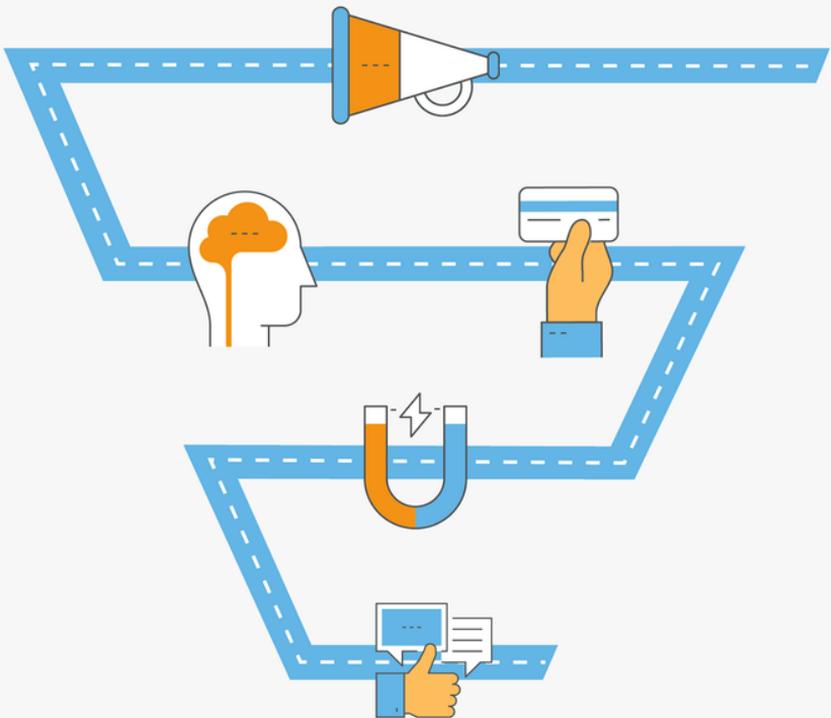


How PR Influences the SaaS Customer Journey

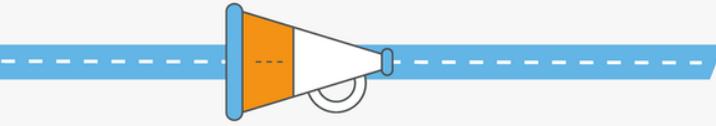
A BLASTmedia Ebook



BLASTmedia understands the unique journey of a SaaS customer and secures meaningful press coverage that influences their decision-making along the way. Explore the stages by clicking on an icon.

STAGE 1

Awareness



Media coverage is often your brand's first touchpoint with a prospect, elevating awareness of the company, product or executives to the right audience — directing them into your sales funnel.

Securing Media Coverage that Generates Awareness

Because nearly any mention your company or executive can help to generate awareness, there are several options when it comes to the types of media coverage that can help to fill the top of the sales funnel. Here are a few worth considering.

1. Company stories
2. Product reviews
3. Thought leadership

STAGE 2

Consideration



What specific problem does your company and product solve? We secure coverage that demonstrates problem/solution and addresses market gaps, providing answers to prospects' frequently asked questions and positioning you as an expert source.

3 Ways Media Coverage Helps in Consideration

There are a number of ways that PR placements can help customers throughout the consideration phase. Here are three:

1. Demonstrates a problem and offers a solution
2. Addresses market gaps
3. Positions your thought leaders as an expert source

STAGE 3

Purchase



B2B software decision-makers don't buy after the first touchpoint. We earn continuing product coverage, develop analyst relationships, and craft a thought leadership strategy that works in tandem to drive customers to purchase.

Securing Coverage That Closes Deals

Your customer is likely still doing research at the purchase stage. To impact this stage of the funnel, aim to secure articles that include:

1. Customer case studies
2. Product reviews

Securing coverage that highlights examples of the product in use can help impact potential buyer's decision at the purchase stage.

STAGE 4

Retention



Once you've secured a customer, media coverage, speaking opportunities and awards assure them they are working with the market leader. We create prescriptive thought leadership content and media placement that continues to educate your customers and keeps them engaged with the brand.

Provide customer education

Owned channels aren't the only option for announcing new features and product education.

A carefully crafted PR strategy can aid in retention by harnessing earned media to educate customers on features and use cases with an added bonus... third party validation.

Reinforce your place in the market through awards

Awards are a great way to show your customers they have an industry-leading solution.

For example, we helped Moogsoft identify and draft a submission for the SaaS Awards, an award they went on to win. Sales and customer success reps were then able to leverage this award to reinforce — both with current customers and prospects — that Moogsoft was a leader in the industry.

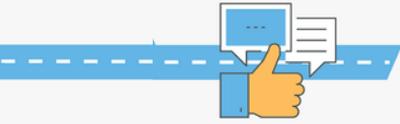
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STAGE 5

Customer Advocacy



Your best customers are believers, and the right press can turn them into outward advocates. Case studies that highlight customer outcomes and use cases in vertical industries make for impactful PR coverage that participating customers share.

Advocates in the Press

Advocacy can take many forms, including an interview with the media where the customer talks up your offerings, a referral to another prospect or participating in case studies and other testimonials.

If you have a customer you think is ready to advocate for you, take a closer look at the customer in question: Are they happy with their experience and willing to speak on your behalf? If so, have a conversation with them to get insight into their customer journey.

READ MORE

The SaaS Customer Journey on the BLASTmedia Blog



ABOUT BLASTMEDIA

Established in 2005, BLASTmedia is the only PR agency in the US dedicated to B2B SaaS, representing companies in all growth stages—from startup to publicly traded. BLASTmedia understands the unique challenges associated with scaling a SaaS business and uses media coverage and thought leadership campaigns to impact four primary pillars: investors, employees, partners, and customers.