Attracting People with Content Marketing and SEO

In the SaaS world, standing out and capturing the attention of potential customers is a major challenge. In such a crowded space, how can your SaaS product attract its target audience? The answer is **content marketing** and **search engine optimization, SEO for short**. These two work together to draw in qualified prospects at the top of your sales funnel.

Content marketing focuses on creating and distributing valuable, relevant content to build awareness and trust. It's an approach proven to yield results – content marketing can generate three times more leads per dollar spent than traditional advertising.

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In fact, **70% of consumers prefer getting to know a company via articles and blogs rather than through ads**.
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By consistently publishing quality content that addresses your audience's questions and pain points, you attract visitors organically and position your brand as a trusted authority.

Of course, great content alone isn't enough - it needs to be discoverable. This is where **Search engine optimization** comes in. SEO ensures your content ranks prominently on Google and other search engines when prospects search for information. Thus, SEO maximizes the visibility and reach of your content.

In the following videos, we'll explore how SaaS companies can leverage content marketing and SEO to **attract** their target audience. We'll cover the most effective types of content for SaaS at the attract stage, how to align that content to your customer's needs and search intent. Then we'll learn the SEO essentials – from smart keyword research to on-page optimization, technical best practices. Whether your SaaS is B2B or B2C, these tactics apply globally.