

# SAAS / COMPUTER SOFTWARE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- Find out how much you know about cloud platforms.
- Let's see how many more conversions you can get using our SaaS software.
- Why is SaaS so competitive? See if you really understand SaaS.



INCREASE **SOCIAL**  
ENGAGEMENT

## LINKS TO LIVE INDUSTRY EXAMPLES

- [SaaS startup valuation calculator](#)
- [Calculate the cost of creating a mobile app for your SaaS solution](#)
- [Are you a SaaS Star?](#)
- [Customer feedback analyser](#)
- [Return of Investment calculator](#)
- [Are you leveraging SaaS right?](#)



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Is your company ready for digital transformation?
- Which software should you buy next?
- Need to improve your marketing tech stack? See which martech company you should try next.



STAY **TOP OF MIND**

## COST CALCULATORS

- How should you price your product or service?
- How much does it cost for you to run this SaaS software based on users and engagement?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- What discounts will you get on a particular cloud platform?
- What is your ROI on using this SaaS software?
- Calculate LTV or CAC for your SaaS product.
- How much time do you save by using our SaaS software vs doing things manually in excel?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- How is the pricing of ----- better than -----?
- How does ----- better help your marketing than -----?
- Feature comparison quiz!



GROWING **MQL**