

PPC AD STRATEGY: MOFU SAAS

Theme	Rationale	Approach
MID-FUNNEL		
Education	<p>The focus on educating mid-funnel leads about their needs is crucial in nurturing a more informed and qualified prospect pool. By addressing specific problems or knowledge gaps through educational content, businesses can position their SaaS solution as the best-fit answer, moving leads closer to a purchasing decision.</p>	<p>Leverage Common Questions and Challenges:</p> <ul style="list-style-type: none"> • Create ads that address prospects' common questions or challenges. • Use lead magnets like guides, case studies, or industry reports to educate and highlight product advantages.
Comparison	<p>At the mid-funnel stage, leads are evaluating options and seeking clarity on which solution best meets their needs. A comparison-themed campaign directly addresses this by providing prospects with the critical information they need to make informed decisions, highlighting your SaaS product's unique value propositions and differentiators.</p>	<p>Keyword Targeting for Product Comparison:</p> <ul style="list-style-type: none"> • Focus on keywords used in product comparisons and searches for alternatives. • Offer objective, data-backed comparison content (e.g., charts, reports) to showcase your solution's benefits against competitors.
Segue to BOFU	<p>Transitioning mid-funnel leads to the bottom of the funnel is critical for converting educated and interested prospects into paying customers. This stage is about reinforcing the value of your SaaS product and addressing any remaining hesitations with targeted, persuasive content that encourages decision-making.</p>	<p>Campaigns for Purchase-Ready Keywords:</p> <ul style="list-style-type: none"> • Target keywords indicating purchase readiness (e.g., "buy," "price," "trial"). • Provide BOFU content like demos, free trials, or exclusive offers with clear benefits, leveraging urgency and scarcity to drive conversions.

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Urgency	<p>Implementing a sense of urgency in your campaigns can effectively prompt mid-funnel leads to accelerate their decision-making process. By creating a perception of limited time or availability, you can encourage prospects to act quickly to avoid missing out on valuable opportunities or benefits that your SaaS product offers.</p>	<p>Time-Sensitive Offer Campaigns:</p> <ul style="list-style-type: none"> Promote limited-time discounts or exclusive feature access to instill urgency. Highlight deadlines for webinar or trial sign-ups to prompt immediate action. Utilize dynamic keyword insertion to align with search intents suggesting immediacy.
Risk-Free	<p>A risk-free campaign effectively addresses the common fears and uncertainties that mid-funnel leads may have about committing to a new SaaS solution. By emphasizing a no-risk proposition, such as a money-back guarantee or a free trial without requiring credit card information, you reassure prospects that trying your product is safe and beneficial.</p>	<p>Risk-Free Offer Promotions:</p> <ul style="list-style-type: none"> Target ads towards users searching for no-obligation trials, using keywords like "free trial no credit card" or "money-back guarantee SaaS." Clearly communicate the risk-free nature of your offer in the ad copy to encourage trial sign-ups.
Key Benefit	<p>Highlighting the key benefit of your SaaS product addresses the core reasons why prospects are considering your solution in the first place. It's essential to focus on the most compelling advantage that resonates with your target audience's needs and challenges, differentiating your product from competitors.</p>	<p>Highlighting Unique Benefits:</p> <ul style="list-style-type: none"> Identify and promote your SaaS product's primary benefit, such as cost savings, efficiency, performance, or security. Use targeted keywords that resonate with the sought-after benefits of your target audience. Ensure ad copy and landing pages clearly demonstrate the unique advantage, backed by case studies, testimonials, or ROI calculators.