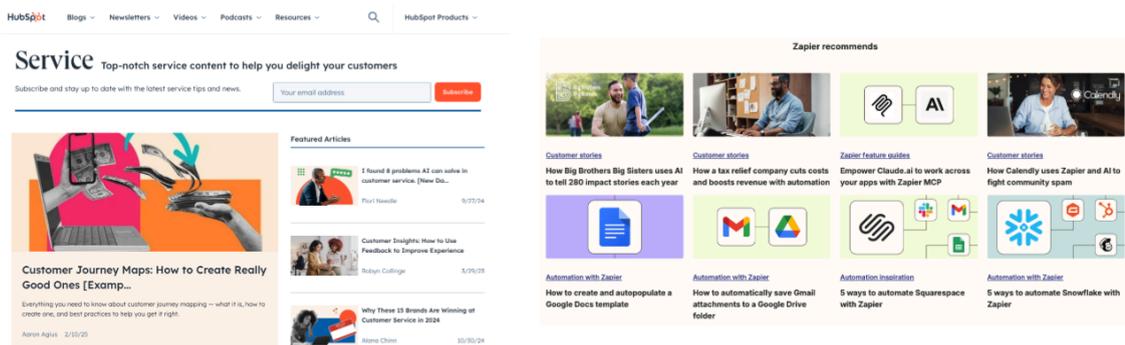


This sheet is a handout material from Udemy course:
[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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Effective Content Types

Educational Blog Posts:



First, blogging is often the most prevalent strategy. **Blog articles** allow you to cover a wide range of topics relevant to your product's domain. According to industry research, **90% of content marketers use blog posts as part of their strategy.**

poweredbysearch.com

In B2B tech marketing specifically, **94% of B2B marketers create short articles or blog posts.**

semrush.com

The reason is that blogs are excellent for capturing search traffic and answering prospects' initial questions. For instance, HubSpot's strategy has long centered on **creating a wealth of free, high-quality content** for its target audience. They maintain an extensive blog and resource library covering everything from SEO tips to email templates. By offering so much value upfront, they nurture a community of prospects who frequently turn into customers when they need marketing software.

Another great example is **Zapier's blog**. Zapier publishes articles on productivity hacks, automation ideas, and app tutorials. This content is valuable in itself to anyone looking to work smarter. It also subtly showcases Zapier's usefulness. In fact, Zapier's blog drives around **2 million organic visits per month**, accounting for **72%** of the company's total organic traffic.

revenuehero.io

Such reach was achieved by consistently answering the questions their target users are asking.

- **Long-Form Guides (Whitepapers & eBooks):**

Deeper, more comprehensive content like **whitepapers**, **e-books**, and extensive guides can attract audiences who want in-depth knowledge. These assets often serve as **lead magnets** – content is so valuable that readers are willing to exchange their contact information to get them. For instance, they must fill in a form to download the content.

For SaaS companies, **whitepapers and eBooks work especially well in B2B contexts** where buyers research heavily. Many SaaS firms use annual reports or original research as flagship content.

State of Sales Report

Discover insights from 5,500 sales pros on driving growth and standing out in a crowd.

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- ✓ The #1 tactic for growth, according to sales leaders
- ✓ Why many teams don't trust their data, and how they're fixing it
- ✓ Critical actions teams can take to retain their best reps

[See a preview of the findings below.](#)

Looking for the complete "State of Sales" report? Fill out the form below.

First name Last name

Job title Email

Company Employees

Phone Country/Region Slovakia

Yes, I would like to receive marketing communications regarding Salesforce products, services, and events. I can unsubscribe at any time.

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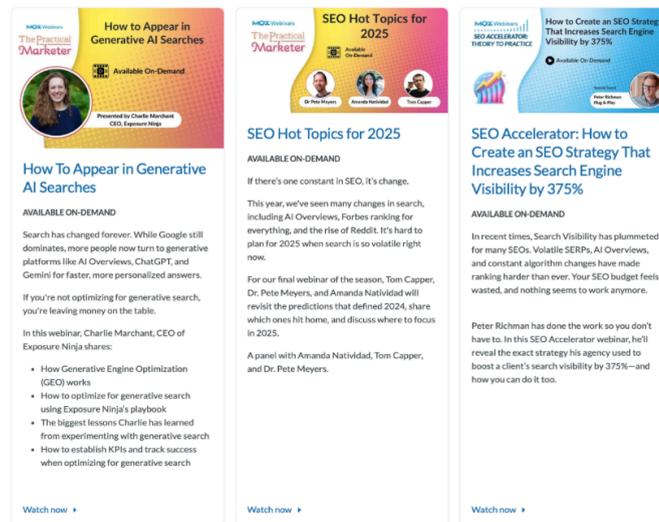
It could be for example a **“State of Sales” report** from **Salesforce**. Such reports are essentially whitepapers filled with data, trends, and insights that attract both media coverage and potential customers. Producing a high-quality eBook can also fuel your SEO if parts are published as web pages. It provides material to repurpose into blogs, webinars, or infographics. Just remember: the content must be genuinely useful and not a product pitch. **The goal at the attract stage is to educate, not sell.**

Companies like **Shopify** do this well. Shopify offers free guides and eBooks for entrepreneurs such as “How to Start an Online Store” which draw in aspiring business owners worldwide. Those readers then discover how Shopify can help them implement those learnings, but the initial content focuses on their needs, not the platform.

- **Webinars and Virtual Events:**

Hosting **webinars** is another effective content tactic for SaaS, particularly for B2B or complex products. Webinars allow you to deliver value in interactive format. It is typically a 30-60 minute online presentation or workshop, often with Q&A. At the attract stage,

webinar topics should be educational and broadly appealing within your niche. Attendees should gain actionable insights regardless of whether they use your tool. Over time, some attendees become customers.



For instance, SaaS company **Moz** have weekly webinars to attract and educate their audience on SEO concepts, indirectly promoting their software. Webinars are also recorded and offered on-demand as a video or they are sliced into shorter articles.

Additionally, consider **virtual conferences or workshops** if resources allow. The key is to choose topics that align with your audience's interests and pain points, and to feature credible speakers - internal or external. Webinars also produce engaged leads because someone who invests an hour to listen likely has a keen interest in the topic.

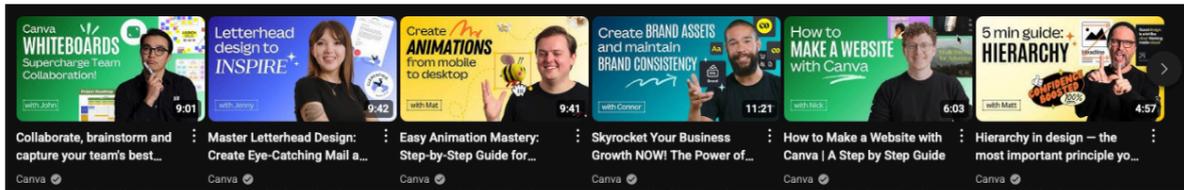
- **Video Content:**

Next, **videos** are incredibly powerful for attracting attention – especially for B2C products or any product with a broad audience. Also according to recent surveys, **84% of B2B marketers use video** as part of their strategy.

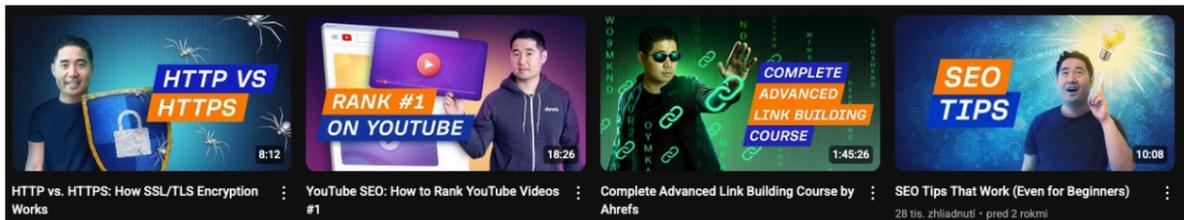
[semrush.com](https://www.semrush.com)

Videos can take many forms: short how-to videos, product explainers, thought leadership chats, or even entertaining clips for social media. The advantage is that video is highly engaging and shareable. A prospective user might come across your YouTube tutorial or a LinkedIn video and then become curious about your product.

Canva



Ahrefs



For example, company **Canva** heavily leverages video across channels. They post quick design tip videos on YouTube and social media that attract viewers interested in improving their design skills. These viewers learn something useful and also see Canva in action, which increases the likelihood of them signing up on the webpage.

Another example is the SEO tool from **Ahrefs**. This company has a popular YouTube channel where they regularly publish videos on SEO tutorials, case studies, and techniques. Many people discover Ahrefs through those free videos when searching for help.

In short, investing in video content can broaden your reach to those who prefer watching over reading. Just ensure your videos are optimized - with proper titles, descriptions, and even transcripts - so they can be found via search on YouTube and Google.

- **Case Studies & Testimonials:**

Featured Case Studies

ANGEL CITY FC

How Angel City FC Tripled Fan Engagement with a Personalized Marketing Playbook

Sports & Entertainment

Marketing Hub Journey Automation

Read more

youth on course

How Youth on Course Scaled Support and Improved Satisfaction—Even with 75% More Tickets

Nonprofit Service Hub

Customer Agent

Read more

SANDOW.
DESIGN GROUP

How SANDOW Design Group Cut Sales Cycles by 62%—Without Compromising Premium Service

Publishing Sales Hub

Sales Workspace

Read more

Finally, we have case studies. These are usually seen as tools for convincing potential customers who are already considering a purchase. However, when they're educational, they can also help attract new interest. A **case study** that tells a compelling success story can attract prospects who aspire to similar outcomes. When presenting SaaS case studies, it's essential to clearly articulate the outcome or value delivered, often right in the title or lead sentence. This kind of concise statement helps potential customers quickly grasp the benefit and relevance of the solution.

Additionally, **customer testimonial videos or interviews** can be engaging content if they discuss industry best practices or insights beyond just praising the product.



How a Small Restaurant Easily Handles Large Volume with Upserve POS

449 zhladnutí • pred 7 rokmi

Upserve by Lightspeed

When Masala Box opened, they knew they needed a POS that was easy to use, learn, and maintain. With one of the most creative ...

Titulky

However, use these sparingly in the attract phase, as pure product-centric content works better once a lead is aware of your solution. Notably, **nearly 90% of marketers say that customer stories and case studies are among the most effective content formats for influencing purchases.**

interodigital.com

So featuring them on your site is important. Just make sure to also distribute them via blog or email.

Beyond the above, SaaS companies also use **infographics**, **podcasts**, and **interactive tools**, as part of their strategy. The optimal mix depends on **where your audience hangs out and how they prefer to consume content**.

For instance, if you have a developer-focused SaaS product tailored to a technical audience, you might create a lot of technical blog tutorials and also engage on community forums. On the other hand, a B2C lifestyle app might focus more on bite-sized videos and Instagram content. The unifying principle is that your content should provide **genuine value** – be it insights, tips, entertainment, or education.