

# SaaS Content Marketing Execution Checklist

This checklist is divided into actionable phases to help you build and scale your strategy systematically.

## Phase 1: Strategy and Positioning

- Define 3 primary business goals and assign a specific SaaS metric to each, such as trial conversion rate or customer acquisition cost.
- Complete a self-assessment to decide if your brand needs an educational, comparison, or authority-based approach.
- Create a brand manual including tone of voice guidelines and a library of high-resolution product screenshots.
- Build 3 distinct buyer personas that list the specific job titles and technical pain points of your target users.

## Phase 2: Research and Planning

- Perform keyword research to find at least 10 long-tail terms with high commercial or transactional intent.
- Audit your competitors' blogs to identify the top 5 technical topics they are not covering in detail.
- Map every chosen keyword to a specific stage of the SaaS customer lifecycle to prevent content gaps.
- Draft a 90-day content calendar that prioritizes bottom-of-funnel topics like "alternative to" pages and product tutorials.

### Phase 3: Production and Optimization

- Establish a mandatory review process where a subject matter expert verifies the technical accuracy of every draft.
- Write 5 case studies that highlight specific customer successes and include verified ROI percentages.
- Set up a hub-and-spoke internal linking structure by connecting smaller articles to your main topic pillar pages.
- Ensure every page includes a specific call-to-action linked to a relevant product feature or trial signup.

### Phase 4: Distribution and Analysis

- Distribute every new post across 3 relevant channels, such as your email list, LinkedIn, and a niche Slack community.
- Configure your SaaS analytics dashboard to track assisted conversions and see which articles contribute to sign-ups.
- Schedule a content refresh session every 6 months to update data points, broken links, and software screenshots.
- Review your customer retention rate monthly to see how content impacts long-term user engagement.