

Tip the SaaS Scale in Your Favor with Strategic Demand Gen Insight Trends, Spends and the Buyer Lens 📷

2021-2022

The digital landscape for SaaS companies changed overnight as buyer expectations evolved in terms of what companies could do for them with a more personal, digital experience.

Today courting SaaS customers is being compared to **online dating** and it has forced us to challenge critical truths about marketing and has given us a new set of rules moving forward. The SaaS customer expects so much more than just a seamless digital transaction. They expect a personalized experience across the entire customer journey.

The biggest shift is marketing must be viewed in the context of the full end-to-end customer journey and, where possible, work to connect the dots for this SaaS "subscription economy."

On top of that, creating a personal, human connection within any and every message requires **buyer insights and defining consumer segments** that describe buyers according to multiple dimensions that influence their purchasing behavior.

One thing remains constant. We must prioritize the customer now, next, and always. Because if customers and buying insights aren't at the core of your marketing strategy. You will always miss the mark.

Q: Why is marketing important?

A: You spend a lot of money.



80-120% ➔



SaaS companies invest 80-120% of their revenue in marketing and sales in the first five years of existence.¹ With the enterprise SaaS market now over \$100 billion annually, competition is more intense than ever.²

Q: You invest a lot of money, how do you make sure you spend it well?

A: Know your audience.

"A common problem with SaaS marketing is that companies often don't understand their audience well enough and are too close to the product offered to see the benefits and features that consumers really want to focus on."³

Buyer Trends:



93% of B2B buying processes start with an online search.⁴



96% of visitors who come to your website aren't ready to buy (yet)⁴



Only **12%** of B2B buyers want to meet in person with a sales rep⁴



70% of the buying process occurs before you know who they are⁵



It takes **8** touchpoints before someone tells you who they are⁶

When assembling tech purchases...



Millennials

primarily refer to:

- industry analysts (38%)⁷
- vendor meetings (36%)⁷
- websites (33%)⁷



Generation X

prefers:

- colleagues and vendor sites (both 40%)⁷
- analysts and trade shows (both 38%)⁷



Baby Boomers

rely more on:

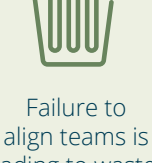
- analysts (50%)⁷
- colleagues (49%)⁷
- vendor meetings (48%)⁷

Q: You invest a lot of money, how do you make sure you spend it well?

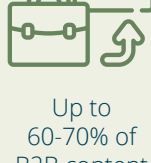
A: Align your sales and marketing teams.



Misalignment is costing businesses more than a trillion dollars per year.⁸



Failure to align teams is leading to wasted budget and resources.⁸



Up to 60-70% of B2B content is not being used.⁸



Up to 75% of marketing leads never convert into a sale.⁸

Why does it matter?

Businesses with aligned marketing and sales teams are up to **67% more efficient** at closing deals.⁹



According to **87% of sales and marketing leaders**, a collaboration between sales and marketing teams enables growth for their business.¹⁰

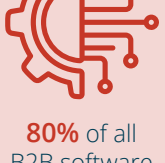
Well-aligned sales and marketing teams drive more than **200% revenue growth** from marketing tactics.¹¹



x2

Q: How do I create a SaaS Marketing engine that lasts?

A: Go digital.



80% of all B2B software and SaaS sales interactions are expected to be digital by 2025.¹²



95% of buyers prefer companies that provide them with relevant content through every step of the buyer's journey.¹³



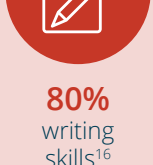
In B2B tech, **8** people are typically involved in the decision/buying process.¹⁴



On average it takes **6-8** touches to qualify a lead as they move through each stage in the buying journey¹⁵

A: Invest in messaging + analytics and processes.

In a survey, the following were important to B2B tech marketers:



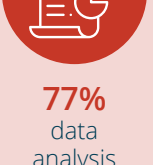
80% writing skills¹⁶



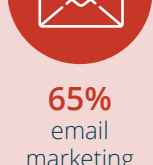
78% content marketing skills¹⁶



77% digital media skills¹⁶



77% data analysis skills¹⁶



65% email marketing skills¹⁶

A: Invest in messaging.

91% of consumers are more likely to shop with brands who provide relevant offers and recommendations¹⁷



72% of consumers say they only engage with marketing messages that are customized to their specific interests¹⁸

63% of consumers will stop buying from brands that use poor personalization tactics¹⁹



Integrate and accelerate your SaaS demand generation engine.

Leadit Marketing specializes in go-to-market and performance marketing for fast-growing SaaS and technology companies.

[Book an Intro Call Today](#)

About Us:

Leadit Marketing specializes in go-to-market and performance marketing for fast-growing SaaS and technology companies.

At Leadit, we believe that marketing is art and science. That's why we developed a custom playbook that unites customer insights, creativity and process into a step-by-step journey that supports SaaS marketing teams at every stage of maturity.

With a focus on strategic planning, branding, and demand generation we improve what's working and fix what isn't. The customer lens grounds everything we do, so the work becomes integrated and holistic instead of haphazard and one-off. Give B2B SaaS marketing and sales team the power to grow.

Contact Us:

info@leaditmarketing.com | www.leaditmarketing.com

Sources:

1. Fries, D. (2021, January). Statistics for SaaS Companies + SaaS growth. BlueTree
2. N.A. (2019, June) SaaS Spending Hits \$100 billion Annual Run Rate; Microsoft Extends its Leadership. Synergy Research Group
3. Murillo, S. (2021, April). 4 Common SaaS Marketing Mistakes (And How to Fix Them). Lean Labs
4. Brooks, A. (2021, July). 20 Lead Nurturing Statistics + Charts for 2021. Vantage Harbour
5. Carrier, M. (2020, April). Why Model the B2B Buyer's Journey? Sales. Odyssey
6. Schultz, M. (N.D.) How Many Touches Does It Take to Make a Sale? Rain Group
7. Lee, J. (2021, March). 40 SaaS Marketing Statistics to Spearhead Your Strategy in 2021. Big Leap
8. MacDonald, Steven. (2021, May). How Sales And Marketing Alignment Increased New Revenue By 34%. Super Office
9. Sanghavi, A. (2021, January). 35 Sales Enablement Statistics That Will Blow Your Mind. G2
10. N.A. (2020) Moments of Trust: Why Customer Value Is The Key To Sales And Marketing Alignment. LinkedIn
11. Ray, O. (2021, March). 10 Stats That Will Drive Your Sales & Marketing Alignment. Invoca
12. Stamford, Conn. (2020, September). Gartner Says 80% of B2B Sales Interactions Between Suppliers and Buyers Will Occur in Digital Channels by 2025. Gartner
13. Georgiev, Deyan. (2021, July). 63+ Mind-boggling Sales and Marketing Alignment Stats that Prove It's Worth It in 2021. Review 41
14. Shriber, Justin. (2017, July). How B2B Sellers Are Offering Personalization at Scale. Harvard Business Review
15. Glynn, Fergal. (2015, April). Why it Takes 6-8 Marketing Touches To Generate a Viable Sales Lead. Salesforce
16. Lee, Janet. (2021, March). 40 SaaS Marketing Statistics to Spearhead Your Strategy in 2021. BigLeap
17. Bedgood, Larisa. (2021, April). Consumers Are Looking For Personalized Experiences - Is Your Brand Delivering? Business2Community
18. Heslop, Brent. (2019, July). Content Personalization Statistics: 43 Facts on Content Personalization. ContentStack
19. Morgan, Blake. (2020, February). 50 Stats Showing The Power Of Personalization. Forbes