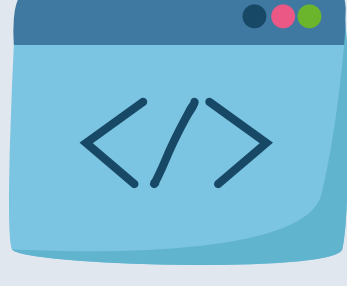


How to Market Your Software or SaaS Product

Promoting your SaaS product is highly dependent on the market needs you're addressing and the audiences you're targeting.

Here are some of the most effective tips and tricks you can implement in promoting your SaaS business.

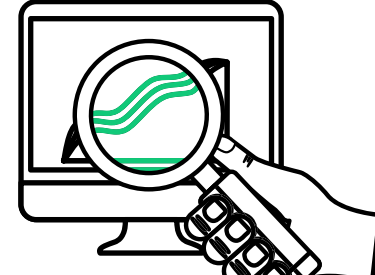
Build your content marketing game



Content marketing is important, regardless of what you're selling. Use content marketing to help your audience understand what your product does. There are endless content marketing options, find the ones that work for your audience by experimenting with tactics.

Continuously optimize your search engine marketing

According to our [shopper survey](#), 78% of software buyers discover the products they need through online searches. It's important to do something to stand out from the crowd and rank as high as possible in the search engine results pages.



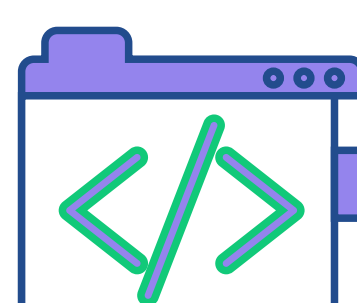
Try paid ads, which are always a good idea



If you know how to get to the right people, ads can work wonders for a business. Test ads on every channel and pick the ones with the highest conversion rates. Develop creative ads that speak for your product.

Submit your product to software & SaaS review sites

Promote your software by submitting it to popular review sites and directories. Optimize your profile on those websites, become an active part of their community and answer questions from users.



Get your message out to the media



Write and submit articles to multiple news websites. As a golden rule, avoid self-promotion. Your goal is to show readers how to solve a problem, not to put your product on a pedestal.

Consider using review directories

Review directories are an excellent source of backlinks, traffic, and trust, as some of them have a high domain authority. You should take advantage of this opportunity to expand your audience.



Ask for referrals from your customers



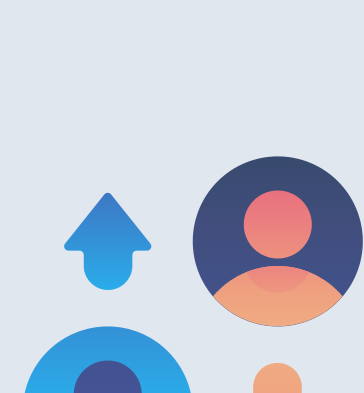
Your existing customers can help you acquire new ones. This is a very effective marketing method! Word-of-mouth marketing still works like a charm, even in the digital world, so make sure your customers speak out often and well about your brand.

Don't neglect email marketing

Create different campaigns for each segment that you target and always keep your database up to date. Consider using marketing automation to keep email and other marketing tactics in sync with how customers interact with your brand, product or service.



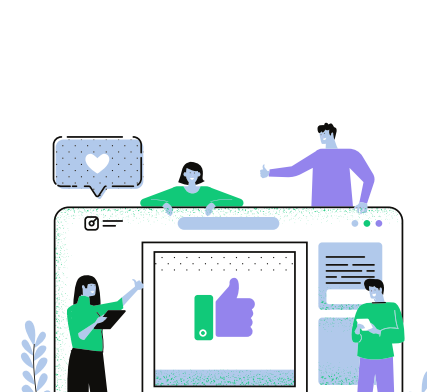
Give affiliate marketing a chance



The advantage of this growth strategy is that you pay your affiliates only for results. Find an affiliate network that's big enough to support your efforts, preferably a software-focused one, and you'll be good to go!

Ride the wave of influencer marketing

This kind of marketing is just as effective for B2B as it is for B2C. The key to succeeding with influencers is choosing the right people to work with. Tapping into influencer marketing could help skyrocket your brand awareness.



Take your events online



Attending software and technology-related events is a good way to get your brand out there. Product launches, eCommerce events and workshops, the online has numerous options for you to reach potential audiences and get your product noticed.

For more information and resources, view the [How to Market Your Software or SaaS Product](#) article on the 2Checkout blog!

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