



# Proven B2B SaaS Retargeting Lead Generation Funnel

A Visual Guide to Acquiring and Nurturing Leads

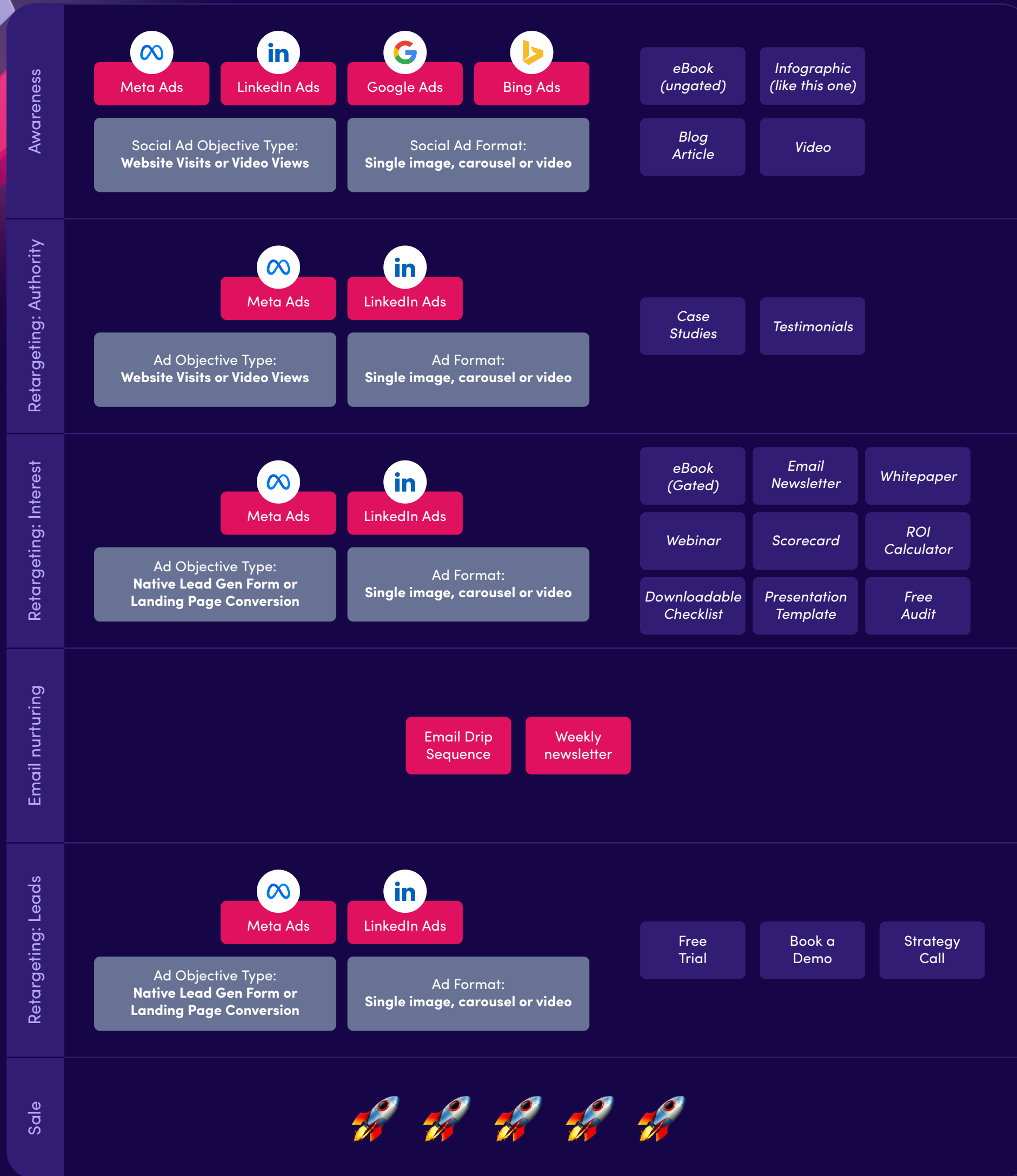
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In the ever-evolving landscape of B2B SaaS, a common mistake I often see in B2B SaaS ad campaigns is the exclusive focus on bottom-of-funnel ads, such as "book a demo" or "free trial", targeted at a cold audience. While these ads have their place, the most potent and often overlooked strategy is retargeting.

On the following page, you'll find an infographic that I created. It breaks down each layer of the retargeting funnel, outlining the optimum ad objective type and format for each layer. I also guide you on what content to create at each junction.

If you build great content for each layer and then put it all together in a retargeting ads funnel, your brand awareness will grow, and your return on ad spend will rocket.

# 5 layered retargeting funnel



Create ungated content that helps your prospect solve a problem. Provide 100% educational value, no lead gen attempt. We just want website visitors or video views.

Promote as far and wide as possible with various Ad channels.

Switch to social ads only. Use retargeting ads linking to case studies. Use facts and stats to highlight your results.

They already know and like you. Now they are beginning to trust you.

Create various gated lead magnets. Make them awesome. So good that you could charge money for it (but you won't).

Retarget users who engaged with the case study Ads. AB test between the native lead gen forms and your own landing pages.

Each of your lead magnets should have a separate email drip sequence. Provide more educational, thought-leader content. Finish the sequence with a call to action.

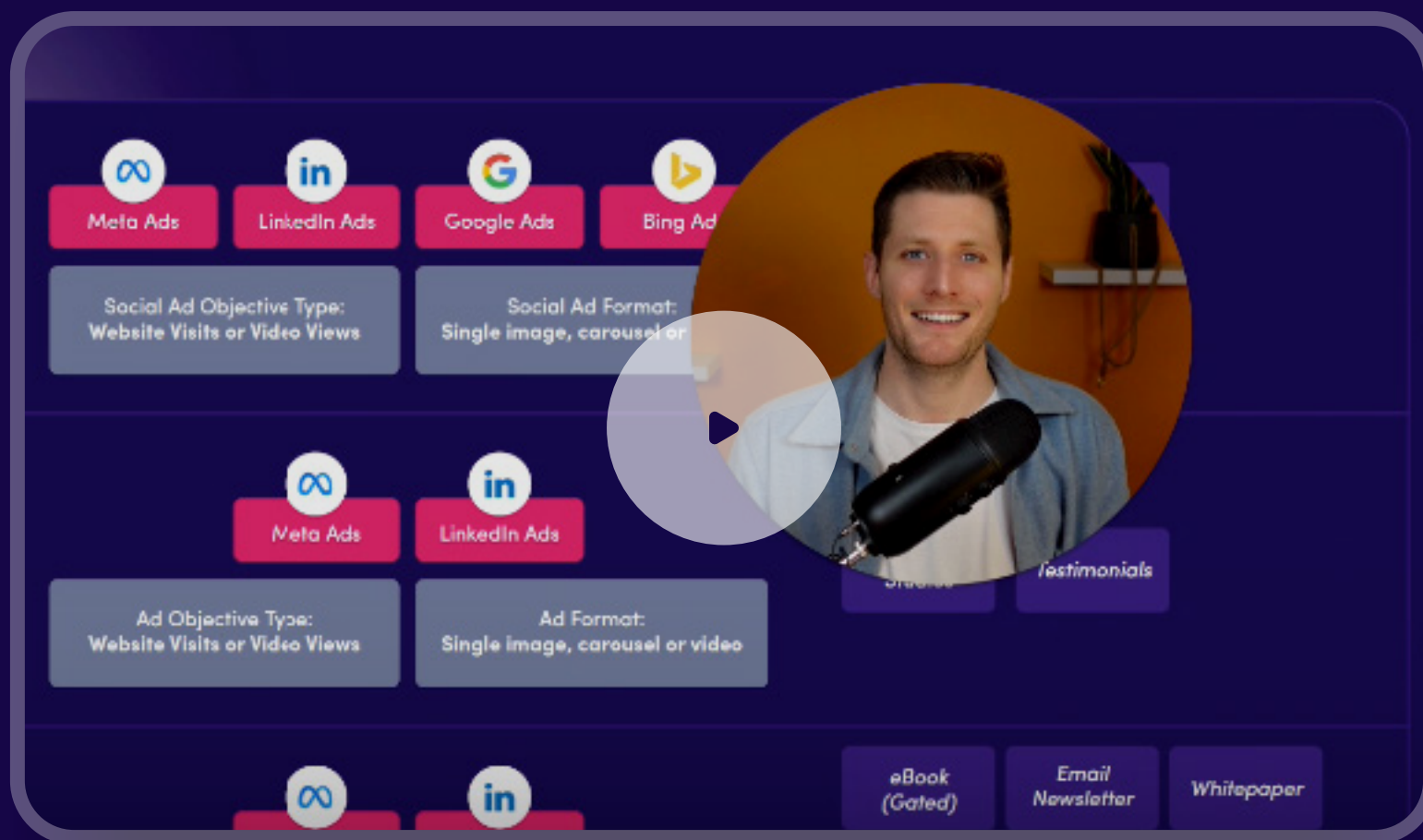
After the sequence, add them to the weekly newsletter. For content, use the 80/20 rule - 80% value, 20% ask.

Only run bottom-of-funnel ads to users who have travelled through the above 4 layers of the funnel.

AB test between the native lead gen forms and your own landing pages.

Want a deeper insight?

# Watch this video walkthrough from Ryan





# Do you like the sound of this strategy but don't have the time or the team to implement it? Partner with Rocket SaaS.

## We Become (or Join) Your Marketing Department

A full suite of SaaS marketing services to propel your brand awareness and generate leads, all on a rolling monthly plan



### Full funnel marketing strategy

A strategy for brand awareness, lead gen and nurturing



### Google PPC & social ads

Google Ads and multi-layered retargeting social ads



### High-converting landing pages

Turn traffic into leads with web pages built to convert



### Lead magnet campaigns

Long sales cycle? Attract leads with educational content



### Email marketing & nurturing

Email newsletters & lead nurturing drip sequences

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