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

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## Leveraging Social Media in SaaS (Attract Stage)

In this and following videos, we'll explore how to leverage **Social Media, how to utilize Affiliate Marketing, and what are Conversion Strategies in SaaS**. You will understand how companies **attract** and **engage** customers using these channels and techniques. Let's start with social media.

**SaaS companies venture into the world of social media to attract attention.** The goal here is to **draw in potential customers** by providing value and building a social presence. But with so many platforms out there, how do SaaS firms choose where to focus? And once they've chosen, what should they actually do on social media to stand out?

### Choosing the Right Social Platforms

Each social media platform has its own audience demographics and content style. Successful SaaS companies carefully **choose the platforms that best align with their target customers and content**. Let's take a look at a few major channels and how a SaaS might decide among them.

- **LinkedIn:**



LinkedIn is often the go-to platform for **B2B SaaS firms**. LinkedIn's user base consists of professionals, decision-makers, and enterprises – exactly the people many SaaS providers need to reach. In fact, **over 90% of Fortune 500 companies have a presence on LinkedIn.**

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SaaS companies selling to businesses leverage LinkedIn for **articles, company updates, and targeted ads**.

For example, Gong, a revenue AI platform, discovered that **LinkedIn drove the majority of its social media traffic.**

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This makes perfect sense given Gong's audience is B2B sales professionals. Gong doubled down on LinkedIn, amassing over **212,000** followers and sharing 10–15 posts per week on its company page: more posts in a single week than many B2B companies share in an entire year! That consistent presence keeps Gong in its buyers' feeds. So if your SaaS targets business users, LinkedIn is likely your top platform for attracting them.

- **Twitter (X):**



Next, we have Twitter – now known as X. SaaS founders, engineers, and tech journalists all mingle on Twitter. It's great for **showcasing expertise and quick engagement**. A CEO of a SaaS startup might share short insights or product updates on Twitter to build a personal brand and following.

Many SaaS brands use Twitter for customer support as well, jumping into conversations to help users. The key is that Twitter audiences expect authenticity and agility. If your SaaS caters to a tech-savvy crowd or you want to position as an industry expert, Twitter can be a powerful attract channel. Just be prepared for the fast pace: news and discussions evolve by the minute on this platform.

- **Instagram:**



You might think Instagram is only for travel photos and food pics, but it can play a role for SaaS too: particularly for brand personality and visual storytelling. Instagram has over 2 billion monthly users globally, including many young professionals and small business owners.

SaaS companies that want to **showcase their culture or customer stories** find Instagram useful. For instance, a SaaS company offering design tools or marketing software might share infographics, short tip videos, or behind-the-scenes peeks at company life on Instagram.

- **YouTube:**



Next there is Youtube, which is indispensable for many SaaS companies. It's actually the **second-largest search engine after Google**. So many people go to YouTube to answer questions or learn something new. SaaS firms use YouTube to **publish webinars, how-to videos, product demos, and expert talks**. Why? Because video content can demonstrate value in a tangible way – a prospective customer can see the software in action. Also, YouTube videos have longevity: once uploaded, a well-optimized video can continue to gain views for years, far beyond the fleeting life of a tweet.

- **Others (Facebook, Reddit, Pinterest, etc.):**



There are also other platforms that can be useful depending on your niche. **Facebook** still has a broad user base and can be useful for targeted groups. There are **Facebook Groups** on every B2B topic imaginable. But many SaaS companies now use Facebook primarily for paid ads rather than organic reach, since the algorithm favors personal posts over pages.

**Reddit** is a unique case – it's not a traditional marketing channel, but some SaaS brands engage on relevant subreddits or even create their own. Slack, for instance, has an official subreddit with over **29,000 members** as of 2025. That community lets Slack enthusiasts share tips and feedback. While Reddit users are allergic to blatant advertising, being a genuine part of the community can **attract word-of-mouth growth** and deepen customer loyalty.

**Pinterest** is another platform that you might find useful. It's the fourth most popular social site in the U.S., about **450 million** users strong. It generated over **\$1 billion** in ad revenue in 2021.

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Pinterest works well if you can produce visual educational content about your SaaS product. For example, **Shopify** built an active Pinterest presence with hundreds of thousands followers by sharing infographics and blog graphics about online business.

In choosing platforms, **it all boils down to knowing your audience**. It's also common to maintain a presence on multiple platforms, but **prioritize the one or two where your potential customers spend the most time**.