

Deadlines

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

Guidelines

Writing guidelines	Find writing guidelines here (hyperlink).
Brand guidelines	Find brand guidelines here (hyperlink).
Tone of voice	Professional but friendly - address the reader as “you”, talk in a conversational tone, and keep the language simple.

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	<ul style="list-style-type: none"> • saas content marketing • content marketing for saas
Secondary keywords	<ul style="list-style-type: none"> • saas content marketing strategy
Word count	5000 - 6000 words
Content optimization report	Link to the specific report in a content optimization tool of your choice (e.g. Surfer, Marketmuse, Clearscope, Page Optimizer Pro, etc.).
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	<ul style="list-style-type: none"> • 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/ <p>Feel free to list other external sources that could be referenced in the article.</p>

Visuals	Provide a list of stock images or illustration websites or list specific images that should be used (e.g. list paths of folders, file URLs, file names, etc.).
Competitor examples	<ul style="list-style-type: none"> • 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-strategy/ • 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/ <p>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.</p>

Content Outline

[h1] Content Marketing for SaaS Startups in 2023 [Definitive Guide]

In the introduction, provide a brief overview of what content marketing is and why it is important for SaaS startups.

Briefly explain what this comprehensive guide will cover.

[h2] Defining SaaS Content Marketing

Explain what “SaaS content marketing” means.

[h2] How Does SaaS Content Marketing Differ From Other Industries?

Explain how content marketing for SaaS startups differs from other industries.

Outline the challenges that SaaS entrepreneurs and marketers face when it comes to content marketing and how it is different from other industries.

Reference relevant research and statistics.

[h2] Why Content Marketing Matters for SaaS Startups

Explain why content marketing is important for SaaS startups and outline the benefits.

Reference relevant research and statistics.

[h2] How to Create an Effective Content Marketing Strategy for SaaS Startups

[h3] Understand Your Product Well

Explain how SaaS marketers need to have a deep understanding of the product they are selling in order to create effective content.

[h3] Define Your Target Audience

Explain the importance of understanding your target audience and how to go about doing research to define it. Give examples.

[h3] Create Buyer Personas

Explain what a buyer persona is and why it is important for content marketing. Give examples of how to create buyer personas. Provide additional resources and tools to use.

[h3] Conduct Competitor Analysis

Describe the importance of conducting a competitor analysis and how to go about doing it. Give examples, as well as tools to use.

[h3] Develop Your Messaging Strategy

Talk about the importance of developing a strong messaging strategy. Give examples and explain how to do it.

[h3] Research Keywords and Topics

Provide an overview of keyword research and list the different types of keywords when it comes to SaaS content marketing. Explain the importance of understanding your audience and the topics they are most interested in. Provide tools to use for keyword research.

[h3] Select the Right Content Types

Explain the different types of content and discuss the pros and cons of each type. Give examples and explain which types are most effective for SaaS content marketing, and how to prioritize them depending on the content marketing level of maturity in the company.

[h3] Create a Content Plan

Explain how to create a content plan and why it is important. Give examples, as well as tools that can be used to help with the planning, execution, and monitoring processes.

[h3] Produce, Optimize, and Publish Content

Explain the content production, optimization, and publishing process. Perhaps give examples and tools to use.

[h3] Promote and Distribute Your Content

Discuss the importance of content promotion and distribution. Provide examples and tools, like a checklist, to use when promoting content through the different channels.

[h3] Analyze, Report On, and Continuously Optimize Your Content

Explain the importance of analyzing, reporting on, and continuously optimizing your content. Describe the analytics tools that can be used and provide examples of KPIs to track. Give tips on how to optimize content based on the data collected.

[h2] Frequently Asked Questions About SaaS Content Marketing

Provide short and concise answers to the most frequently asked questions about content marketing for SaaS startups, listed below.

[h3] How To Create Content for SaaS?

[h3] What Is SaaS Content Writing?

[h3] How Do You Measure SaaS Content Marketing?

[h3] What Is B2B SaaS Content Marketing?

[h3] How Do You Write B2B SaaS Content?

[h2] Conclusion Paragraph

Summarize everything you have discussed here. Recommend related content.

