Predictable Growth:
Engineer your way past growth plateaus with the 9 revenue accelerators

Marc Thomas

Head of Growth
Powered by Search

powered by search

I remember crying into a lunchbox in front of my wife and kid 😢

Every growth gain we made got churned out somewhere else

9am

9:15am

Waiting for the bus
but it's just not going to arrive

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We build amazingly effective digital marketing programs that crush MQL & SQL goals

-24% cost of conversion from PPC

+38% Increase in demo bookings QoQ from SEO

+10 SQLs a month from SEO/content in 5 months

2x sales accepted leads from PPC in one month

+9.9% in demo conversion to close rate from SEO

+68% demo bookings from PPC in two months

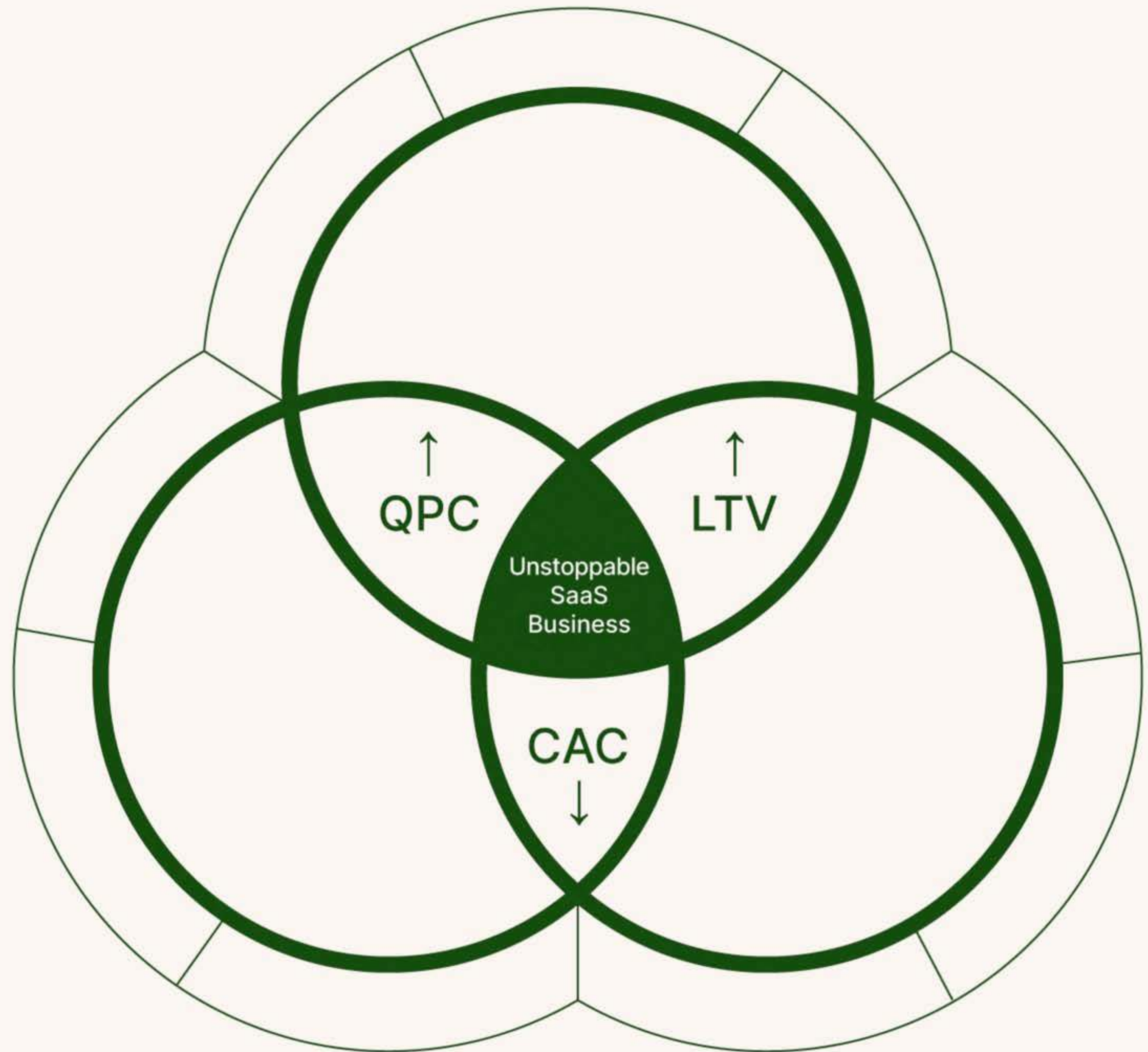**38%** Increase in demo bookings QoQ from SEO
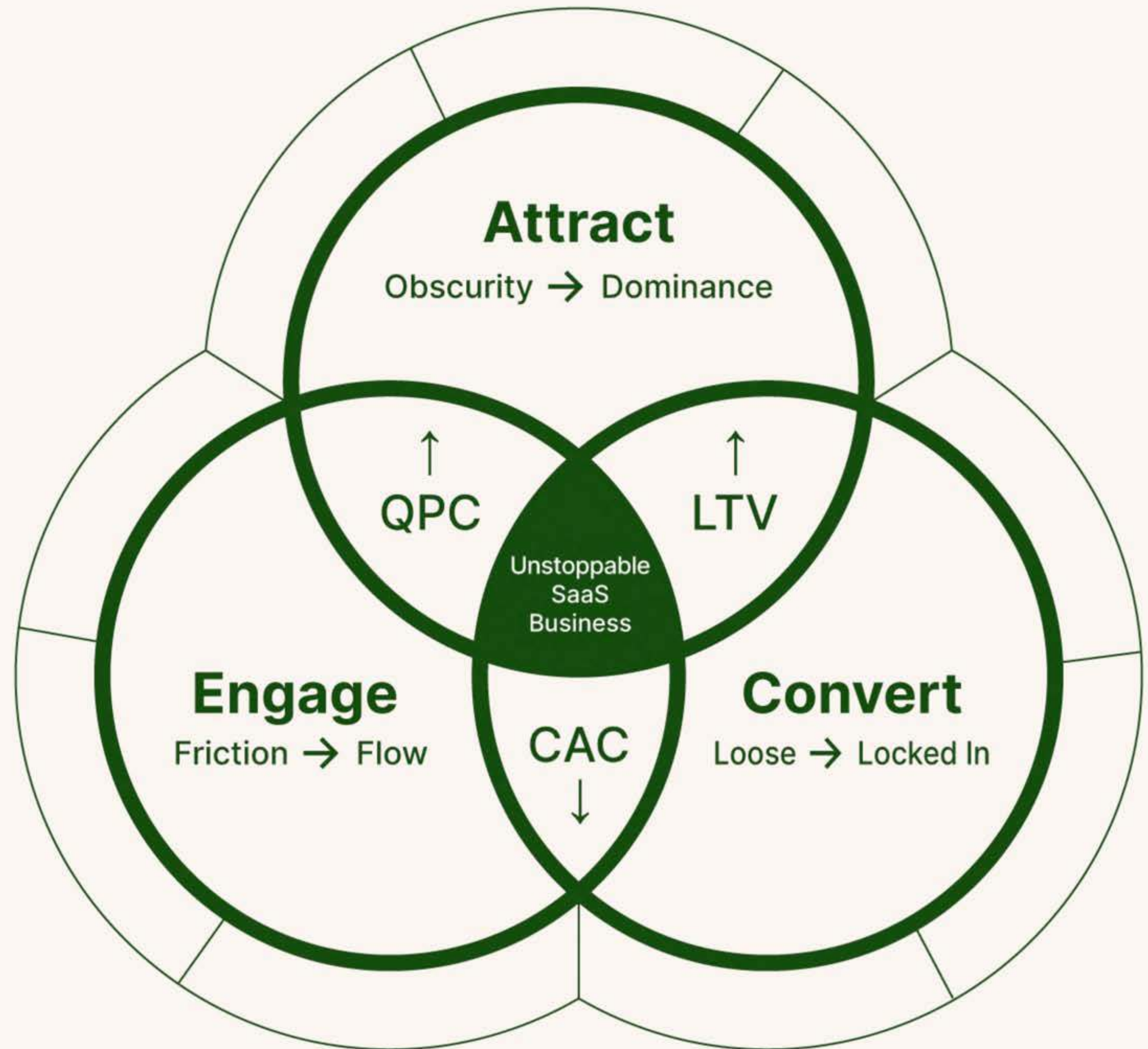
48.8% growth in organic visits from SEO

10.3% increase in CTR from organic search

6

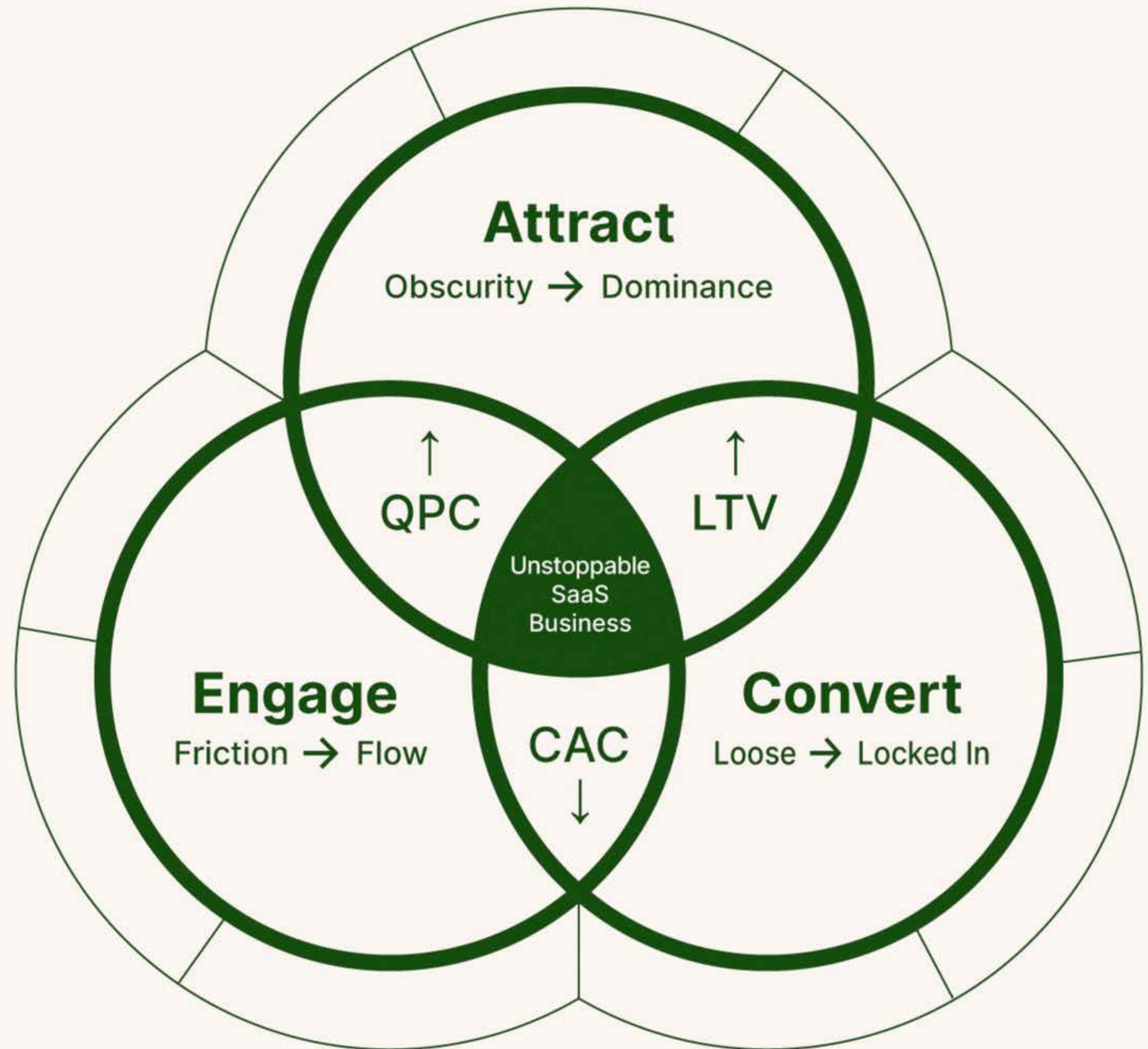# What would you do with your time if you could just solve customer acquisition?

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There are only 3 ways to grow your SaaS

QPC ↑

LTV ↑

Unstoppable SaaS Business

CAC ↓

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How do you do that?

Attract
Obscurity → Dominance

↑ QPC

↑ LTV

Unstoppable SaaS Business

Engage
Friction → Flow

CAC ↓

Convert
Loose → Locked In

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Moving multiple levers at one time is a force multiplier.

Attract
Obscurity → Dominance

↑ QPC

↑ LTV

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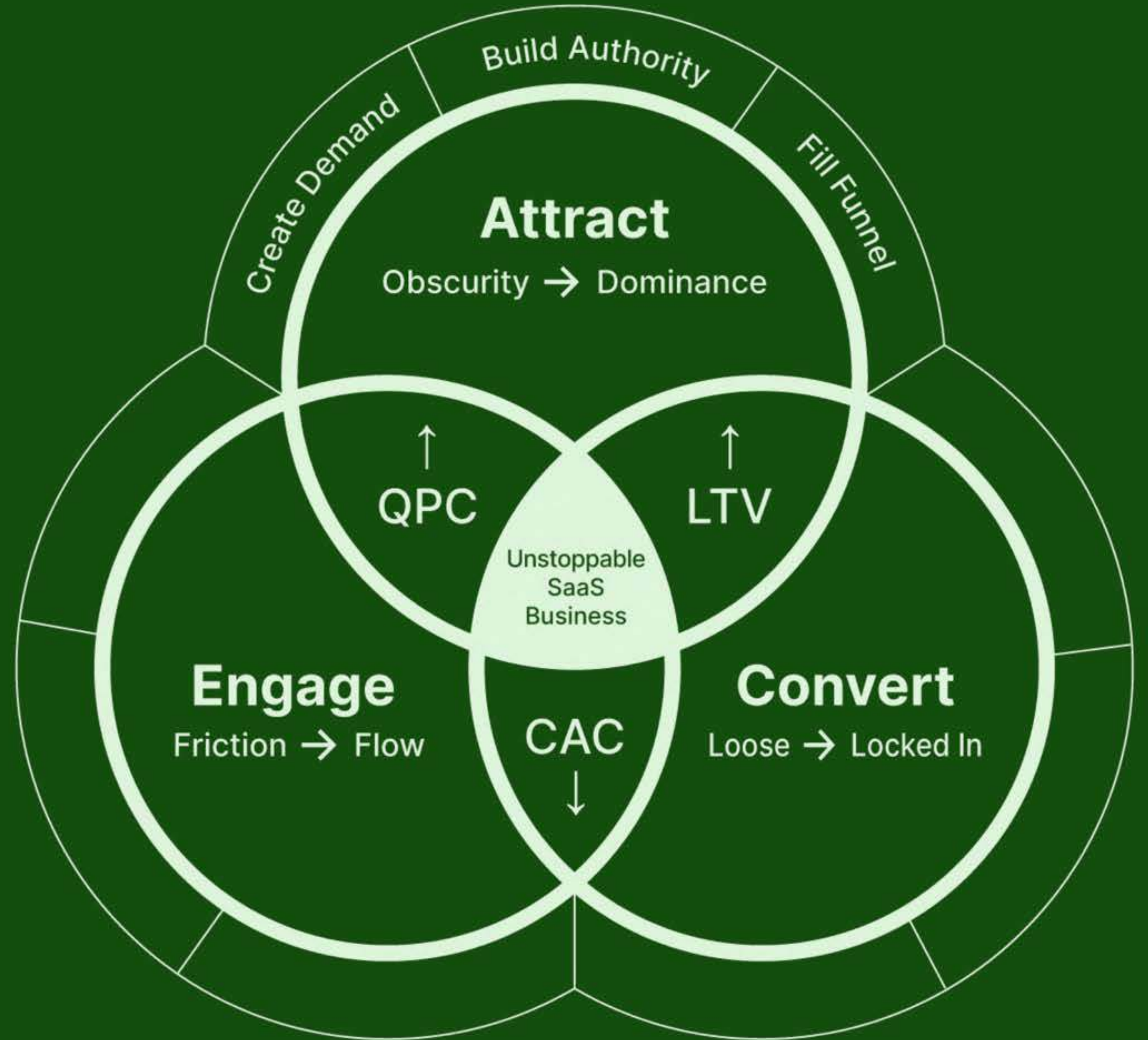
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The end.
Thank you for coming to my TED Talk.

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Write down your score for each of the 9 levers. You'll use them at the end to make the most of this session.

Worst in market

Best in market

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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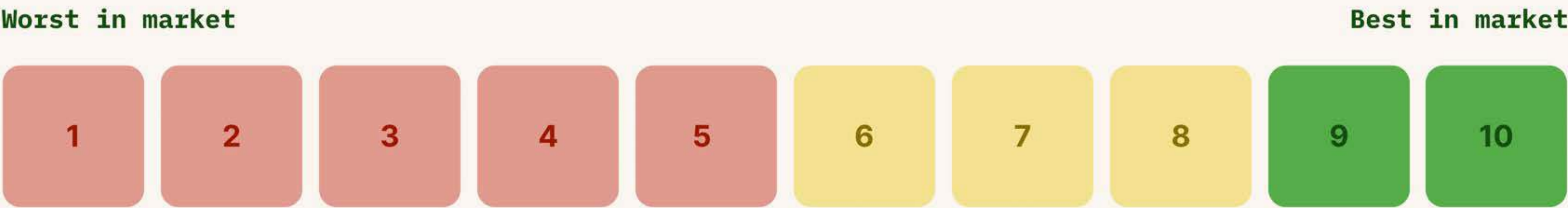
Attraction: go from obscurity to dominance

Build Authority

Create Demand

Fill Funnel

Attract
Obscurity → Dominance

↑
QPC

↑
LTV

Unstoppable
SaaS
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Create Demand: How confident are you that you're intentionally attracting only qualified, right-fit traffic?

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	What it is	Example
Must haves	For us to be successful, we almost always need the following things	**Mission critical product**
Important	While not absolutely critical, we tend to find that the following statements are true of our best customer	**The founder or VP Marketing/Growth starts the conversation**
Nice to have	There's good customers and there's great customers. Most of our great customers check the following boxes off	**Already part of the 'fanbase' for PBS brand and personalities**
Amber flags	From time to time, we come across a customer situation that doesn't mean it's a no-go but does mean we proceed with caution. These statements are a few of them	**No marketing leader already in post**
Red flags	The following statements tend to be 'no-go' indicators for us. They usually point to broader internal issues that will impact our ability to get good results for the client	**Hires competing agencies**

Build Authority: To what degree is everyone on your team on the same page about the transformational promise you make to your customers?

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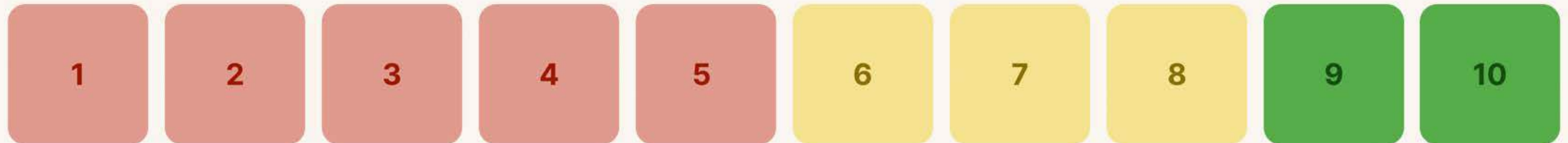
Your team is telling different stories about what you're doing every single day.

We're like SurveyMonkey but not awful

We help you make high performing surveys

We make survey design easy

We're the only survey tool available in the Welsh language

We're a live event voting tool

We're an anonymous polling platform

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Many `customers` `pain point` and so our competitors do `competitor solution` but we think `our worldview` is better so we `our solution`

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Fill Funnel: How robust is your system for turning visitors to your website, into prospects, that give you permission to go to a deeper level conversation with them?
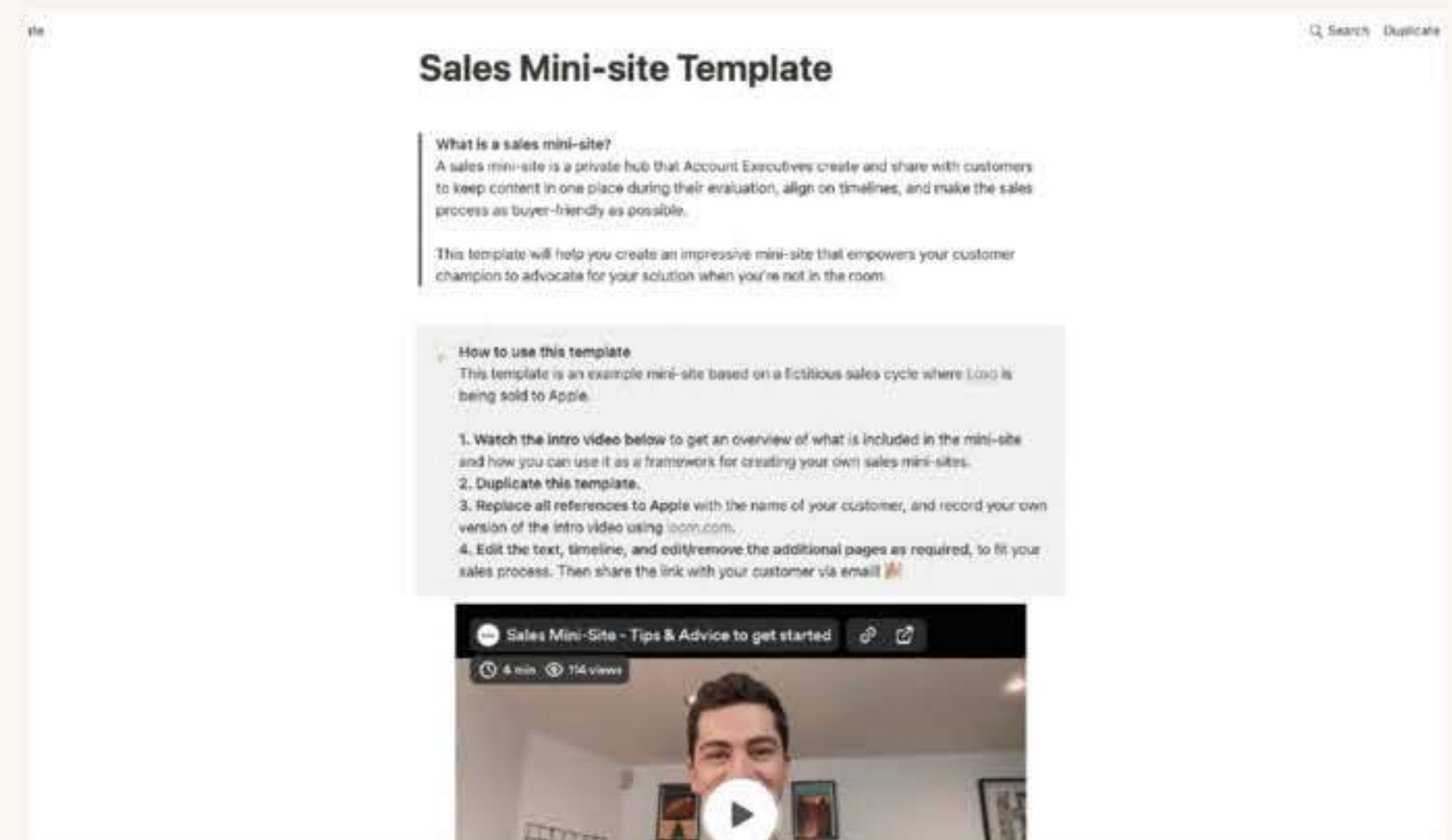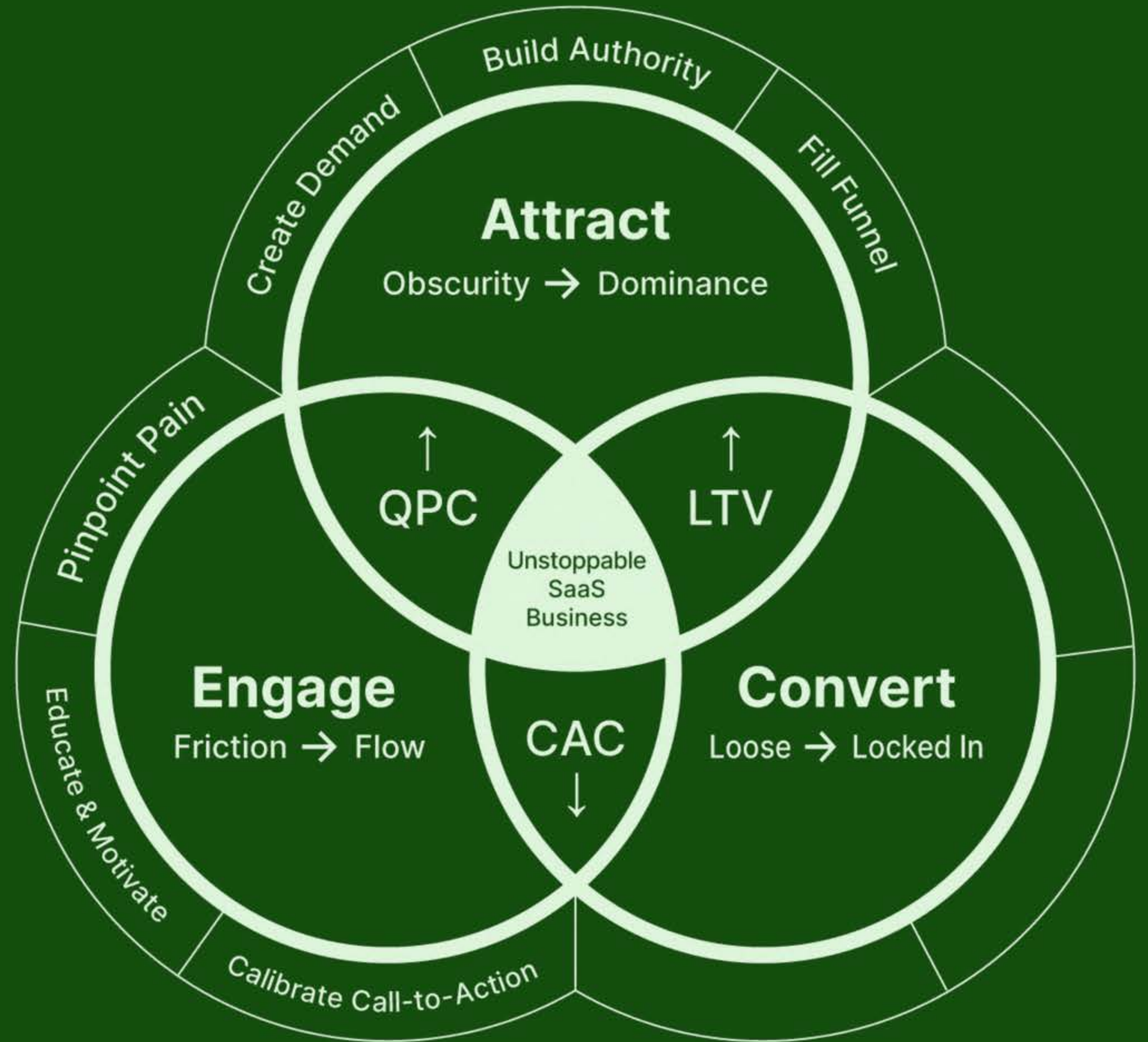
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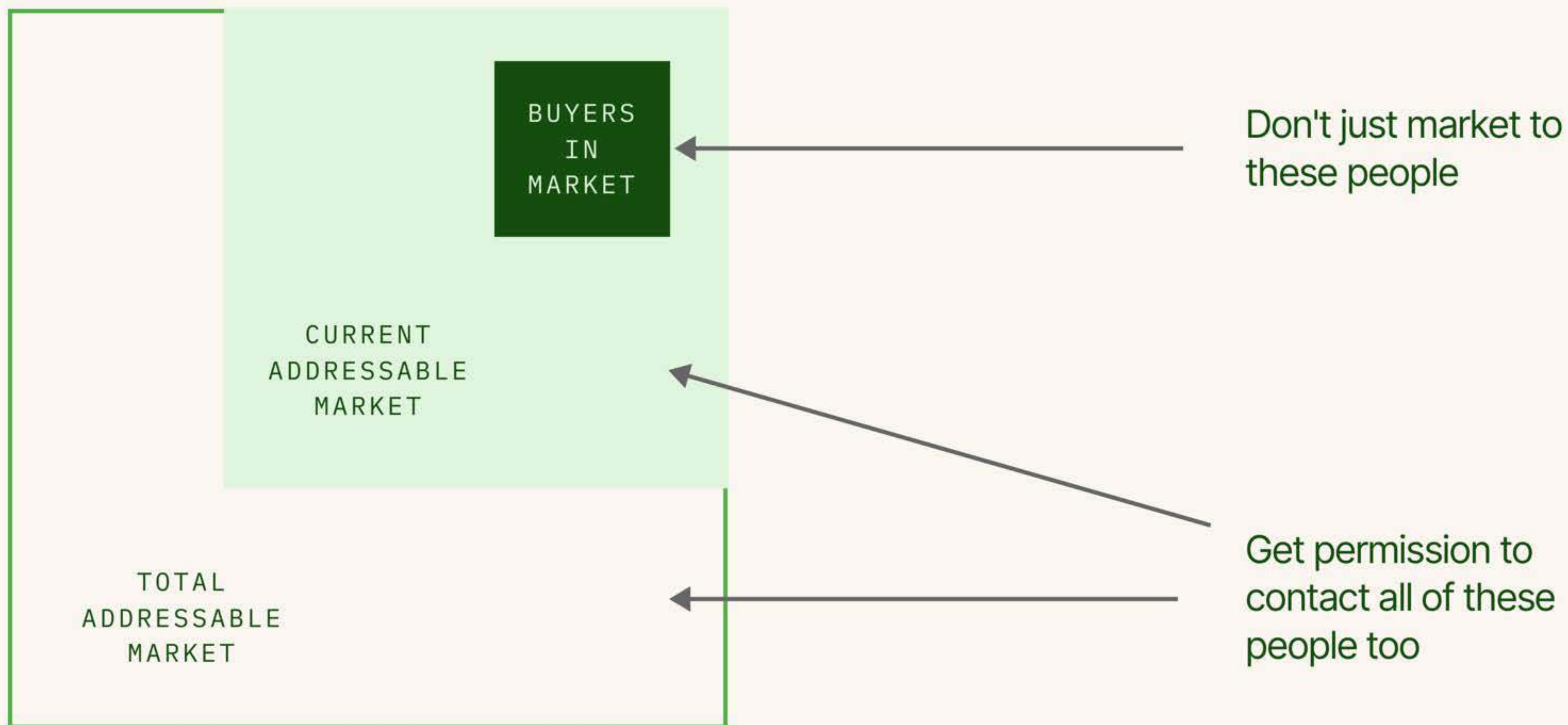
Precursor marketing is giving away a version of your core functionality that removes certainty, speed or insight
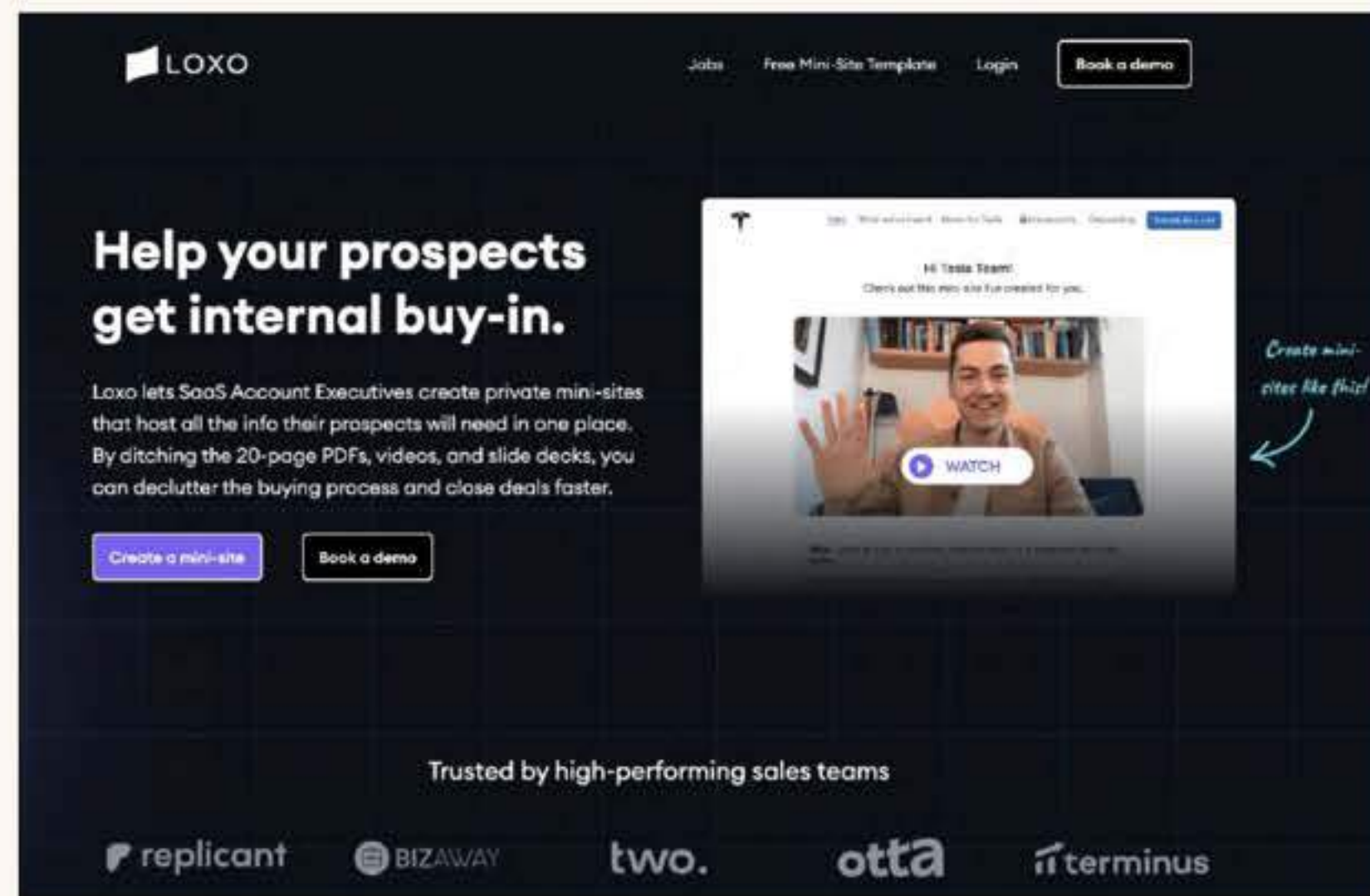
REMOVES
CERTAINTY,
SPEED AND
INSIGHT

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Engage:
eliminate friction in your conversion machine

powered by search

Build Authority
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Pinpoint Pain

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Educate & Motivate

Calibrate Call-to-Action

Pinpoint Pain: How well-engineered is the content on your website to cause the prospect to know that you truly "get them" better than anyone else they're paying?

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People are investing in software because it solves their problems. You must be able to demonstrate how your product actually can solve their deep pains.

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The simplest opportunity is to really *nail* your homepage hero.

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High converting SaaS websites tend to follow this architecture.
We call it the B2B SaaS Authority Architecture.

Homepage

How it works
- Features & benefits
  - Feature 1
  - Feature 2
  - Feature 3
- Use cases
  - Use case 1
  - Use case 2
  - Use case 3

Who it's for
- Manager
- Cheque signer
- Daily user

Why us
- Origin story
- Competitor pages
- Alternatives pages

Blog
- Conversion optimized blog posts

Book demo/Trial

Pricing
- Integrations
- Resources
  - Problem unaware
  - Problem aware
- Support
  - Solution aware

More

Legend:
- 🔵 Prioritize these
- ⭐ Key conversion pages

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Educate & Motivate Prospects: How often do you publish content about mistakes your prospects are making in their industry, instead of only talking about solutions your product provides?

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Talking about 'benefits' is not enough. You must align features and benefits because you have to hold your prospect's hand through the process of buying.

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Pain point content converts at a significantly higher rate than content optimized for volume or general information. Like *way* higher.

Calibrate Call-to-Actions: How consistently, effectively, and successfully do your content marketing efforts contribute to your demo and trial pipeline targets?

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How are you getting permission from all these people?

TOTAL ADDRESSABLE MARKET

BUYERS IN-MARKET

Problem unaware

Problem aware

Solution aware

Product aware

Ready to buy

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Buyers need a lot more hand holding than you think they do. Your marketing should respond to the specific needs of each stage of buyer readiness.

SOLUTION AWARE

Calculators, Buying Guides, Industry Reports, Product Choice Quizzes, Scorecards

PRODUCT AWARE

Case Studies, Comparison Pages, Use Case Pages, ROI Calculators

UNAWARE

Books, Quizzes, Symptom-Focused Articles, Press Articles

PROBLEM AWARE

Checklists, Webinars, Guides, Templates

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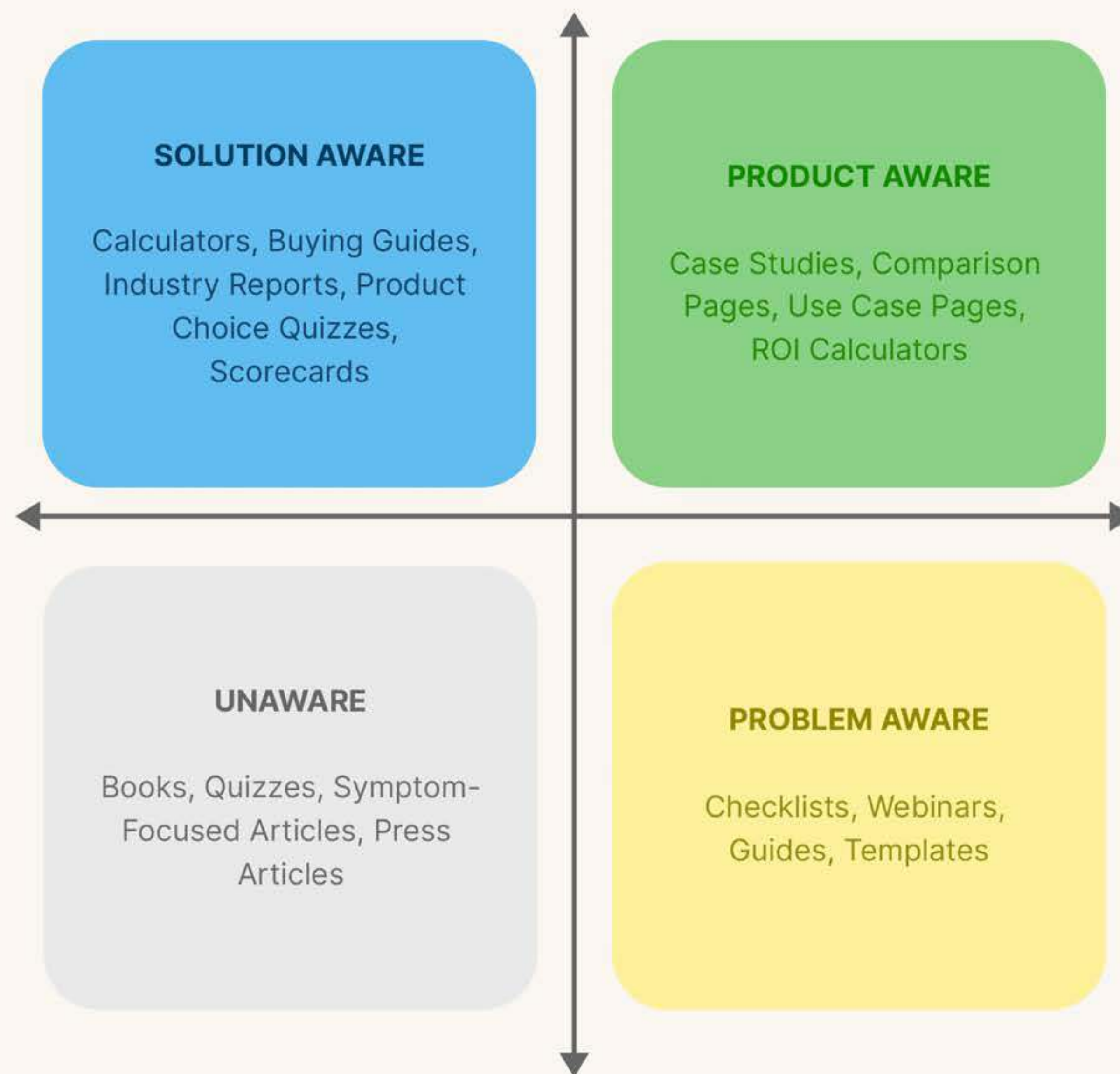
Convert:
from loose engagement to locked in

Attract
Obscurity → Dominance

Engage
Friction → Flow

Convert
Loose → Locked In

Create Demand

Build Authority

Fill Funnel

Stack Strategies

Compress Time

Drive Dealflow

Calibrate Call-to-Action

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Pinpoint Pain

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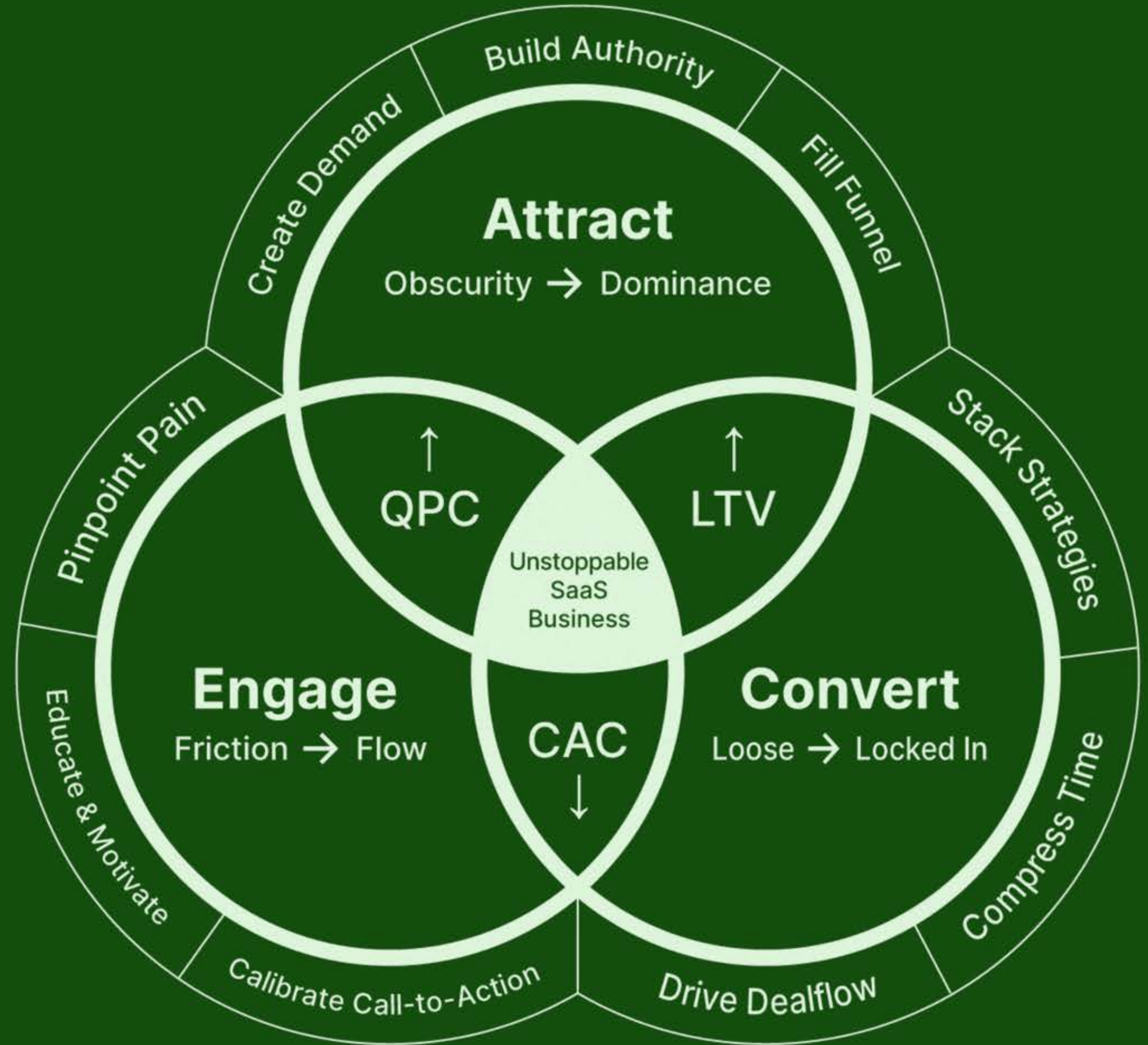
Stack Strategies: How robust is your system for connecting demand generation strategies that work together (earned, owned, and paid) to exponentially increase your deal flow?

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To reliably generate revenue and to become unstoppable: channels must work together as part of a broader strategy

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Each channel should work together to create a flywheel

CUTS COST PER ACQUISITION

Paid media

Content and SEO

DRIVES GOOD FIT TRAFFIC ON DEMAND

IMPROVES PERFORMANCE WITH DIFFERENTIATION AND CONVERSION

Demand Gen

powered by search
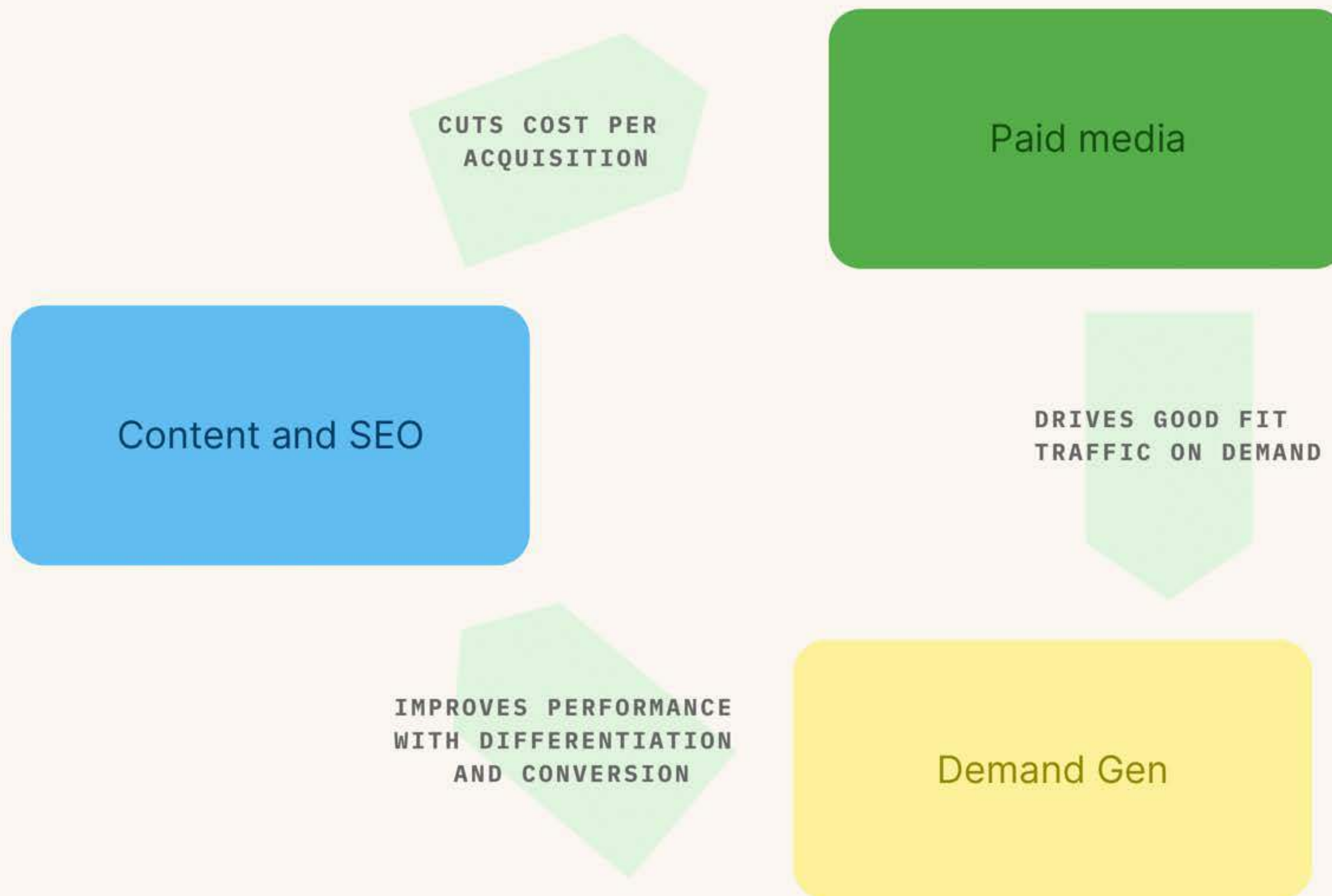
Drive Dealflow: How well do you convert marketing qualified leads into sales-ready qualified leads, demos, and trials?

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To drive dealflow, ask yourself: what's the offer I could make a prospect to get them to *choose* their next step right now?

Financial advisory software
for client management

Model

Free trial with sales support

Moving prospects along the buying process

The problem

- MQLs from lead magnet downloads are languishing in the pipeline
- No way to meaningfully develop awareness
- **MQLs convert to demo/trial at 2.5-5%**

The strategy

Redefine the purpose of the MQL in the pipeline to as a stage of awareness and offer ways for MQLs to build towards product awareness

Case study

Financial advisory software
for client management

Model
Free trial with sales support

Lead magnet well tailored to stage of awareness

7 Critical Financial Mistakes to Avoid When Scaling Your AUM

Are your looking to scale your AUM by 5-15%?

Learn how to avoid the 7 critical financial planning mistakes advisors make when trying to quantify their value

Email address

Job title

Download your free guide

Financial advisory software
for client management

Model
Free trial with sales support

5-10%

MQLs become trials

compared to 2.5% on non-contextualised offer pages

Compress Time: How often are you using the same marketing channels that you used to acquire the right fit leads to continue marketing to them once you have them as a trial user or SQL in your pipeline?

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You shouldn't just be checking in on prospects. **Your marketing should be 'always on' and working for you on the channels where your prospects are.**

The boomerang method: don't just run retargeting ads. Retarget based on channel consumption.

TIRED
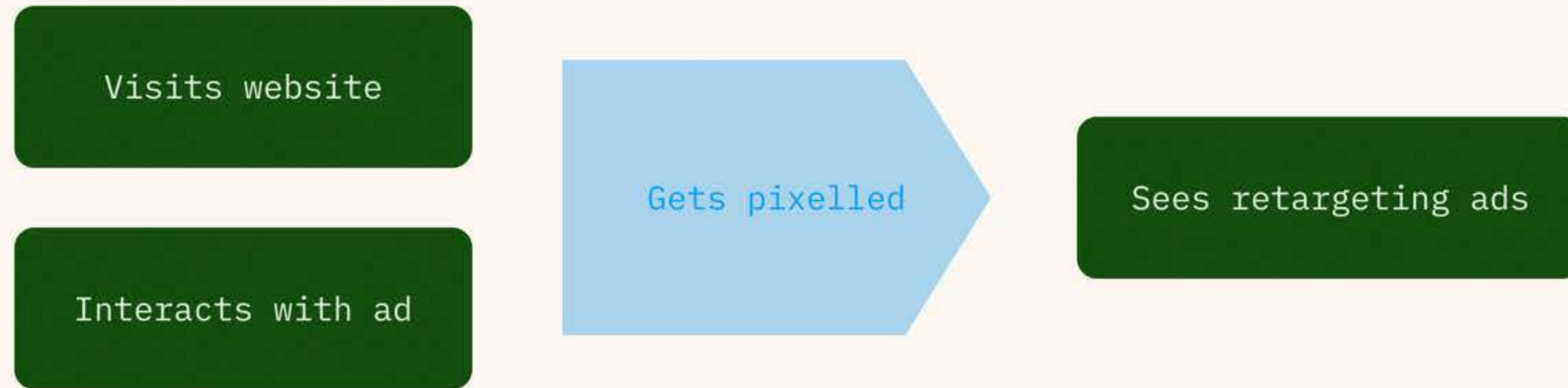
Visits website

Interacts with ad

Gets pixelled

Sees retargeting ads

The boomerang method: don't just run retargeting ads. Retarget based on channel consumption.

WIRED

Visits /pricing

Visits /demo

Interacts with ad

Gets pixelled

Sees retargeting ads

The boomerang method: don't just run retargeting ads. Retarget based on channel consumption.

REWIRED

Visits high intent pre-acquisition pages	Gets pixelled	Sees retargeting acquisition offer
Visits in-app pages but hasn't converted	Gets pixelled	Sees retargeting demo offer
Is a customer, hasn't activated	Gets pixelled	Sees retargeting customer success offer
Interacts with ad	Gets pixelled	Sees retargeting ads
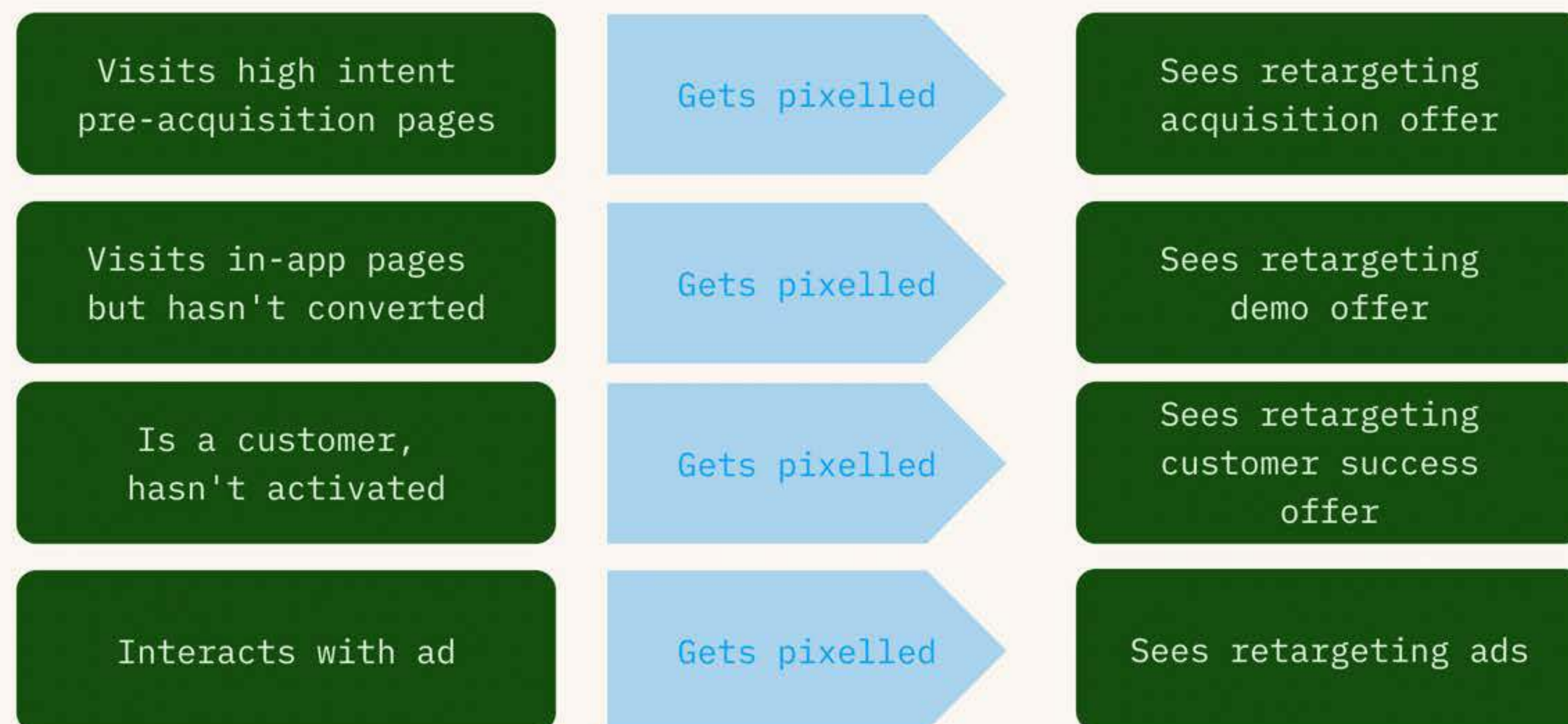
How do you prioritize actions?

1. **Tally up the score for each section and divide by three**
2. **Then focus on the lowest scoring section**
3. **Prioritize your activity by the lowest scores within that section**

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I'm going to drop a link to the SaaS Scalability Score in the MicroConf Slack channel so you can use it with your team

✌️🍵

Get notified about our new book at:
predictablegrowth.com

Or scan to go
right there

PREDICTABLE GROWTH

How to engineer reliable
B2B SaaS revenue growth
with marketing

Marc Thomas and Dev Basu

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