

How to Use **SOCIAL MEDIA** to Increase Your **SAAS COMPANY'S SALES**



CONTENTS

INTRODUCTION	3
FACEBOOK	9
TWITTER	16
LINKEDIN	21
INSTAGRAM	26
YOUTUBE	30

INTRODUCTION

When we're talking about how important the presence on social media is, we have to answer 2 questions. "Is my company B2B or B2C?" and "Is my company small or large?" Simple, but natural questions. Here is what's the essence.

If you are a B2B company, then LinkedIn should be your #1 destination. If your company is small, i.e. you have a few employees, then zero in on just one or two social media channels (the most popular ones, maybe LinkedIn and Facebook). Otherwise you'll fail on all fronts because of lack of resources (human, finance, time, effort).

If you already answered these 2 general questions, let's puzzle out how SaaS companies can leverage social media channels: which channels to choose and how to manage them for better customer experience and higher ROI (that's on your mind, we know).

Social media presence will help your SaaS company increase brand awareness, target your ideal buyers and run ads, get more traffic and conversions, interact with your audience (message, comment), collect data and generate leads (contests, quizzes), track statistics. It doesn't seem like we are at a hotel, but the package seems All inclusive, right?

Brandwatch, a social media monitoring company, comes up with fresh statistics on social media, and we are excited to share some of them with you.

- There are about 3.4 billion social media users.
- The average daily time spent on social media is 116 minutes a day.

- The top 3 content marketing tactics are social media content (83%), blogs (80%) and email newsletters (77%).
- Facebook, the most “overcrowded” social media channel, has 5 million active advertisers.

If these facts are not convincing yet, continue reading to discover the main benefits, get acquainted with all the features of each social media channel and grow your SaaS company in a smarter way.

HOW CAN SAAS COMPANIES GET VALUE FROM SOCIAL MEDIA MARKETING?

Increased Brand Awareness

You may be surprised but 89% of B2B marketers say brand awareness is the most important goal, followed by sales and lead generation (Content Marketing Institution). You see? The first thing a company desires is to create more and more opportunities through which people can get acquainted with their brand. Even if the person is not interested in your service right now, he may need it later. Maybe his friend is going to ask for an opinion and the person will talk about that company just because he is familiar to it.



Every time you post an image or a video on your social media page, every time users share your post, every time you run ads, you increase your brand awareness. What do you get instead? Let's say you have developed an email marketing tool. If people start associate they associate "email marketing" with your company name, then you have carried out truly influential campaigns. When you say "smartphone", don't you think of Apple?

Better Customer Support

According to a survey, 90% of social media users have used social media to communicate with a brand (Smart Insights). It's considered that social media messages are answered quicker than email messages (maybe a phone call exceeds both but do you prefer to call and interact with a real human voice every time you have a small question?).

If messages are not enough, you can receive a bunch of questions in your post comments. They again require attention and prompt reply. If you provide positive customer experience via social media, your company can reach 92% customer retention (Smart Insights).

Different people prefer different platforms for asking questions and solving problems. So it's your "duty" to be available on the main fronts.



Meaningful Customer Insights

Another way your SaaS company can get value from social media marketing is that you can get correct customer insights. The mere fact that most of your customers are present on social media networks is a great chance for you to find any information you need about the audience you need.



By getting real-time information about your customers, you will be able to correctly shape your offers, campaigns and make your services more attractive and satisfying for them.

Lower Marketing Costs

When you create your social media account, it's free. When you publish a post (any type, any amount, any moment), it's free. When you answer a request, it's free.

Marketers allocate about 10% (give or take) of their budgets to SMM (Neil Patel). With more appealing campaigns and exclusive offers (ads, contests) you can establish a firm and large base of followers and then have higher chances for reaching out your audience organically, without spending a dollar.



Increased Sales

Let's be honest. Haven't you noticed a promotional post, where a SaaS company offers free trials, discounts or invites to a webinar. One step from engagement to action and one more step from sign-up (or download) to sale. Of course, this formula doesn't work for all and in all cases, but your promotional post, spiced up with a little humor (maybe) and persuasive CTAs will be appreciated by your audience.



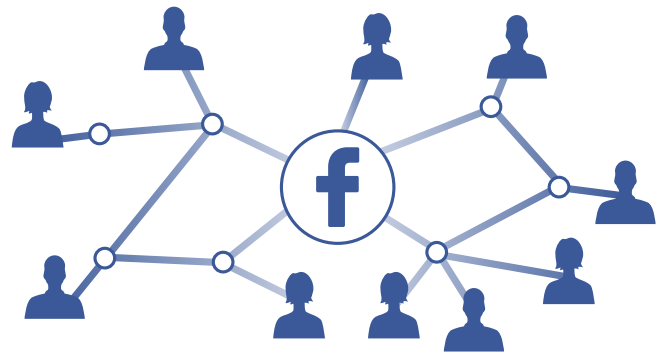
Now, when you know why your SaaS company needs to integrate social media marketing strategy in your overall marketing strategy, here are the key social media channels you should be present on.



As of April 2019, Facebook has about 2.3 billion monthly active users and 1.49 billion daily users. This is the main reason why Facebook is so popular and should be considered by SaaS companies. We suggest to take a look at Facebook advantages, determine possible disadvantages and learn how to neutralize them.

Pros of Facebook for SaaS

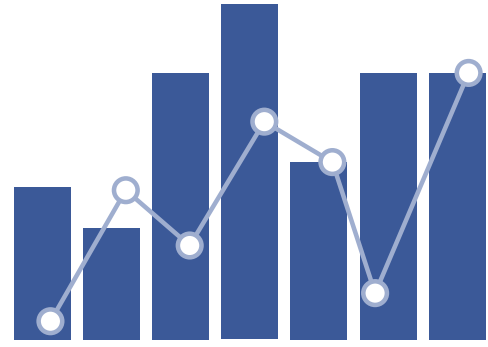
High interaction: The Facebook audience is large and open to see new posts, engaging content and fresh ads because it's common, it's normal, it's natural. That's why your promotional efforts will not become vain attempts (don't forget about relevance). Taking into account the fact that an average Facebook user has about 338 friends, sharing your content will lead to more exposure for you. Facebook is like the "word of mouth" marketing on the web.



Competitive research: You run your Facebook account, your competitor plans his own strategy and is present at Facebook too. This is a free, quick, convenient way to monitor all the actions of your competitors.

Let's list some of the questions you'd probably ask yourself: What posts are published on my competitor's page, how many people engage with them, what questions they ask, what campaigns my competitor organizes. This information (and not only this, you can continue the list) can be analyzed so you improve your activities, target your audience in a better way and not make the same mistakes (if you notice any).

Analytics: If you post more content on your Facebook page, you will get a better insight into how your followers engage with your SaaS company with the help of Facebook's analytic reporting.



This will help you understand when your followers are more likely to be engaging online, how they interact with your posts, who are your main followers: their age, gender, location, other demographics, preferences, habits and so on.

Cons of Facebook for SaaS



Time and resources: One of the main drawbacks of Facebook is time and resources you need to spend to have a successful page. SaaS companies need to know that having a Facebook page does not mean that people will start following.

For this, you need to have dedicated employees who will monitor and respond to posts regularly, which requires both time and resources.

Negative feedback: You have to offer flawless service and support or you have to face the music – manage all the negative reviews on your page and comments under your posts (whether they are fair or unfair). Learn how to answer them, suggest optimal and desirable solutions and win your customers' love back.

Everyone does it: Engaging posts that require signing up now, taking part in a contest or getting a free trial are so widespread! The issue is to boost your imagination, generate distinguishing ideas with your team and stand out. Otherwise, your post that is just the next in turn, will be ignored by your demanding and stubborn audience.

Ways to increase SaaS company's sales with Facebook

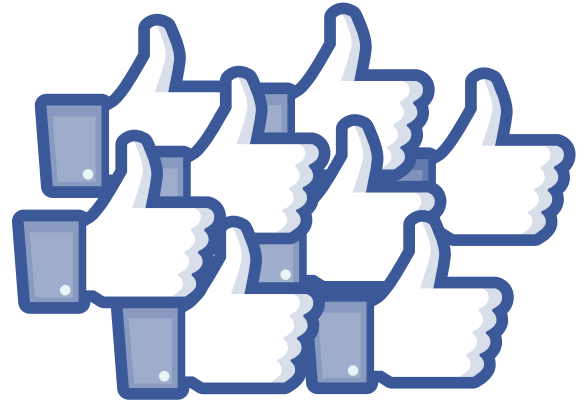
Use Facebook Live: Your live event can be on any topic but educational content is encouraged more than anything else. "Educational" doesn't mean giving long and tedious lectures. You can train your audience on how to use your software, comment on the latest news and speak on your industry trends or give useful tips based on your personal/professional experience. So how to get the most out of Facebook Live?

1. Boost your Facebook Live
2. Offer special bonuses to those who watch your live videos
3. Add links to your landing page or services

Get more quality likes: To create engagement on your posts and close sales, you need to have fans, and to have fans you need to get more likes.

Almost all small businesses, as well as SaaS companies, get their first likes by inviting their friends to like the page.

This is a great option as long as your Facebook friends are interested in your SaaS company and can become potential customers for you.



However, if they are not your potential customers and are not likely to engage, there is no need to have such people like your page. As a SaaS company, the best way to get likes is to use sponsored page likes feature on your page. This will help you target the right people based on their age, gender, location, demographics, interests and provide content just for them.

Run a contest: Your contest may ask the audience to sign up, refer 5 friends, download a free trial. In return, you can send them a nice presentation on a trendy topic. The requirement of your contest can also be like this: your customers have to write the best feature of your software or company according to them. You can choose 3 the most extraordinary ones and offer your existing customers a discount (customer retention).



Show Us Where You Work Facebook Contest for Nonprofits in Australia and New Zealand

The contest may also be in a quiz format. You can ask 10 entertaining questions about your company, send a free eBook on Digital Marketing trends in 2019 to all participants and offer an extra giveaway to TOP 3 participants with the highest results. This way will you spread the word about you and increase brand awareness.

Run a Facebook offer: In order to run an offer, you should go to the page's publisher (where you post status updates), click on Offer, Event+ and select the Offer option.

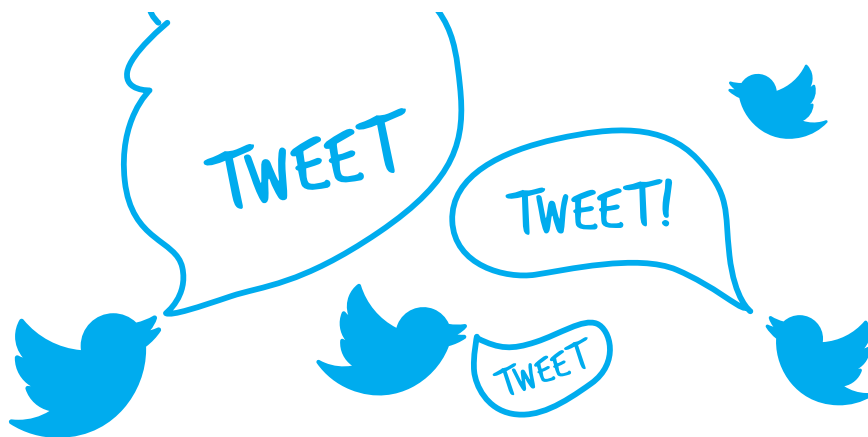
Your headline, main content, the image should be attention-grabbing. You will reach X amount of people investing Y amount of money, so don't let poor content or a low-quality image alienate your potential customers or blow your money.



About 90 percent of SaaS companies have a Facebook page, but there are many of them who are still not present on Twitter. However, Twitter's 330 million active users are an attractive audience you should consider connecting with. Let's discover how your SaaS company can use Twitter to its advantage and also understand what inconvenience it might cause.

Pros of Twitter for SaaS

Appear in search engine results: If you consistently include niche-related keywords in your public Tweets, it's highly possible that when people search for the same keyword, they will find your Tweet on SERP. So you can kill two birds with one stone.

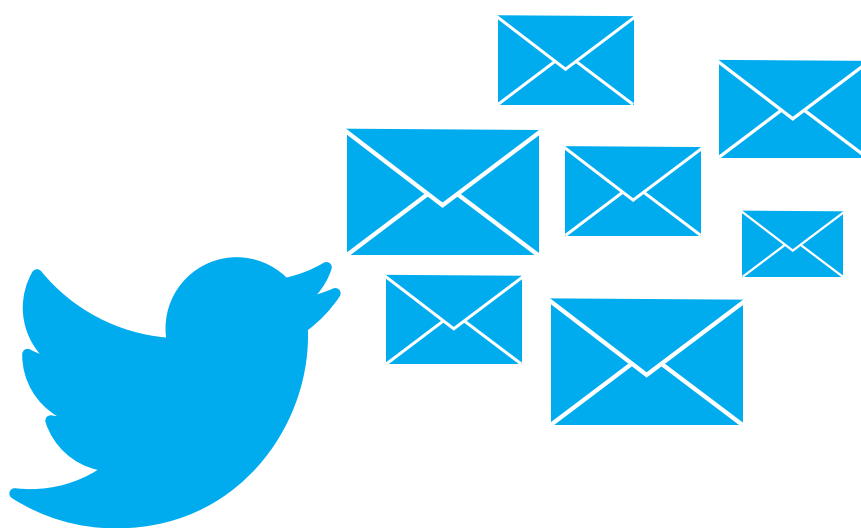


Tweets are delivered to followers: On Facebook, your posts are delivered to only some part of your followers because of Facebook's algorithm. However, on Twitter, if you don't tweet directly to someone, your tweets will be delivered to all of your followers.

Tweets are easy to create: Tweets usually take less than a minute to create, but they are still very effective. For example, during the Super Bowl power outage, Oreo's "You can still dunk in the dark" tweet got about 15,000 retweets.

Cons of Twitter for SaaS

A lot of tweets: Twitter users tweet about 500 million times a day and on average a user follows more than 200 profiles. So just imagine how many tweets there are in one's newsfeed. So, if your SaaS company tweets only once or twice a day, your tweets will be quickly buried in your followers' feeds.



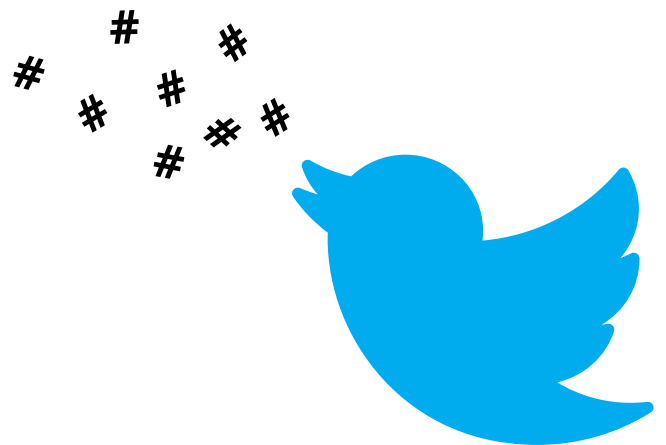
Limited space: If you can't express your thoughts or introduce your offers with a few words, then Twitter is going to be a big challenge for you because there are only 280 characters you can use.

Statistics: 85% of small and medium business users use Twitter to provide customer support (Omnicores). And 71% of Twitter users read the news on Twitter and consider it the best place for receiving breaking news. This indicates that Twitter usually generates a small part of B2B leads and sales.

Ways to increase SaaS company's sales with Twitter

Post regularly: To be active on Twitter and make your tweets get seen, you need to tweet regularly. If you have the staff, the time and the content, then try to tweet once or twice every few hours. If you don't have those resources, then try to find out which are the times your followers are most active and post on those hours.

Use the right hashtags: Hashtags are a great way to organize content on Twitter and draw attention to your content that might not have been seen otherwise. For instance, if you are a CRM SaaS and you offer a discount on your CRM system, try to use hashtags like #CRM #discount #yourcompanyname and so on. Keep hashtags to 3 or 4 per tweet. Here is Gremlin's infographic on how to use hashtags correctly.



Automate posts and respond in real-time: If you post once an hour, it's more effective for you to use some social media management tools like Twitterfeed, Social Oomph, HootSuite, Buffer or HubSpot which will help you automate your posts. However, you still need to follow mentions of your page and make sure to respond to them quickly. If it's a personal issue, you can respond to these tweets with direct messages.

Tweet discounts: According to Borrell Associates, those coupons which are included in tweets usually get ten times the redemption rate of traditional coupons. Twitter is a kind of free advertising that can really boost sales of your SaaS company. According to Column Five Media, about 44 percent of Twitter users follow company pages for special offers, coupons, and deals, so make sure to tweet about it.

in



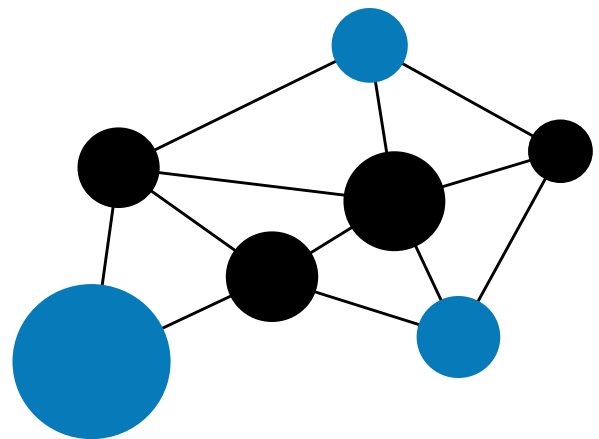
LinkedIn is a network of 500 million users, where most of the users are men (56%). Most of LinkedIn users are educated people, holding undergraduate or graduate degrees. The network includes many small business owners (including SaaS companies), high-level executives and decision makers.

LinkedIn Marketing: 6 Ways to Promote Your SaaS Company

Pros of LinkedIn for SaaS

Networking opportunities: With so many professionals out there, one of the most important benefits of LinkedIn is that here you can find experts of your industry, connect with them, share your experience and establish professional relationships with them.

Search engine exposure: LinkedIn is a great way to improve your rankings in search engines. It's another channel through which Google can easily find your business. When you have increased SEO exposure, it leads to increased web traffic, which, in turn, leads to an increased conversion rate and increased sales.



Lead gen forms: LinkedIn advertisers can attach Lead Gen Form to their ads. When a LinkedIn member clicks on the CTA button, the form is automatically filled with his profile information. This option works for mobile as well. You can access your leads easily, download their data and pass them to your marketing team.



Building awareness: LinkedIn gives you the chance to link your Facebook, Twitter accounts, blog or other networks to LinkedIn, so when you post on one of these platforms, your LinkedIn statuses will be updated as well, giving you the chance for higher awareness and increased network connections.

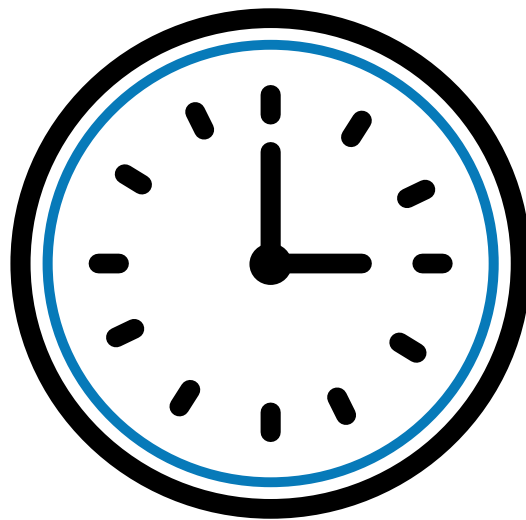
Staying informed: One of the greatest features of LinkedIn for SaaS companies is its “LinkedIn Today”, which helps them stay up to date to the latest industry news. This feature aggregates content from the web by industry, so businesses can easily find specific topic news.



Business-to-business platform: Just because SaaS companies usually sell their products to other businesses, LinkedIn can be a great sales platform for them.

Cons of LinkedIn for SaaS

Probably the main disadvantage of LinkedIn is the investment of time required to use it effectively. Though setting up a profile is rather easy and does not require designing skills, the hard part comes when it's time to navigate resources, search groups, communities and look for network connections, because it's really time-consuming.



Ways to increase SaaS company's sales with LinkedIn

Connect with people: The first advice to SaaS companies who are ready to get serious about LinkedIn, is to focus on their contacts. Contacts are the treasures of LinkedIn. If your contacts are only your family members, friends or colleagues, then there is a lot of work for you to do.

Create a complete company page: Add your SaaS company's logo, background image and About us content. Your background image can contain your contact information or a CTA to invite people to engage with you. Don't forget to add your specialties, including words and phrases that people search.



Don't make cold calls again:

LinkedIn solves the problem of making cold calls. With this platform, your SaaS company's salespeople can learn enough about potential customers in order to make the call more relevant and useful for them. Showing that you know their interests, preferences, and problems,

will help you break the ice and make you stand out from other salespeople. So, try to pay attention to their profiles, status updates, connections in common, groups they join and so on.

Do smart searches: By LinkedIn's advanced search feature, you can find potential customers for your SaaS company by title, the company they work in, location or specific keywords. If you have a paid account, you can even add the company size and seniority level you are looking for. Moreover, you can

save your search criteria and get a weekly report listing everyone new who match your customer criteria. So, by mixing different filters in an intelligent way, you can easily find the right people for making sales.



InMail feature: If a person seems a potential customer for your software, but you are not connected to him/her, you can send a direct message with InMail. For this, you need to upgrade your account to Premium. Your messages should be long enough to express meaning, but short enough not to take much time from a member. You can finish your text with a question or suggestion in order to trigger interest and action.

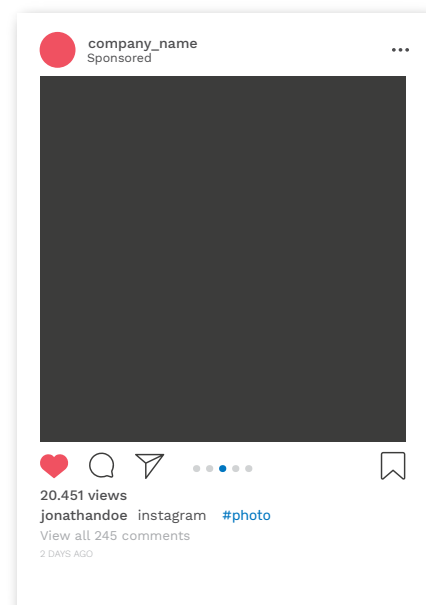


If you have a large marketing team or working with a digital marketing agency is not the last decision you'd like to make, then Instagram will become another platform for your SaaS company to “conquer”. 1 billion monthly active users: isn't it promising?

“Instagram Marketing Tips for SaaS and B2B Companies”

Pros of Instagram for SaaS

Brand perception: Instagram is the place where users expect to come across images (and sometimes videos). What can you deliver to your audience? Photos of how your team members work, what your office looks like, what events you organize, how you celebrate. Your audience loves real people, personal stories and big events.



Visual content: Sad or true, but the images are the shortest and brightest way to get information. When we say images, we don't mean photos only. Quotes (from your customers or your niche), industry humor, infographics. You have to rely on your designer for this great job.

Building and maintaining relations: With Instagram, you can instantly answer customer requests if they prefer to communicate via this social media channel.

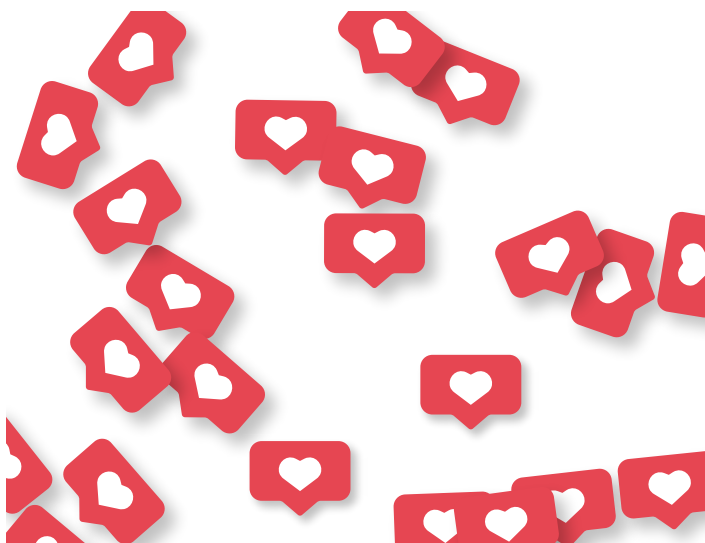
Cons of Instagram for SaaS

Little room for texts: Putting long texts on an image, writing lengthy lines on a post or sharing 1500+ words articles are not encouraged as your visitors will probably miss them. You should try to keep short, but meaningful at the same time.

For products, not services: The main drawback is that SaaS companies don't offer physical products, so they can't post what the shoe they produce or the food they cook looks like. And it becomes hard to show the positive sides of their software via images.

No links: You can insert a link to your website on your profile, but sharing a link on a post doesn't make any sense. It will not be clickable unless you are a verified account and have a large number of followers.

Ways to increase SaaS company's sales with Instagram



Paid ads: Connecting your Instagram and Facebook accounts is the first step. Before your ad is in front of your audience, make sure to choose the business goal you want to achieve (conversion, maybe), target the “recipients”, manage time and budget.

Partnership with influencers: If you recognize Instagram celebrities whose audience is likely to be interested in your software, then don't hesitate to reach your potential customers with their help. A strong campaign can provide financial benefits.

Link to story: Yes, yes. This function is available when you have 10.000 followers. When you add a story, you can see an option to add a link as well. That link may lead to a landing page or an offer and become a source of lead generation.



Youtube continuously expands its features and becomes a stronger platform for businesses. SaaS companies can also take advantage and increase not only their brand image but conversions as well. Let's find out the opportunities.

Pros of Youtube for SaaS

Massive channel: According to MerchDope, the total number of Youtube users is 1.3 billion, almost 5 billion videos are watched on Youtube every day and the channel gets over 30 million visitors per day. This is not a platform for customer support, however, your customers can engage with you with likes, shares, comments, subscriptions.

Your audience prefers video: Maybe you'll say that Facebook has the same feature, but Youtube is "narrowly specialized" in the video industry. There's no time limit, there aren't any limits at all. The strategic point here is that video marketing gathers pace. Marketers who use video grow the company's revenue 49% faster than non-video users.

It's another search engine: Yes, people come here to find content, like on Google, but they're looking especially for videos because it's 3 in 1 (image, audio, subtitles). That's why make sure your headlines are attractive and include keywords.

Youtube video on your website: Your website and Youtube channel are interconnected. For example, if



you write an article on how to use your software, you can add your Youtube video as a more dynamic guide. This will increase your video views as well. All you need is to click Share under your video, then Embed, copy the HTML code and paste into your website.

Cons of Youtube for SaaS

Video shooting process: Creating a high-quality video with an additional design will require auxiliary resources like video production equipment, professional team and reasonable time to shoot, edit, design the videos. Make sure your video quality is at least 480p.

Ways to increase SaaS company's sales with Youtube

Live stream: Your Youtube live stream is an excellent format to be face-to-face with your customers. Think about what your video descriptions can do for you. They can take your viewers to your landing page, download page, offer topic related other videos again created by you.

You can make special offers to those who watch you online and promise discount to those who will contact your team until the end of the stream.



Train your customers: A screencast supported by audio content is a valuable help for your customers to choose you as a software provider as using your software will not seem complicated to them. You can show the features of your software with screenshots as well, again making comments about every step (of course, you can have more advanced videos as well for those who have already purchased your service).

Pay attention to the length of your videos. If the training process is too large, try to divide it into several subtopics and create shorter videos.

Audience for your email marketing campaigns: If people subscribe to your Youtube channel, it's an opportunity for you to send them educational as well as promotional emails. Your subscriber base will expand and your marketing/sales teams can decide on which type of emails will be more appropriate for this kind of audience.

No matter how big or small your SaaS company is, social media is an absolute must-have tool as a part of your online marketing strategy. You simply cannot afford to skip it. Buyers dictate everything now, and they want businesses to be social. Well, buyers always win.

If you share good content with your followers, it can spread easily and increase your visibility. Salespeople can give better service and increase SaaS company's sales if they pay enough attention to customers online. And this can result in loyal customers for life.

The point is that if your SaaS company has limited resources, you should concentrate on 2-3 social media channels and follow your strategies to reach maximum results on those fronts.

But if you have a growing team, then consider all these channels to be found and reached more easily as every channel is created with specific features and you will try to benefit from all of them.



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