
7 Scrappy Content Marketing Tactics That Work For SaaS Startups

Written by AbdulGaniy Shehu,
Founder and Lead Content Strategist at Your Content Mart



Introduction

There are over 23,897 SaaS companies in the world right now, according to the data from Crunchbase.

Last year alone, there were about 389 new SaaS startups.

What does this mean?

On average, a brand new startup joins the pool of existing SaaS companies worldwide every day.

This shows that the SaaS business model is becoming more popular. Hence, the competition for audience attention and sales will never remain the same.

On Capterra, there are over 700 software categories as we speak.

The same scenario is also playing out on G2, a popular software review website.

From popular categories such as CRM software, project management software, marketing automation software, etc. To less known categories such as church software, dental practice software, massage therapy software, pawnshop software, etc.

The fact is...

There's a SaaS product for anything you can think of.

And if you're a SaaS founder or marketer, you should rethink how you market your software to your target audience. Else, the huge competition out there will consume you.

And guess what?

There's no better way (at least for now) to communicate the benefits of your product to your prospects and get paying customers without doing content marketing.

If done right, content marketing can help you to:

- Educate your target audience.
- Solve their pain points.
- Show them how your product works.
- Convince them to give it a trial.
- Convert them into paying customers.

This might be a lot to chew on if you're just getting started.

So, I wrote this guide to walk you through seven proven content marketing tactics that drive qualified traffic, increase user signups, and grow your MRR and ARR.

After reading it, you'll learn what these content marketing tactics are, examples of SaaS brands leveraging each to grow, and how you can implement the same to grow your SaaS startup.

Let's get started...

TABLE OF CONTENTS

Introduction	2
Tactic 1: Show Readers How Your Product Works Without Being Salesy	5
Tactic 2: Acquire Freemium and Free Trial Users Directly From SEO Articles	12
Tactic 3: Earn High-quality Backlinks Without Begging For Them	21
Tactic 4: Write Content That Cuts Through The Noise	28
Tactic 5: Leverage Insights From Subject Matter Experts	35
Tactic 6: Become The “Go-to” Expert In Your Niche	44
Tactic 7: Drive High-quality Conversions From Ungated Templates	49

Tactic 1: Show Readers How Your Product Works Without Being Salesy

One of the primary reasons to invest in content marketing is to educate and show your audience how your SaaS product works.

That way, they can know its various use cases, reducing their learning curve once they decide to try it out.

Truth is...

There are many features that your SaaS product has that your customers aren't aware of.

If you don't show them how powerful and effective your product is, they might sign up with a competitor instead.

This is why I recommend that every SaaS startup should leverage product-led content marketing.

What Really is Product-led Content Marketing?

Product-led content marketing involves creating content pieces that address your audience's pain points and showing them exactly how to solve those using your SaaS product.

With product-led content, you target keywords where you can weave in your product as a solution to a specific problem that your audience has.

Here is an example of a SaaS company leveraging this strategy to grow.

How Ahrefs is Dominating The Competitive SEO Industry With Product-led Content Marketing

Ask any content marketer or SEO expert around you, and they'll tell you how they enjoy reading the [Ahrefs](#) blog.

Here is why...

It's one of the most helpful and actionable blogs out there.

Also, they excel at promoting their product in each blog post.

Take this post about [Quora Marketing](#), for example.

The target audience for that topic is marketers who want to level up their engagement on Quora and get better results from using the platform.

And one of the challenges they will most likely have is identifying good questions to answer.

And guess what?

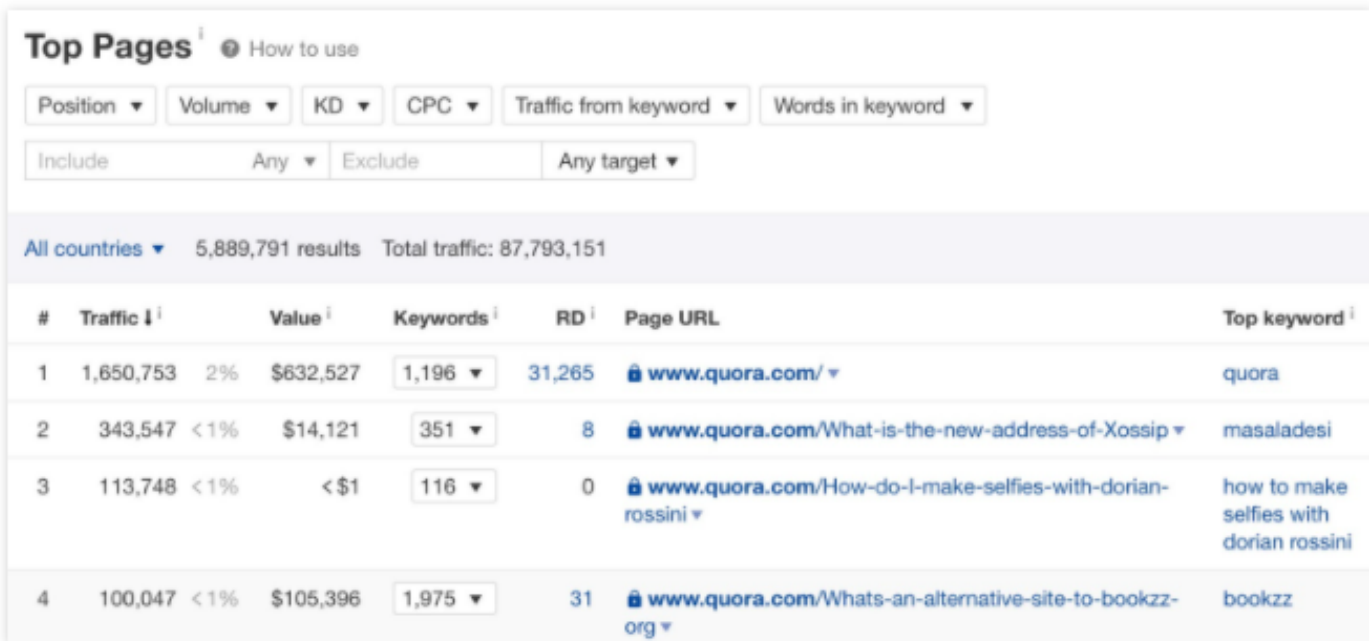
In the blog post, Ahrefs promoted one of its core features as a great way to find these questions.

So, how do you find these questions?

Here are a few ideas:

A. Find questions that get organic search traffic

Enter *quora.com* into **Ahrefs' Site Explorer**, and go to the “Top pages” report. This shows the pages on Quora that receive the most organic search traffic.



#	Traffic ↓ ⁱ	Value ⁱ	Keywords ⁱ	RD ⁱ	Page URL	Top keyword ⁱ
1	1,650,753 2%	\$632,527	1,196 ▾	31,265	www.quora.com/ ▾	quora
2	343,547 < 1%	\$14,121	351 ▾	8	www.quora.com/What-is-the-new-address-of-Xossip ▾	masaladesi
3	113,748 < 1%	< \$1	116 ▾	0	www.quora.com/How-do-I-make-selfies-with-dorian-rossini ▾	how to make selfies with dorian rossini
4	100,047 < 1%	\$105,396	1,975 ▾	31	www.quora.com/Whats-an-alternative-site-to-bookzz-org ▾	bookzz

To narrow down the list, enter a relevant word or phrase in the “Include” box. Click on the caret beside each page URL to see the total estimated monthly organic traffic to the page.

If you're a marketer who has never used Ahrefs before and have this challenge, you'll most likely be curious about the Site Explorer feature and willing to try it out.

If you're an existing customer who faces this challenge, you'll want to check the feature out.

Here's another example...

If you build links for yourself or clients, you know how complex broken link building can be.

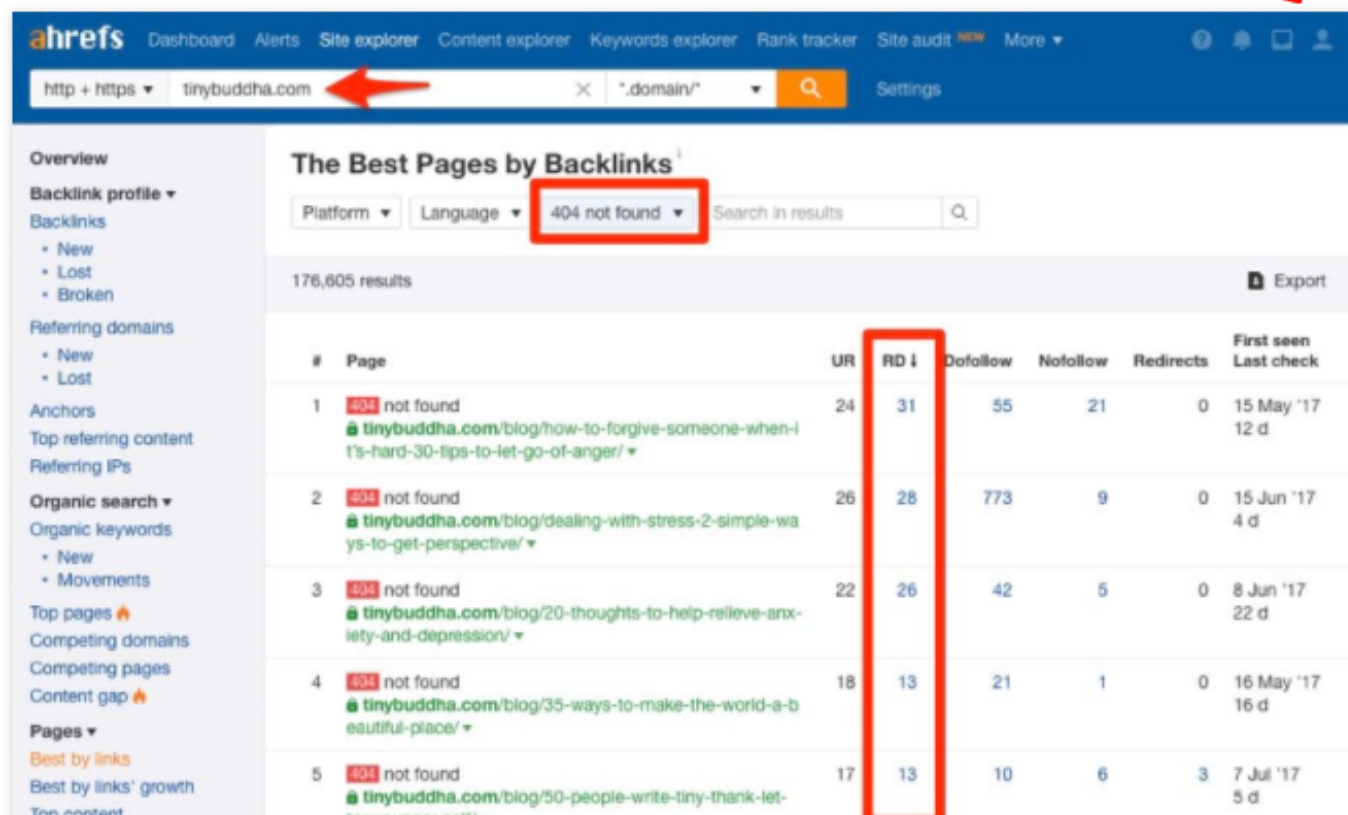
One of the biggest challenges that SEOs have with this tactic is identifying broken link building opportunities.

So in this guide about [broken link building](#), Ahrefs mentioned this and suggested its tool as the best solution for it.

The best way to find broken link building opportunities is with Ahrefs' [Broken Link Checker](#). Here's how:

Site explorer -> Pages -> Best by Links -> filter for HTTP 404 errors.

Let me demonstrate using one of the websites on my list.

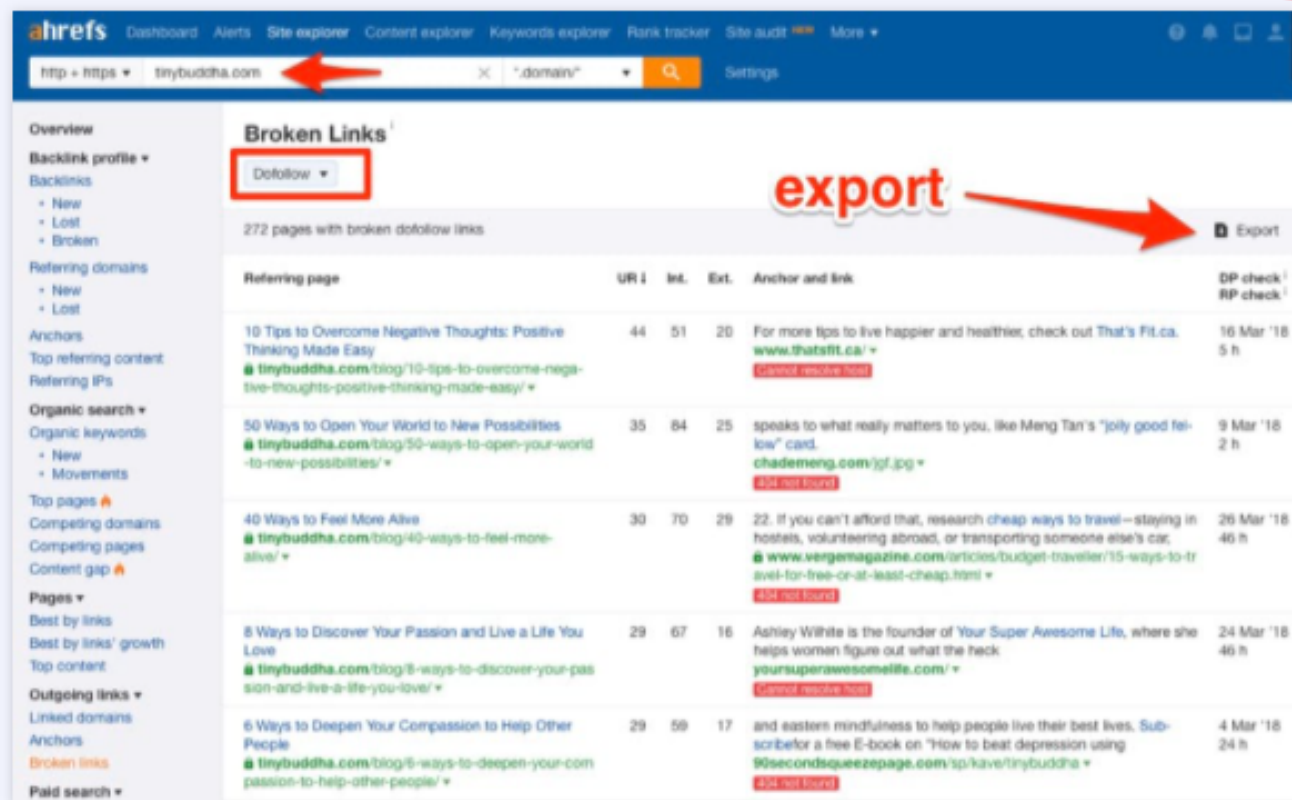


They even go a step further to share how you can find expired domains with links.

QUICK TIP: FIND EXPIRED DOMAINS WITH LINKS USING AHREFS SITE EXPLORER

Paste your biggest competitor into [Site Explorer](#), then go to **Outgoing links** -> **Broken links** -> filter for **dofollow** links **ONLY**.

Export the results to a CSV.



As you can see, Ahrefs uses product-led content to show its audience how effective its product is for identifying broken links.

By doing this, any potential user knows exactly how this works even before trying the product out. Likewise, it's a great way to keep their existing customers and show them how powerful their product is.

In a [recent Twitter thread](#), the CMO of Ahrefs, Tim Soulo, highlighted the ROI of

investing in product-led content for the company.

According to him, here are some results product-led content has generated so far for them.

- Brings in new customers
- Improves the retention of existing customers
- Re-activate past customers
- Helps with revenue expansion
- Fuels the word of mouth
- Leads to the “Mere Exposure Effect”
- Helps build a solid reputation in the industry
- Fuels paid acquisition strategies
- Reduces support requests

How Exactly Do You Write Product-led Content for a SaaS brand?

Dr. Fio Dossetto (Founder, [Content Folks](#)) recommends three methods for writing product-led content. These include:

- **Keyword-based method:** This entails finding relevant keywords for your SaaS product, applying the 0-3 impact score to determine if your product can be mentioned in the content, and adding your unique angle.
- **Customer-based method:** This involves interviewing your SaaS customers to know the exact features they’re using in your product. Afterward, you can find an angle and a keyword to optimize it for.
- **Existing content method:** In this case, you need to look at your successful pieces based on some predetermined metrics and apply the business score

to see how you can add your product to the content. Finally, you edit the content before hitting publish.

Recommended Resources:

- [Product-Led Content: A Powerful \(& Under-utilized\) Approach to Content](#)
- [Product-Led Content Marketing: Why and How To Use It as a SaaS Startup](#)
- [How Product-Led Content Drove Sparktoro's Higher Retention](#)

Tactic 2: Acquire Freemium and Free Trial Users Directly From SEO Articles

Most SaaS startups target top-of-the-funnel content that drives traffic without considering bottom of the funnel content that increases conversions and has a direct impact on the revenue.

Truth is...

Except you're a big-name SaaS brand, generating tons of traffic without conversions won't help grow your business. People who click on and read your top-of-the-funnel content most likely don't have a problem your software solves.

Of course, generating traffic is a metric that shows you're doing something right. Unfortunately, it doesn't translate to business success in most cases.

So, what exactly can you do to drive more conversions with your content?

Enter Pain Point Content Marketing

Pain-point content marketing focuses on the problems that keep your prospects awake at night. In most cases, the keywords have low search volume in SEO tools but have the potential to drive a lot of business for you.

When thinking of pain-point content, you must put yourself in the same shoe as your ideal prospect who is about to make a buying decision. In most cases, people don't buy things immediately. Instead, they go through a lot of back and forth thought processes before doing so. And in most cases, this involves doing much research.

Say, for instance, prospect A has heard great things about Salesforce and wants to become one of their customers. Do you think they'll pull out their credit card and make a purchase? Of course, in an ideal world, that's possible but rarely happens.

So, what do you think this prospect will do first?

They'd most likely check Google for things like:

- Salesforce competitors
- Alternatives to Salesforce
- Salesforce pricing
- Salesforce vs. Hubspot
- Best CRM software
- Salesforce reviews

And in most cases, the information from this search will influence their decision.

Here's where the opportunity lies for you as a SaaS business.

When you create pain-point content and rank high on Google for these keywords, you'd drive tons of targeted traffic, which directly impacts conversions.

And the best part...

Most of your competitors might not be doing this already, so it's an undermined goldmine you should leverage.

Here is an example of a SaaS startup using this content type to compete and dominate its niche.

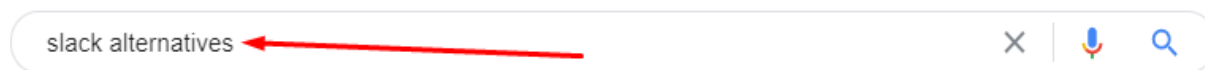
How Chanty Took on Slack and Other Competitors Using Pain-Point Content

[Chanty](#) is a team communication and collaboration software. It helps business owners and their team members communicate and collaborate effectively to complete their tasks. One of their biggest competitors is Slack, which Salesforce recently acquired.

When you mention team communication and collaboration, Slack is the first name that many people remember. So, how exactly can a smaller competitor like Chanty become known in a Slack-dominated market like this?

The Chanty team leveraged the power of pain-point content and ranked for Slack-related keywords on Google.

For instance, if you Google “**slack alternatives**,” they’re currently ranking on the number 2 spot in the SERPs after Hubspot.



Best Slack Alternatives for 2021

- **Google Chat.**
- Chanty.
- **Microsoft Teams.**
- RocketChat.
- Discord.
- **Mattermost.**
- **Flock.**
- Ryver.

[More items...](#) • Feb 22, 2021

[blog.hubspot.com](#) › [marketing](#) › [slack-alternatives](#) ⋮

14 of the Best Slack Alternatives for 2021 - HubSpot Blog

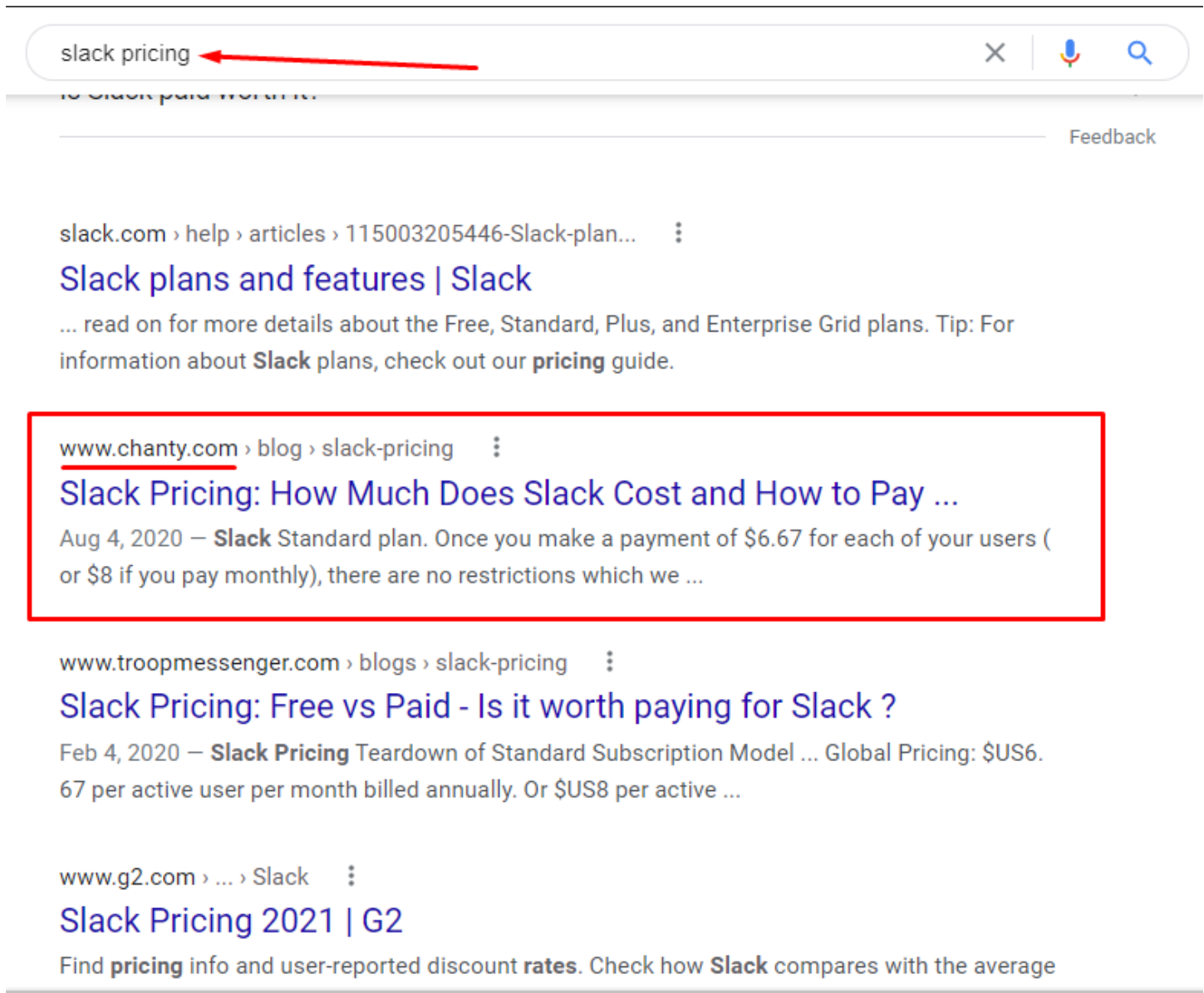
[?](#) About featured snippets • [Feedback](#)

[www.chanty.com](#) › [blog](#) › [using-slack-alternatives](#) ⋮

We've Tried 7 Free Slack Alternatives Here's Our Feedback

Feb 5, 2021 — We've been building Chanty for the past 3 years as the strongest **Slack alternative** out there. Putting our love for technology and communication ...

When you Google “slack pricing,” they rank number 3 after Slack.



If you click on the link, Chanty's page about slack pricing looks like this.

With over 10 million daily active users and 85,000 paid customers, Slack is not just the biggest team chat app out there. It is also one of the most successful SaaS businesses in the world.

Although Slack is generally loved, there are a few complaints that we all have about it. Primarily, the price. It's not the most expensive team chat app out there, but certainly not the cheapest either. Here's what you get when you search social media for feedback on Slack.

As you'll find out, Slack can cost a pretty penny. But is that money really well spent?

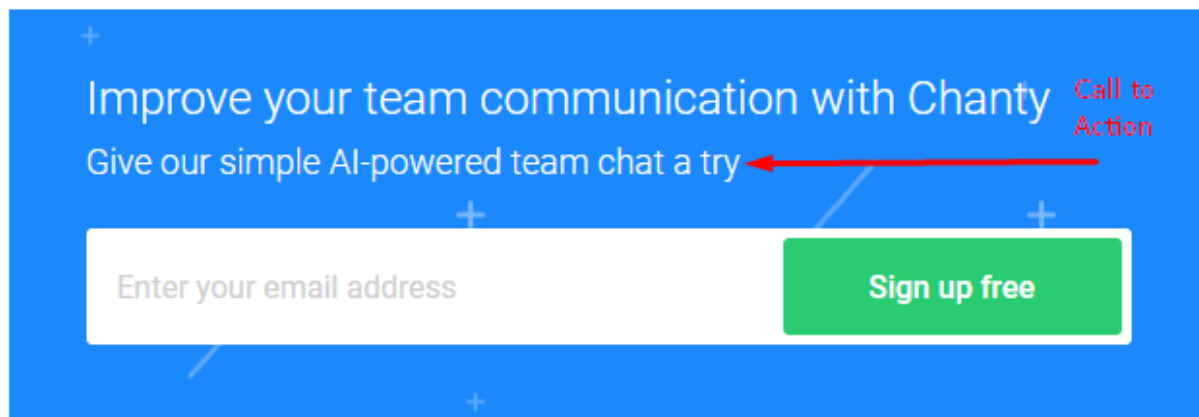
In this piece, we'll take a look at the cost of Slack. We'll show you what you get when you pay for Slack, whether you save any money and whether it's a good investment at all.

Here, they provide factual information about Slack and why they are one of the most successful SaaS businesses in the world. Then, they highlight the biggest problem most teams have with Slack, which is the price.

Afterward, they mentioned why they're interested in Slack pricing, with a quick call to action to try out their software.

Before we start, here's a quick disclaimer: we're interested in Slack pricing for a specific reason. We are working on a great Slack alternative – Chanty team chat. It's not only designed to be more affordable than Slack but also easier to use and more intuitive for the average user. We often look at different team chat apps and analyze what could be done better. We then take our learnings and apply them to our own app, with one purpose: to make Chanty the best team chat app out there.

By the way, you can try out Chanty right now. For free! Just sign up in the form below.



Improve your team communication with Chanty Call to Action
Give our simple AI-powered team chat a try

Enter your email address

Sign up free

They also use this strategy for other competitors aside from Slack.

If you Google **“skype alternatives,”** you’ll see that Chanty ranks number 3 on the SERPs for that keyword.

skype alternatives



www.sodapdf.com › blog › alternatives-to-skype

7 Alternatives to Skype to Save Your Sanity in 2019 - Soda PDF

About featured snippets · Feedback

People also ask

What is the best alternative to Skype?



Who are Skype competitors?



Is Skype Dead 2020?



Does Google have a Skype equivalent?



Feedback

www.ionos.com › ... › Social media › Skype alternatives

14 Skype alternatives | Best free video chat programs - IONOS

Jun 25, 2020 – The best **alternatives** to **Skype**: 14 free programs for video calls · Spike · Zoom · ICQ · Jitsi · Tox · Viber · Facebook · WhatsApp.

www.chanty.com › blog › skype-alternatives

5 Skype Alternatives We've Tried in 2021 (Our Team's Review)

Feb 20, 2021 – Skype alternatives summary. Chanty. If you use Skype for communicating with

That's not all...

They also target broad keywords related to their industry. For example, the company ranks number 2 after Zapier for the keyword **“best team chat apps.”**

best team chat apps



zapier.com › blog › best-team-chat-app

The 5 best team chat apps in 2020 | Zapier

Jun 10, 2020 – The 5 **best team chat apps** · Slack for a chat-powered workplace · Microsoft Teams for large organizations broken down into teams · Google Chat ...

People also ask

What is the best team chat app?



What apps are good for group chats?



What is the best free team chat software?



Which live chat software is best?



Feedback

www.chanty.com › blog › best-team-chat-apps

10 Best Team Chat Apps (February 2021). Who's Got the ...

Feb 1, 2021 – 11 **Best Team Chat Apps**. Who's Got the Muscle? · 1. Chanty · 2. Brosix · 3. Slack · 4. Microsoft Teams · 5. Facebook Workplace · 6. Google Chat · 7.

Here are some other competitors related keywords they're ranking for:

- Ranking number 2 in the SERPs for **Discord vs. Slack**
- Ranking number 1 in the SERPs for **Asana vs. Slack**
- Ranking number 1 in the SERPs for **Slack vs. Microsoft teams**

And the best part...

These pages drive targeted traffic and rank for tons of keywords on Google.

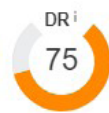
Take the **“slack alternative”** keyword as an example. According to Ahrefs, it currently brings in an estimated 1,200 organic traffic visitors per month and ranks for about 1,700 keywords.

Our Team's Feedback on 8 Slack Alternatives | Chanty

How to use

www.chanty.com/blog/using-slack-alternatives/

Ahrefs Rank ⁱ
33,220



Backlinks ⁱ
762 -3

Referring domains ⁱ
263

Organic keywords ⁱ
1.7K -149
PPC 0

Organic traffic ⁱ
1.2K

Traffic value ⁱ
\$3.2K
PPC \$0

As you can see, Chanty has dominated the SERPs for these pain-point keywords in the team collaboration niche.

This makes them top of mind for businesses that want to ditch their biggest competitors.

What do SaaS brands stand to gain business-wise by creating Pain-Point Content?

Expert Insight by Josh Spilker, Head of Marketing, [Friday](#)

“You can fast track the content marketing process because you’re meeting an immediate need. Sometimes the keywords with the highest volume don’t have a lot of buying intent. Pain point keywords and bottom-funnel keywords may not always have the best search volume, but indicate a higher level of interest and intent.”

Recommended Resources:

- [The Easiest Way To Acquire User Signups For a SaaS Startup](#)
- [Pain-Point SEO: How to Produce SEO Content That Drives Conversions](#)

Tactic 3: Earn High-quality Backlinks Without Begging For Them

Links are the currency of the internet. The more links you have, the more authoritative your SaaS website is in the eyes of Google. In fact, Google's Partner Development Manager, Andrey Lipattsev, stated that [links are one of the top three ranking factors](#) in Google's algorithm.

Many SEO industry researches have shown a correlation between the number of backlinks a page has and its ranking on Google.

In its [study of over 1 billion pages in its dataset](#), Ahrefs found out that pages with more referring domains linking to them get more organic search traffic.

Also, in its [analysis of over 11.8 million Google search results](#), Backlinko found out that the number 1 result for each query on Google has about four times more backlinks than number 2-10 results.

As you can see, backlinks are uber-important if you want to build an authoritative website in your niche and make SEO a growth channel for your SaaS startup.

So, How Exactly Do You Get Backlinks As a SaaS Startup?

You can get backlinks by either building or earning them.

To build backlinks, you need to reach out to website owners and bloggers in your niche to link to you. On the other hand, earning backlinks is when people decide to link to your page because they found it valuable and believe that it'll be helpful for their readers.

While it's fine to be building backlinks, you should also aim to earn backlinks naturally.

When you earn backlinks, people will link to you without any form of outreach, in

most cases.

Building backlinks requires sending cold emails and making people see reasons why they should link to you and incentivizing them to do so.

What Does It Take To Earn Backlinks?

Take a look at the two websites I linked to recently; what do they have in common?

You can see that they're articles that buttress my point about the importance of backlinks with relevant data and statistics. And I'm sure many websites link to them too for the same reason.

And the best part...

They didn't do any form of outreach before I linked to them.

This means that if you want to earn backlinks for your SaaS startup, you should invest in **data-driven content**.

This type of content involves conducting research, studies, analysis, and surveys and presenting your findings to your audience.

Apart from helping you to earn backlinks, it's an excellent way to show your readers that you're an authority in your niche. It also gives you insights into the challenges in your industry and how you can help your audience solve them.

Here are some examples to show you how this type of content works.

How Buffer Earns Thousands Of Backlinks With Its Annual State of Remote Work Report

In 2017, [Buffer](#) released its first state of remote work report. This has become an annual tradition for the company as it collaborates with other top players in the SaaS niche to release this in-depth report.

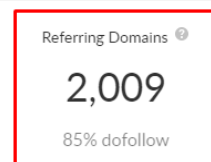
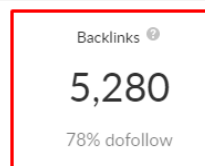
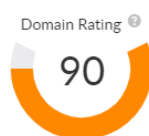
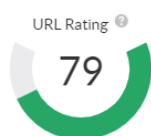


Each year, the report generates tons of backlinks for Buffer.

Take the [2020 state of remote work report](#) as an example. According to Ahrefs, it generated over 5,000 backlinks from more than 2000 referring domains.

And the best part, most of these backlinks (78% to be precise) are dofollow.

Backlink profile for <https://lp.buffer.com/state-of-remote-work-2020>
Only specified URL



A handful of these backlinks are from authoritative websites such as Forbes, BBC, Weforum, Entrepreneur, Search Engine Journal, The Balance Careers, and so on.

<p>COVID-19: 10 tech trends getting us through the pandemic World Economic Forum</p> <p>www.weforum.org/agenda/2020/04/10-technology-trends-coronavirus-covid19-pandemic-robotics-telehealth/</p> <p>EN</p>	90	48	412
<p>2021's Remote Work Statistics (Productivity, Income, Trends)</p> <p>review42.com/resources/remote-work-statistics/</p> <p>EN BLOGS</p>	75	47	430
<p>5 Proven Benefits Of Remote Work For Companies</p> <p>www.forbes.com/sites/laurelfarrer/2020/02/12/top-5-benefits-of-remote-work-for-companies/</p> <p>EN</p>	93	46	392
<p>How People and Companies Feel About Working Remotely - Visual Capitalist</p> <p>www.visualcapitalist.com/how-people-and-companies-feel-about-working-remotely/</p> <p>EN BLOGS</p>	82	41	222
<p>11 Essential Tips for Effectively Managing Remote Employees</p> <p>getlighthouse.com/blog/10-tips-manage-remote-employees/</p> <p>EN BLOGS</p>	63	39	194
<p>The Best Jobs to Work Remotely</p> <p>www.thebalancecareers.com/top-jobs-to-work-remotely-2064308</p> <p>EN</p>	86	39	203

From publishing one data-driven report alone, Buffer was able to get thousands of websites to link to it. Even if most of the people who visit Buffer from this report don't convert to trial signups and customers, the links will bolster their website's overall domain authority and help them rank high on Google for competitive keywords.

How Nextiva Generated Thousands of Backlinks With a Statistics Page

In the case of Buffer, they relied on raw data from surveying over 3000 remote workers to develop its report. While this might be the case for Buffer, not every SaaS startup will have access to this kind of data.

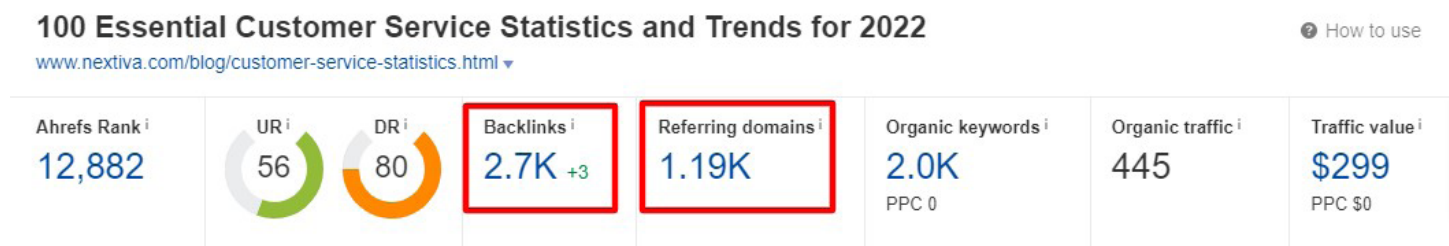
This is why this example from [Nextiva](#) is interesting.

Instead of creating data-driven content from a large pool of data, they curated already available information on the internet.

Take a look at this [customer service statistics page from Nextiva](#), and you'll see that the over 100 statistics cited in the content aren't original data from them.

What they did was to source these statistics from authoritative websites such as Microsoft, Forrester, Statista, Accenture, Ameyo, AE, etc., and put them together as a post.

Nextiva has generated over 2,700 backlinks from about 1,200 referring domains from this statistics page alone.



Not only that, this page ranks for about 2000 keywords and brings in about 445 organic traffic visitors every single month.

Here is the thing...

If you want to earn backlinks at scale for your SaaS startup and increase your domain authority, you should leverage data-driven content.

How Exactly Do You Conduct Surveys for a SaaS brand?

[Expert Insight by Michelle Lynn, Co-founder of [Mantis Research](#)]

"Here is the general process I suggest you follow when conducting your own survey for content:

Step 1: Make sure you have the right mindset. Remember: You are trying to test a hypothesis, not prove something. You never want your research to point to your

product/service as the magic solution. Instead, think about the questions people in your industry are looking to answer with data and answer those questions as honestly as possible.

Step 2: Determine what success looks like. Are you trying to build authority? Generate leads? Get press? Something else?

Step 3: Decide on the focus of your research. Choose something meaningful to your audience, aligns with your audience, and studies something new. (You don't want to repeat something that has already been done!)

Step 4: Determine how you will get responses. You essentially have three options: your list, a partnership, or a panel. You can [read more about each of these here](#).

Step 5: Decide who you want to take your survey and who you want to disqualify. Disqualifying respondents is important because you want to make sure that the right people are participating -- even if this results in fewer responses.

Step 6: Document the demographic questions you want to ask. For a consumer-based study, this includes gender, location, and age/generation. When surveying B2B respondents, you may want to ask about industry, company size, role, and years of experience.

Step 7: Write your survey questions. There is a lot more that can be said about this step, but to keep things simple, remember that you need to be as clear as possible.

Step 8: Build in quality checks. These are questions you can ask to verify that the right people are answering your survey and paying attention. While there is much more that can be said about this step, remember always to ask at least one write-in question.

Step 9: Program, test, and launch your survey.

Step 10: Clean your data. Yes, this may mean removing responses, but this is important if you want quality data. If you are using a panel, they should backfill any bad responses for you.

Step 11: Analyze the data and pull out the stories.”

Recommended Resources:

- [How To Earn Backlinks For a SaaS Startup Using Data-Driven Content](#)

Tactic 4: Write Content That Cuts Through The Noise

If you were to search Google for any keyword, you'd find that most of the pages ranking on the SERPs are writing almost the same thing. And finding a distinguishing factor among them is a herculean task.

I love the way Ryan Law, the Director of Marketing at Animalz, puts it in this [post about Copy Cat Content](#):

"In chasing search traffic, companies are sleep-walking into intellectual plagiarism. They're fixating on their keyword research tools and SEO briefs at the expense of originality and personality. They're curating other people's work instead of creating their own. They're choosing to make content longer instead of better."

Regurgitated content can help you rank for high-volume keywords and even dominate the SERPs. That said, it's challenging to build a fanbase who will find your content useful, valuable, helpful, and always on the lookout to read from you again.

What Can You Do To Create Content That Cuts Through The Noise

There's a lot of similar content out there ranking for the same keyword. So, what exactly can you do to cut through the noise and stand out as a SaaS startup. Simple, create **opinionated content**.

In most cases, opinionated content is written by an expert, adds value to the industry, and brings about interesting discussions.

The downside of opinionated content is that the traffic doesn't compound. There's little to no search related to it on Google. And in most cases, people tend to forget about your opinion after some months or years.

That said, it's a great way to:

- Establish yourself as an authority in your industry.
- Grow an audience for your SaaS startup.
- Increase user signups and customers.
- Earn links naturally without begging for them.

How Groove Built a \$5M/Year Business With Its Startup Journey Series

[Groove](#) used to be a struggling startup until it [revamped its approach to content marketing](#). According to one of the founders, Alex Turnbull, they were running out of cash until they changed things.

We were only a few short months from running out of cash, and things didn't look good.

Our marketing efforts were failing, and nobody was visiting our site or signing up for our product.

We were desperate.

We were lost.

And we were terrified.

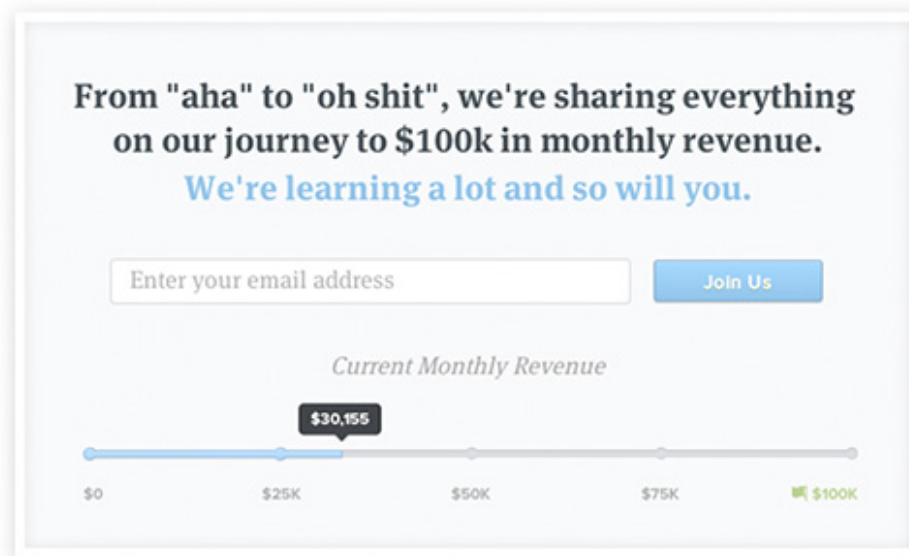
That was when we decided to finally get serious about content marketing.

We spent two months doing *nothing* but research, writing and talking to content marketers we respected about how they turned their blogs into actual drivers of growth for their business.

And what we learned changed everything for us.

Guess what they discovered?

They found out that most of its users are startup owners who needed practical advice on solving the day-to-day problems they're facing in their business. So, they started sharing how they were building their business and what they were learning along the way. And before long, they saw results.



And right away, things were different.

Within 24 hours, the blog had 1,000 email subscribers. And of course, we wrote about that.

Within a month, we had 5,000.

Take this post where they shared their struggles [getting on Hacker News front page](#) as an example.

How We Failed Our Way to a Day on the Front Page of Hacker News

Every writer wants to be on the front page of Hacker News. There had to be a foolproof strategy to get there, and we set out to find it.



Alex Turnbull
6 Min read · 1915 shares



We had a foolproof strategy to get on the front page of Hacker News. Here's what happened when it failed...

This is part eight in our ongoing series, [Journey to \\$100K a Month](#).

“Holy shit. This is awesome.”

As you can see, it's opinionated content that isn't targeting any keyword. Instead, they shared precisely how they failed to get on the platform and what they learned.

This leads to great comments from their audience, such as these...



Joshua Dance · 7 years ago

I'm the Josh that posted the article to HN but you guys get all the credit for writing great posts that are interesting, informative, and useful. Thanks for sharing your lessons and struggles with all of us. I have never seen someone post about failing to get on HN and what they learned. Great stuff.

23 ^ | v · Reply · Share ›



Alex from Groove Mod → Joshua Dance · 7 years ago

Yo Josh! So glad you stopped by, and thanks for helping us out :)

2 ^ | v · Reply · Share ›



corwinstone · 7 years ago

Hey Alex, What I liked about this post most is that you are reminding everyone that one size does not fit all. From Alex's tips to the copywriting suggestions (all good pointers no doubt). Content has to be of value to the audience. Period. Thanks. Ps. So far all of your posts have been just that. Valuable. Cheers. Corwin

1 ^ | v · Reply · Share ›



Alex from Groove Mod → corwinstone · 7 years ago

Thanks so much, Corwin! Couldn't agree more (and super glad that you're finding our stuff valuable)!

^ | v · Reply · Share ›

With comments like these from readers, it shows that they're adding value to them. And, when most of these readers need a customer support SaaS solution, Groove will be one of their top choices.

Another excellent example of opinionated content from Groove is this post about the [26 blogs that helped them in their journey to \\$100K/month](#).

Most startup owners who are Groove's target audience want to know the blogs they can read to grow their business. So while most articles rehash blogs they never visited, the Groove team wrote from their personal experience.

And when you search Google for the keyword "**startup blogs**," this piece of content they wrote over six years ago still ranks number 1.

startup blogs ←



[www.groovehq.com](#) › [blog](#) › [startup-blogs](#) ▾

26 Startup Blogs That Helped Us Grow to \$100K in Monthly ...

26 **Blogs** That Helped Our **Startup** Grow From \$0 to \$100K in Monthly Revenue · 1) OnStartups · 2) SaaStr · 3) QuickSprout · 4) Copyblogger · 5) CopyHackers · 6) ...

[www.arcany.com](#) › [blog](#) › [startup-blogs](#) ▾

40 Startup Blogs You Should Be Reading Right Now - Arcanys

Jun 18, 2016 — **Startup** (General) · 1. OnStartups. OnStartups is a **blog** by Dharmesh Shah, co-founder of Hubspot and currently its CTO. · 2. QuickSprout.

[blog.feedspot.com](#) › [startup_blogs](#) ▾

Top 100 Startup Blogs, Websites & Influencers in 2021

4 days ago — **TechCrunch** » Startup. 500 Startups. Both Sides of the Table. Reddit » Startups. StartUs Magazine | Your European Startup Daily. Andrew Chen - Essays on tech, growth, and startups. Techstars | A Global Startup Ecosystem. Startup Professionals Musings. Startup Blogs · StartUs Magazine | Your... · Silicon Canals News... · StartUp Beat

[masschallenge.org](#) › [article](#) › [startup-blogs](#) ▾

53 Startup Blogs Every Founder Should Read (By Category ...

Jan 21, 2020 — Best Venture Capital and Financing **Blogs** for **Startups**: In the **startup** world, venture capitalists are the gatekeepers, rulemakers, and wise sages.

When Should SaaS Business Owners Write Opinionated Content for Their Brand and Why?

[Expert insight from Ryan Law, Director of Marketing, [Animalz](#)]

"I recommend opinionated content in three common situations:

One, when you need to differentiate in a crowded marketplace. If every other blog in your industry follows the same cookie-cutter content process, ditching the SEO and "ultimate guides" and sharing contrarian opinions is a powerful way to demonstrate personality and share something memorable.

Two, when credibility is a bigger problem than awareness. Listicles and “what is” content are great for generating traffic, but they’ll never convince senior managers, executives, or marketing-allergic professionals (like developers) to take you seriously. Instead, smart, well-founded opinions demonstrate an expert understanding of your industry, allowing you to go beyond the dime-a-dozen “best practices” and share opinions that only true professionals have.

Three, when you want to rally a community around you. Opinionated content polarises, and that’s a great thing. Business sells to passionate brand advocates, and not half-interested consumers. Opinions allow you to attract a small, loyal audience of people that subscribe wholeheartedly to your ideas.”

Recommended Resources:

- [Why Wirecutter Wins: Opinionated Content](#)
- [Opinionated Content Marketing: The Surefire Way To Write Content That Cuts Through The Noise](#)
- [How to Turn Wild Opinions into Traffic, Backlinks, and Social Proof](#)

Tactic 5: Leverage Insights From Subject Matter Experts

This involves reaching out to experts and curating their insights to create high-quality, in-depth pieces of content.

Say you run an email marketing software and want to write about **“how to improve email open rates.”** Then, you can reach out to email marketing experts to contribute their best tips on improving email open rates.

And guess what?

You’d have tons of tips regarding this topic to include in your content.

That’s not all...

These experts will most likely share your content on social media platforms and link to you.

A win-win, right?

Not only are you able to create high-quality content at scale that’d add value to your audience, but you can also leverage other experts’ audiences to promote your content and reach more people.

Now, you may be wondering if it’s effortless to get experts to add their voices to any piece of content you’re creating.

Here’s the thing...

Getting experts to feature in your article is much easier than you think.

First, you need to establish rapport and show them what is in it for them. If you have a high domain authority, promising a link back to each contributor’s website or article will likely make you have more contributors than you can handle.

Think this is a mere theory? Let me show you an example of a B2B SaaS company that does this so well.

How Databox Leverages Experts to Create Content That Adds Value, Generates Social Shares, and Earns Backlinks

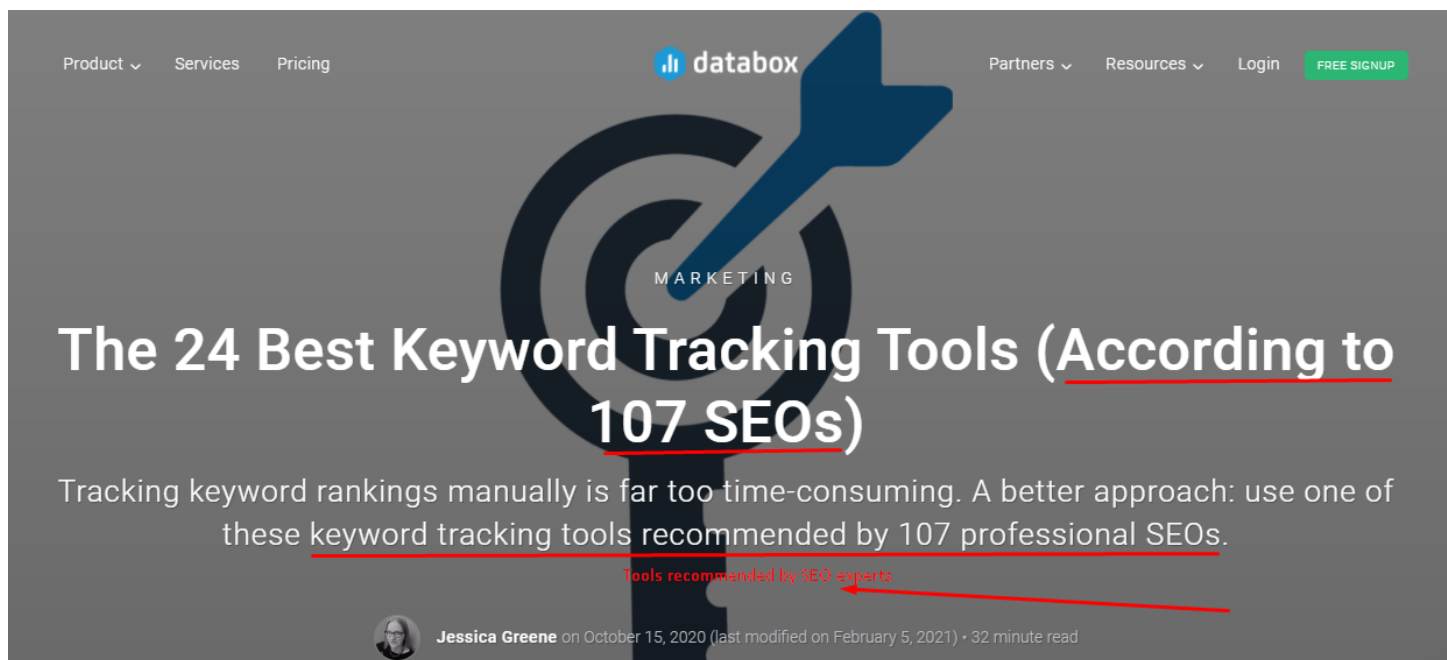
[Databox](#) is an analytics platform that helps business owners measure and track KPIs that matter to their business. It is helpful for a marketing team that wants to pull data from different sources to know what works and what doesn't.

As you can see, Databox's target audience is primarily marketers. So, they need to create content that's high-quality and helps their users and audience solve specific problems.

Guess what they do?

They leverage the expertise of marketers, who make up their audience to generate content. If you check the Databox blog, here are the types of content you'll find:





As you can see, most of their articles are contributions from experts in the topic they're writing about.

And when you check each of these content pieces, you'll notice that this isn't just a typical round-up post. Instead, they used the insights provided by the experts to create a unique angle and reference them in the article.

Now you might be wondering how Databox gets a wide array of marketing experts to contribute to their articles every week.

One thing that works well for them is the power of their collaboration and partnership with other website owners.

Here's an example:

Some months ago, I wrote a post about [conversational marketing](#) and featured Databox as a case study.

So, I reached out to their team to inform them about it.

How Databox Use Conversational Marketing to Grow Inbox x



AbdulGaniy Shehu <[redacted]>

Apr 15, 2020, 12:45 PM



to spela

Hey Spela,

Hope you're staying safe out there.

Must really commend you for the awesome job you're doing over there as the Content Marketing Coordinator at Databox.

Just wanted to give you a heads up that I recently published a post on my blog about conversational marketing in 2020 and featured Databox as one of the amazing conversational marketing examples out there.

Here is the link to the post: <https://winsomewriter.com/conversational-marketing-ultimate-guide/>

Let me know what you think about the guide.

And if you love it, I'd be happy if you share it with your audience too.

Anyways, keep up the awesome job.

Cheers

And guess what?

They shared the post with their audience and notified me about it. Not only that, they also reached out to offer me the opportunity to contribute to their future content as an expert.



Spela <[redacted]>

Apr 15, 2020, 3:53 PM



to me

Wow, thank you for featuring us!

Looks awesome. I shared with my team so we can all help you amplify it over social channels.

Whenever you'll get an opportunity to contribute to our content, we will be happy to return you a link back: [Partner Co-Marketing Opportunities - Databox Help Desk](#)

Take care!

After filling out the form, I get an email from them inviting me to contribute to their upcoming pieces every week.

This is a recent one I got and contributed to:

We have our next round of reports ready for you...

Want your insights included?

As always, we will include your quote as well as a link back to your website.

We're collecting contributions for the following articles:

1. [What to Include In Your Salesforce Dashboard?](#)
2. [What's your favorite tool that integrates with Marketo?](#)
3. [What's your best tip for running a high converting LinkedIn ads campaign?](#)
4. [What's your best tip for using the behavior flow report in Google Analytics to gather helpful insights?](#)
5. [What's been the most effective play your business has employed for increasing MRR over the last 6 months?](#)
6. [What's ONE Google Sheets formula/hack/tip/calculation you rely on for your job?](#)
7. [How Long Should a Facebook Video Ad Be?](#)
8. [What's the most useful/helpful b2b blog that you continually get value from?](#)
9. [Can Clubhouse Be A Viable Marketing Channel?](#)
10. [How do you determine whether Shopify or WooCommerce is the right ecommerce platform for your business?](#)

I contributed to this piece

And as you can see, my contribution was added to the piece with a link back to my website.

Ahrefs blog is a widely popular one, particularly, among SEO nerds.

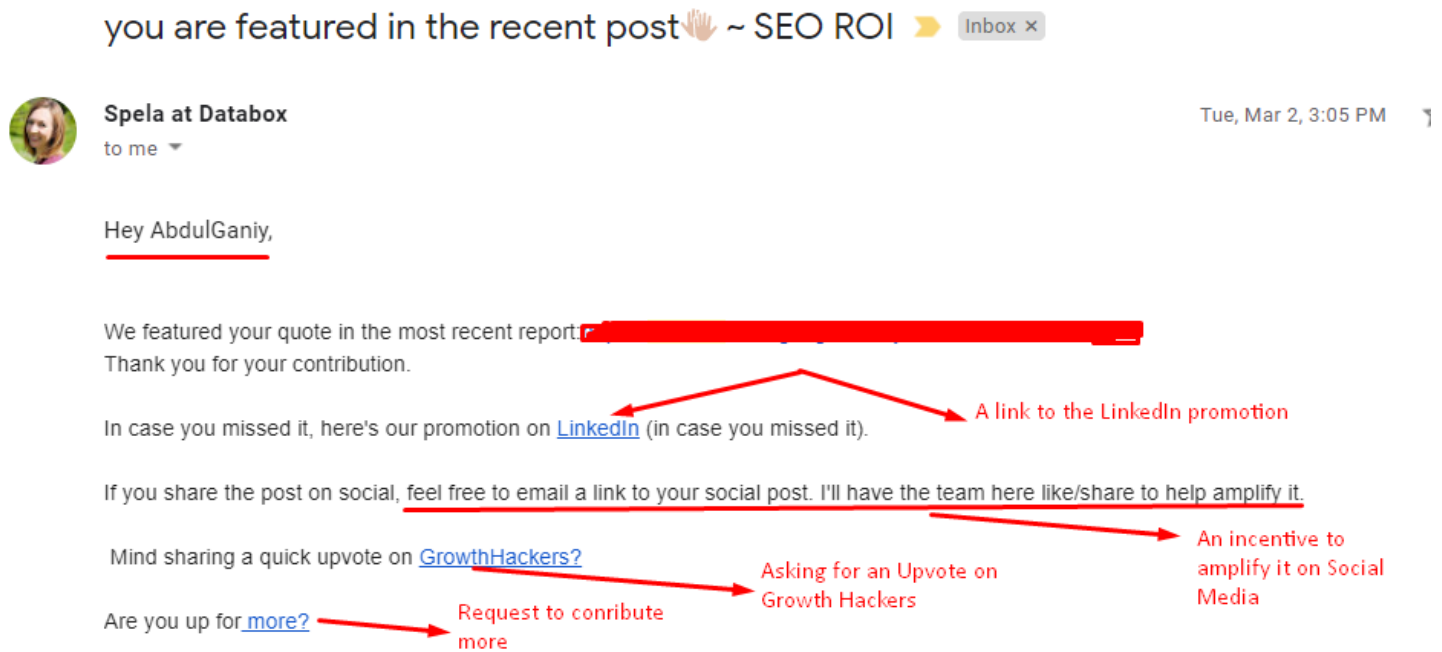
Link to my website

AbdulGaniy Shehu from [Your Content Mart](#) says, "The most useful/helpful B2B blog I continually get value from is Ahrefs blog. The reason is simple. The Ahrefs team consistently shares content marketing and SEO topics (which is an area I'm most interested in) and simplifies them too.

Don't understand advanced SEO, no worries. "Even if you're a newbie in SEO, reading Ahrefs blog will most likely level up your knowledge of the industry and keep you up to date with the latest insights and trends," confirms Shehu. "I also love how Ahrefs weaves in their product by showing you exactly how to navigate each of the features it has."

If you think the Databox team stops there, you're mistaken. Instead, they send an email to notify contributors about the upcoming feature in their content pieces.

Here's one I got:



You'll notice that this email does four (4) things:

- Notifying me about the contribution with a link to it
- Telling me about the promotion they did for the post on LinkedIn
- Urging me to upvote the article on Growth Hackers
- Requesting that I contribute to more articles.

On LinkedIn, here's what the promotion looks like:



Spela Mlekuz • 1st
Content Marketing Coordinator at Databox
3w •



How long does SEO take to show results?

No doubt, this is one of the most frequently asked questions by many SEO clients.

While some SEO professionals may say the answer is black and white, others disagree--you have to take some key elements into consideration if you want to give your website its best chance in the shortest time possible.

So, how long does it actually take to see results from your SEO strategy? To find out, in this report, almost 40 marketing pros share their expert opinion, plus tips to include in your SEO strategy to rank faster: <https://lnkd.in/dWmxT6B>

With contributions from: [Nick Marcatelli](#), [Catherine M. McNally](#) , [Bruce Hogan](#), [Emanuel Petrescu](#), [Tyler Tafelsky](#), [Frank Olivo](#), MBA, [Crystal Diaz](#), [Antonio Wells](#), [Kylie Moore](#), [Rachael Cecko](#), [Haris Bacic](#), [Rob Howard](#), [Chris Wilks](#), [Jordan Schneider](#), [Blaze Bullock](#), [Mary Clare Novak](#), [Moises P.](#), [Andres Ossa](#), [Camila Reed](#), [Tommy Landry](#), [Andy Crestodina](#), [Christopher Prasad](#), [Janelle Owens](#), [Shonavee Simpson-Anderson](#), [Janice Wald](#), [David Cusick](#), [Michal Hajtáš](#), [Dorka Kardos-Latif](#), [AbdulGaniy Shehu](#), [Hannah Brown](#), [Matt Janaway](#), [Kateryna Reshetilo](#), [Christian Velitchkov](#), [Zack Duncan](#), [Lily Ugbaja](#), [Patrick Garde](#), [Ray Blakney](#) and [Moses Gomes](#)

Full report written by: [Mara Calvello](#)

As you can see, they mentioned all the experts featured in the article (including me). And in return, most of the contributors also share the piece with their audience.

Here's precisely how I promoted this piece I contributed for them:



AbdulGaniy Shehu

SaaS Content Marketer & Strategist | Helping SaaS Companies Generate High-...

3w • 



How long does it take for SEO to work?

That's the question that most business owners and executives who want to invest in content marketing and SEO ask.

The truth is, it depends on a lot of factors actually.

Sometimes, you can rank for a particular keyword within weeks.

Other times, it might take you months or even years before you start seeing any traction for some keywords.

So, [Databox](#) recently asked about 40 marketers to confirm how long it takes for SEO to work and the factors responsible for that.

I was also featured in this in-depth piece that was compiled by the amazing [Mara Calvello](#).

Want to find out what I and other awesome marketers think about this essential question?

You can click the link in the comment section below.

In the meantime, if you're an SEO professional, I want to know what you think regarding this.

I shared it with my LinkedIn audience.

By leveraging the expertise of others in their content, Databox has built an SEO moat that's hard to beat.

Recommended Resources:

- [How to Find and Use Subject Matter Experts To Create Content For an Early-stage SaaS Startup](#)

Tactic 6: Become The “Go-to” Expert In Your Niche

If you care about ranking for keywords that matter to your business, you should establish topical authority fast, especially if you’re starting from scratch. This is an often-neglected yet important ranking factor.

For instance, if your SaaS startup is about email marketing, ranking for keywords related to your website’s general topic is much easier.

In contrast, if your SaaS startup is about LinkedIn lead generation and you’re writing about conversational marketing, it’ll be difficult to rank for that keyword, even if you have the best content on the web.

Truth is...

When you have topical authority for the niche you’re covering, you will find it much easier to rank any piece of content you publish.

Let me share an example to show you how this works in real life.

How Moz Became The SEO Industry Leader With Its Beginners Guide To SEO

If you Google phrases like:

- SEO
- Search Engine Optimization
- What is Search Engine
- How to do SEO
- SEO for beginners
- SEO 101

Guess the brand that occupies the number 1 spot?

[Moz](#), of course.

Now, you may wonder how they were able to dominate an entire SEO industry with many experts?

It's simple.

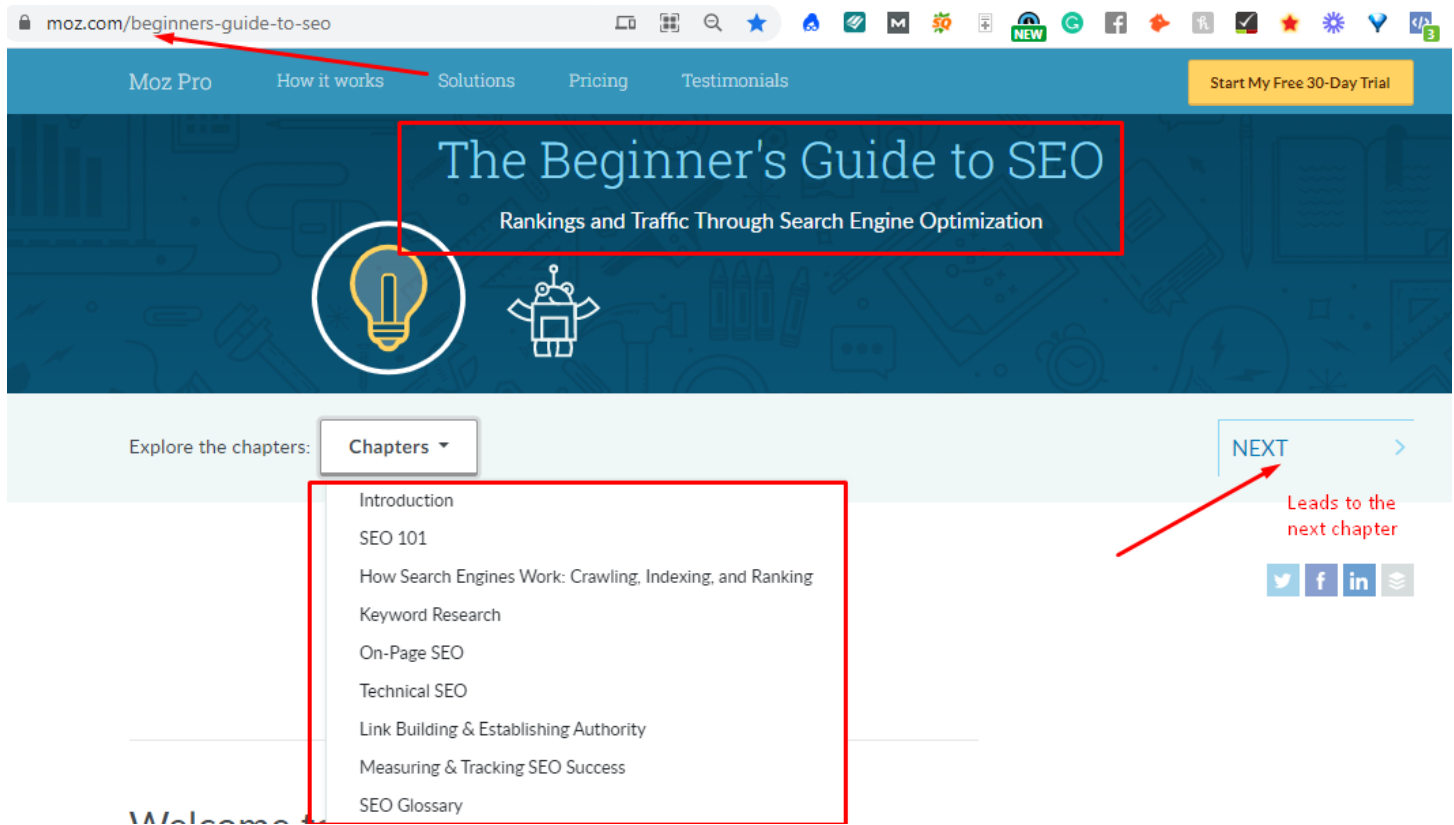
They created a topic cluster of a beginners guide to SEO, ensuring they answered all questions that anyone can have related to SEO.

Here's precisely how it plays out.

The guide has about eight chapters which include the following:

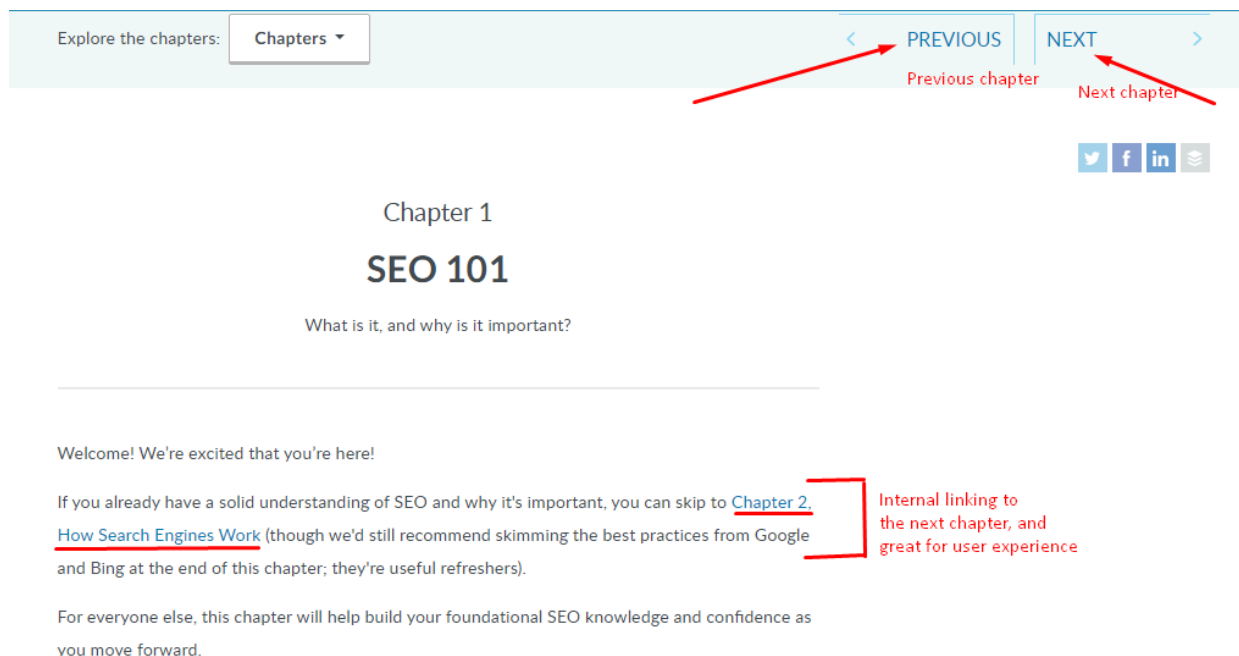
- SEO 101
- How search engines work
- Keyword research
- On-site optimization
- Technical SEO
- Link building
- Measuring, prioritizing, and executing SEO
- SEO glossary

From the main (pillar) page, there's a jump link to each of these chapters (cluster pages), which automatically adds an internal link to them.



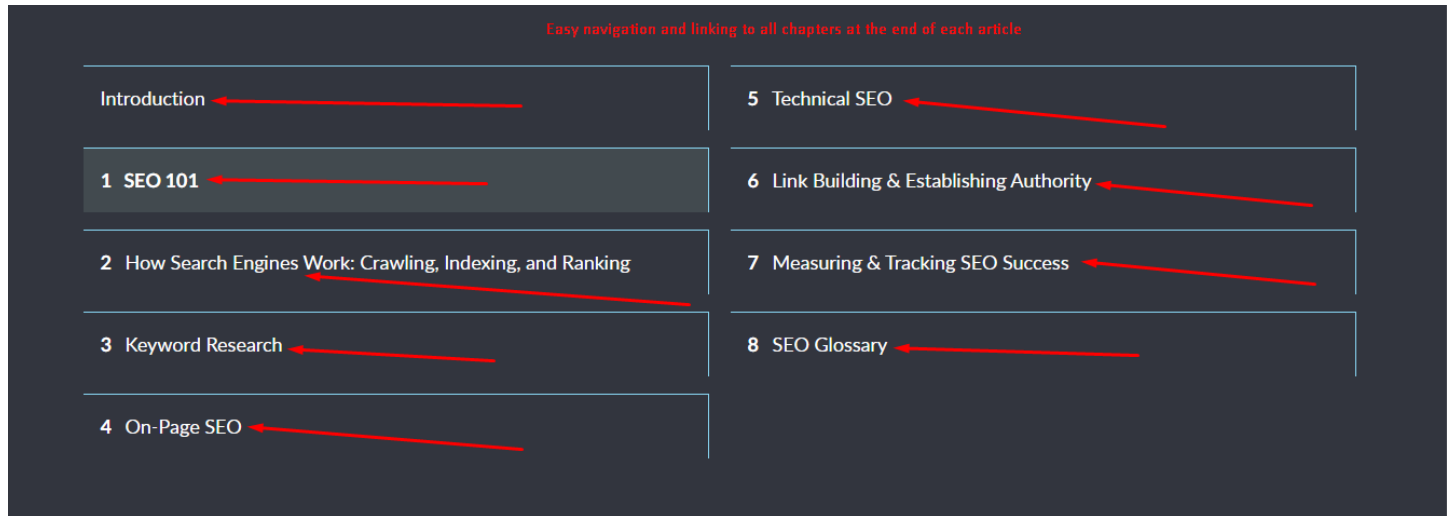
And from each chapter, you can easily navigate to the previous or next one. Plus, an internal link to the next chapter (at the beginning and end of each chapter).

Here's what it looks like:



That's not all...

At the end of each chapter, there's an easy navigation to all pages, plus an internal link.

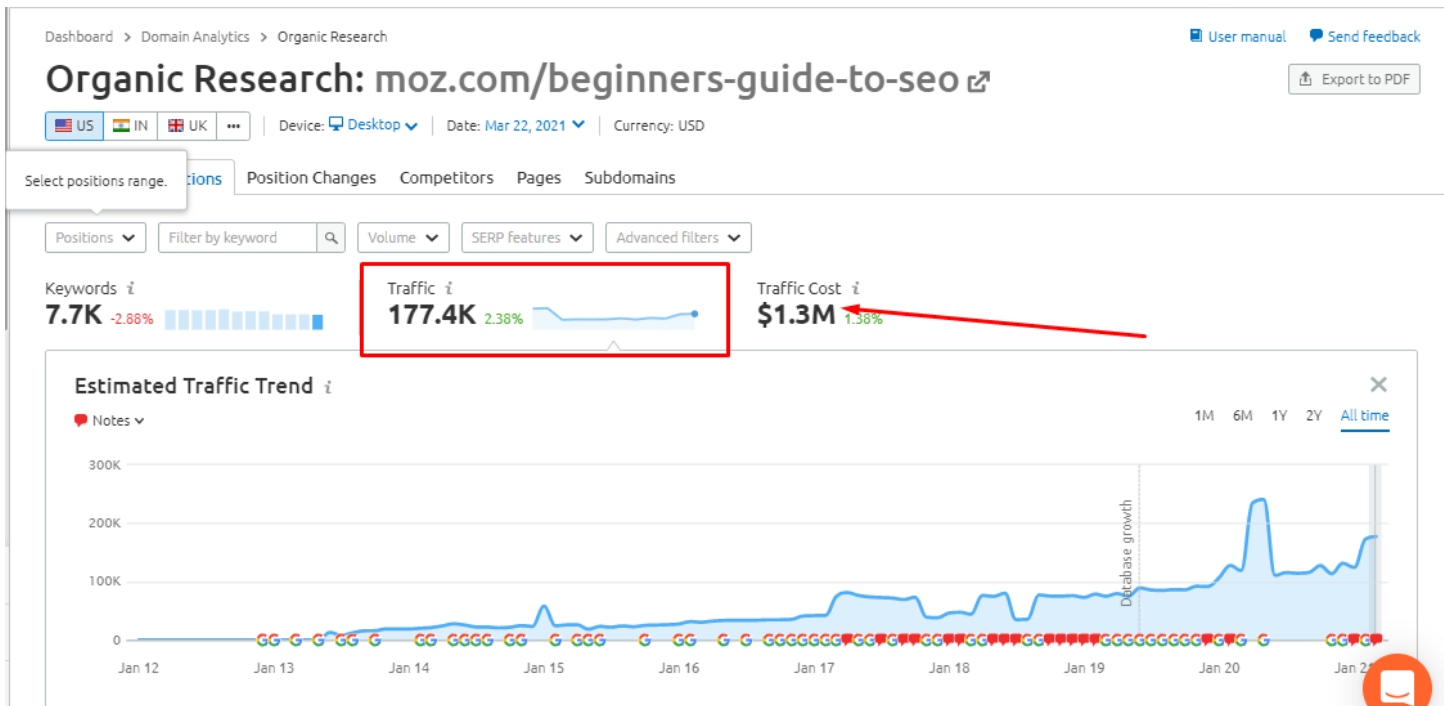


As you can see, each chapter covers a different topic. However, they're all interlinked together. Hence, making it easy to pass link juice across all the chapters and rank high for the main keyword.

Since all the chapters are related to SEO and cover each aspect in-depth, Google sees it as the most authoritative article on the topic and continues to rank it high on the SERPs. This SEO moat by Moz is known as creating a topic cluster.

And the result from this piece alone is incredible.

According to SEMrush, this guide brings in over 177,000 organic traffic visitors per month, which costs around **\$1.3 million**.



By investing in and creating a topic cluster for the main search term in your industry, you can become the go-to authority in the long run.

Recommended Resources:

- [How Blogging Can Help You Rank First On Google](#)
- [Types of Content Hubs: 5 Approaches & 30+ Examples](#)

Tactic 7: Drive High-quality Conversions From Ungated Templates

Conversions matter more than anything for a SaaS startup. Without conversions (such as user signups, leads, and customers), you'll most likely find it difficult to justify your investment in content marketing.

So, how exactly do you drive conversions from your content pieces as a SaaS startup?

Enter Conversion-focused Content Marketing

Conversion-focused content marketing helps you drive conversions for your startup.

This is important because the more conversions you achieve, the more users you can get to sign up for your software. And in the long run, the more revenue you can generate for your business.

Here is an excellent example of a company that excels with this strategy.

How Smartsheet Intelligently Drives Conversions With Downloadable Templates Without Gating Them

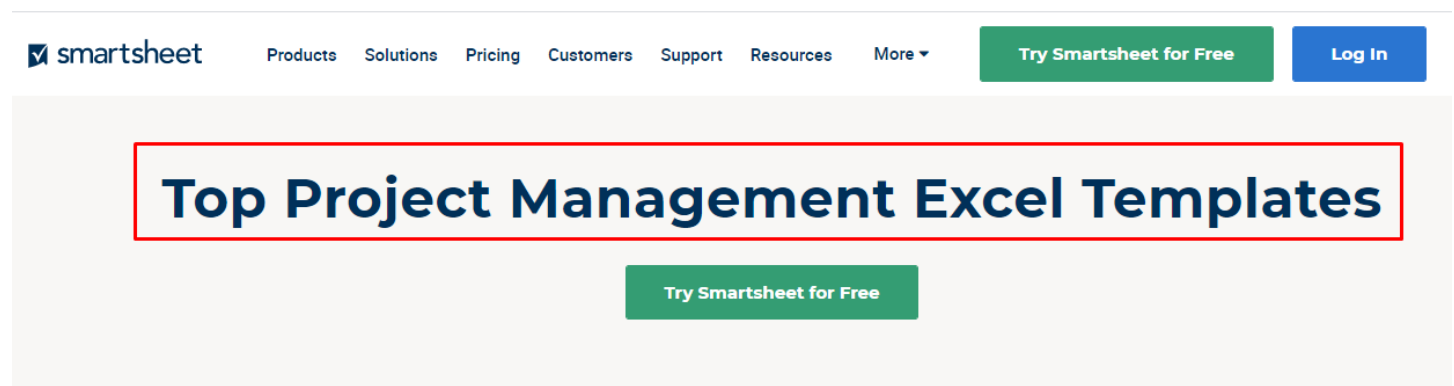
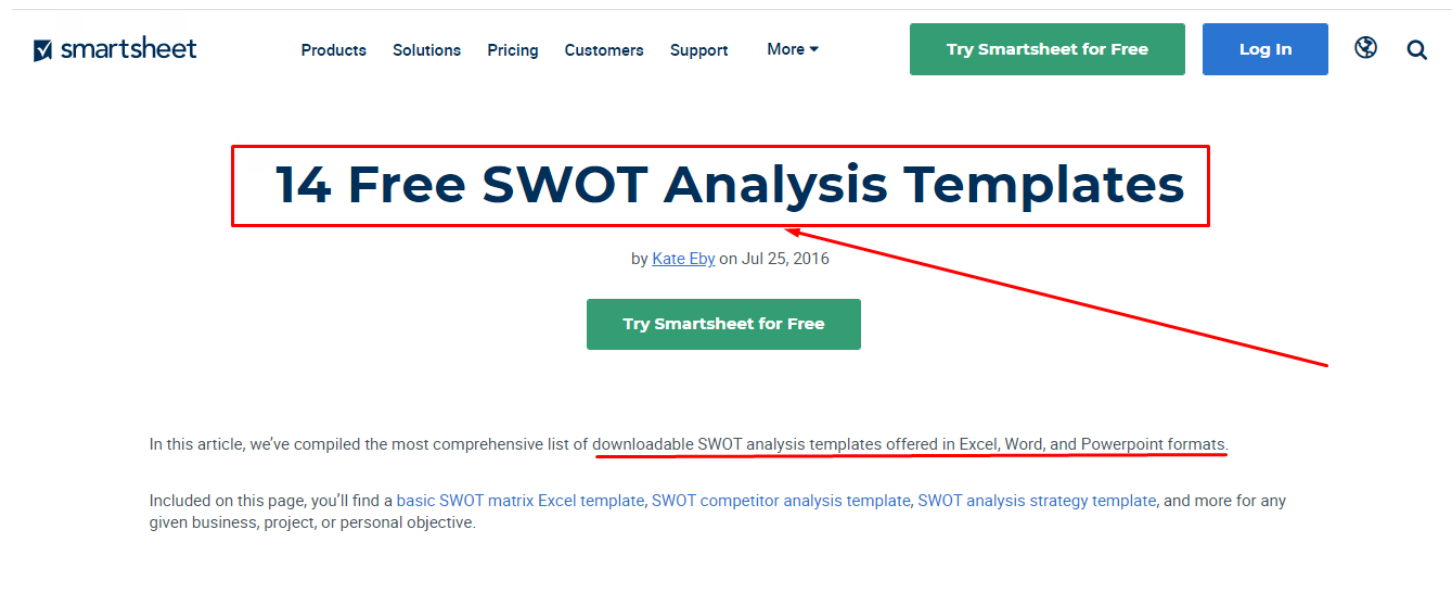
If you're in the project management space, you'll probably have heard about [Smartsheet](#). If you don't know about them, it is a SaaS product that helps users assign tasks, track projects, manage calendars, and share documents using a tabular user interface.

Smartsheet wants business owners who use Excel to use their products instead. So, they're a big Excel competitor.

To dominate the industry with many competitors, they focus on creating template pages. This means that they compile templates that'd be useful for their readers

and write an article related to them and offer those downloadable templates for free.

If you check the Smartsheet blog, you're likely to come across posts such as these:



On the surface, it might look like offering free templates that can be easily downloaded is not a good idea.

But when I dug deeper, I found out that they're using these templates to increase

user signups for their business.

Take this [template page about SWOT analysis](#) as an example.

Anyone searching for such a keyword on Google is most likely a business owner looking to analyze the opportunities in their market and how they can compete, which is a segment of their target audience.

Also, anyone who stumbles on this page is looking to download SWOT analysis templates which they can use right now. However, they might not know exactly how Smartsheet fits into that, and this is where it gets exciting.

First, on the page's header and immediately beneath the title, there's a call to action asking the reader to try Smartsheet for free.

The screenshot shows the Smartsheet website header with navigation links (Products, Solutions, Pricing, Customers, Support, More) and a 'Try Smartsheet for Free' button. Below the header is the main heading '14 Free SWOT Analysis Templates' by Kate Eby on Jul 25, 2016. A second 'Try Smartsheet for Free' button is positioned below the heading. The main content area features a list of templates on the left and a detailed description of a template on the right. A third 'Try Smartsheet for Free' button is located at the bottom of the page, next to a call to action: 'Deliver on SWOT analysis findings with real-time project management.'

First CTA Touchpoint On The Page

Second CTA Touchpoint On The Page

Third CTA Touchpoint On The Page

Second, a static CTA is visible while you're scrolling down the page, urging you to try Smartsheet for free.

Each template on the page follows the same pattern of title, screenshot, download button(s), and short description.

You can either download the template on Smartsheet and Excel or excel only. Here's what that looks like:

Download Basic SWOT Matrix Template

[Excel](#) [Smartsheet](#)

This SWOT matrix template provides the basic 2x2 layout for an easy-to-read view of your analysis. It also includes a column for measuring the significance of each item in your SWOT categories. This is important for understanding how the different elements in your analysis measure up to each other and which areas require the most attention. Take advantage of the fact that this is an Excel template by using additional worksheets for supporting data or other analyses. You get the simplicity of a SWOT matrix with the functionality of Excel.

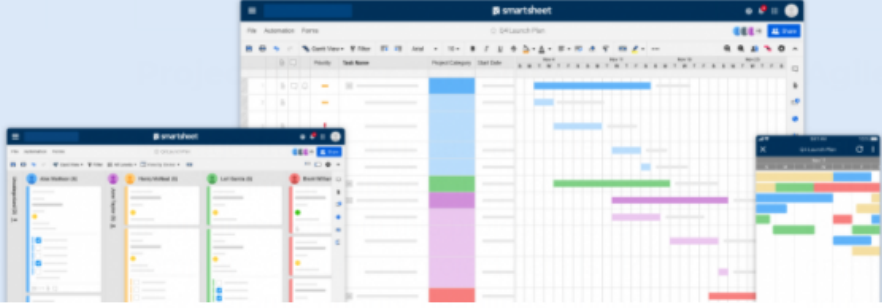
[Download SWOT Competitor Analysis Template](#)

Excel download only

This template applies the SWOT process to a competitor analysis, allowing you to compare your business with other companies. Rather than the matrix layout, this template utilizes a simple spreadsheet format with columns for each competitor. This allows you to create a detailed analysis of the competition with the structure of the SWOT framework. See how the strengths and weaknesses of your business measure up, identify which competitors represent threats, see what opportunities others might be missing, and much more.

The Excel option makes it easy for anyone to download the templates without signing up for a free trial or entering their contact information.

When you click on the option to download via Excel, a pop-up that looks like this shows up:



Rise above the spreadsheet chaos.

Feeling inundated with too many spreadsheets, repetitive data entry, and version-control issues? Be more effective and drive greater achievement with Smartsheet.

Another smart CTA to try out Smartsheet

Continue downloading with less friction

Yes, I'd like to try Smartsheet for free.

No thanks, continue to my download.

Again, they want you to become a user while still on the page. There is an option to decline and continue your download immediately without asking for your contact information.

If you click on the Smartsheet option, you'll be redirected to a page that looks like this.

Get Started for Free

30-day free trial. Instant access. No credit card required.

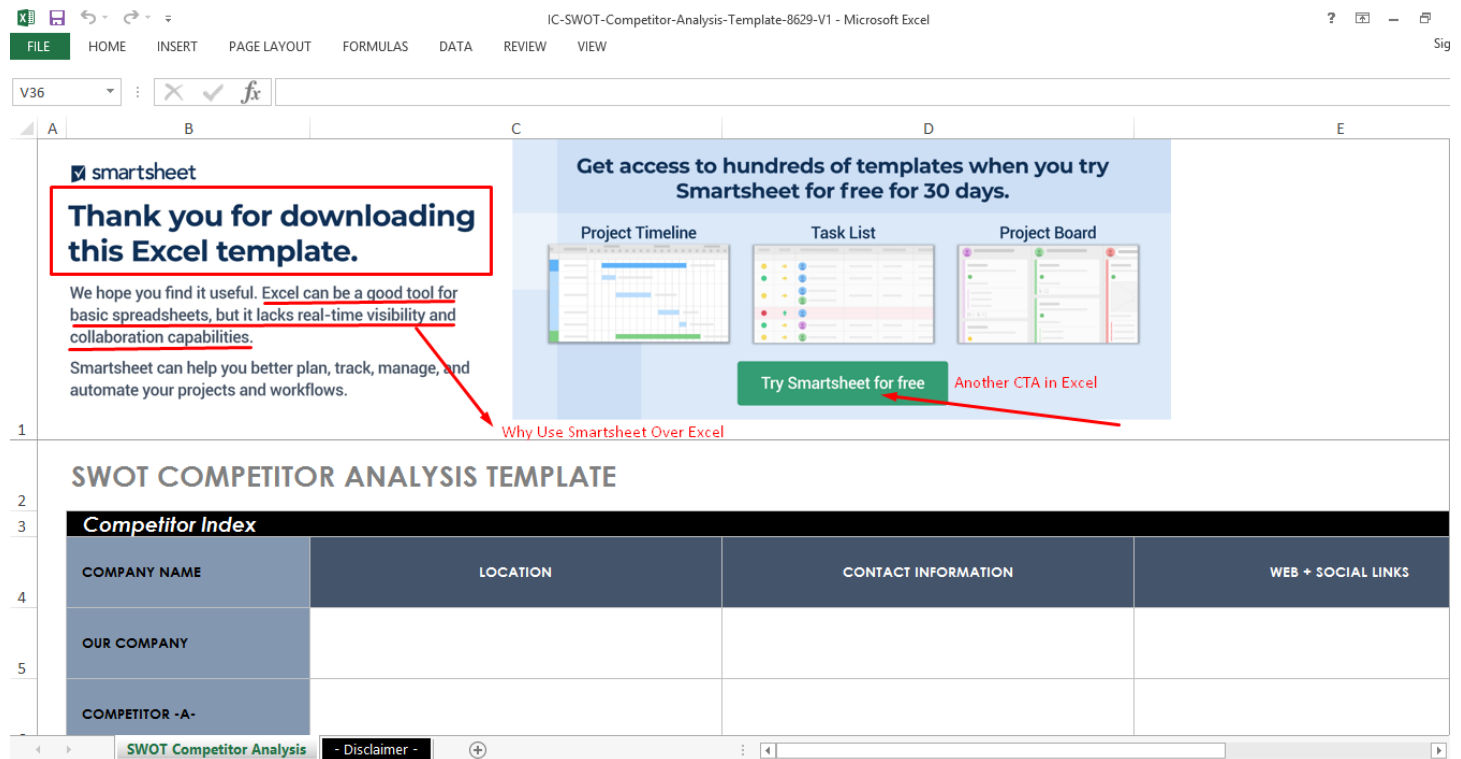
Enter your work email address

Our [Privacy Policy](#) describes how we process your personal data.

Continue

As you can see, Smartsheet only asks for your contact information when you've shown interest in trying out their tool. Thoughtful approach if you ask me.

Another interesting aspect of this Smartsheet template page strategy is that they designed the Excel sheet templates to drive conversions.

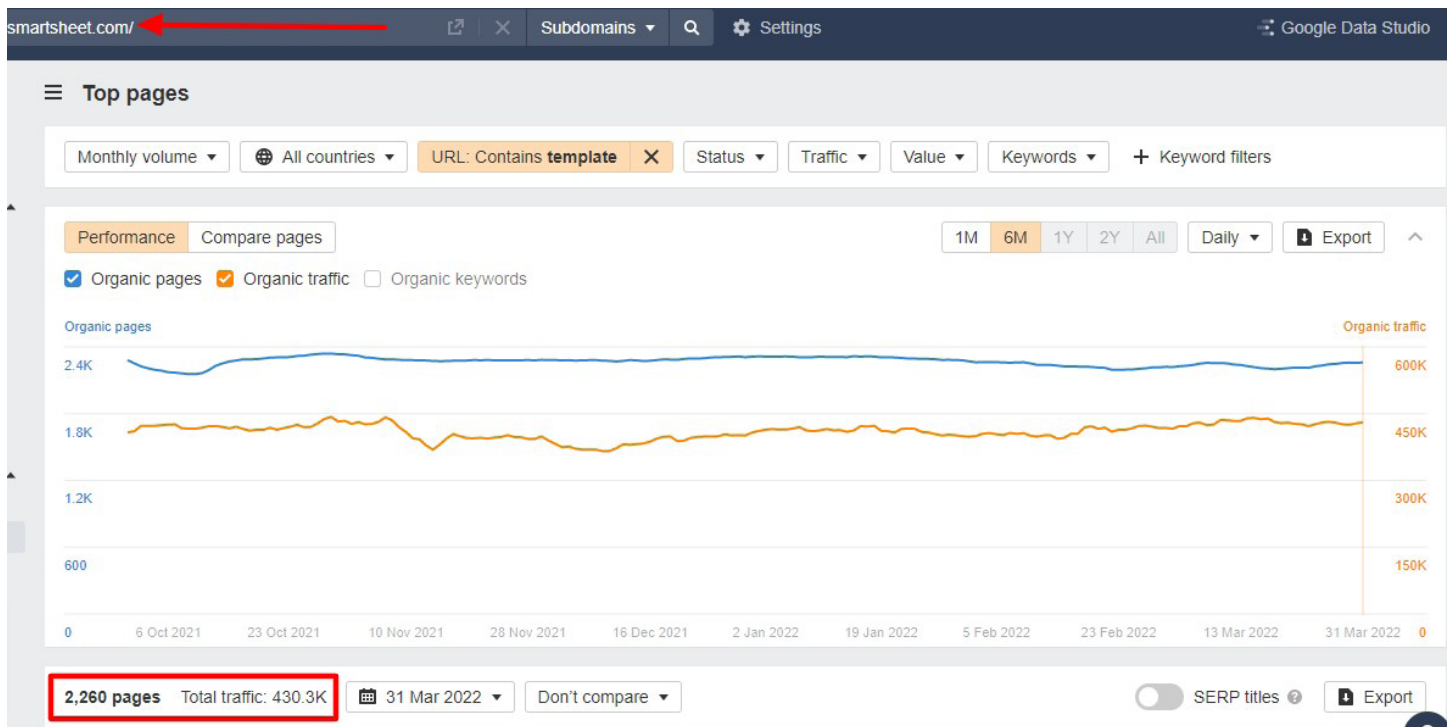


In Excel, they're promoting their software and prompting anyone who's downloaded the template to try out their tool for free for 30 days.

And guess what?

This strategy works for Smartsheet.

According to Ahrefs, about 2,260 organic pages on Smartsheet's website have the keyword "templates" in their URL.



While we can't estimate the exact number of conversions they're getting from these pages, they're killing it organic-traffic-wise from this strategy.

They're ranking for over 48,593 keywords, which bring in about 430,000 organic traffic visitors every month, as per Ahrefs estimates.

Using conversion-focused content assets such as this, you won't struggle to increase user signups for your SaaS startup.

What Can SaaS Startups Do to Generate More Conversions From Content?

[Expert insight from JH Scherck, Founder, [Growth Plays](#)]

"If you are trying to generate leads for your sales team, implement live chat. This is because increasing conversions comes down to reducing friction. One of the best ways a B2B company can reduce friction and lower the barrier to entry is to add live chat to their site with prompts that are contextual to the page.

Additionally, they need SDRs that can quickly and knowledgeably answer visitor questions about the product in real-time."

Finally, You Can Generate Qualified Traffic, Drive User Signups, and Grow MRR For Your SaaS Startup

If you've read to the end of this guide, congratulations!

I'm confident that you now know what you can do to generate qualified traffic, increase user signups and get paying customers for your SaaS startup using content marketing.

Hopefully, the insights shared in this guide will help you get better results from your content marketing investment.

Want to implement any of these content marketing tactics for your SaaS startup?

Book a 30 minutes discovery session with the team at [Your Content Mart](#), and learn how we can help you drive more user signups and grow MRR using ROI-driven Content Marketing.

[**Click Here To Get Started Today**](#)