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](#)).
Content format	"How-to" guide ([see examples](#)).
Content angle	Comprehensive guide tailored for 2023 (or updated for the latest current year) with real-life examples ([see examples](#)).
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.