

Software-as-a-Service (SaaS)

Software-as-a-Service (SaaS) marketing is often complicated. It can be difficult to explain software, particularly when it can do a lot of different things and requires customization.

At Slice, we believe that all good SaaS marketing communications begins with education. Often, the best place to start is identifying the pain that potential clients are having. Many SaaS companies skip that part and instead focus on the features of their product. This is a mistake. They also use really jargony language that turns most people off.

We speak human. That means our team can take complicated B2B technology language and turn it into something simple and easy to understand. We also identify the areas of expertise SaaS companies have and turn it into opportunities for connection with their targeted audiences.

Services



Strategy

Most SaaS professionals struggle to tell a story that explains the purpose of the software. We begin there by co-creating simple, understandable messages that speak to the targeted audience. This language and positioning clearly differentiates our clients from their competitors.



Public Relations

New products, new people, and new venture capital funding will all usually garner media coverage. But those things don't happen everyday. We work with reporters and our clients to earn media coverage between announcements with editorial briefings, newsjacking, and pitching.



Social Media

Research shows that many people use LinkedIn to research a product or service before they buy it. We are LinkedIn experts for marketing SaaS companies. We also incorporate Twitter, Facebook, and Instagram for other strategic goals, including recruiting and conference support.



Email Marketing

Email for SaaS companies is all about moving customers through the sales cycle. Our team crafts email broadcasts and automation to stay top-of-mind with prospects and their advisors.



Content

Most SaaS companies should rely on industry trends, data collection, and education in order to produce ongoing reasons for connecting with their targeted audiences. These must be relevant, insightful, and actionable in order to create new opportunities.



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