rocket SaaS

30 Tips to Generate Leads for your SaaS Business

Hi! I'm Ryan, the founder of Rocket SaaS.

You probably downloaded this eBook because you're struggling to generate inbound leads for your SaaS business.

Don't worry, you're not alone.

Around 90% of SaaS start-ups fail, and that's usually due to a lack of time and resources to dedicate to the creation of lead-generating marketing processes.

Fear not! This series of 30 lead generation tips will teach you how to Rocket inbound marketing leads into your B2B SaaS business.

Throughout this eBook, you'll find plenty of free tips and actionable insights on how to:

Develop a B2B SaaS marketing strategy

Increase brand awareness

Create lead-magnets that capture leads

Nurture leads into demos/trials

Develop long-term marketing funnels

Try these tips out and see your sales soar

#1 Use CTAs that inspire action

All too often we see tech startup websites with a main call-to-action of 'Contact Us'. Nothing's more boring to a potential lead, well, maybe 'Click Here'. Get as imaginative as you like when creating your call-to-actions, but you can always rely on 'Free Trial' and 'Book a Demo' to deliver serious conversions.

#2 Create irresistable software displays

Deciding on how to display your tech software on your website is a tricky one. Many companies fall into the lazy trap of putting a screenshot on the page. Visitors can find themselves squinting at the screen, trying to work out what the small font says. Leading tech companies are using flat graphics and video animations with great results.

#3 Don't suffer from 'we-itis'

Many tech companies often fall into the trap of talking about themselves and their own technology too much. Writing your website in this style doesn't help visitors to feel connected with your brand. Instead, you should talk to your audience, outlining how your technology will benefit them - focus on how it makes them feel and how it can improve their life.

#4 Set up & regularly analyse Google Analytics Goals

Google Analytics Goals is a really powerful way to analyse your existing leads. Find out where they're coming from, what they're looking for, and even the pages they visited on your website before they became a lead. Use GA Goals to find out which of your marketing campaigns are working for you, why they're working, and how they can be leveraged.

#5 Don't focus on just your core service

Many tech businesses fall into the trap of always promoting their core service on their websites and marketing campaigns. This is rarely the best strategy for lead generation. Turning a completely fresh prospect into a core service customer on their first-ever visit to your website is often unlikely. Develop products or solutions that offer your prospects value at a much lower entry point than your core service. The goal is to create something that gives your prospect a quick win for free or a low cost.

#6: Unleash the power of landing pages

Landing pages are powerful lead generation tools - and everyone should be using them. A landing page needs to be used with a highly-targeted marketing campaign. The idea is that you drive a specific audience to a web page, which is customised with content and calls to action created especially for that audience's pain points.

#7 Establish trust with testimonials

This may seem like an obvious one, but you'd be surprised at how little effort some tech companies put into testimonial generation. Actively make an effort to generate positive reviews from your customers and you'll reap the rewards. Take your best reviews and place them in numerous positions on your website. Definitely the home page and landing pages, your product pages, maybe even a dedicated testimonials page. You can even go one step further by creating video testimonials. Testimonials help build consumer trust with your brand, which plays a significant role in lead generation and conversion.

#8 Don't make them think!

When someone is browsing your website, they should instantly understand what you do and who you do it for. SaaS company websites often fall into the trap of poorly explaining themselves by being too technical or too wordy, or trying to be too clever.

Websites should be easy to understand and to the point. The purpose, benefits, and target audience of the tech should be clear and obvious.

#9 Don't overlook the importance of 'above the fold'

The term "above the fold" or "above the scroll" refers to the section of your website that is immediately visible to website visitors before they begin to scroll down. As the average attention span of website visitors is just a few seconds, it's vital that you strike a connection with them above the fold.

Try to communicate the following 4 points above the scroll:

1. What the technology is
2. Who it's for
3. What the core benefit is
4. The next step the visitor should take

#10 Study Google Analytics behaviour flows

Analysing Google Analytics Behaviour flows allows you to see the journeys people are taking through your website. For example, you might see that a common behaviour flow is for people to come onto your home page, then visit the about us page, followed by the product page, then they drop off, rather than continuing their journey or making an inquiry. So what does this tell us? It tells that there is probably a lack of calls to action on the product page. So you could consider adding some enticing links to perhaps a blog article, book a demo, or request a quotation. The longer someone stays on your website, the more likely they are to become a lead.

#11 Embrace live chat

Live chat engagement statistics are increasing year on year. Customers are valuing the personalised and speedy responses. People want answers to their questions fast. Nobody wants to send an email, only to get a response 48 hours later. In sales, it's known that the quicker you respond to an enquiry, the higher your chances are to win the sale. There is no quicker response than live chat. A good live chat system is super easy to install and manage, you don't need someone to be constantly monitoring it. It's often a bit of software that sits in your taskbar and gives you a notification when a customer sends a message, very similar to Slack or Skype messaging.

#12 Become a thought leader

When you're in a competitive space, simply providing an awesome product or solution sometimes isn't enough. Prospects want to see you as an authoritative and trusted expert in your space. If you can establish yourself as an expert in your industry, potential clients and customers will inherently trust you more. And trust is a key factor in lead generation. To become a thought leader, you need to be consistently producing unique and valuable content, such as blog posts, vlogs, interviews, speaking events, lots of social media engagement, and perhaps even writing a book. You should generally drop the self-promotion. The goal is to provide free advice and opinion on your industry.

#13 Create a value calculator

Back in tip number 5, I talked about how you shouldn't necessarily always be marketing to your core product or service. Creating a value calculator is one of my favourite lead generation tools. Generally, a key question that prospects want to know is: "What return on investment am I going to get from working with you?". So a great way of generating leads is to create an interactive calculator which tells them exactly that. I appreciate that an ROI calculator doesn't work for all businesses, but if you give it some thought, there is often some kind of mini questionnaire you can create, which gives the visitor value. You can really impress the visitor with this data, which will undoubtedly increase leads, or alternatively, you could ask them to submit a small contact form before the results are given to them.

#14 Optimise your lead-gen for mobile users

Tech companies often overlook the mobile version of their website. If you look at your Google Analytics, you might be surprised at what percentage of your visitors are mobile users. As a mobile browsing experience is very different from a desktop experience, lead-gen techniques need to be optimised for mobile.

There are two main issues which we see a lot:

1. The CTA being hidden behind the hamburger menu. I suggest you duplicate the call to action from the menu and place it on the home page content area, above the fold, not behind the menu click.

2. The CTA density. As viewing a page on mobile involves a lot more scrolling, visitors are often scrolling for a very long time before they see a call to action. So I would suggest increasing the number and spread of calls to action for the mobile site.

#15 Upgrade your sales and marketing materials

Having professionally-designed, slick sales and marketing materials can be the difference between turning a cold lead into a hot one. When I say sales and marketing materials, for example, I'm talking about sales presentations as slide decks or case studies presented as PDF brochures or email newsletters.

I meet a lot of tech companies who either don't have these digital assets or more commonly, they have designed them in-house, meaning they're off-brand and look unprofessional.

As a prospect, receiving a boring and dull tech presentation can be uninspiring, making them lose interest in your business.

#16 Remove payment details from the free trial

This is a minor tweak that can have a big impact. Remove the request for credit card details from the free trial sign-up. This tip needs to be taken with caution as it can have a negative effect on sales, but if you are really struggling for free trial sign-ups, this may be worth considering. People really hate handing over their credit card details to companies they don't yet fully trust or aren't sold on whether they want to become a full paying customer yet. Removing the card details from the sign-up removes this significant blocker.

#17 Embrace the power of A/B testing

A/B testing (also known as split testing) is a process of showing two versions of the same web page to different segments of website visitors and comparing which version drives more conversions.

To give you an example, let's say you were unsure as to whether you should show pricing on your product page or not. Via A/B testing, you would show 50% of visitors the product page with pricing and 50% without pricing. Run this for a month and see which page brings in the most high-quality leads.

Other examples would be to A/B test copywriting on a web page to see which call to action is more effective: is it 'free trial' or 'book a demo'?

As every company is different it's often impossible to know which lead generation strategies are right for you until you try them. A/B testing is a great way of doing that.

#18 Customer surveys

Surveys are a great way to connect with old customers and new prospects. If you can market it as a gamified quiz, it can be very attractive to audiences, particularly on social media.

This links back to my tip number 5 where I talk about how you shouldn't necessarily always market your core service. A survey or quiz is a great option to attract leads.

If you develop a survey, perhaps with a reward or prize, this can drive not only leads but also a wealth of insightful information and data about your prospects and market, such as what new features you could develop in your tech or whether your price point needs adjusting.

#19 CTAs, CTAs everywhere!

Put calls-to-action everywhere. Once you've decided which calls to action you want to drive, they should be placed frequently throughout your website and beyond.

Place a clear call-to-action on the navigation bar and footer of your website, so that it features at the top and bottom of all pages, and make sure it stands out, using a colourful button or well-designed banner. CTAs should also feature within the content section of all the core pages, such as the home page, product page and pricing page.

CTAs shouldn't just be limited to your website. Great places for a call-to-action are your email signature, social media cover photos, sales brochures, closing webinar slides, even business cards.
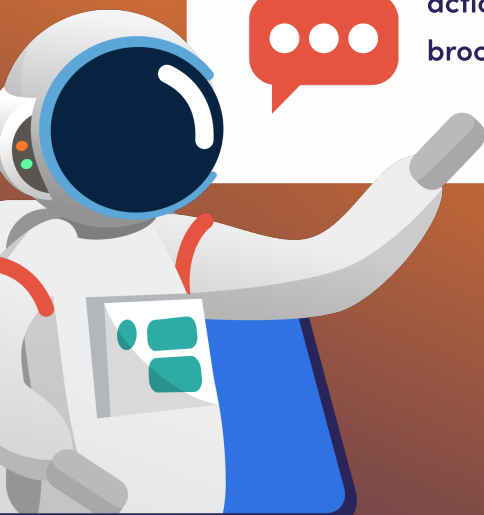
# #20 Use Facebook cascading videos

Cascading videos are a great way to get your call-to-action seen by people who have shown interest in your business. It works like this...Create a video which is a free tip, advice, or opinion on your industry. There should be no call-to-action or promotion of your business whatsoever. Then put some budget into boosting the video.

Let's say the video appears on 20,000 people's feed and gets watched by 10%, which is 2,000 people. Then create a second video, this time it will be a little more niche about your business or technology, maybe showcasing a feature or addressing a problem that your tech solves in your industry.

Now pay to only show this video to people who have watched over 70% of the first video. The view percentage should be higher, as they are already shown interest in your business. The 30% view rate in this example will be 600 people.

Then create a third video which is a clear call-to-action, such as inviting people onto a webinar, booking a free strategy call or taking a free trial for example. Now pay to only show this video to people who have watched over 70% of the second video.

So this means that your call-to-action video is only being shown to people who have been interested in your previous content. These are almost qualified leads. A 10% conversion rate in this example is 60 leads.
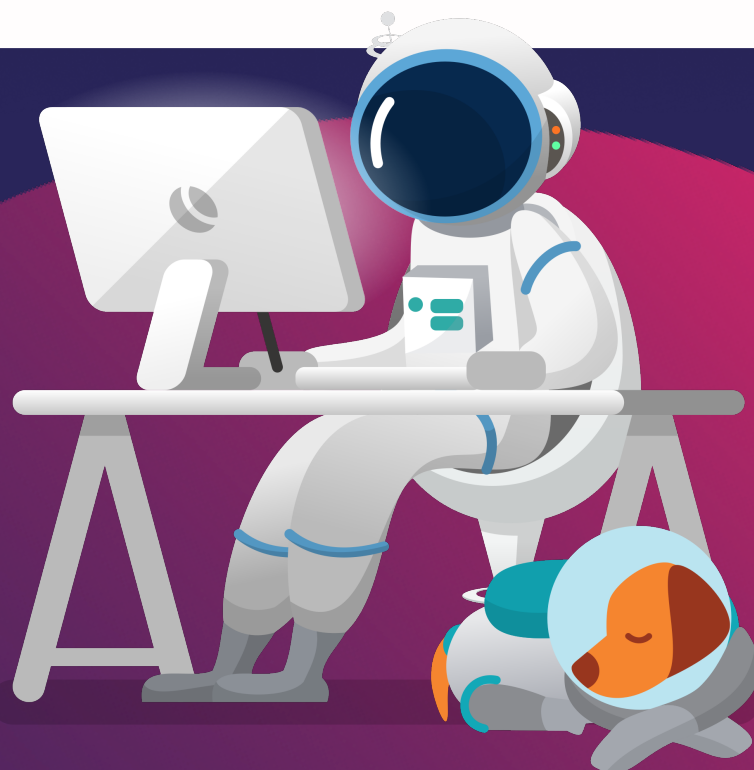
#21 Remember, less is more

Tech companies often have a very bad habit of putting far too many words on their website.

The main reason why? It can sometimes take quite a few words to describe what their technology is, and let's be honest, who doesn't like to show off and share how fantastic their technology is!

Attention spans on the web are so short, people don't read big chunks of text. Most people will skim your website and totally miss the message that you want to get across.

There are better ways to present your business on your website, including: video, infographics, software animation, bullet points, or icons.

#23 Knowing when to get technical

Tech companies love to brag about how technologically-advanced their solution is, often going into lots of fine details about the coding, hardware specs, AI, blockchain processes etc. This is fine if your target audience is exclusively tech-savvy people, but that's not often the case.

Your message should be more broadly appealing or you'll scare off a large segment of your visitors. Generally, try to avoid being technical on the home page. The home page should focus on quickly and concisely explaining your tech, the problems it solves, and the benefits it brings to your customers.

On the product or solutions pages themselves, this is where you can begin to get a little more technical. It's sometimes a good idea to have a clear area of the page labelled "technical spec" or "technical details", so the tech-savvy visitors will be drawn to this, whereas the non-techy people can choose to skip over it.

#24 Create sales journeys for each audience type

When there are multiple target audiences, you don't want to make any of them feel alienated by showing them content which is not relevant to them.

Rather than trying to create content to please everyone, the goal should be to quickly identify which audience type they are and direct them onto pages that are dedicated and specific to them.

Do this by placing clear calls to action in a prominent position on the home page, which signposts people to a specific page made with them in mind. If you can quickly get visitors to a web page which has content dedicated to them, their problems and goal, your chances of generating a lead are much higher.

#25 Create a scorecard

This is potentially the most powerful lead generation tip of my whole series. It's a tool that we're going to be recommending all of our clients to use this year.

You can create a rapid-fire, almost quiz-like, questionnaire about your prospects' industry, goals, or problems.

Once a prospective customer has completed it, they are automatically sent a summary of valuable insight personalised to them, based on their answers.

It's a great way of giving your prospects something valuable for zero money and minimal investment of their time, which is fully automated, and you get a deeply insightful lead at the end of it.

Take a look at the one we've created for Rocket SaaS... We call ours the Tech Startup Lead Generation Health Check. We entice prospects in with a free report which will teach them how they can increase leads and grow sales.

#26 Always compare yourself against your competitors

Google Responsive Search Ads is a real game-changer for Google Ads - it automates so much of the hard work that you would traditionally put into your campaign. With traditional static Google Ads, you would write your headlines and descriptions for a series of ads and then have to spend hours monitoring, tweaking, testing, and refining the ads. Or you'd be paying an SEO agency a chunk of change to do this each month.

With Responsive Search Ads you can write up to 15 different headlines and up to 4 different descriptions. Google then fully automates an A/B-style testing process, where it automatically rearranges the ad, looking for the formula which yields the best results.

#27 Don't cut costs on copy

Tech companies are made up of pretty smart people. There's usually someone in the business who's good at writing. But copywriting comes in many different forms and skill sets.

Just because someone writes flawless emails or pumps out professional whitepapers for fun, that doesn't make them a talented brand, website, or marketing copywriter. You need a copywriter who understands the power of a heading, connecting with the audience, creating a uniformed tone across the brand, enticing the visitor to make an inquiry, and SEO.

Keeping the copywriting in-house seems logical because you understand your business better than anyone else. An external copywriter just won't understand the tech or the complexities of your offering, right? This is a completely valid concern.

In our experience overcoming such problems, we find the best results are when the client writes the initial draft or a bullet point list of what they want to say on each page; then a copywriter comes in to clean up, polish and add some sparkle. As the copywriter isn't writing the copy from scratch, the costs are considerably reduced, and the content is accurate.

# #28 Offer a 'freemium' or low-cost entry point

Tech start-ups often focus all of their attention on one single product or service and direct all of their marketing efforts towards it.

The problem with this strategy is that if a prospect isn't yet willing or isn't ready to buy, they are unlikely to even book a demo or take a free trial, so the lead is lost. You need to develop alternate products, solutions or something of value which they can sign up to which will get them into your sales ecosystem.

These alternative products could be free, like a podcast series, an email newsletter series, a webinar, or a strategy call for example. Or it could be a low cost service. Try to develop a solution or a subsection of your product which gives your prospects value that you can sell at a low cost.

Take our business here at Rocket SaaS for example. Not everyone is immediately ready for a new brand or website redesign. So we've created a standalone service where we redesign clients' sales brochures or PowerPoint presentations.

This is a low barrier to entry product, so it is much easier to sign clients up for. It gets them into our ecosystem and is a perfect opportunity to show how good we are at what we do.
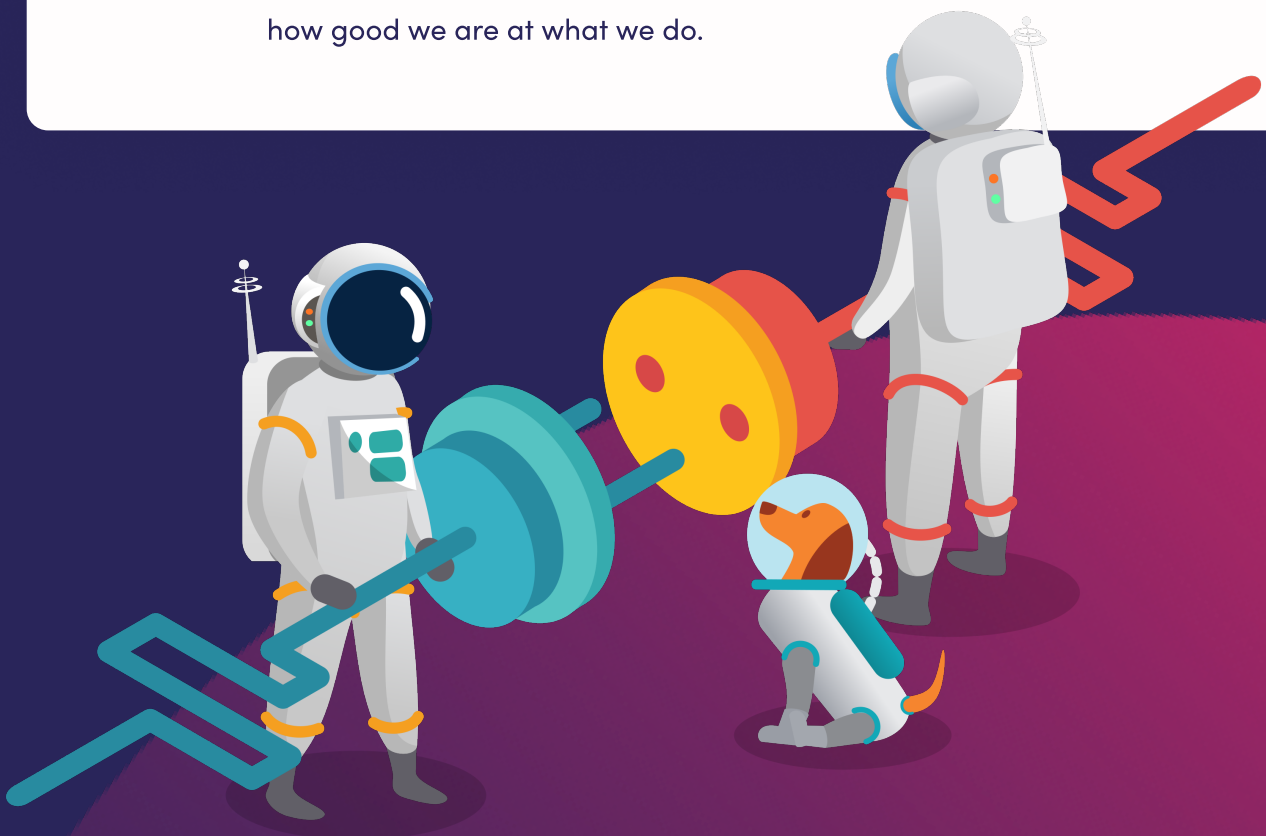
#29 Understand your customer's deep-seated problems & their ultimate goal

Once you've established your target market demographics, your next job should be to identify their problems and goals. Don't just focus on the businesses, also think about the individuals who will be using the tech and the decision-makers.

This can lay the foundation for your copywriting, product development, ads, and even the way you pitch. I recommend writing a list of 100 problems that your customers face. This was a really powerful step for us at Rocket SaaS when developing our marketing strategy.

From the list of 100 problems our clients face, we identified these as the top three

1. They hate paying large upfront costs as their cash flow is usually monthly recurring revenue
2. They waste a huge amount of time and resources creating sales and marketing materials in house
3. The marketing team are generally understaffed or lacking resources

This knowledge empowered us to reinvent our business model to offer our services as a monthly subscription, where each month we create new, slick and professional sales and marketing materials for our clients. This deep understanding of our client's problems and needs has enabled us to connect with our prospects and has therefore had a massive impact on our leads.

#30 Complete a social media challenge!

My 30th and final tip has to be to complete a social media video challenge! I've talked a lot throughout this resource about how important it is to give your prospects completely free advice, tips, and opinions.

This may take time, but you will eventually become a thought leader in your space. When you achieve this, the leads will come flooding in. The 30 tips from this series were derived from a 30 day LinkedIn challenge I took. In this series alone, I received a ton of great leads which have converted into tens of thousands of pounds of business and a really healthy pipeline.

If you would like to receive a custom report on how your business can grow sales by generating more leads, you should take our **SaaS Startup Lead Generation Health Check.**

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Next steps? Schedule a FREE SaaS lead generation strategy call with Ryan

Book a 30 min strategy call with Ryan to review your website and lead generation strategies. Ryan will give you free and actionable advice on how to generate more leads into your SaaS business.

Click here to book your free SaaS lead-gen strategy call

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Looking for a quote?

We specialise in lead-generating websites and marketing campaigns to support them. We offer packages with a fixed monthly cost to allow you to budget and project for the following 12 months.

Whatever stage your SaaS company is at, we've got a package that'll cover your goals. We have a talented team, skilled in a variety of web design and marketing techniques, with tried-and-tested web design formulas and lead-gen funnels that create meaningful, consistent inbound leads and generate more sales for your business.

View our prices