



The SaasAddict Free Course on SaaS Marketing and Sales.

Lesson #1 - The Basics of SaaS Marketing

Congratulations for Signing up To the SaasAddict Free Course on SaaS Marketing and Sales.

In the following days I will be sending you materials that will teach you step by step the most important fundamentals of how to market and sell your SaaS product.

We will touch subjects such as online marketing, sales techniques, conversion rate, ROI and many other highly important subjects.

The Basics of Marketing SaaS:

SaaS marketing is one of the most talked-about subjects in marketing today, especially digital industries. With the internet becoming increasingly integral in our lives, we're beginning to see it as something of permanent omnipresence, where once this was not the case.

It seems like common sense in retrospect, but ... the biggest mistake people make in marketing for SaaS is that it isn't common sense to the consumer right off the bat. Now, there are exceptions, but we're talking averages here, which is what business demographics' targeting is all about. And, the average Joe Consumer has to be sold on SaaS, because he acts on emotion and experience, when making decisions, as we all must.



What did Joe Consumer experience, when last he was exposed to browser-based web software? He experienced a very static, old form of web technology with very

little dynamism to it. It was clunky, it was slow and it was annoying to use. He will automatically define SaaS as this experience, when first introduced to its modern form.

As a marketer, you have to provoke them to overcome these apprehensions, while making sure they feel the new positive conclusion is one of their own. Social engineering is not an easy task, naturally, unless you have some grasp of sociology and psychology, which is the trait that separates the men from the mice in marketing.

Now, I can't speak for inherent grasp of these things, or else I'd be a sociology or psychology professor, but what I can speak on are some points which make strong arguments that help persuade potential customers.

The first thing they stand to benefit from is the natural cost effectiveness of a non-greedy SaaS business model. Traditional software deployment costs license fees for every copy installed. Repairing bugs requires annoying updates and patches, sometimes which are charged for. Every few years, new features and technology call for this whole cycle to happen again, endlessly costing small fortunes.

SaaS isn't like that, centralized with multi-person accounts where it's paid access to a forever updating and refined system.

But, aside from that, the biggest seller for them is going to be its inherent cross-platform nature. The ability for them to access everything from everywhere with their mobile phone, regardless of brand or model, or from any given Mac or PC/Laptop, is going to open up a lot of efficiency for them. Their sales people can access and work on things while traveling, or from home, which is going to totally change how the workplace functions before the century is over.



So, realistically, you have the following approach when dealing with very human, and often apprehensive customers. Remember first of all that they are emotional people who make emotional decisions, and as such, you must play to this. You must appeal to them on an emotional and then logical perspective about the benefits and conveniences of SaaS.

Beyond that, the other big thing to remember is that your reputation as a company should speak for itself, so once you've got that emotional and logical hook, talk about the product in detail and financially, and leave your company to speak for itself by doing, not by speaking.

Knowing Your Market and Target audience:

You can hit the bull's eye without knowing where to aim. For that you need a well-defined target. Researching and understanding your target market and creating a clear strategy for your marketing effort is 70%.

In order to create that strategy, you should consider asking the right questions and know their answers.

Here are some very important questions you should know how to answer, I suggest you take some time to research and answer these questions.

Who is my target audience?

What are the benefits of using my product?

What makes my product better than the competition?

What motivates my target audience?

What are the most common sales objections I hear about my product and what is the best answer?

What are the emotional hot buttons of my target audience?

What is their average financial status?

Where can I find them online?

Where can I find them offline?

What companies offer other types of products to the same audience?

Who are the most prominent influencers in my niche?

What is my marketing budget?

What types of online and offline avenues can use to market my product?

Do I have a system that analyzes the data of visitors and clients?

What KPI's (Key point indicators) am I focusing on?

Take your time answering these important questions and remember to check your inbox in 3 days for your next lesson on saas marketing and sales mastery.

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