

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
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	<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>
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/saa-s-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.

Content Outline

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

[h2] Defining SaaS Content Marketing

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

[h2] Why Content Marketing Matters for SaaS Startups

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

[h3] Understand Your Product Well

[h3] Define Your Target Audience

[h3] Create Buyer Personas

[h3] Conduct Competitor Analysis

[h3] Develop Your Messaging Strategy

[h3] Research Keywords and Topics

[h3] Select the Right Content Types

[h3] Create a Content Plan

[h3] Produce, Optimize, and Publish Content

[h3] Promote and Distribute Your Content

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

[h2] Frequently Asked Questions About SaaS Content Marketing

[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