

This sheet is a handout material from Udemey course:

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

All rights reserved (Robert Barcik, robert@barcik.training).

Social Media Strategies: Organic Engagement

Once you've chosen your social media platforms, the next step is figuring out what to actually do there. For SaaS brands, social media strategies typically fall into two main categories: organic content and engagement, and paid advertising. These two approaches can work independently, but often complement each other. Over time, both can contribute to building brand awareness, and trust – if used strategically. Let's break down each of them with examples and tactics. We will start with organic engagement.

This is about the **non-paid posts**: regular content updates, interactions, and community building that happen on your profile. For SaaS businesses, a strong organic strategy typically includes several aspects. Let's take a look at them.

- **Educational and Value-Adding Content:**
Sharing tips, industry insights, and educational content

The first aspect is educational and value-adding content. Many successful SaaS brands use social media to **share tips, industry insights, and educational content** that their target users care about. This “sells” the product by first providing value. These bite-sized insights get tons of engagement because they're immediately useful to your B2B audience.



- **Repurposing and Cross-Posting:**
If you have a high-quality blog article, don't let it sit in one place – slice and dice it for social media

A smart strategy many SaaS marketers use is to **repurpose content across multiple channels**. If you write a high-quality blog article, don't let it sit in one place – slice and dice it for social media. Let's take as an example **Hootsuite**, a social media scheduling tool. They took an old blog post about Instagram captions that was barely getting 5.000 visits a month. They refreshed it, and then **turned it into short videos, quote graphics, and even a YouTube tutorial**. The result? **The traffic increased to 980,000 monthly visits after these**

changes.

foundationinc.co

By meeting their audience in different formats like text, video, infographics on different platforms, Hootsuite dramatically extended its reach.

- **Community Interaction:**
Brands that respond to comments, participate in discussions, and build communities see **better results**.

Next, we have of course community interaction. SaaS brands that **respond to comments, participate in discussions, and build communities** see better results. Users feel heard and newcomers see an active, user-friendly brand. Being responsive signals that you care about customers, which attracts others to check you out. Some SaaS companies even organize regular live Q&As or Twitter chats to foster community interaction.

- **Showcasing Social Proof and Success Stories:**
Sharing customer success stories, testimonials, or user-generated content.

Also, people are influenced by seeing what their peers or idols use – this is the psychology of **social proof**. On social media, SaaS firms often share customer success stories, testimonials, or user-generated content. For example, an email marketing tool might retweet a customer praising how the tool grew their newsletter. Such a story serves as compelling **word-of-mouth marketing**.

Given that **92% of B2B buyers are more likely to make a purchase after reading a trusted review**, it's wise to incorporate social proof into your social content. In fact, **88% of customers read online reviews before making a buying decision**.

getbeamer.com

So, organic social strategy for SaaS is about consistently showing up with relevant content and conversations. Over time it establishes a **brand presence and trust** that draws prospects in. Importantly, it's relatively low cost compared to paid ads, though it requires a steady investment of time and creativity.