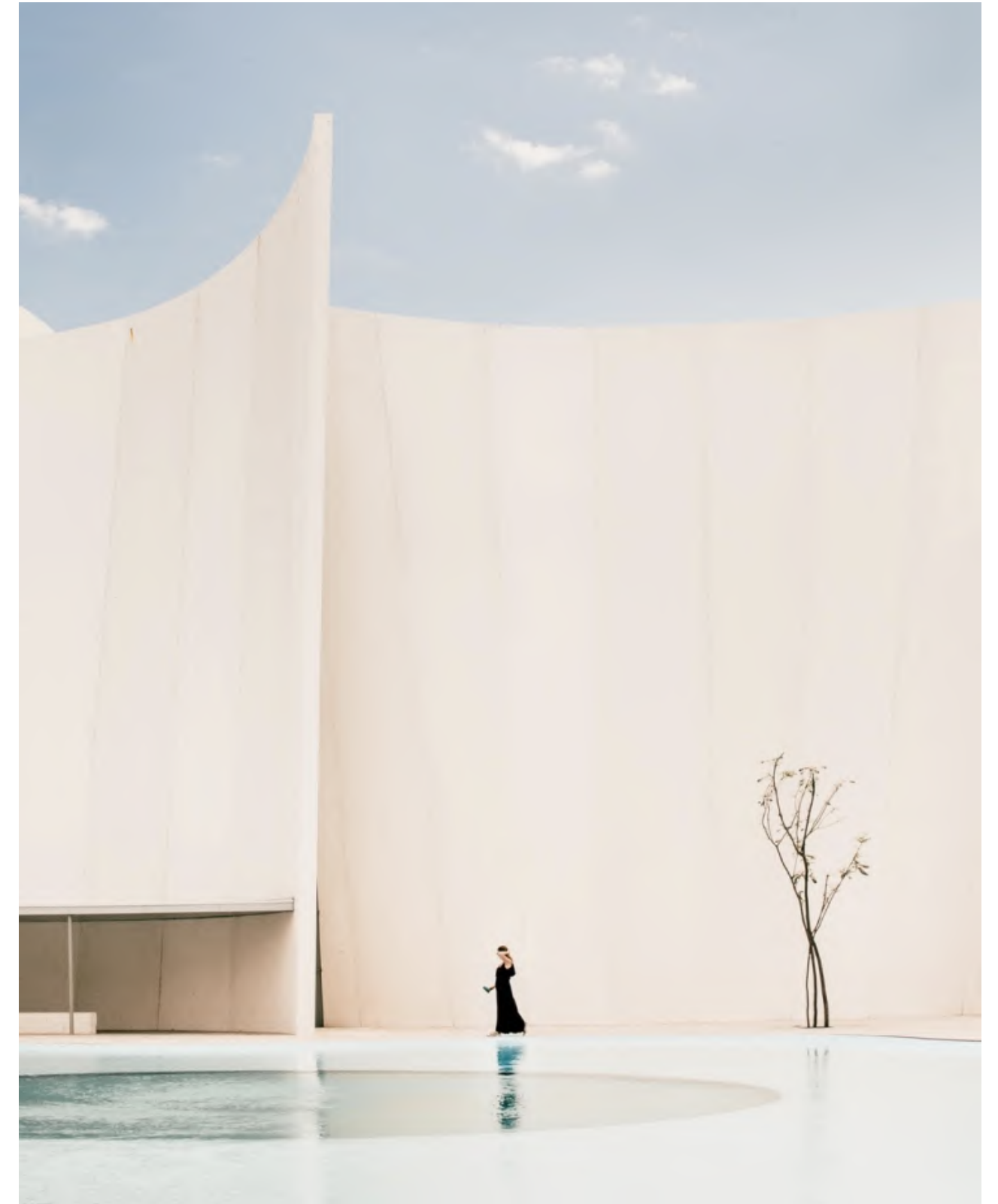


# Strategic Approach for

B2B SAAS WEBSITE, BLOG, AND ORGANIC SOCIAL



KJMH DIGITAL

Pitch



Michelle Hsu

*Founder & CEO of KJMH Digital*

**THE RIGHT MARKETING FOUNDATIONS + EMPOWERED  
INTERNAL TEAMS = PATH TO SUSTAINABLE REVENUE  
GROWTH**

As a full-stack marketer, my background spans across both the public and private sectors where I honed my craft in ABM, content marketing, demand generation, and paid acquisition. I thrive in collaborative business environments where I'm working cross-functionally and balancing stakeholders' needs. Ultimately, ensuring marketing strategies are executed to meet business targets.

KJMH Digital **Superside**  **FreshBooks**

**VISIONCRITICAL**<sup>®</sup>

 **Trapeze**<sup>™</sup>  
Here for the journey

# How to approach your overarching content plan

## GOAL-SETTING QUESTIONS

What do you want to achieve through content?

How does it ladder up to business goals?

How does it fit with the product roadmap?

## BUDGET & RESOURCE ALLOCATION

Be realistic about the budget and resources needed to sustain content creation and distribution

## EARLY-STAGE

Have goals around building trust and brand awareness

## GROWTH STAGE

Set goals around demand gen and lead gen

# B2B SaaS Website

IDEAL FRAMEWORK OPTIMIZED FOR CONVERSIONS

# HOMEPAGE

## Headers

H1 – Attention-grabbing header that validates they're at the right place for their problems. Aim for 10 words or less.

H2 – A one-liner that shows how you'll solve their problem and achieve certain results.

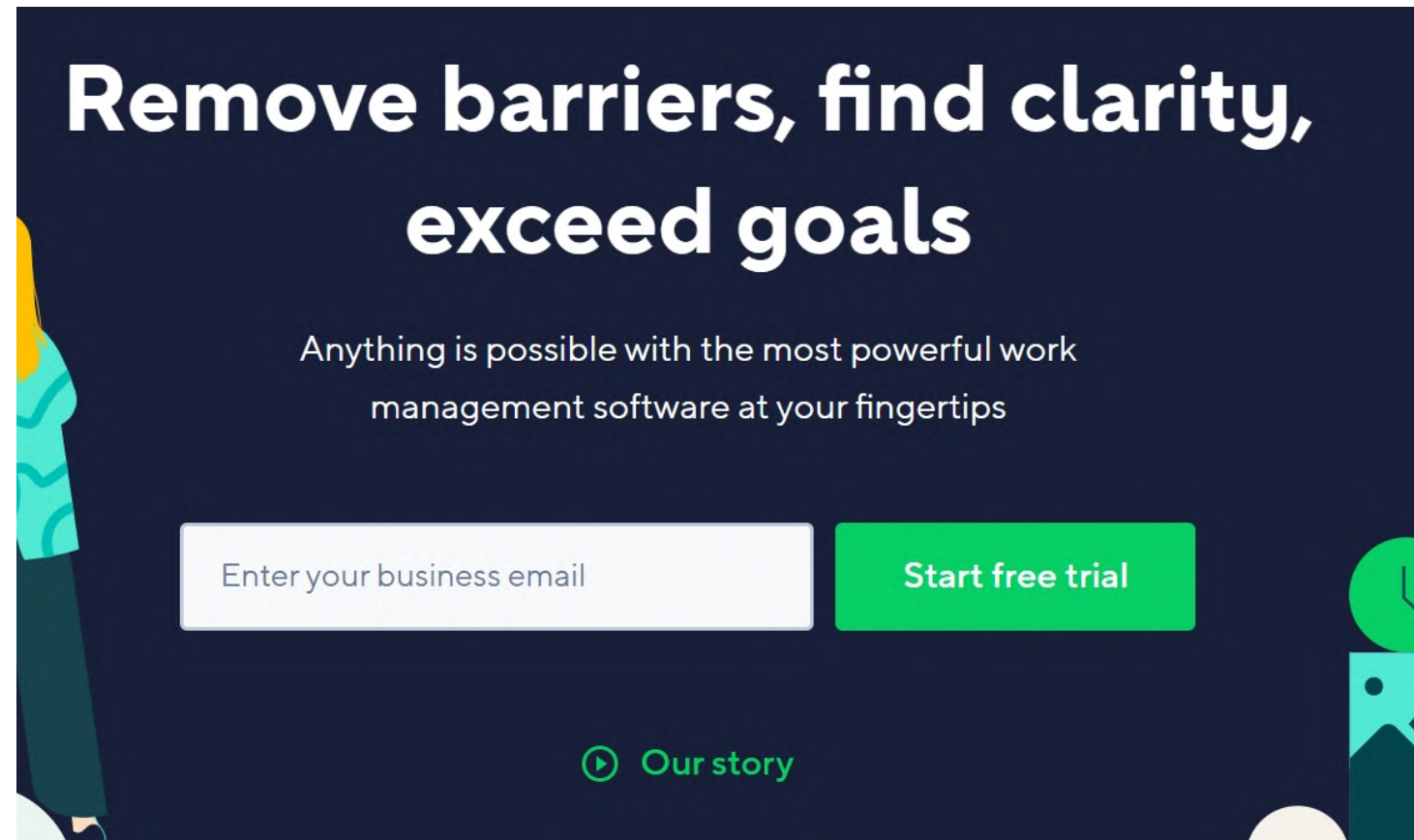
## CTAs

Standard – Request Demo, Get Started, Start Free Trial

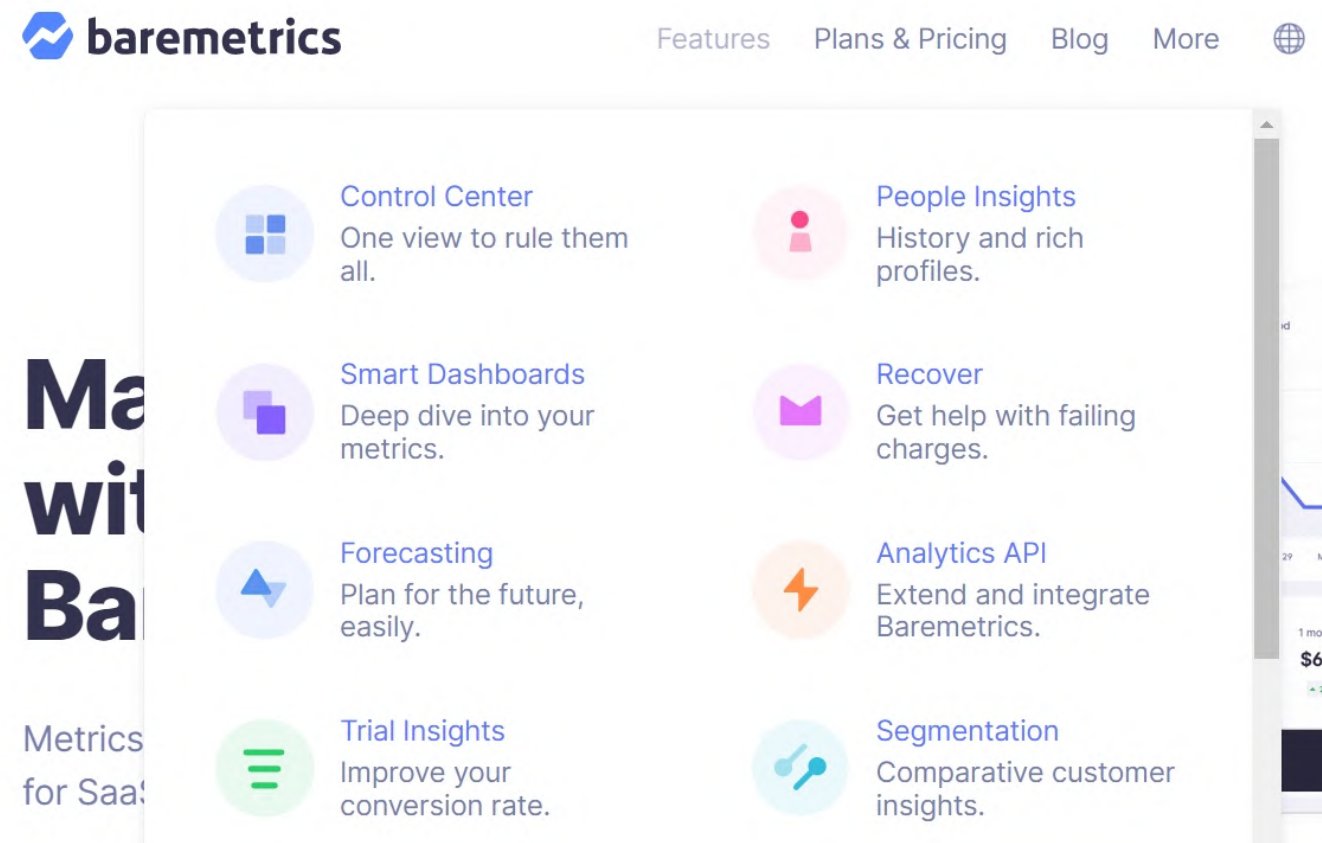
Optional – Use an email box or educational CTAs such as "How It Works"

## Icons in Nav Menu

Consider including icons to help people quickly identify what they're looking for



Wrike



baremetrics

# HOMEPAGE

## One workspace. Every team.

We're more than a doc. Or a table. Customize Notion to work the way you do.

Try Notion free

TRUSTED BY TEAMS AT

PIXAR TravelPerk Cornershop Spotify headspace

### Notion

#### Social Proof

Can consider using either logos or testimonials to build up credibility and authority within the market.

## Aren't you just a little bit curious?

Get started

Pitch SurveyMonkey

**WITHOUT PATHFACTORY**  
**B2B marketing status quo**

- ❌ **Friction for your audience.** Dead-end destinations, unnecessary gates, and impossible-to-find content.
- ❌ **Poor engagement signals for you.** Clicks, forms fills, and page visits don't tell you if your audience has actually consumed your content.

**WITH PATHFACTORY**  
**Frictionless B2B marketing**

- ✅ **Create micro-personalized content journeys** for your audience in real time based on their content consumption history.
- ✅ **Crystal clear engagement signals for you.** Identify sales-ready buyers, and which content and channels are working based on time spent consuming content.

### Pathfactory

#### Before & After

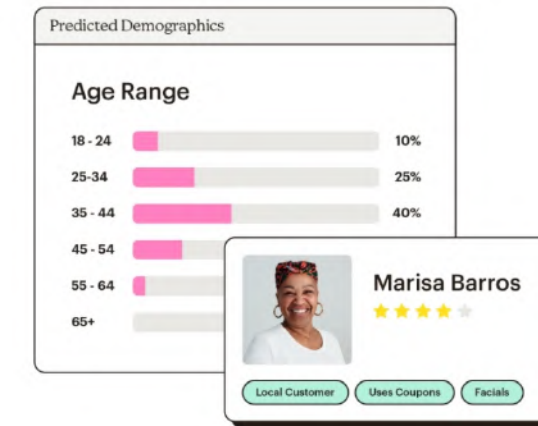
Show your target audience the gap between their current state and the ideal state.

## Bring Calm to your organization

Connect with our Calm Business specialists today and see how we can help you prioritize mental health initiatives.

### Calm Business

## We'll help you—



#### Reach the right people

Put your people at the heart of your marketing with tools that help you get to know your audience and see who you should be talking to.

Audience management tools

### Mailchimp

#### Top 3 Benefits & Features

Highlight the main benefits they can get from your key product features.

#### Bottom CTA

Wrap up the homepage with a strong CTA. Can consider a cheeky copy and prompt to start a trial/request demo.

# Key Web Pages

- Product or Solution
- Industries or Personas
- Case Studies
- Pricing
- Blog
- About Us

## Performance management employees

## Intercom

# Web Resources

Check out the [B2B SaaS Marketing Resource Library](#) I've created for full web page frameworks + key metrics of:

- Home Page
- Product Page
- Resources Page
- Personas Page
- Case Study Page
- Pricing Page
- About Page

Website Foundation

## Product Page

**Structure & Content & Design**

This is a rough structure you can follow in developing/optimizing your Product page but feel free to tweak the order of the site elements so it fits your brand/style guide. For visual inspirations, can consider: [Juno](#), [League](#), [Lattice](#), [Atlassian](#), [Miro](#), [Favro](#), [HelloSign](#)

- ▼ **Headline Block**
  - **Header** - Develop a succinct and enticing headline that shows visitors that this is the product they need to solve the problem they have. Try to aim for less than 10 words if possible.
  - **Subheader** - One or two liners to explain how you actually solve the problem and can prompt them to watch the explainer video if you have one.
  - **Explainer Video** - Aim for less than a minute. Establish the problem, show your product in action, and present how their team/organization is now transformed because of the product.
  - **CTA** - Can prompt people to start a free trial or request a customized demo if applicable
- ▶ **Social Proof Block**
- ▶ **Product Features Block**
- ▶ **Integrations/API Block**
- ▶ **Security/Privacy Block**
- ▶ **Next Steps/CTA Block**

## Resources Page

**Structure & Content & Design**

This is a rough structure you can follow in developing/optimizing your Resources Page but feel free to tweak the order of the site elements so it fits your brand/style guide. For visual inspirations, can consider: [Dialogue](#), [Segment](#), [Teamwork](#), [Bench](#), [Mighty Networks](#)

- ▶ **Headline Block**
- ▶ **Filters Block**

**Metrics**

These are the main metrics opportunities.

- ▶ **Awareness**
- ▶ **Nurture**
- ▶ **Decision**



# B2B SaaS Blog

CONTENT TOPICS AND CADENCE

# Blog Topics & Cadence

## WHAT TO POST

- *Educational Classics:* How-To's, Lists, Templates, Checklists
- *Interactive Content:* Quizzes, Tools, Calculators
- Guest Posts
- Pillar Pages

## PUBLISHING CADENCE

At least one post per week for your ICP and target industries.  
Quality over quantity.

# Blog Resources

Check out the [B2B SaaS Marketing Resource Library](#) for more blog-related resources:

- Blogging Platform
- Blog Topics
- Blog Content Types
- Guest Blogger Pitches + Tracker Template
- Blog Post Framework
- SEO Checklist
- Production and Distribution
- Key Metrics

B2B SaaS Resource Libr... / Blog Foundation

## Set-Up

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### Potential Blogging Platform

- WordPress
- Hubspot
- Medium
- Squarespace
- Webflow
- Ghost

*For inspirations, can consider: [Slack](#), [Shopify](#), [Hubspot](#), [First Round Review](#), [Intercom](#), [Buffer](#)*

*Note: Your blog can be set up on either the company's site or separately depending on your content strategy*

### Potential Blog Topics can Come From

- +  • Keyword research (industry, product, topic-related, etc)
- Market research
- Target buyers' questions/comments
- Target buyers' need to get their job done (JTBD theory)
- Competitors' blog content
- Sales feedback
- Customer feedback
- Customer success feedback

### Potential Blog Content

- How-Tos
- Thought Leadership
- Listicles
- Infographics
- Interviews
- Industry trends or news
- Persona or vertical-based
- Guest bloggers (could be...)

*Note: Check out the Executive*

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### Guest Blogger Invitations/Pitches

#### Cold Outreach

- Source a list of potential guest bloggers by combing through industry associations, social media, academia, publications, VCs, etc
- Key elements to include in the cold email/DM:
  - Why you'd like them to guest blog (expertise, particular opinions, unique experiences, etc)
  - Blog post details - suggested topic, ideal word count (if applicable), ideal keyword(s), ideal publish date
  - Time/Work commitment + edit/proofread/approval process
  - Your contact info and next steps

#### Warm Outreach

- Ask people in your organization or social network to direct you to your ideal topics
- Key elements to include in the warm email:
  - Why you were introduced and why you'd want them to
  - Blog post details - suggested topic, ideal word count (if applicable)
  - Time/Work commitment + edit/proofread/approval process
  - Next steps

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### Guest Blogger Tracker Template

Full Name	Job Title	Company	Industry	Why Them? Expertise? Interesting Opinion?	Blog Post(s) Pitched	Status	
							COUNT 3

# B2B SaaS Organic Social

CHANNELS, TOPICS, AND CADENCE

# ORGANIC SOCIAL CHANNELS



## LinkedIn

Most B2B SaaS companies' target buyers are on here. Try to post more through individual employees vs. your company page.



## Twitter

If target buyers are in tech, most likely on here as well. Takes time to build a following but easier once you have a dedicated content person.



## Facebook, Instagram, TikTok, etc

Unless your target buyers frequent these platforms and are receptive in seeing posts from companies, wouldn't spend a lot of time on here.

# Organic Social Topics & Cadence

## WHAT TO POST

- Audio and/or visual content (ex. video clips, carousels, infographics)
- Resource shares
- Personal views and experiences

## PUBLISHING CADENCE

- Can try for mid-week mornings
- If doing social selling, aim for employees to post at least twice/week
- Allocate some time to do real-time commenting/engagement

# Content Calendar

# Channel Metrics

# CONTENT CALENDAR AND CONTENT PRODUCTION



## Evergreen Content

Content assets that you build once and continue to repurpose

## Ad-Hoc Content

Campaign-based content and usually integrated with your demand gen efforts

## BOFU Content

If have limited budget and resources, start with BOFU assets since there are usually people in-market searching for a similiar solution already

## Buyer Journey

If have resources and budget, consider mapping out the entire buyer journey for each target ICP and note what kind of topics/formats would be suitable for each stage to answer their pain points



# Channel Metrics

## WEBSITE

- Traffic metrics, session metrics, SEO performance, conversion rate

## BLOG

- Traffic metrics, SEO performance, conversion rate

## ORGANIC SOCIAL

- Awareness metrics, conversion rate *(use UTM codes to track)*

# Reach Me



## SOCIAL

[LinkedIn](#)

[Twitter](#)

## WEBSITE

[KJM Digital](#)

## EMAIL

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