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[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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Introduction to SaaS Marketing: Dynamic STP

Successful marketing requires not just doing the right strategies but also **aiming them at the right people in the right way**. Thus we will take a look at **STP which means Segmentation, Targeting, and Positioning**.

STP is a classic marketing framework, but in SaaS it becomes a **continuous, dynamic process** rather than a one-time planning exercise. SaaS companies often serve diverse customer segments, update their product rapidly, and operate in markets that evolve quickly. Hence, they must frequently refine **who they are targeting and how they position their product**. Let's examine how SaaS marketers dynamically manage STP to fit a SaaS model.