

SaaS Brand Awareness Execution Playbook

This checklist is designed to move your brand from "unknown" to "industry authority" through structured, high-impact actions.

Phase 1: Foundation and Positioning

- Conduct a competitor audit to identify the specific visual and verbal "gaps" in your current market niche.
- Define your "Brand Enemy" by articulating the outdated status quo your software specifically defeats.
- Draft a one-page Brand Voice Guide to ensure consistency across social media, email, and support tickets.
- Interview three current customers to identify the exact "Aha!" moment where they realized your product's value.
- Create high-resolution "Signature Assets" (UI screenshots and logos) and host them in a shared folder for your team.

Phase 2: Content and Authority Building

- Identify three high-volume "informational" keywords that solve a technical problem without mentioning your product.
- Publish one "Original Data" report based on internal platform trends or a proprietary industry survey.
- Develop a free [SaaS metrics calculator](#) to capture top-of-funnel traffic from users looking for quick utility.
- Launch a "Competitor Comparison" page that honestly highlights where you win (and where you don't) to build buyer trust.
- Record a 60-second "Founders' Vision" video explaining why the company exists, and pin it to your social profiles.

Phase 3: Distribution and Amplification

- Claim and optimize your profiles on third-party review sites like G2, Capterra, and Trustpilot.
- Reach out to two non-competing software partners in your SaaS ecosystem for a co-branded webinar or guest post.
- Run a small-scale "Retargeting" ad campaign specifically for users who visited your pricing page but didn't convert.
- Implement a "Social Advocacy" program by encouraging employees to share one piece of company thought leadership per week.
- Set up Google Alerts for your brand name and key competitors to join relevant industry conversations in real-time.

Phase 4: Measurement and Optimization

- Check your "Branded Search Volume" monthly to see if more people are searching for your company by name.
- Audit your Customer Acquisition Cost (CAC) to see if brand awareness efforts are lowering your blended spend.
- Monitor "Direct Traffic" in your analytics to track users who are coming to you specifically because they remember your URL.
- Conduct a simple "How did you hear about us?" survey during the signup process to identify hidden awareness channels.