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9 SaaS Marketing Trends That Help Gain and Retain Customers (+ Tips and Examples)

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[9 SaaS Marketing Trends That Help Gain and Retain Customers \(+ Tips and Examples\)](#)



By Intelligent Relations Team

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So, you've got a state-of-the-art software as a service (SaaS) product you'd like to market to the world. Yet, you're faced with immense competition.

On top of that, you need to win over skeptical consumers who have never heard of your SaaS brand.

You know that consumers can benefit from your SaaS product. However, educating consumers on how your product solves certain problems can be challenging.

Plus, you need to gain and retain customers with accurate pricing and reliability.

To make your SaaS product stand out and build consumer trust, you'll need to give your current strategy an upgrade.

If you're scratching your head wondering how you'll accomplish this, don't worry.

We've compiled 9 of the top SaaS marketing trends to save you time. Plus, we've included tips on how to implement these trends into your marketing strategy.

You'll also find plenty of industry examples of how these trends work.

**Ready to upgrade
your strategy with**



these SaaS marketing

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Let us help. Book a free consultation with one of our PR and marketing experts. We'll take a look at your current strategy to see where it could benefit from a boost.

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Our Top SaaS Marketing Trends for 2024

Public Relations

Thought Leadership

Video Marketing

Artificial Intelligence and Machine Learning

Feature Marketing

Social Media for Advertising and Engagement

Mobile Optimization

Usage-Based Pricing

Search Engine Optimization

Public Relations Helps Boost Brand Awareness

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For SaaS companies, establishing brand recognition and credibility is crucial, particularly for new entrants in the market.

Effective PR strategies can help in creating awareness about your products and services. That's why it's among the top SaaS marketing trends of 2024.

Compared to advertising or other types of marketing, PR is a more cost-effective way to reach potential customers. Instead of paying for placement, you leverage your own content and story to gain earned media attention.

Positive, earned media coverage and word-of-mouth generated through PR can lead to increased trial sign-ups and conversions. Moreover, existing customers feel more confident in their choice if your SaaS brand has a good reputation.

How do you get started with PR?

Your SaaS product likely solves a unique problem or offers a distinct benefit. Craft a compelling story around this. The narrative should not just be about what your product does, but why it matters. What is the impact on your users, their businesses, or even the industry?

Ensure that your messaging is consistent across all platforms. This includes your website, social media, external and earned media, and generally any content you publish. Also, tailor your messages for different segments of your audience.

Once you've done that, it's time to do outreach. Find journalists, influencers, and industry publications that cover products similar to yours. Build and maintain relationships with these individuals by providing them with content that is relevant and interesting to them.

IR's PR SaaS product allows you to find and maintain relationships with relevant journalists, track your PR progress, and send pitches all from one platform:



Pro Tip: Use PR to amplify your content. Press releases are only good for newsworthy events. Consider pitching topics that display your expertise. Look through your blog posts, case studies, whitepapers, and other marketing content to see what you can find. Get your content published or mentioned in reputed industry publications to enhance its reach and impact.

Our SaaS product can boost your SaaS product. Plus, we save you time and effort. Simply [book a free consultation](#)

and find out how we can take your PR efforts to a new level.

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Ready to get started with PR? Find out how to use a PR plan for your SaaS brand by reading our comprehensive guide: [How to Write an Effective PR Plan \[Tips + Examples\]](#)

2. Thought Leadership Content Helps You Stand Out

What makes thought leadership one of the most successful SaaS marketing trends? Thought leadership helps SaaS companies position themselves as industry experts. You can build a reliable reputation around your brand by sharing insights, innovative ideas, and expert opinions.

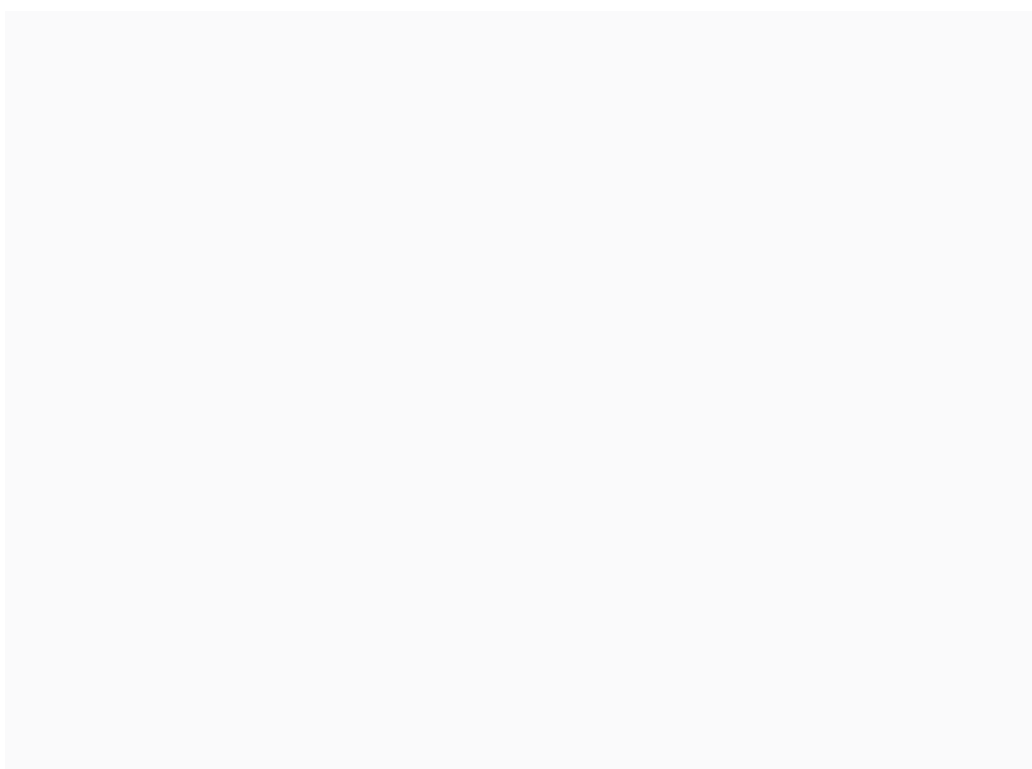
SaaS products are typically intangible. The success of a product depends heavily on user adoption and trust. Thought leadership content that addresses customer pain points, industry trends, and future directions helps in building this trust.

Thought leadership blogs, whitepapers, webinars, and social media posts can attract and engage potential customers. This content can be a powerful tool for lead generation. It draws in an audience that is interested in the kind of expertise your company offers.

To use thought leadership, focus on creating high-quality, informative, and original content. It should truly add value to your audience. This could be in-depth analyses of industry trends, insightful case studies, or innovative solutions to common problems.

Distribute your content across various channels where your target audience is. This includes your company blog, LinkedIn, email newsletters, and webinars. Tailor the content to fit the format and audience of each channel.

Here is an example of [thought leadership in the SaaS industry](#) from the CEO of a B2B SaaS platform:



Pro Tip: Participate in industry discussions, respond to comments on your posts, and engage with other thought leaders' content. Partner with other thought leaders or influencers in your field for joint webinars, podcasts, or co-authored white papers.

Looking to make thought leadership part of your SaaS marketing strategy? Check out our guide: [Unlocking the Power of Thought Leadership Marketing \(Benefits + Best Practices\)](#)

5. Video Marketing is a Staple for SaaS Brands

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Video marketing has long been a staple in digital marketing, and is one of the top SaaS marketing trends. In fact, the [majority of consumers](#) watch explainer videos to learn more about products and services.

So, videos are highly effective in capturing audience attention. They can explain complex SaaS products or features in an easily digestible format. They can simplify technical information, demonstrate product functionality, and showcase real-life applications.

How do you add video to your arsenal of SaaS marketing trends?

Start by selecting a platform(s). Often the platform you choose will dictate the type of content you make – e.g., short-form, long-form, entertaining, or educational.

YouTube is the go-to platform for video marketing. However, you can also use a variety of other platforms. That includes Instagram, TikTok, and Facebook. This provides your SaaS brand with diverse options to showcase your products and services.

Instead of just showcasing features, focus your videos on storytelling that resonates with your audience's needs and challenges. Create scenarios in your videos that depict how your SaaS product can solve specific problems or improve efficiency.

Simply producing and sharing videos isn't sufficient. Ensure your videos are [optimized for search engines](#) and social sharing. Use relevant keywords in your video titles,

descriptions, and tags to improve their visibility in search results.

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Here is an example of SaaS video content from Salesforce:

Pro Tip: Diversify the types of videos you create to cater to different stages of the customer journey. This can include explainer videos for product introductions, how-to videos, customer testimonial videos, and feature updates.

Need video marketing ideas for your SaaS brand? Then you'll want to check out our article: [Top 10 Video Marketing Trends for 2024 \[+ Tips\]](#)

4. Artificial Intelligence and Machine Learning

Artificial Intelligence (AI) and Machine Learning (ML) have become central to t

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SaaS companies are increasingly adopting AI and ML to enhance user experiences and implement efficient chatbots. That's why it's one of the most innovative SaaS marketing trends.

They're also pivotal in running data-driven marketing campaigns, achieving hyper-personalization, establishing dynamic pricing models, and conducting predictive analytics.

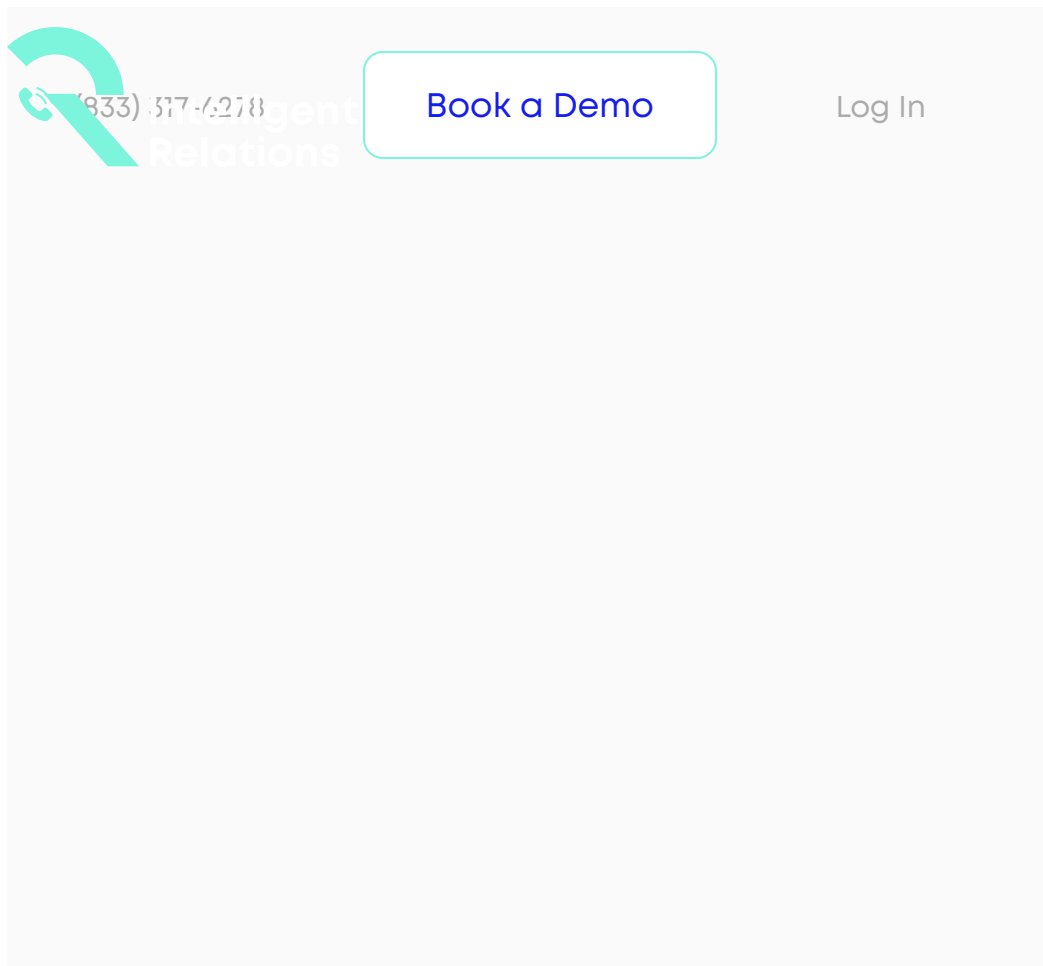
These tools enable the processing of vast data sets to optimize marketing strategies, improve ROI, personalize customer interactions, and create detailed consumer profiles.

AI and ML can also facilitate dynamic pricing adjustments based on supply and demand. Additionally, they assist in content curation and segmentation for targeted marketing.

Try using the data insights from AI and ML to personalize your marketing efforts. This can include customizing email marketing campaigns or offering personalized product recommendations.

Also, continuously analyze campaign performance and adjust your strategies to maximize ROI.

Oracle's [AI Apps for Sales](#) is an excellent example of how to use AI and ML in SaaS marketing:



Pro Tip: Use this information to prioritize high-potential leads and tailor your follow-up strategies. This improves the efficiency of your sales funnel and ensures that your sales team focuses their efforts on the leads most likely to convert into customers.

5. Feature Marketing – Gain and Retain Customers

There's a reason why feature marketing is still one of the top SaaS marketing trends. It focuses on attracting new

customers and retaining existing ones by introducing new features. This attracts potential users and provides current customers with reasons to stay.

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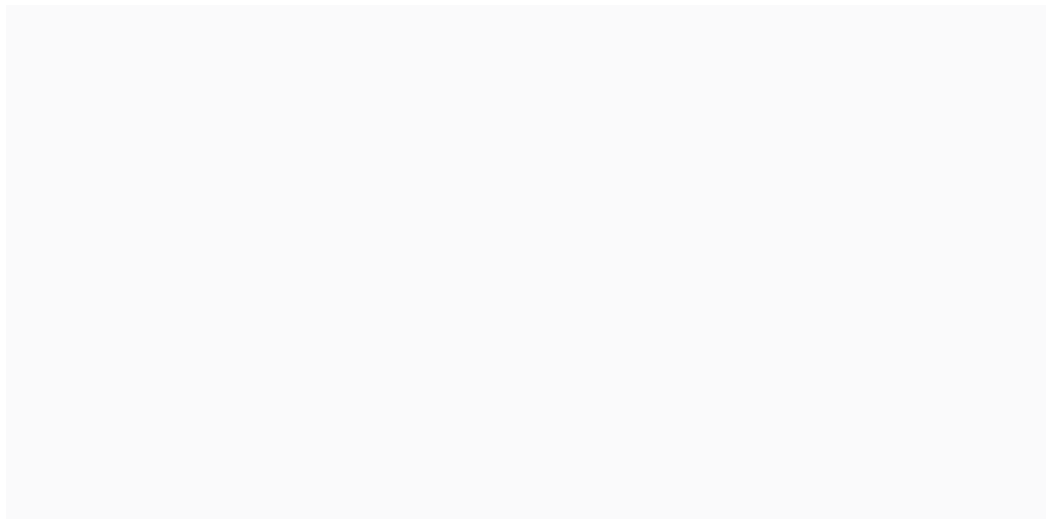
According to a Salesforce report, [69% of customers](#) expect innovations through new or improved features. By adding new functionalities, you can convert freemium users into paying customers.

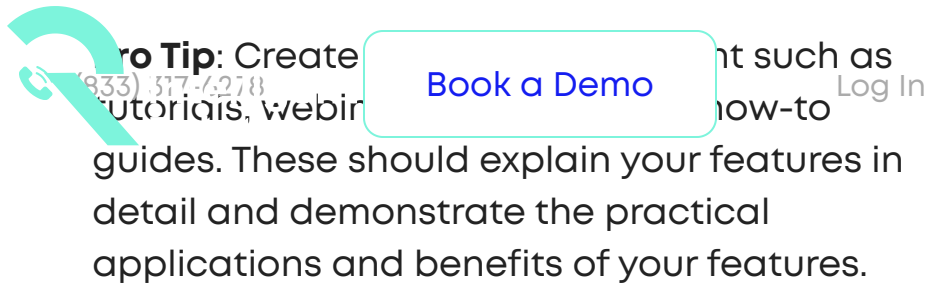
Additionally, creating complementary tools or plugins that enhance the main SaaS product's features is a trend known as unbundling. This is another one of the top SaaS marketing trends you should consider.

To use feature marketing, identify and promote features of your SaaS product that set it apart from competitors. Focus on those unique aspects or functionalities that solve specific problems that competitor products don't.

Showcase how different features have benefited existing customers. You can use case studies, testimonials, or user-generated content. This provides social proof and helps potential customers visualize how they could use and benefit from these features.

Here is an example of what [feature marketing](#) looks like from Oracle:





Pro Tip: Create content such as tutorials, webinars, guides. These should explain your features in detail and demonstrate the practical applications and benefits of your features.

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Want more content marketing ideas? Then you'll want to check out the top trends. Read more here: [7 Top Content Marketing Trends 2024 \[+ Tips and Tricks\]](#)

6. Social Media for Advertising and Engagement

Social media stands the test of time as one of the top SaaS marketing trends. Social media platforms serve as ideal channels for SaaS companies to reach broad audiences. These platforms enable SaaS brands to target specific demographics, industries, or user groups.

This dual capability of casting a wide net and targeting niche segments renders social media an essential tool for attracting potential customers.

Plus, social media marketing presents a more economical option compared to traditional channels.

Yes, you can create a small budget for posting ads to super targeted groups. But posting organic content and engaging in community discussions only demand creativity and time rather than substantial financial investments. This affordability is particularly beneficial for

SaaS startups and smaller companies with limited marketing budgets.

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To really double down on social media as one of your top SaaS marketing trends, you'll want to consider the following:

Where are my ideal customers spending time online?

Which platforms will allow me to best showcase my product?

Do I want to invest heavily in video marketing and video platforms?

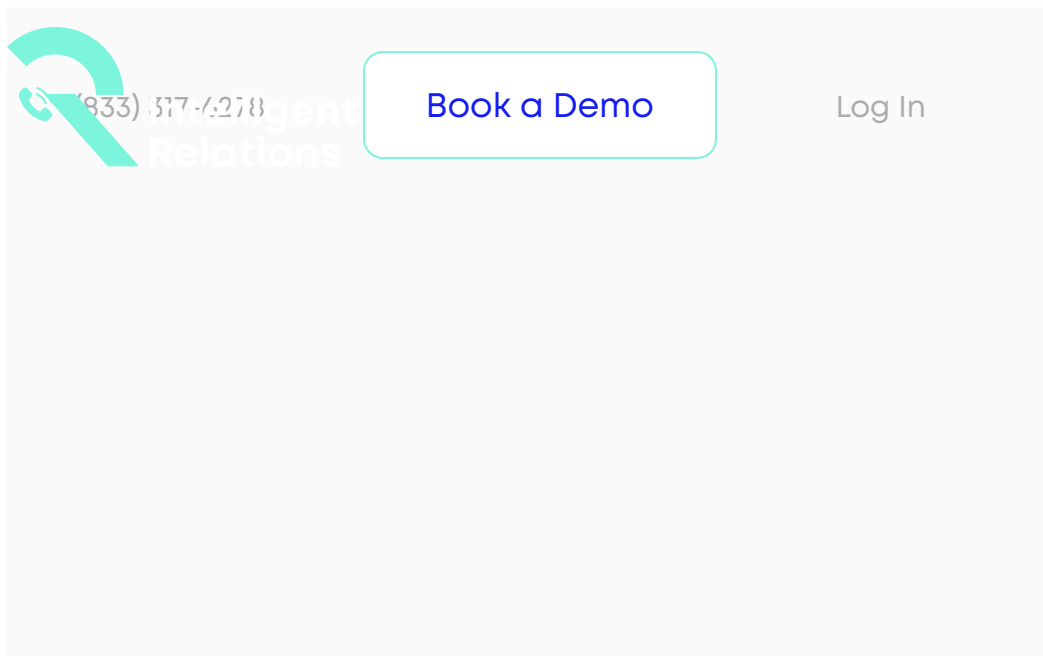
Do I want to spend any amount of money on targeted ads?

What do I want to accomplish – e.g., community building – and where is best to do it?

As you know, each platform caters to distinct audiences and content styles. LinkedIn excels in B2B marketing and professional networking, while Twitter and Instagram are suited for engaging with quick updates and visual content. Selecting the right platforms is paramount to a great strategy.

You also need to decide what content you want to create. Social media is an excellent medium for sharing customer success stories and testimonials. Showcase these real-world applications through videos, case studies, or user-generated content to build credibility.

Need an example of how other SaaS companies are using social media? Check out [Salesforce's Facebook page](#):



Pro Tip: Use social media to build and nurture a community around your brand. Engage audiences by responding to comments, participating in relevant conversations, and sharing insightful content.

For more ideas on how to leverage social media, check out our article: [9 Top Social Media Marketing Trends Taking the World by Storm](#)

7. Mobile Optimization – Meet Your Customer Where They Are

With the increasing use of smartphones and tablets, a significant portion of potential customers interact with SaaS platforms on mobile devices. This makes mobile optimization one of the leading SaaS marketing trends.

For SaaS companies, mobile accessibility is crucial for reaching a wider audience and adapting to the preferred browsing habits of customers. [Book a Demo](#) [Log In](#)

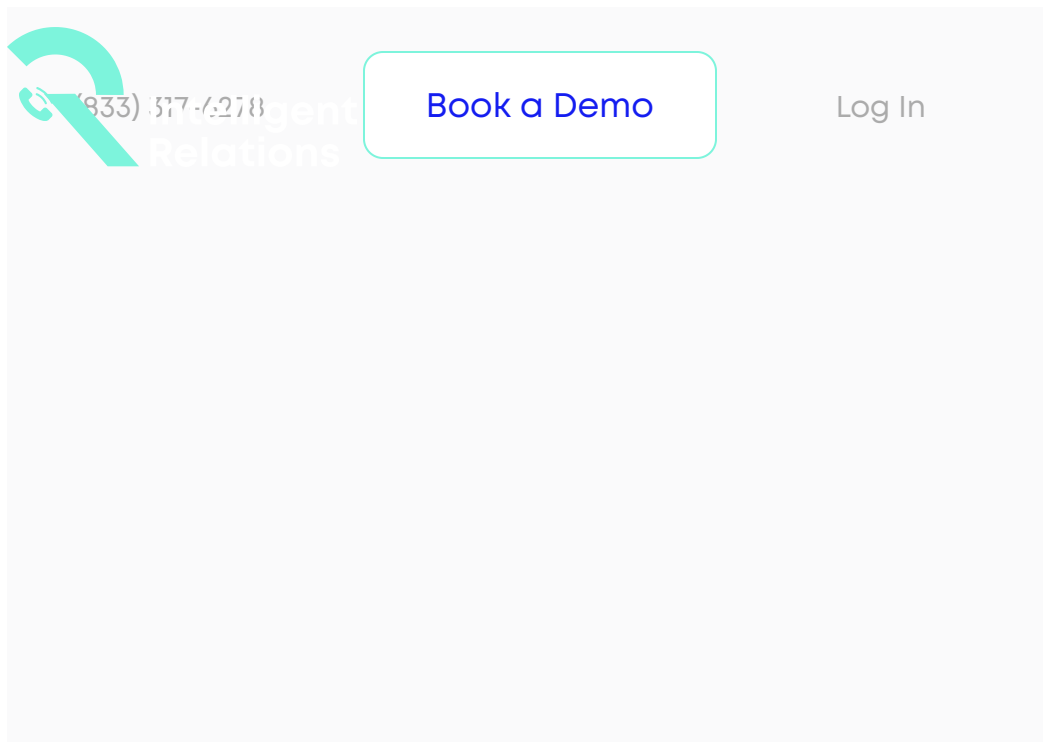
Mobile optimization focuses on providing a seamless and efficient user experience on mobile devices. This includes faster loading times, responsive design, and easy navigation. A positive mobile experience can significantly influence a customer's perception of your SaaS product.

Also, search engines prioritize mobile-friendly websites in their rankings. This means that mobile-optimized SaaS sites are more likely to appear higher in search results.

Ensure that your SaaS website and all marketing materials are designed responsively. This means they should automatically adjust to fit the screen size of various devices.

Also, consider creating an app that can be downloaded from Google Play or Apple. Apps provide more convenience to customers without the need to access your platform on a web browser.

Many SaaS companies offer apps to maximize the mobile experience. For example, here is what [Slack's mobile app](#) looks like:



Pro Tip: Consider the mobile user's journey through your site and optimize the path to conversion. This includes simplifying forms or making Call to Actions clear and easily accessible.

Already have an app? Then you'll want to check out more mobile app marketing ideas. See our article: [9 Top Mobile App Marketing Trends of 2024 \(+ Tips and Examples\)](#)

8. Usage-Based Pricing – Add Value, Get Value

Pricing strategy influences customer purchase decisions, making it one of the most relevant SaaS marketing trends.

Despite its importance, a [report reveals](#) that SaaS companies typically devote only six hours over their

entire lifespan to developing pricing strategies. This lack of attention is problematic when implementing usage-based pricing models.

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In such models, numerous variables that can affect pricing are in constant flux. These changing factors can quickly alter the perceived value of SaaS products. This highlights the need for continual reassessment and adaptation of pricing strategies to remain competitive and relevant.

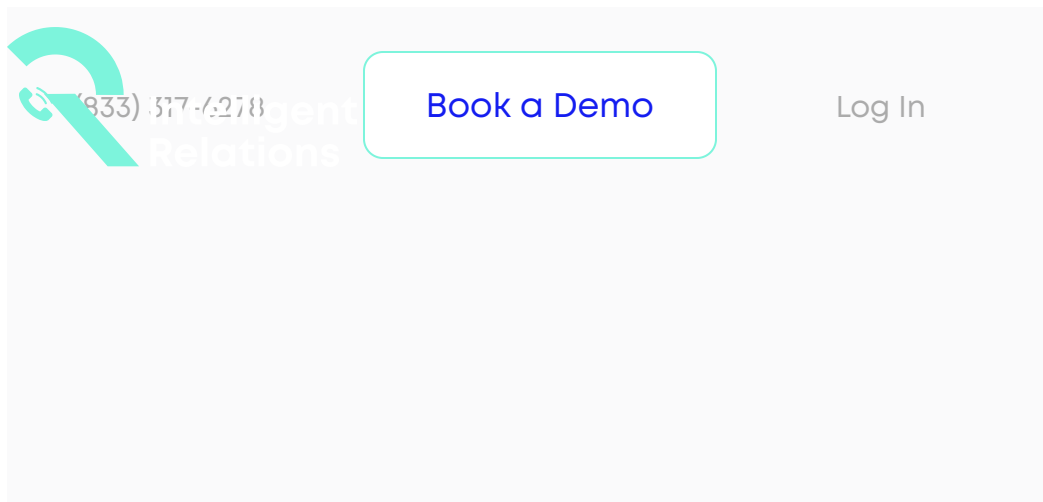
As customers start with what may be a lower entry cost, they are encouraged to use the service. Over time, as their usage increases, so does their payment.

Additionally, this model provides opportunities for upselling. As customers' usage grows, they may need to upgrade their plans or purchase additional features. This also creates an opportunity for you to demonstrate more value and deepen customer engagement.

The key to successful usage-based pricing is to have clear, understandable, and relevant metrics that define usage. These metrics should align with the value customers derive from the product. This could be the number of API calls, data processed, or active users.

To cater to a wide range of customers, consider a tiered pricing structure based on usage levels. Start with a basic tier for lower usage levels. As usage increases, customers can move to higher tiers.

Salesforce is one of the top SaaS companies that offers pricing plans for a variety of business needs. For example, here are the [usage-based pricing plans for marketing](#):



Pro Tip: Educate potential and current customers on how the pricing model works and the benefits it offers. Communicate the value and flexibility of usage-based pricing when acquiring new customers and retaining existing ones.

9. Search Engine Optimization – Attract Valuable Organic Users

Why is search engine optimization (SEO) one of the top SaaS marketing trends? It helps improve the ranking of your SaaS company's website on search engines. Higher rankings lead to increased visibility.

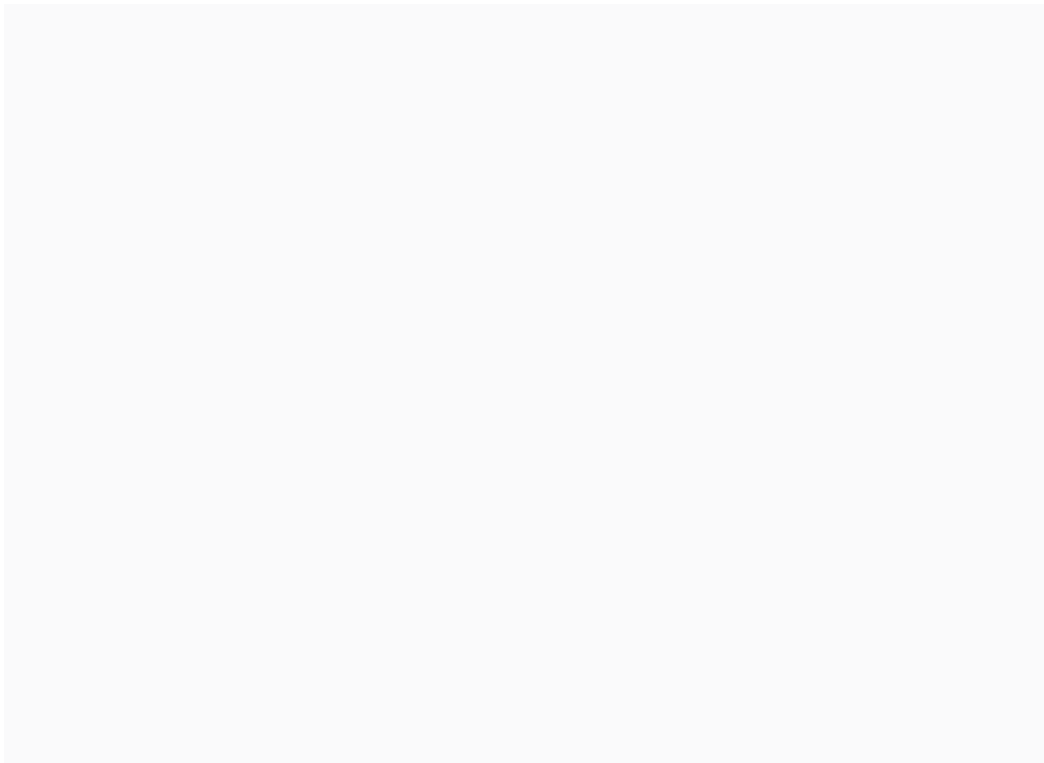
Effective SEO marketing can also help attract more organic traffic. This organic traffic is often higher quality because it consists of users actively searching for solutions that your SaaS brand might offer.

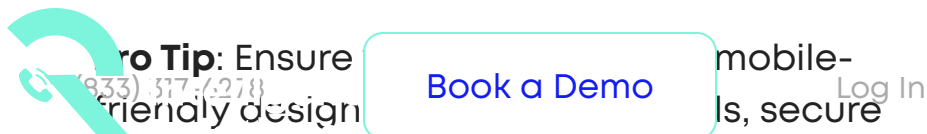
Compared to paid advertising, SEO is more cost-effective for customer acquisition. It requires more front effort and resources. But once a customer relationship is established, it can continuously bring in traffic without the recurring costs associated with paid ads.

In SaaS marketing, targeting long-tail keywords is crucial. For example, instead of targeting broad terms like “CRM software,” target phrases such as “CRM software for small businesses.” Use tools such as [Google Keyword Planner](#), [Ahrefs](#), or [SEMrush](#).

Also, develop a content strategy that focuses on educating your audience. This content shouldn't just focus on your products, but your industry niche. Great SEO content can include blog posts, tutorials, webinars, eBooks, and whitepapers.

With a successful SEO strategy in place, your SaaS brand could appear on page one of Google search results. For example, when you search for cloud software, the top providers will appear in search results. In this case, it's Amazon Web Services, Google Cloud, and IBM:





Pro Tip: Ensure mobile-friendly design, secure sockets layer encryption, and a structured data markup. Regularly audit your website for SEO health. Also, ensure your website is easy to navigate.

For more information on how to leverage SEO, read our article: [9 Essential Search Engine Marketing Trends for 2024 \(+ Tips and Examples\)](#)

Key Takeaways on the Latest SaaS Marketing Trends

The SaaS industry is filled with competition. To thrive, you'll need to be forward-thinking, adaptive, and tech-savvy. It's important to have a smart strategy in place. Utilize educational web content, SEO strategies, and social media channels to reach new consumers.

Also focus on feature marketing and effective pricing as they are the cornerstone of SaaS marketing. The goal should be to demonstrate the value of your SaaS products. You can accomplish this by conveying the problems your product solves and the pricing options available to new and existing customers.

The SaaS industry is always evolving. Be flexible and ready to upgrade your SaaS marketing strategies. Discover what resonates best for your brand and target audience. Do that and you're well on your way to being a distinguished and trusted SaaS brand.

Need help upgrading your marketing or PR strategy? Let us help! Simply **book a demo** and we'll see where your current strategy is lacking and use a boost.

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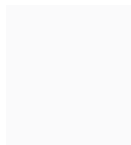
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