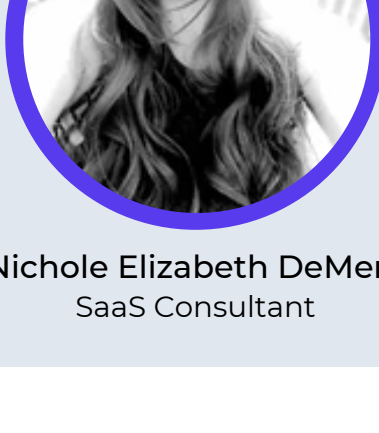


# Valuable SaaS Customer Acquisition Strategies from the Experts

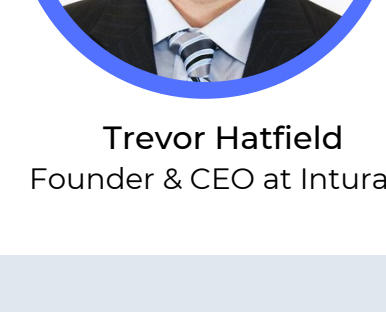
Customer acquisition is one of the most critical factors that determine SaaS growth. Here are some great points you should keep in mind on ways to increase your acquisition rate.



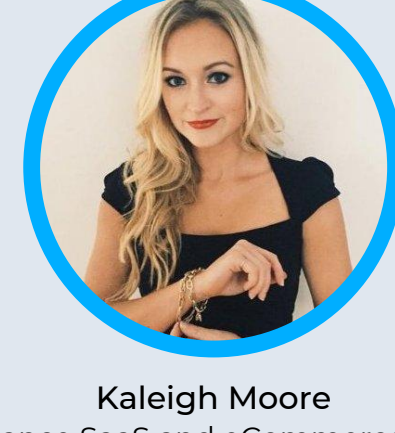
Nichole Elizabeth DeMeré  
SaaS Consultant

"The best advice I have for SaaS companies looking to boost acquisition rates is to focus on the customer – who they are, where they spend their time, what words they use to describe their needs, wants and experiences."

"The most important aspect of customer acquisition is to first know your customer. These aren't your marketing personas, but your ideal customer profile."



Trevor Hatfield  
Founder & CEO at Inturact



Kaleigh Moore  
Freelance SaaS and eCommerce writer

"Educating leads at different stages of the buyer journey with the help of automation makes customer acquisition a lot more successful."

"My biggest piece of advice around acquisition and SaaS Growth is [...] to focus on retention and monetization, which are 3-5x more effective at revenue growth than just focusing on getting new customers."



Patrick Campbell  
Co-founder & CEO, Price Intelligently



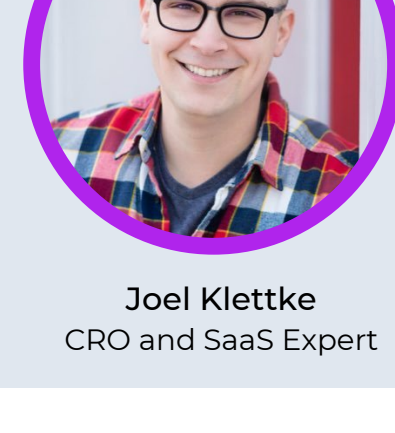
Andy Mura  
Head of Marketing at Userlane

"Everything boils down to three elements: brand, product and customer success. If you look at the fastest growing SaaS companies currently in the market, they usually have these three elements in common."

"SaaS growth depends on customer success. To acquire new customers, it's important that your team focuses on solving the customers' problems."



Shayla Price  
B2B Content and Email Marketer



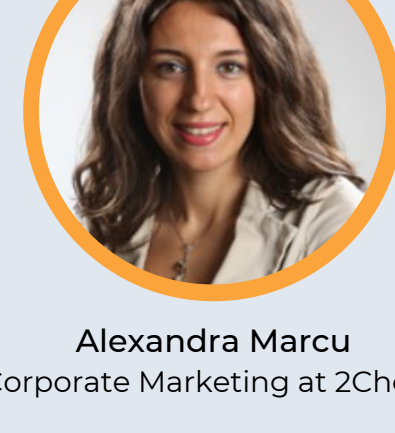
Joel Klettke  
CRO and SaaS Expert

"One of the most valuable acquisition lessons a SaaS company can learn is also one that most SaaS companies seem to be ignoring: conversion does NOT end with trial sign up."

"There are many channels that a SaaS startup should consider [...]. If your testing reveals that a particular channel is a possible growth channel, then you can move into optimizing that channel and investing more heavily in it."



Khalid Saleh  
CEO at Invesp



Alexandra Marcu  
VP Corporate Marketing at 2Checkout

"A big part of handling acquisition right is choosing the right tech solutions that can sustain and optimize the way this process happens."

"The way we sell SaaS products has changed [...]. Having a free trial or freemium model is a necessity if you want to dominate your market."



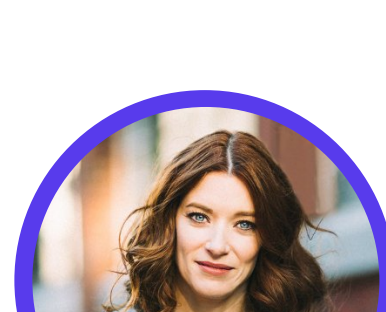
Wes Bush  
Founder of Product-Led Institute



Shane Barker  
CEO at Shane Barker Consulting

"My biggest piece of advice would be to segment and define your target customers and then build specific conversion funnels for each."

"The answer to nearly every growth related challenge your team experiences can be found in your customers. [...] SaaS lives and dies by our ability to activate, engage and retain customers, more than just acquire them."



Georgiana Laudi  
SaaS Marketing & Growth Advisor



Courtney Kehl  
CEO at Expert Marketing Advisors

"For sustainable SaaS growth, creating and maintaining a frictionless user experience before and after acquiring customers are key."

"You need to understand who your customers are, what motivates them and where do they struggle. Only then you can define a strategy to acquire them."



Pierre Lechelle  
B2B Growth Marketing Consultant



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