of Both Play, The High-Low Play, The Platform Play, and The Stealth Play. It illustrates how each one works, how to pick the best one for a

given situation, and then how to implement it effectively in the real world. Just like a great sports coach with a well-designed playbook, managers who read this book will have the tools, tips, and tricks they need to leapfrog market research, craft a smart strategy, motivate their team, and start scoring major points with customers and against the opposition.

Mastering Product Experience in SaaS Nick Bonfiglio, Mickey Alon, Myk Pono, Aprinsic, 2017-11-15 Your success as a Software-as-a-Service (SaaS) company is completely dependent on acquiring and keeping users in your product. But if you're using traditional marketing tactics, you're likely struggling to scale your business quickly. That's because conventional marketing techniques focus on engaging prospects and users outside of the product.

From Impossible to Inevitable Aaron Ross, Jason Lemkin, 2019-06-05 Break your revenue records with Silicon Valley's "growth bible" "This book makes very clear how to get to hyper-growth and the work needed to actually get there" Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth. From Impossible to Inevitable details the hypergrowth playbook of companies like Hubspot, Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign—aka Adobe Document Services (which catapulted from \$0 to \$144 million in seven years). Whether you have a \$1 billion or a \$100,000 business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records. Pinpoint why you aren't growing faster Understand what it takes to get to hypergrowth Nail a niche (the #1 missing growth ingredient) What every revenue leader needs to know about building a scalable sales team There's no time like the present to surpass plateaus and get off of the up-and-down revenue rollercoaster. Find out how now!

Price to Scale Ajit Ghuman, 2021-04-19 Chances are that you are leaving money on the table. Smart pricing can add multiples to your revenue and valuation. Yet, pricing is often considered too complex or just not paid enough attention. Software pricing is not rocket science. But so far, literature on the subject has varied between clickbaity blogs or obtuse research methods. A practical guide to SaaS pricing has been sorely needed. This book aims to fill the void. Written for CEOs, CMOs, Product Marketers, Revenue Leaders, and Product Managers, this book provides a simple soup to nuts approach in deploying winning pricing systems for high growth SaaS startups. In addition to pricing techniques, learn from real-life case studies from pricing leaders drawing on their experiences at companies such as Gainsight, Mixpanel, Nosto, Oracle, Verint, Rubrik, and more. The book will help you get to the following four fundamental pricing decisions and guide you on how to operationalize pricing within your organization: 1. Packaging: What will be your product 'offers'/'packages'? ? Learn why Good-Better-Best packaging is not automatically the best approach and how to use packaging to unlock hidden value from your product's features. 2. Pricing Metric: Which metric or set of metrics will drive your core pricing model? ?

Learn how a Silicon Valley startup unlocked up to 10x revenue/account via smart pricing metric selection³. Pricing Structure: How will you structure your pricing model? ? Learn how an eCommerce SaaS company evolved its pricing structure as it grew first to maximize market share and then increase revenue predictability. 4. Price Point: What specific price point will you charge? ? Learn five different methods to hone in on the right price point for your product. Finally, the book includes nine in-depth case studies from Silicon Valley's top pricing leaders from their past experiences at companies like Gainsight, Mixpanel, Nosto, Oracle, Verint, Rubrik, and more.

Category Creation Anthony Kennada, 2019-10-08 Lessons from HubSpot, Salesforce, Gainsight and Other Iconic Brands The Uber of this The Salesforce of that It's like Instagram, but for... There is no such thing as an original idea anymore - right? Actually, it turns out that the world's most innovative companies have created so much more than just brand new products and technology. They've created entirely new market categories. The challenge is that successfully building new categories requires a perfect storm of luck and timing. Or does it? Category Creation is the first and only book on the topic written by executives and marketers actively building new categories. It explains how category creation has become the Holy Grail of marketing, and more importantly, how it can be planned and orchestrated. It's not about luck. You can use the same tactics that other category-defining companies have used to delight customers, employees, and investors. There's no better strategy that results in faster growth and higher valuations for the company on top. Author Anthony Kennada, former Chief Marketing Officer at Gainsight, explains how he led Gainsight in creating the "customer success" category, and shares success stories from fellow category-creators like Salesforce, HubSpot and others. It requires much more than just having the best product. You have to start and grow a conversation that doesn't yet exist, positioning a newly discovered problem in addition to your company and product offerings. The book explains the 7 key principles of category creation, including the importance of creating a community of early adopters who will rally around the problem they all share—especially if someone will lead them. · Identify the "go" and "no go" signals for category creation in your business · Activate customers and influencers as brand ambassadors · Grow a community by investing in live events and experiences · Prove the impact of category creation investments on growth, customer success, and company culture Written for entrepreneurs, marketers, and executives from startups to large enterprises, Category Creation is the exclusive playbook for building a category defining brand in the modern economy.

Social Marketing to the Business Customer Paul Gillin, Eric Schwartzman, 2010-12-15 The first book devoted entirely to B2B social marketing B2B markets are fundamentally different from consumer markets. Decisions are made on value, not impulse. Buying cycles are complex, often with many stakeholders involved. Relationships and support are critical. Bet-the-business decisions demand discipline, knowledge, and lots of information. This hands-on guide covers topics unique to this segment, including cost justification, prospecting and lead generation, matching tools to the sales funnel, building, B2B

search engine optimization, social media monitoring, social media policy development, long-term client relationships, gaining stakeholder support, building a more transparent organization, and what's coming next. Features plentiful examples, case studies, and best practices Focuses on the channels that are most effective for B2B marketers Builds on the authors' more than 30 years of combined experience in the new media/social media space, as well as two previous successful books Leverage the vast business-to-business potential of Facebook, LinkedIn, Twitter, and many other social media platforms today with Social Marketing to the Business Customer!

Blueprints for a SaaS Sales Organization Jacco Van Der Kooij, Fernando Pizarro, Winning by Winning by Design, 2018-03-14 An updated version of the must-have book for SaaS sales teams, which The SaaS Sales Method defines to include Marketing, Sales, and Customer Success. Because of their very nature, SaaS companies live and die on revenue growth. And once the service is ready there is a very small window in which to scale. Missing that window is the difference between massive success and mediocrity. With such high stakes, it is crucial to get a sales team and process in place that will scale. Yet most early stage companies build their sales teams by the seat of their pants. This book distills the authors' years of building high performance SaaS teams into a set of highly detailed instructions that will allow sales leaders to design, implement and execute all around sales plans. Blueprints for a SaaS Sales Organization provides detailed guidance for SaaS sales leaders on how to build an sales organization that works together across the entire customer relationship. It builds on the concepts in The SaaS Sales Method and provides detailed information on how to structure teams so that they apply fundamental sales skills during Moments That Matter.

The Revenue Acceleration Playbook Brent Keltner, 2022-04-05 Want to accelerate your sales? Stop selling, and start connecting. Today's buyers are inundated with sales pitches coming at them from websites, peer reviews, social media, and email blasts. Is it any wonder they're overloaded, overwhelmed, and tuned out? The fact is, product-centered pitching simply doesn't cut it anymore. Buyers don't want to hear about your product's features—they want to hear about how it can solve their problems or help them reach their goals. In The Revenue Acceleration Playbook, sales and marketing expert Brent Keltner introduces a proven, go-to-market framework to increase personalization and authenticity across every step of the buyer journey—from initial buyer engagement and prospecting, to closing new deals and expanding customer relationships, to growing target market segments. Drawing on more than twenty successful company examples, Keltner shows you, step by step, how to build an authentic buyer journey that will generate more opportunities, higher account values, and faster segment growth. An essential handbook for CEOs, revenue leaders, go-to-market team members and everyone in between, The Revenue Acceleration Playbook is your guide to building a high-growth organization, from the sales floor to the executive suite.

Selling the Cloud: A Playbook for Success in Cloud Software and Enterprise Sales Mark Petruzzi, Paul

Melchiorre,2023-02-07 *Selling the Cloud: A Playbook for Success in Cloud Software and Enterprise Sales*, captures lessons learned from 25+ year veterans of enterprise-level software sales. The book brims with advice from technology sales titans from companies like Salesforce, Oracle, Cisco, Microsoft, IBM, Zoom, SAP, and DocuSign. Each chapter highlights key characteristics that help modern salespeople thrive, including: empathy, authenticity, creativity, and resilience in sales. The fusion of enterprise software product sales, services sales, and executive leadership expertise in this book delivers a unique distillation of proven strategies to grow your career in sales and into executive business leadership. Its insight is a solid reference for anyone involved in growth at a B2B company.

The Cold Start Problem Andrew Chen,2021-12-07 'A true Silicon Valley insider' Wired Why do some products take off? And what can we learn from them? The hardest part of launching a product is getting started. When you have just an idea and a handful of customers, growth can feel impossible. This is the cold start problem. Now, one of Silicon Valley's most esteemed investors uncovers how any product can surmount the cold start problem - by harnessing the hidden power of network effects. Drawing on interviews with the founders of Uber, LinkedIn, Airbnb and Zoom, Andrew Chen reveals how any start-up can launch, scale and thrive. _ 'Chen walks readers through interviews with 30 world-class teams and founders, including from Twitch, Airbnb and Slack, to paint a picture of what it takes to turn a start-up into a massive brand' TechCrunch 'Articulates the stages that every product must go through to be successful . . . and illustrates what companies need to do to achieve them' Forbes

The Sales Acceleration Formula Mark Roberge,2015-02-24 Use data, technology, and inbound selling to build a remarkable team and accelerate sales The Sales Acceleration Formula provides a scalable, predictable approach to growing revenue and building a winning sales team. Everyone wants to build the next \$100 million business and author Mark Roberge has actually done it using a unique methodology that he shares with his readers. As an MIT alum with an engineering background, Roberge challenged the conventional methods of scaling sales utilizing the metrics-driven, process-oriented lens through which he was trained to see the world. In this book, he reveals his formulas for success. Readers will learn how to apply data, technology, and inbound selling to every aspect of accelerating sales, including hiring, training, managing, and generating demand. As SVP of Worldwide Sales and Services for software company HubSpot, Mark led hundreds of his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries. This book outlines his approach and provides an action plan for others to replicate his success, including the following key elements: Hire the same successful salesperson every time — The Sales Hiring Formula Train every salesperson in the same manner — The Sales Training Formula Hold salespeople accountable to the same sales process — The Sales Management Formula Provide salespeople with the same quality and quantity of leads every month — The Demand Generation Formula Leverage technology to enable better buying for customers and faster selling for salespeople Business owners, sales executives, and

investors are all looking to turn their brilliant ideas into the next \$100 million revenue business. Often, the biggest challenge they face is the task of scaling sales. They crave a blueprint for success, but fail to find it because sales has traditionally been referred to as an art form, rather than a science. You can't major in sales in college. Many people question whether sales can even be taught. Executives and entrepreneurs are often left feeling helpless and hopeless. The Sales Acceleration Formula completely alters this paradigm. In today's digital world, in which every action is logged and masses of data sit at our fingertips, building a sales team no longer needs to be an art form. There is a process. Sales can be predictable. A formula does exist.

Traction Gabriel Weinberg, Justin Mares, 2015-10-06 In *Traction*, serial entrepreneurs Gabriel Weinberg and Justin Mares give startups the tools for generating explosive customer growth 'Anyone trying to break through to new customers can use this smart, ambitious book' Eric Ries, author of *The Lean Startup* Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Building a successful company is hard. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers. *Traction* will teach you the nineteen channels you can use to build a customer base, and offers a three-step framework to figure out which ones will work best for your business. No matter how you apply them, the lessons and examples in *Traction* will help you create and sustain the growth your business desperately needs. 'Here is the inside scoop, the latest, most specific tactics from the red-hot centre of the Internet marketing universe. From someone who has done it. Twice' Seth Godin, author of *Linchpin*

Product-Led Onboarding Ramli John, 2021-06-04 When you borrow a plate from grandma, does she ask you to pay a deposit? Of course not. Likewise, blocking your non-paying (freemium) customers from the core experience of your product, is like chopping your own leg off while running a marathon. Yet, this is just one of the crucial mistakes that most SaaS companies make right off the bat. Think about it. Do YOU have... Stalled accounts taking up valuable space? Sub-par clients who only expect freebies and don't ever use the full features of your product? Low conversion from free accounts to paid? Then, you might have a shot-yourself-in-the-foot problem. In this book, you'll find the easy, 6-step formula you can apply to your operations today that can change absolutely everything. You'll be able to count your company among giants like Mixpanel, Ubisoft, and Outsystems when you: Captivate clients' attention from the get-go. Make it easier for clients to get good at using your software so they are more likely to use it. Create a fool-proof checklist to make your product go viral. Match services with behaviors, and get users addicted to your product. Win rave reviews by making clients feel like VIPs. Use this strategy at each level in your team to supercharge its effect. Rinse and repeat, and watch your business grow while you sleep. In short, you'll discover why putting your customer first is the ultimate secret to growing your company. And how you can achieve astronomical conversions and customer loyalty without even trying. Check out what others are saying:

Hacking Sales Max Altschuler,2016-05-31 Stay ahead of the sales evolution with a more efficient approach to everything Hacking Sales helps you transform your sales process using the next generation of tools, tactics and strategies. Author Max Altschuler has dedicated his business to helping companies build modern, efficient, high tech sales processes that generate more revenue while using fewer resources. In this book, he shows you the most effective changes you can make, starting today, to evolve your sales and continually raise the bar. You'll walk through the entire sales process from start to finish, learning critical hacks every step of the way. Find and capture your lowest-hanging fruit at the top of the funnel, build massive lead lists using ICP and TAM, utilize multiple prospecting strategies, perfect your follow-ups, nurture leads, outsource where advantageous, and much more. Build, refine, and enhance your pipeline over time, close deals faster, and use the right tools for the job—this book is your roadmap to fast and efficient revenue growth. Without a reliable process, you're disjointed, disorganized, and ultimately, underperforming. Whether you're building a sales process from scratch or looking to become your company's rock star, this book shows you how to make it happen. Identify your Ideal Customer and your Total Addressable Market Build massive lead lists and properly target your campaigns Learn effective hacks for messaging and social media outreach Overcome customer objections before they happen The economy is evolving, the customer is evolving, and sales itself is evolving. Forty percent of the Fortune 500 from the year 2000 were absent from the Fortune 500 in the year 2015, precisely because they failed to evolve. Today's sales environment is very much a "keep up or get left behind" paradigm, but you need to do better to excel. Hacking Sales shows you how to get ahead of everyone else with focused effort and the most effective approach to modern sales.

Start Small, Stay Small Rob Walling,2010 Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment.This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap.This book assumes: You don't have \$6M of investor funds sitting in your bank account You're not going to relocate to the handful of startup hubs in the world You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this.Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

Product-Led SEO Eli Schwartz,2021-03-30 Nothing can take your business to the next level like great search engine

optimization (SEO). Unfortunately, it's not always easy to know what will successfully drive traffic, leads, and sales. If you want to stand out from your competition, your SEO needs a distinctive blend of creativity and logic. Maybe you're a marketing manager or executive who is responsible for SEO growth but do not fully understand how it works. Or maybe you are a seasoned SEO pro looking to optimize further. Either way, this book is your behind-the-scenes guide to online visibility. When it comes to SEO, success often depends not on what you do but on how you do it. That is why Product-Led SEO digs deep into the logic and theory of SEO instead of offering step-by-step guidelines and techniques. You will learn to develop your own best practices and see where most SEO strategies go astray. If your main goal is driving traffic, you are leaving sales on the table.

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Saas Marketing Playbook Introduction

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