## Deadlines

| Draft due dates | 17-03-2023 |
| --- | --- |
| Publish date | 29-03-2023 |

## Content Details

| Content topic | Content Marketing for SaaS Startups |
| --- | --- |
| Content type | Blog article ([see examples](https://docs.google.com/document/d/19Wu1xUJm0EVLxWOd6Js1MKBultcJ2rARSoLqJAQiy3c/edit?usp=sharing)). |
| Content format | "How-to" guide ([see examples](https://docs.google.com/document/d/19Wu1xUJm0EVLxWOd6Js1MKBultcJ2rARSoLqJAQiy3c/edit?usp=sharing)). |
| Content angle | Comprehensive guide tailored for 2023 (or updated for the latest current year) with real-life examples ([see examples](https://docs.google.com/document/d/19Wu1xUJm0EVLxWOd6Js1MKBultcJ2rARSoLqJAQiy3c/edit?usp=sharing)). |
| Goal | Increase newsletter subscribers. |
| CTA (call-to-action) | Sign up for the newsletter - CTA block in the sidebar (sticky), inline-block in the middle of the content, and at the end of the content. |
| Target audience | SaaS startup founders, and marketing professionals working at SaaS startups, looking to develop and/or improve their content marketing strategy. |
| Search intent / customer journey | People searching for “how to do content marketing for SaaS startups” or “content marketing guide for SaaS startups” want to learn how to leverage content marketing for their business via a step-by-step guide with real-life examples. |
| SEO title | Content Marketing for SaaS Startups in 2023 [Definitive Guide] |
| SEO meta description | Learn how to create an effective content marketing strategy for SaaS startups with this guide. See real examples, get actionable advice, and a checklist! |
| Preferred URL | /saas-content-marketing/ |
| Primary keywords | * saas content marketing * content marketing for saas |
| Word count | 5000 - 6000 words |
| Internal links to | Provide a list of links to content that covers related topics and should link from this article. |
| Internal links from (after publishing) | List links to existing pages that should link to this new content after publishing. |
| Sources | * <https://www.gartner.com/en/articles/the-saas-buying-experience-mapping-how-businesses-buy-software> * <https://www.vendr.com/blog/saas-statistics> * <https://contentmarketinginstitute.com/articles/b2b-content-marketing-research-trends-statistics> * <https://www.semrush.com/blog/content-marketing-statistics/>   Feel free to list other external sources that could be referenced in the article. |
| Competitor examples | * <https://www.semrush.com/blog/saas-content-marketing/> * <https://www.marketermilk.com/blog/saas-content-marketing> * <https://www.simpletiger.com/saas-content-marketing-guide> * <https://skale.so/saas-marketing/content-stategy/> * <https://www.growandconvert.com/content-marketing/saas-content-strategy/> * <https://ahrefs.com/blog/saas-content-marketing/> * <https://growfusely.com/blog/resources/the-ultimate-guide-content-marketing-for-saas/>   **DO NOT** copy or re-write what the competitors say! Instead, use this information as an inspiration to create your own unique and helpful content. |