SaaS Growth Checklist: 2025

Section 1: Product-Led Growth & Optimization

- [ ] Conduct a comprehensive product audit to analyze user engagement and conversion rates.
- [ ] Implement a freemium or free trial model to allow potential users to experience core product value.
- [ ] Track key features used during trials to identify high-conversion elements.
- [ ] Optimize onboarding process to reduce friction and accelerate time-to-value.
- [ ] Develop a product roadmap based on user feedback and market demand.
- [ ] Expand product offerings to address a wider range of customer pain points.

Section 2: Digital Marketing & Content Strategy

- [ ] Optimize website for SEO with thorough keyword research and high-quality content.
- [ ] Create segmented email marketing campaigns with personalized content.
- [ ] Invest in diverse content formats: blog posts, videos, infographics, ebooks.
- [ ] Tailor social media content to each platform's audience (LinkedIn, Instagram, etc.).
- [ ] Implement PPC campaigns and retargeting tactics to drive targeted traffic.
- [ ] Develop a referral program to incentivize customer advocacy.
- [ ] Develop a content calendar.
- [ ] Begin to test paid advertising on platforms where your target audience is.

Section 3: Sales & Revenue Generation

- [ ] Implement upselling and cross-selling strategies to maximize revenue.
- [ ] Host webinars, product demonstrations, and virtual events for lead generation.
- [ ] Experiment with various pricing models (usage-based, subscription, freemium).
- [ ] Offer free trials and freemium options to attract potential customers.
- [ ] Experiment with various pricing models (usage-based, subscription, freemium).
- [ ] Explore strategic partnerships with complementary businesses.
- [ ] Consider moving upmarket or downmarket to target new customer segments.
- [ ] Research localization for international expansion.

Section 4: Community Building & Customer Success

- [ ] Establish an online community for customer engagement and feedback.
- [ ] Solicit and showcase customer testimonials and case studies.
- [ ] Implement a comprehensive onboarding process for new users.
- [ ] Provide educational content (tutorials, webinars, knowledge base).
- [ ] Invest in a dedicated customer success team.
- [ ] Implement a system for collecting and reacting to customer feedback.

Section 5: Business Intelligence & Data Analysis

- [ ] Track key SaaS metrics: ARR, MRR, CLTV, churn rate, retention rate.

- [ ] Utilize data analytics tools to identify trends and insights.

- [ ] Conduct price testing (e.g., Van Westendorp's Price Sensitivity Meter).

- [ ] Implement cohort analysis, funnel analysis, and predictive analytics.

- [ ] Conduct sentiment analysis.

Section 6: Payment Processing & Global Expansion

- [ ] Evaluate and select a payment processor that supports diverse payment methods.

- [ ] Ensure the payment processor offers automated tax compliance features.

- [ ] Verify the processor's compatibility with your platform and integration options.

- [ ] Check the processor's dunning management and fraud prevention capabilities.

- [ ] Set up a customer portal for self-service subscription management.

- [ ] Confirm the processor's ability to handle global transactions and currencies.

- [ ] Implement and test payment integrations thoroughly.

- [ ] Confirm that you are correctly paying, or that your payment processor correctly manages the sales taxes where your customers are located.