

SAAS / COMPUTER SOFTWARE INDUSTRY 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 by how much our SaaS software will help you improve conversions.
- Why is SaaS so competitive? See if you really understand SaaS.



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO INDUSTRY LIVE EXAMPLES

- [SaaS Startup Valuation Calculator](#)
- [Calculate the cost of creating a mobile app for your service](#)

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 far does your SaaS business have to go?
- 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.



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**