## Content Details

| Content topic | Content Marketing for SaaS Startups |
| --- | --- |
| Goal | Increase newsletter subscribers. |
| Target audience | SaaS startup founders, and marketing professionals working at SaaS startups, looking to develop and/or improve their content marketing strategy. |
| Title | Content Marketing for SaaS Startups in 2023 [Definitive Guide] |
| Preferred URL | /saas-content-marketing/ |
| Primary keywords | * saas content marketing
* content marketing for saas
 |
| Word count | 5000 - 6000 words |
| 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. |