



CASE STUDY

From Newcomer to Leader: How We Boosted a SaaS Client to the Top

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Introduction

One of the many advantages of agency life is getting to help exciting SaaS startups that maybe don't have the time, the budget, or the headspace available for proper in-house marketing.

Imagine: You've got the product nailed down. Your USP has you brimming with excitement. The world needs to hear about it. But they're not. And that can be painful when you've invested so much.

Ever been there?

Back in 2019, a small SaaS startup with similar issues came to Digital Tailors for help. They wanted to build their marketing initiatives from the ground up.

Join us in this article as we show you just how that went down, and how we took a new, up-and-coming business to the heights of success and profitability.

1. Discovering the Client:

An up-and-coming SaaS that just got started

During our discovery call with the client, we uncovered some of the issues they had with marketing at that point:

- 1. They couldn't scale their content creation efforts.** Beyond a marketing agency, they required a partner that could take ownership of content marketing and start writing right away.
- 2. They had no dedicated marketing person who could be independent.** Independence is essential in the early stages of marketing. You need to be sure the marketing owner understands and can start the marketing engine on their own.
- 3. Their website lacked organic visibility and authority.** Scarce and poorly-optimized content didn't deliver any results - nobody was seeing their business.
- 4. They had very few industry connections.** In a niche that championed the value of networking, they were mostly alone.
- 5. Their brand was unknown.** Lack of marketing meant their online presence was practically nonexistent.



Client's domain rating over time. **Source:** [Ahrefs.com](https://ahrefs.com).

There were quite a few hurdles to jump over - but we're always excited to begin work on clients with new and refreshing businesses.

It's part of what makes our life so fun at Digital Tailors, the opportunity to jumpstart valuable startups and see them soar - there's nothing like it.

But how did we do it?

2. Planning for Growth: An integrated marketing strategy with frequent client syncs

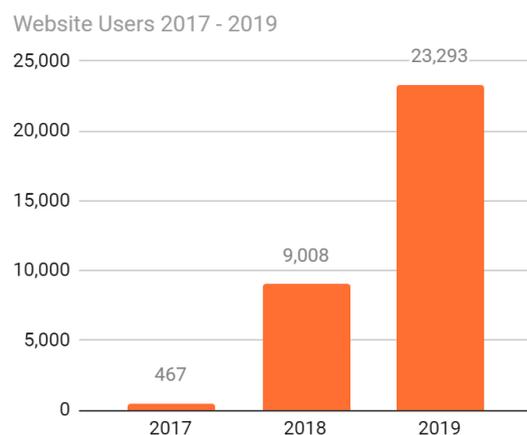
It was clear early on that just by publishing content, our efforts would be slightly wasted. Our approach had to be multipronged:

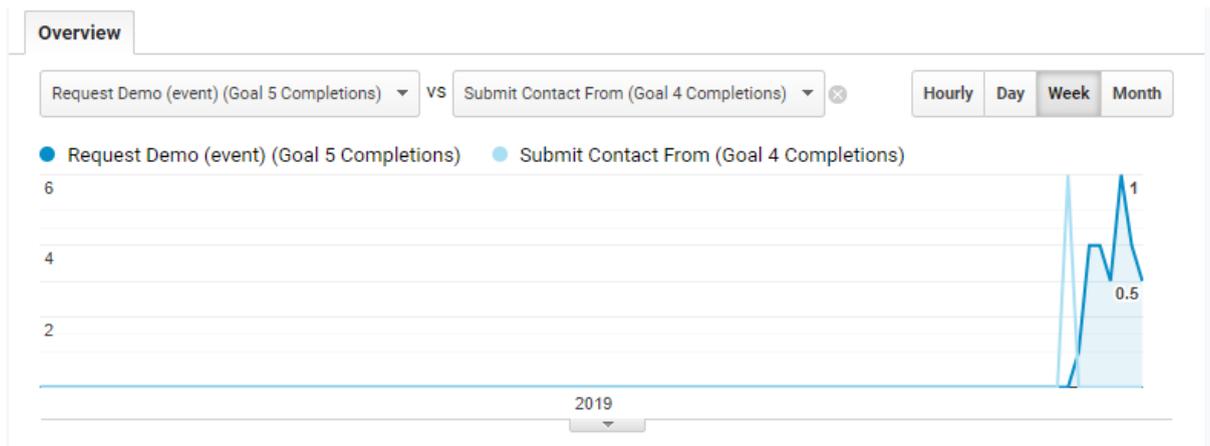
- **Content.** We began by resetting their content efforts. That meant: plenty of industry research, keyword research, new SEO articles, new pain-point-focused articles, drafting new guides, producing social media content, and **a lot** of content updates. The first 3-4 months meant a complete overhaul of existing content, which led to better-ranking articles that served as a ramp to boost all our other initiatives.
- **Outreach.** Because some of their articles were still good, we simultaneously launched a genuine and non-spammy outreach initiative to build both connections and - while we were at it - links.
- **Distribution.** We firmly believe in the 25/75 rule - meaning three-quarters of the time spent on an article should be focused on promotion.
- **Account Management.** As our relationship evolved, planning, reporting, and support became much more intense and constant. This was a natural side-effect of our marketing tactics working. To compensate, we had to optimize all three elements to save time and create a streamlined process that we could **also** apply to new clients.
- **Extra Tactics.** No matter where the initiative came from - Digital Tailors or the client - we always had some extra things we wanted to do, so we made sure to secure some time for ideas that didn't fit into any boxes.

This is how the client's traffic looked like before we took ownership ➡

Notice the peak in 2019 - that's when we got to work.

Source: Google Analytics (GA).





An overview of website conversions for 2018 and 2019. Our team shifted the focus of the client's website from gathering unqualified emails to generating true sales leads. Notice the peak of 6 conversions - all **true SQLs**. **Source:** GA.

As you can see, results started to pour in within 3 months of us implementing our integrated marketing strategy. Even though 2019 was only halfway covered by our team, by the end of the year, we had already seen very promising results.

↪ Hyperfocus on Community Engagement & Relationship Building

The biggest issue our new client had was the lack of an industry presence. That meant we had to put in the work to start from scratch. How? Simple: outreach, social media, communities, and more.

Our first goal was to generate social buzz with almost every post and especially with our marketing launches.

Our second goal was to build a list of [linkerati](#) and influencers from the same industry as our client. We then used this list to:

1. Give actionable advice in an industry where we weren't experts from the start
2. Generate authentic content that stemmed from real experiences
3. Boost reach & promo efforts by getting their followers to see our content

We were betting on the snowball effect of genuine connections. Both the goals and the tactics we used to achieve them complemented each other. **Think of it like this:** if you create a relationship with someone by, say, quoting their book, that someone's likely to help you when you need a standout chapter for your next branded eBook.

Every post, every outreach form, every email counts. That's why we put in the effort to create genuine templates that don't look like spam, are easily customizable, and showcase our focus on providing value for both parties' audiences.

Hi there [REDACTED]

I've got a fun topic for you from [REDACTED], our wonderful CEO: "The Advantages of Adding Subscription and Payment [REDACTED] to Your [REDACTED] Workflow" (or a riff on that title).

The points made in the article would be:

- Automating payments & subscriptions automatically will prevent any issues by upgrading the account manager & customer success rep whenever there is an issue
- Seeing how customers are doing from all perspectives will increase the number of opportunities where you can reach out for upsells & cross-sells
- Automating these health scores also allows for customer segmentation based on data like 1. total revenue, 2. number of live features
- By doing customer segmentation based on these 2 metrics, you can also create automation playbooks based on the same
- Another advantage would be the ability to define lifecycle stages based on revenue dates, & connect those with how customers use a product

Plus many other not-so-clear-cut benefits. So how does this sound?

Here are some of [REDACTED] credentials to let you know I'm being serious:

- [LinkedIn with over 6K followers](#)
- [Hackernoon article](#) [REDACTED]
- [Business2Community articles](#) (how to make a playbook that works, customer success trends)
- [Zoho article](#) [REDACTED]
- [BuiltIn article](#) [REDACTED]

Hope all of this sounds as amazing to you as it does to us!

Thanks for reading this far & we're super eager to hear back,

By putting content first & reaching out in a friendly manner, we managed to secure a guest post for our client on this DA 70+ website **after just two follow-ups**. Now, granted, that kind of win is **rare** in outreach, which [typically has a success rate of 8.5%](#) (meaning 8-9 in 100 emails get answers), but we've found that being authentic in these interactions can significantly improve that rate.

3. Gaining Perspective:

Snowballing brand authority with unique content

It's time to take our initiatives one by one and demystify our processes - which were at times very complex, no point denying it.

It's the nature of SaaS and of startups: processes are undefined, teams are in constant flux, and let's not even mention the amount of product changes or shifts. As such, every task, recurring or not, had to be **iterated** until we reached a functional status quo, then **optimized** towards our goals.

Like all things marketing, let's begin with a discussion of content.

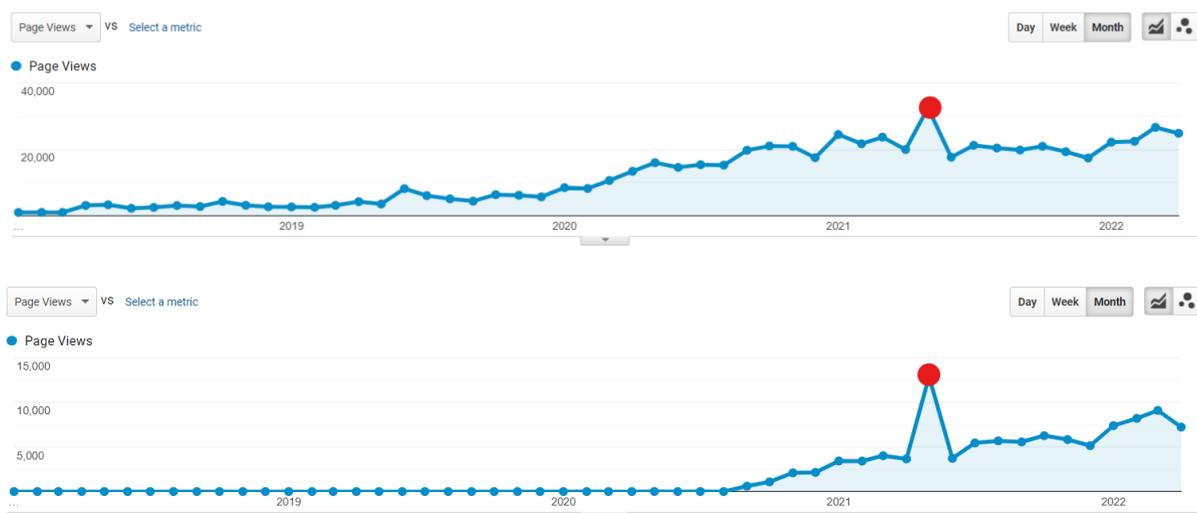
a. Content Creation

Mixing Hot SaaS Topics, Pain Points, CX Trends

The recipe for SaaS content varies slightly based on niche, but it's usually a mix of:

- **classic SaaS topics** (e.g. sign up flows, CSAT, onboarding)
- **customer pain points and concerns** (client and industry-specific)
- **customer experience trends** (e.g. customer loyalty, brand advocacy, customer service, support, and success)
- **highly technical content** (optional & client-specific - some need it, some don't, and in some cases, there's overlap with the other categories).

All with a cup of SEO to boot. That's exactly what we did.



Website Page Views vs Blog Page Views - both showcasing healthy growth levels. **Note:** Blog subdomain launched August 2020. Red markers indicate Referral Spam Attack traffic **Source:** GA.



We began by covering the basics - essential topics within the niche that should exist on any serious website dedicated to helping grow their niche (as our clients were). Soon enough, these cornerstone pages were receiving some decent organic traffic - a good launching platform for our more advanced content.

Moving on from there, we delved into customer issues by collaborating with sales, support, and success representatives. Our goal wasn't just to solve issues, but to also educate the client's audience on important topics and methods to achieve their goals.

Eventually, through our outreach efforts, we managed to gain some authority both for the brand and the people, allowing us to publish expert op-ed pieces, fresh and informative guest posts, all with an experience-based approach (we asked for quotes, opinions, contacted influencers, [and used HARO](#) to bank on that all-important **authenticity** factor).

Guides and Extra Content Initiatives

These efforts eventually led to more types of content:

- Webinars
- eBooks and Guides
- Landing Pages
- Email flows

Working on long-form content marketing has been one of the highlights of our work with this SaaS client. Throughout our marketing relationship, we wrote and launched three extensive guides centered on essential topics within the SaaS world. Each of these projects included:

- The PDF guide itself, complete with an outline and SEO research
- The landing page associated with the guide
- The outreach necessary to gather expert quotes and opinions
- ProductHunt launches for every guide
- Supporting guest posts and promotional outreach efforts
- Social media briefs and materials
- Distribution to various industry spaces
- Constant, unlimited promotion post-launch
- Documents and presentations for talks (webinars, workshops, podcasts) on the same topic or adjacent topics
- Video content to support the launch

The first guide was a lengthy process that involved a lot of iteration. However, by the third one, we'd reached a steady workflow that allowed us to focus more on gathering exclusive, authentic content.



By then, our network of connections, influencers, and linkerati was already taking shape, and we managed to add:

- ★ **20 expert opinions**
- ★ **7 influencer quotes**
- ★ **3 influencer chapters**

Needless to say, this also improved our promotional efforts (remember the snowball effect we've been talking about? 😊) as **all the quoted experts shared their work** because they were proud of it. As such, our reach saw at the bare minimum a **20-fold increase** from our previous guides (one for each person who distributed the document to their followers, not even counting the fact that most of these people had a much larger following than our client).

Updating Content to Remove Issues

Content updates are essential to website health - both from an SEO perspective and a UX one. One of the things we did early on was to make a list of top-performing articles and update them as we went along.

Updates could be:

- Short, weekly updates to move the article towards its ideal form and signal search engines to recrawl older articles
- Long, extensive rewrites wherever the content needed to be completely revamped, with optional redirects and other code fixes

Social Media Content

Social media isn't just social media for us. We made it a point from the beginning to treat it **not as a supporting distribution method, but as its own channel for growth**, audience research, and content creation.

Chief among our social goals was the client's mission to educate & contribute to the growth of the SaaS space as a whole.

As such, our social media process looked something like this:

- We created content specifically designed for education rather than lead generation
- We distributed that content in all the relevant industry spaces at our disposal
- We used the same graphics in our articles and guides (with minor edits to align the design, of course), therefore boosting the scannability of the content we distributed

The results? Our community posts regularly got consistent, high-quality engagement & spurred discussions that led to even more connections and influencer relationships. It's a never-ending cycle of growth, once you start it - for every new cornerstone content piece we produce, we scour the comment sections of our posts, looking for new people to reach out to and feature.

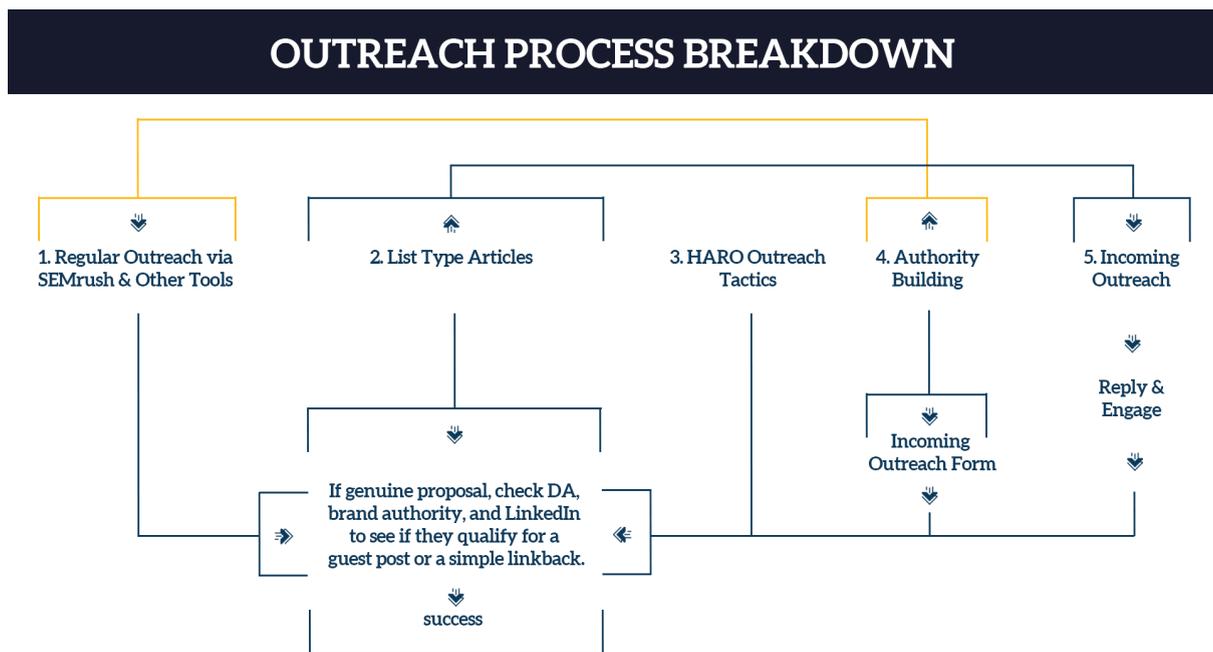
b. Outreach Initiatives

Sifting through the Spam, Writing Guest Posts All the Way

As digital marketing evolved, so did the traditional *linkbuilding* process. Today, spammy linkbuilders are much better at spam, while new, genuine outreach specialists step into a space so populated by spammy email templates that they can't even find good ones, so they send spam.

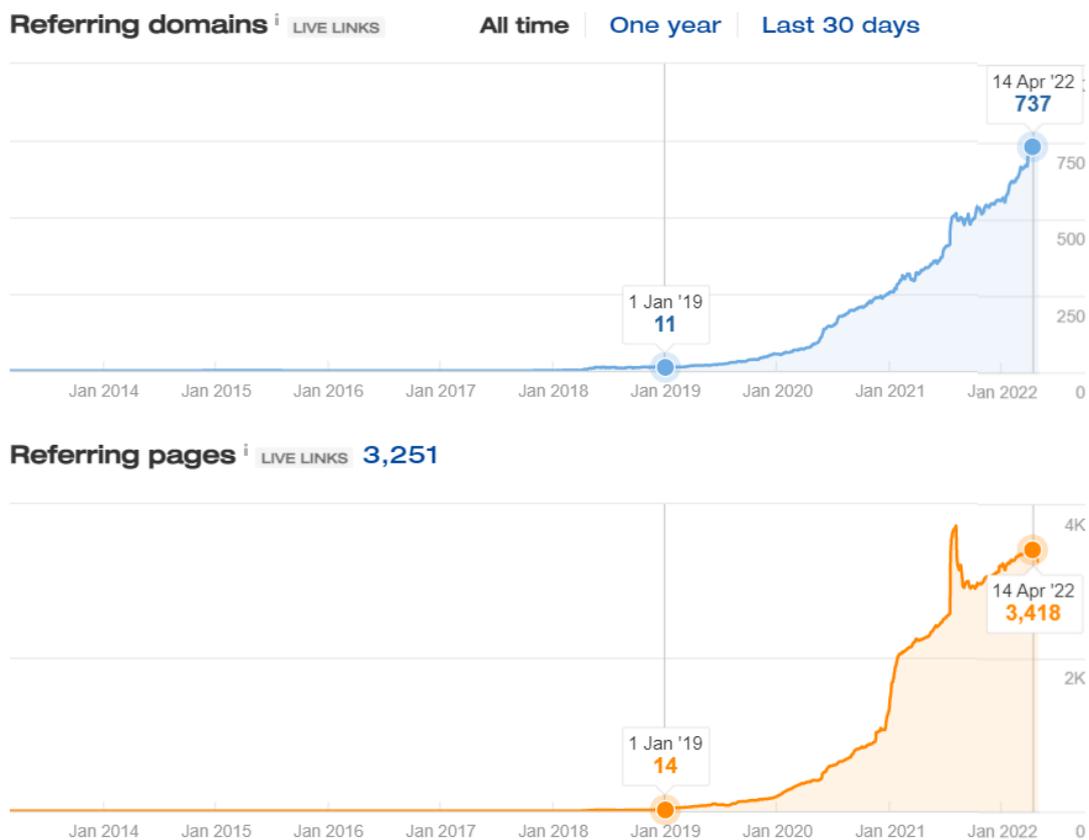
For our client, we had to pay close attention to even the spammiest outreach proposals on the off chance they contained some hidden gold nugget. And more often than not they did.

After a bit of trial and error, our outreach process went something like this:



1. We created list type articles to both provide useful lists for our audience and attract businesses that want to be on that list.
2. We also sent those articles via email to people who worked for the companies we featured, trying to catch their eye and begin a productive conversation on the topic.
3. We sent outreach emails (based on our kickass templates) to a weekly updated list of prospects, asking for opportunities, proposing genuine exchanges, and generally just being nice.

4. We published guest posts, social media posts, and other engaging content to build the authority of our client's Founder & CEO.
5. As a result, we also received regular outreach messages via email, LinkedIn, and from connections made in our regular Slack, Workplace, and LinkedIn communities.
6. We asked for quotes on HARO & in our communities, proceeding to reengage with contributors **after** they had provided a quote, showing them the result of our collaboration in the hopes of furthering the relationship.
7. All efforts came down to several deciding factors: is this opportunity good for us? Is the outreach request genuine? Is the website enough of an authority in the space? If the answers to these questions were positive, we would proceed.



Referring domains & pages for our SaaS client January 2019 vs April 2022. Notice the peak in referring pages in 2021 that coincided with the Referral Spam Attack seen in a previous screenshot. **Source:** [Ahrefs](#).



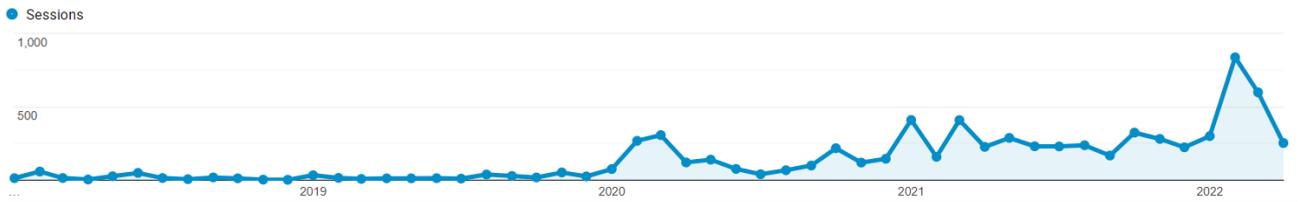
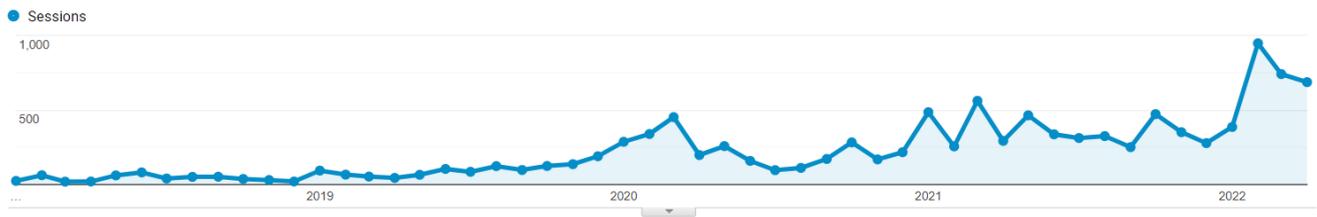
c. Brand Visibility

Making a Scene and Putting on a Show

Many of the outreach and content efforts complemented each other and helped us push content to new spaces and new people. This approach generated “buzz” around our client’s business and product.

Let’s review our content distribution efforts:

- 1. LinkedIn.** For LinkedIn, we went with a three-pronged approach to distribution:
 - a. First,** there were the regular page posts. As already mentioned, these were educational-first posts, engineered to start conversations, not just get likes.
 - b. Secondly,** we used those posts in various LinkedIn groups, with a bit of trial and error over time.
 - c. Third** and possibly most important, we used those same designs together with some [initial engagement boosting tactics](#) for posts on the profiles of our SaaS client’s founder and various other team members.
- 2. Facebook and Twitter.** As a B2B business in the EU, our client did not prioritize Facebook or Twitter, but we continued to maintain an active presence there as well, managing to generate some engagement by just repurposing existing content.
- 3. Quora and Reddit.** We put a lot of effort into growing the client’s presence on Quora and Reddit and, despite the pitfalls of marketing on those platforms, we managed to get their name in many of the most relevant discussions in their niche.
- 4. Workplace and Slack.** At some point during our community-building efforts, we removed unengaged Facebook Workplaces and Slack spaces, settling on just 2 that both seemed ideal for our client. The result was our engagement actually increased after we removed some online spaces from our workflows.
- 5. Email.** As a distribution channel, email is difficult to do what with the abundance of spam in the B2B space. However, we managed to gain both traction and leads through several automated drip campaigns.
- 6. Other channels.** SlideShare, YouTube, G2, Capterra, GetApp, Mopinion.



First graph: Social media performance over time.

Second graph: LinkedIn performance over time. All the traffic spikes coincide with guide launches, culminating with the most recent one in February 2022. **Source:** GA.

Now that the stage is set, let's zoom in on some of our efforts & see exactly how we proceeded to put on a show with our content:

Posts that Helped the SaaS Space Grow

As we already mentioned, early on in our relationship, the client made one thing clear: we weren't going to do social media the "traditional way", i.e. focused on lead generation and traffic. They wanted to contribute to the SaaS space and provide opportunities for that space to grow.

The client's approach fit in well with our social media-as-a-channel for growth mentality. As a result, we prepared:

- Educational posts centered around hot topics in the SaaS niche
- "How to" slides related to the target audience's pain points
- Eye-catching designs explaining complex SaaS topics
- Periodic industry review infographics
- Side-by-side explainers of similar concepts in the SaaS space
- Lists of podcasts / books / webinars / tools - (which also provided ample opportunities to increase our reach, gain connections, start conversations, and further marketing relationships)

All these posts performed to varying degrees of success. The best results we saw were on Workplace, Slack, and LinkedIn groups where influencers and community amplifiers were always on the lookout for posts that actually provided value to engage with.

The best moments were those when something we posted resonated with people actually doing the jobs we were targeting in our audience:

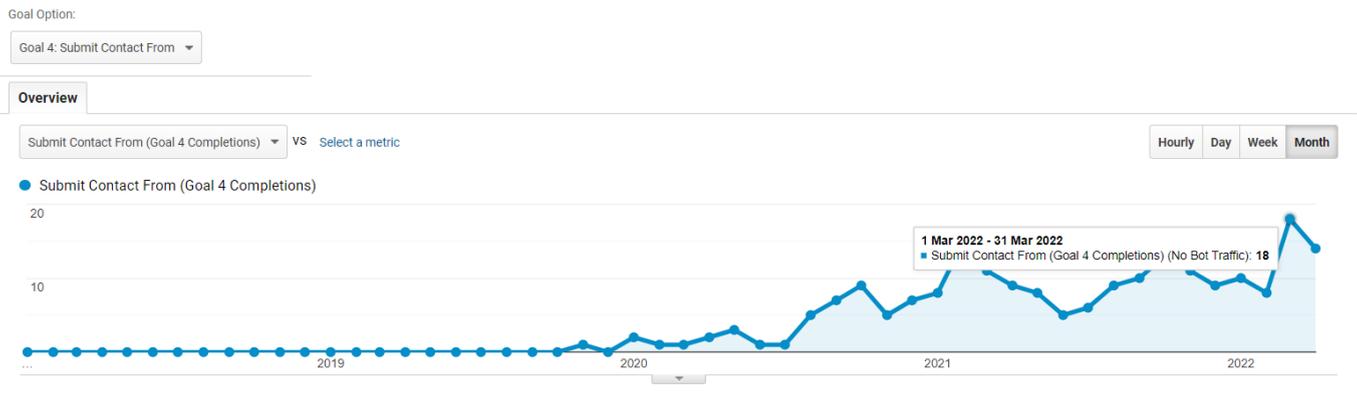
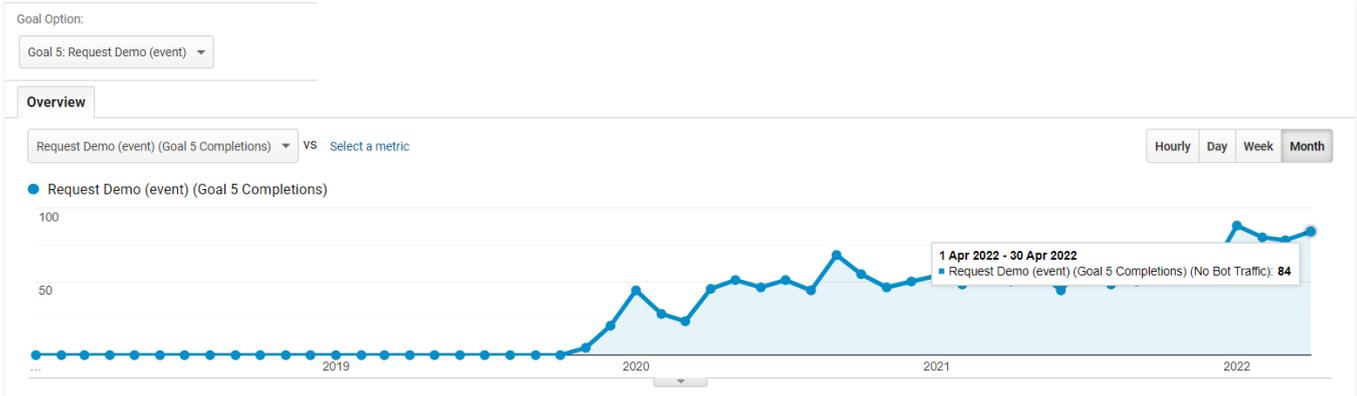


A sample of posts. **Source:** LinkedIn & Workplace.

Of course, not everything went smoothly. Many online spaces still have some bias against branded posts - regardless of whether they're providing value or not. Some moderators weren't as receptive to these types of posts and immediately removed them, while others (as seen above) allowed them and thus managed to boost their group engagement.

d. Conversions

Before we began working with this client, the CEO made one thing clear: conversions are the responsibility of sales. Still, like any diligent marketers, we took that to mean: we should focus on educational content, but keep an eye on conversion optimization.



Demo requests and contact forms over time. **Source:** GA.

4. Getting Results:

What we learned & how we'll apply it

Over the last two to three years, our experiments, initiatives, and recurring workflows with this SaaS client have unearthed some unexpected lessons. While growth is to be expected over time for any team, marketing is a dynamic field – sometimes you learn things one way, then best practices turn the other way around.

As such, potentially the most valuable lesson we gleaned is this:

Never get stuck on your own ideas.

It takes a lot of courage to dismiss something you were once very enthusiastic about – particularly in SaaS startup marketing. We've had platforms and communities that died down. We've had types of posts that stopped performing. We even had outreach threads get to 12+ replies only for the collaboration to fail in the end. All these things had to be rethought, scrapped, and our efforts refocused on what worked.

Beyond this, we can also write down some highly-specific tips. Let's break them down based on category:

- 1. Write blog posts under 2,500 words.** Few people read articles longer than that. Consequently, those posts perform worse in organic search too, because the machine learning algorithms have adapted to serve what gets read.
- 2. Send 5 follow-ups – it's worth it.** Many of the people we've reached out to replied only after 3+ follow-ups, with some doing that even after 5 follow-ups. However, once you reach 5, it's a safe bet to stop. Also, might come as self-obvious, but you should stop spamming if someone tells you to stop.
- 3. Focus on a few channels.** There's a dream that every marketer has at some point of launching something on all the platforms at once. We've found that that's not just unrealistic, but it's also bad to attempt to tick as many boxes as possible just because you want to. Instead, focusing on the main drivers for the client's business can provide far greater outcomes.
- 4. Use SEO as a tool, not a strategy.** The marketing space has for years been taught that online content meant SEO content. That couldn't be farther from the truth. You can write blog posts that are completely keyword-free and have them perform well – all you need is good distribution and diligence in promoting that article. Traffic might suffer, but that leads us to our next point.
- 5. True value is hard to measure.** Particularly when you're promoting a subscription business, it's difficult to know exactly where the ROI lies. For example, SQL email campaigns often seem a drain on time and money. However, they're worth it **even if your open rate is much lower than other campaigns.** Why? Because SQLs are far more



valuable than MQLs. Think: a single reply can start a conversation that leads to a contract bigger than your entire business.

- 6. Authentic content works.** It's been said time and again and we'll say it again - producing great content that's unique, experience-based, actionable, and graphically appealing can have far better results than doing the classic marketing checklist of SEO articles, outreach, and calling it a day.
- 7. The longer you work with a client, the more value you can offer them.** Time hones every marketer's skills in the direction dictated by the content they produce. If they produce content for a SaaS for over 2 years, they'll learn all the ins and outs of that business. They'll also be better equipped to break down barriers, outperform competitors, and *smash* goals for new clients.

We sincerely hope you found this SaaS client case study unique, fresh, and exciting - just like we planned it. This has been our experience in SaaS marketing. And it can be yours too! With a quick call, we can align our goals and teams, and get your marketing checked!

Liked what you saw?

 **Reach out** to be our next success story 

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