

# THE SaaS MARKETING CHECKLIST



A STEP-BY-STEP PLAYBOOK FOR  
BUILDING, LAUNCHING, AND SCALING  
A SAAS BUSINESS



STRATEGY



ACQUIRE



CONVERT



GROW



RETAIN



MEASURE

A decorative background graphic at the bottom of the page, featuring a white line graph with circular data points and a teal area chart with overlapping layers in various shades of teal and blue.

VERONICA SCHULZ

# The SaaS Marketing Checklist

A Step-by-Step Playbook for Building, Launching, and Scaling a SaaS Business

Steve T. Team Publications

This book is available at <https://leanpub.com/thesaasmarketingchecklist>

This version was published on 2026-07-03



This is a [Leanpub](#) book. Leanpub empowers authors and publishers with the Lean Publishing process. [Lean Publishing](#) is the act of publishing an in-progress ebook using lightweight tools and many iterations to get reader feedback, pivot until you have the right book and build traction once you do.

© 2026 Steve T. Team Publications

# Contents

- A Step-by-Step Playbook for Building, Launching, and Scaling a SaaS Business . . . . . 1**
  
- Introduction: The System Behind SaaS Growth . . . . . 2**
  - The Landscape in Numbers . . . . . 2
  - Why Most SaaS Marketing Fails . . . . . 3
  - What This Book Is (and How to Use It) . . . . . 3
  - The SaaS Growth System in One Diagram . . . . . 4
  - A Note on Experiments, Metrics, and Humility . . . . . 4
  - A Note on Experiments, Metrics, and Humility . . . . . 5
  
- Chapter 1: Foundation – Market Research and Opportunity Validation . 6**
  - Defining Your Problem Space . . . . . 6
  - TAM, SAM, SOM: Getting the Numbers Right . . . . . 6
  - Competitive Landscape Mapping . . . . . 6
  - Customer Discovery Interviews (Scripts Included) . . . . . 6
  - Red Flags That Mean “Pivot or Kill” . . . . . 6
  - Chapter 1 Checklist . . . . . 6
  
- Chapter 2: Personas, Positioning, and Messaging . . . . . 8**
  - Building Data-Driven Customer Personas . . . . . 8
  - Jobs-to-be-Done Framework for SaaS . . . . . 8
  - Crafting Your Positioning Statement (Templates) . . . . . 8
  - Messaging Architecture: From Value Prop to Feature Copy . . . . . 8
  - Testing and Iterating Your Messaging . . . . . 8
  - Chapter 2 Checklist . . . . . 8
  
- Chapter 3: Brand Strategy and Visual Identity . . . . . 10**
  - Brand Strategy vs Branding: What Actually Matters . . . . . 10
  - Naming, Tone of Voice, and Brand Personality . . . . . 10
  - Design Systems for SaaS (Practical, Not Pretentious) . . . . . 10

## CONTENTS

Building Trust Signals Early . . . . .	10
Common Brand Mistakes in SaaS . . . . .	10
Chapter 3 Checklist . . . . .	10
<b>Chapter 4: Pricing Strategy and Packaging . . . . .</b>	<b>12</b>
Pricing Models for SaaS (Usage, Tiered, Freemium, etc.) . . . . .	12
Value-Based Pricing in Practice . . . . .	12
Designing Your Pricing Page (Checklist) . . . . .	12
A/B Testing Pricing and Plans . . . . .	12
Freemium vs Trials: A Critical Trade-off . . . . .	12
When and How to Raise Prices . . . . .	12
Chapter 4 Checklist . . . . .	13
<b>Chapter 5: Website and Landing Page Optimization . . . . .</b>	<b>14</b>
Information Architecture for SaaS Sites . . . . .	14
Homepage Wireframe That Converts . . . . .	14
Landing Page Best Practices (with Examples) . . . . .	14
Technical SEO and Performance Basics . . . . .	14
Conversion Rate Optimization Checklist . . . . .	14
Chapter 5 Checklist . . . . .	14
<b>Chapter 6: SEO and Organic Growth . . . . .</b>	<b>16</b>
Keyword Research for SaaS (Intent, Volume, Difficulty) . . . . .	16
Content Clusters and Topic Authority . . . . .	16
On-Page SEO Checklist for SaaS . . . . .	16
Technical SEO for Scale . . . . .	16
The AI Search Reality (AEO + SEO) . . . . .	16
Measuring and Improving Organic Performance . . . . .	16
Chapter 6 Checklist . . . . .	17
<b>Chapter 7: Content Marketing That Moves the Needle . . . . .</b>	<b>18</b>
Content Strategy Aligned to Funnel . . . . .	18
Formats That Work (Blog, Guides, Webinars, Videos, Podcasts) . . . . .	18
Distribution: Beyond “Publish and Pray” . . . . .	18
SEO + Content Synergy . . . . .	18
Measuring Content Marketing ROI . . . . .	18
Chapter 7 Checklist . . . . .	18
<b>Chapter 8: Email Marketing and Lifecycle Automation . . . . .</b>	<b>20</b>
List Building and Segmentation . . . . .	20

CONTENTS

Onboarding Email Sequences (Templates) . . . . .	20
Nurture and Education Flows . . . . .	20
Promotional, Product, and Engagement Emails . . . . .	20
Win-Back, Churn, and Expansion Campaigns . . . . .	20
Chapter 8 Checklist . . . . .	20
<b>Chapter 9: Paid Acquisition and Performance Marketing . . . . .</b>	<b>22</b>
Channel Selection: Search, Social, Programmatic, Retargeting . . . . .	22
Campaign Structure and Targeting . . . . .	22
Creative That Converts (Ad Copy, Video, Formats) . . . . .	22
Budget Allocation and Scaling Rules . . . . .	22
Attribution, ROAS, and LTV:CAC Math . . . . .	22
Chapter 9 Checklist . . . . .	22
<b>Chapter 10: Product-Led Growth and Onboarding . . . . .</b>	<b>24</b>
PLG vs Sales-Led: When to Use Which (and Why the Debate Matters)	24
Designing a Frictionless Sign-Up Flow . . . . .	24
In-Product Onboarding Best Practices . . . . .	24
Aha Moments and Activation Metrics . . . . .	24
Viral Loops and Shareability . . . . .	24
Chapter 10 Checklist . . . . .	24
<b>Chapter 11: Social Media, Community, and Influencer Marketing . . . . .</b>	<b>26</b>
Channel Strategy by Audience (LinkedIn, X, Reddit, etc.) . . . . .	26
Organic Social That Earns Attention . . . . .	26
Building a Community Around Your Product . . . . .	26
Influencer, Partner, and Affiliate Programs . . . . .	26
Moderation, Culture, and Guardrails . . . . .	26
Chapter 11 Checklist . . . . .	26
<b>Chapter 12: Customer Success, Retention, and Expansion . . . . .</b>	<b>28</b>
Defining Customer Success for SaaS . . . . .	28
Onboarding to Adoption (Playbooks) . . . . .	28
Proactive Churn Reduction . . . . .	28
Expansion, Upsell, and Cross-Sell . . . . .	28
NPS, CSAT, and VOC Systems . . . . .	28
Chapter 12 Checklist . . . . .	28
<b>Chapter 13: Referral Programs and Word-of-Mouth . . . . .</b>	<b>30</b>
Designing High-Converting Referral Programs . . . . .	30

Incentive Structures That Work . . . . .	30
Embedding Advocacy into the Product . . . . .	30
Case Studies (Dropbox, Slack, etc.) . . . . .	30
Measuring Referral ROI . . . . .	30
Chapter 13 Checklist . . . . .	30
<b>Chapter 14: Analytics, CRO, and Growth Experiments . . . . .</b>	<b>32</b>
North Star Metric and Core KPIs . . . . .	32
Analytics Stack for SaaS (Tools and Setup) . . . . .	32
Continuous A/B Testing Framework . . . . .	32
Funnel Analysis and Leak Plugging . . . . .	32
Running Growth Experiments at Scale . . . . .	32
Chapter 14 Checklist . . . . .	32
<b>Chapter 15: AI-Powered Marketing and Automation . . . . .</b>	<b>34</b>
AI in Content Creation (Safe, Effective Use) . . . . .	34
AI for Personalization and Segmentation . . . . .	34
Chatbots, Assistants, and Support Automation . . . . .	34
Workflow Automation Across the Stack . . . . .	34
Guardrails: Ethics, Brand, and Accuracy . . . . .	34
Chapter 15 Checklist . . . . .	34
<b>Chapter 16: International Expansion and Scaling . . . . .</b>	<b>36</b>
When and How to Expand Internationally . . . . .	36
Localization vs Globalization (Practical Guide) . . . . .	36
Adapting Marketing by Region . . . . .	36
Legal, Compliance, and Data Privacy . . . . .	36
Scaling the Growth Team and Processes . . . . .	36
Chapter 16 Checklist . . . . .	36
<b>Conclusion: The Next Level . . . . .</b>	<b>38</b>
Stage-Based Priorities . . . . .	38
Building a Culture of Experimentation . . . . .	38
What Good Looks Like in 12 Months . . . . .	38
<b>References . . . . .</b>	<b>39</b>

# **A Step-by-Step Playbook for Building, Launching, and Scaling a SaaS Business**

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Introduction: The System Behind SaaS Growth

A founder I spoke with once told me a story about the first year of their SaaS company. They had built a genuinely useful product, hired a marketing agency, and launched with all the right buzzwords: AI-powered, next-generation, seamless. Six months later, they had 400 signups, a \$38,000 monthly burn, and no idea where the next customer would come from.

Sound familiar? It should. Most SaaS companies fail for the same reason, regardless of how impressive their product is: they treat marketing as a collection of isolated tactics instead of a system. A LinkedIn post here, a blog article there, some Google Ads over there, a referral program maybe. Each piece is fine on its own, but together they do not add up to growth.

This book exists to change that.

## The Landscape in Numbers

Let me set the stakes with a few numbers, because this is not a theoretical problem.

The SaaS market is enormous and still growing, but it has also become one of the most competitive environments in business. A 2024-2025 synthesis of data from more than 2,000 companies found that median private SaaS ARR growth settled at 19 to 21 percent, far below the hypergrowth of 2021, and that only 11 to 30 percent of companies meet the Rule of 40 benchmark (growth rate plus profit margin greater than or equal to 40 percent) [1,5,18]. Meanwhile, customer acquisition is getting more expensive: the median New CAC Ratio (sales and marketing spend per dollar of new ARR) rose to \$2.00 in 2024, up 14 percent from the prior year [5,14]. Organic search is under pressure from AI Overviews, which have depressed click-through rates for top positions [28,29]. Paid channels are climbing: Google Ads CPC rose 12 to 29 percent year-over-year in many categories, LinkedIn ad costs jumped 30 to 40 percent since 2023, and Meta CPMs increased about 20 percent [21].

In this environment, doing “marketing” loosely is not just suboptimal. It is a direct threat to your runway.

## Why Most SaaS Marketing Fails

Let me be blunt about the three mistakes I see repeatedly:

1. No clear position. The company tries to appeal to everyone, so it ends up appealing to no one. The messaging is generic, the landing page says “we help teams collaborate better,” and prospects bounce because nothing feels specific enough to trust.
2. Building before validating. Teams spend months perfecting a product nobody asked for, then wonder why nobody signs up. They mistake motion for progress. A slick website and a polished demo are not a growth strategy.
3. Scaling too early. The moment they get a handful of paying customers, they turn on paid ads, hire an agency, and pour money into channels that have not been proven in their specific market. This is the fastest way to burn runway.

The underlying problem is simple: these companies are guessing instead of following a system.

When I have watched dozens of SaaS startups struggle with their go-to-market, the pattern is always similar. They know tactics. They know which tools to buy. What they do not know is how to connect those pieces into a machine that compounds over time. That is what this book provides.

## What This Book Is (and How to Use It)

This book is a complete, stage-aware playbook for SaaS marketing, from pre-launch validation through enterprise-scale operations. Each chapter covers a critical area and includes:

- A clear explanation of why it matters
- Step-by-step frameworks you can implement immediately
- Checklists for execution

- Real-world case studies
- KPIs and benchmarks so you know what “good” looks like
- Common mistakes to avoid
- Recommended tools and resources

You do not need to read this book linearly, but I recommend doing so at least once. The chapters are structured in the order a SaaS company should build its marketing system. If you jump straight to paid ads without positioning, or launch a referral program before your onboarding is solid, you will waste money and time.

Use it like a field manual: open the relevant chapter, follow the checklist, measure the results, and iterate.

## The SaaS Growth System in One Diagram

Here is how I think about SaaS marketing as a system, not a list of tactics:

- Foundation: Market research, validation, and product-market fit. If you get this wrong, nothing else matters.
- Positioning and messaging: Who you are, who you serve, and why they should care. This is the lens through which all marketing is filtered.
- Brand and trust: Visual identity, credibility signals, and consistency that make people feel safe choosing you.
- Product marketing: Pricing, packaging, and go-to-market strategy that turn interest into revenue.
- Acquisition: Organic (SEO, content), paid (search, social, programmatic), community, partnerships, and referrals that bring people in.
- Activation and onboarding: The experience that turns a signup into a user who sees value.
- Retention and expansion: Customer success, lifecycle marketing, and product improvements that keep users engaged and growing their spend.
- Measurement: Analytics, experimentation, and optimization that make sure everything is working, or tell you when it is not.

Each of these areas is a chapter in this book. Each one depends on the ones before it.

## **A Note on Experiments, Metrics, and Humility**

Two things will separate good SaaS marketers from great ones:

- Willingness to run experiments. You cannot know what works for your specific product and audience without testing. Hypothesis, test, measure, learn, repeat. This is not optional.
- Comfort with uncomfortable data. If your churn is 15 percent and your activation rate is 8 percent, you do not need a new tagline, you need to fix the fundamentals. The metrics will tell you where the problem is, if you are honest enough to look.

If you approach this book with that mindset, you already have an advantage over most of your competitors. Let us get started.

## **A Note on Experiments, Metrics, and Humility**

Two things will separate good SaaS marketers from great ones:

- Willingness to run experiments. You cannot know what works for your specific product and audience without testing. Hypothesis, test, measure, learn, repeat. This is not optional.
- Comfort with uncomfortable data. If your churn is 15% and your activation rate is 8%, you do not need a new tagline, you need to fix the fundamentals. The metrics will tell you where the problem is, if you are honest enough to look.

If you approach this book with that mindset, you already have an advantage over most of your competitors. Let us get started.

# Chapter 1: Foundation – Market Research and Opportunity Validation

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Defining Your Problem Space

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## TAM, SAM, SOM: Getting the Numbers Right

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Competitive Landscape Mapping

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Customer Discovery Interviews (Scripts Included)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Red Flags That Mean “Pivot or Kill”

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 1 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 2: Personas, Positioning, and Messaging

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Building Data-Driven Customer Personas

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Jobs-to-be-Done Framework for SaaS

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Crafting Your Positioning Statement (Templates)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Messaging Architecture: From Value Prop to Feature Copy

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Testing and Iterating Your Messaging

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 2 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 3: Brand Strategy and Visual Identity

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Brand Strategy vs Branding: What Actually Matters

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Naming, Tone of Voice, and Brand Personality

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Design Systems for SaaS (Practical, Not Pretentious)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Building Trust Signals Early

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Common Brand Mistakes in SaaS

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 3 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 4: Pricing Strategy and Packaging

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Pricing Models for SaaS (Usage, Tiered, Freemium, etc.)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Value-Based Pricing in Practice

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Designing Your Pricing Page (Checklist)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## A/B Testing Pricing and Plans

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Freemium vs Trials: A Critical Trade-off

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## When and How to Raise Prices

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 4 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 5: Website and Landing Page Optimization

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Information Architecture for SaaS Sites

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Homepage Wireframe That Converts

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Landing Page Best Practices (with Examples)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Technical SEO and Performance Basics

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Conversion Rate Optimization Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 5 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 6: SEO and Organic Growth

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Keyword Research for SaaS (Intent, Volume, Difficulty)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Content Clusters and Topic Authority

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## On-Page SEO Checklist for SaaS

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Technical SEO for Scale

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## The AI Search Reality (AEO + SEO)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Measuring and Improving Organic Performance

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 6 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 7: Content Marketing That Moves the Needle

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Content Strategy Aligned to Funnel

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Formats That Work (Blog, Guides, Webinars, Videos, Podcasts)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Distribution: Beyond “Publish and Pray”

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## SEO + Content Synergy

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Measuring Content Marketing ROI

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 7 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 8: Email Marketing and Lifecycle Automation

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## List Building and Segmentation

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Onboarding Email Sequences (Templates)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Nurture and Education Flows

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Promotional, Product, and Engagement Emails

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Win-Back, Churn, and Expansion Campaigns

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 8 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 9: Paid Acquisition and Performance Marketing

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Channel Selection: Search, Social, Programmatic, Retargeting

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Campaign Structure and Targeting

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Creative That Converts (Ad Copy, Video, Formats)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Budget Allocation and Scaling Rules

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Attribution, ROAS, and LTV:CAC Math

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 9 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 10: Product-Led Growth and Onboarding

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## PLG vs Sales-Led: When to Use Which (and Why the Debate Matters)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Designing a Frictionless Sign-Up Flow

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## In-Product Onboarding Best Practices

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Aha Moments and Activation Metrics

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Viral Loops and Shareability

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 10 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 11: Social Media, Community, and Influencer Marketing

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Channel Strategy by Audience (LinkedIn, X, Reddit, etc.)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Organic Social That Earns Attention

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Building a Community Around Your Product

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Influencer, Partner, and Affiliate Programs

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Moderation, Culture, and Guardrails

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 11 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 12: Customer Success, Retention, and Expansion

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Defining Customer Success for SaaS

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Onboarding to Adoption (Playbooks)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Proactive Churn Reduction

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Expansion, Upsell, and Cross-Sell

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## NPS, CSAT, and VOC Systems

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 12 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 13: Referral Programs and Word-of-Mouth

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Designing High-Converting Referral Programs

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Incentive Structures That Work

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Embedding Advocacy into the Product

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Case Studies (Dropbox, Slack, etc.)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Measuring Referral ROI

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 13 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 14: Analytics, CRO, and Growth Experiments

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## North Star Metric and Core KPIs

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Analytics Stack for SaaS (Tools and Setup)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Continuous A/B Testing Framework

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Funnel Analysis and Leak Plugging

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Running Growth Experiments at Scale

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 14 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 15: AI-Powered Marketing and Automation

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## AI in Content Creation (Safe, Effective Use)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## AI for Personalization and Segmentation

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chatbots, Assistants, and Support Automation

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Workflow Automation Across the Stack

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Guardrails: Ethics, Brand, and Accuracy

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 15 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Chapter 16: International Expansion and Scaling

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## When and How to Expand Internationally

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Localization vs Globalization (Practical Guide)

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Adapting Marketing by Region

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Legal, Compliance, and Data Privacy

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Scaling the Growth Team and Processes

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Chapter 16 Checklist

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# Conclusion: The Next Level

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Stage-Based Priorities

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## Building a Culture of Experimentation

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

## What Good Looks Like in 12 Months

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.

# References

This content is not available in the sample book. The book can be purchased on Leanpub at <https://leanpub.com/thesaasmarketingchecklist>.