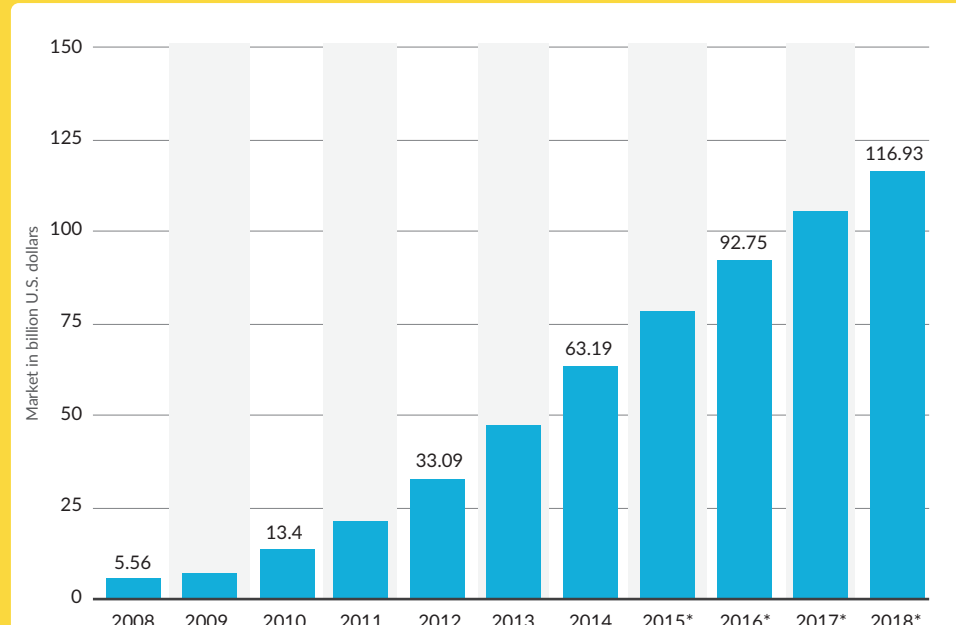


How SaaS Businesses Can Up Their Game By Leveraging Web Push Notifications

In 2017, with 5X times faster growth than traditional software market, SaaS finds itself outrunning traditional software product delivery. Cloud software model will account for 1 dollar for every \$4.59 spent on traditional software by 2019. A mammoth decline in traditional software can be seen in the coming future. Microsoft alone sees an annual growth of 70% ! IDC research shows that the SaaS market will surpass \$112.8 billion by 2019. The Transparency Market Research claims that in 2022, overall SaaS market will reach \$164.29. SaaS businesses have been booming and see a bright future ahead of them. It is so bright that growing is not just enough; being better than the competition is what really counts.

SaaS marketing is unlike other marketing; here you are selling a software which is constantly changing and evolving. Moreover it caters to a specific audience, the B2B companies. It might not even make sense to a normal person in the first go. Hence, it become even more critical to market it the right way. Direct marketing doesn't work out often, so other marketing efforts need to be made to make the brand visible.



<https://www.statista.com/statistics/510333/worldwide-public-cloud-software-as-a-service/>

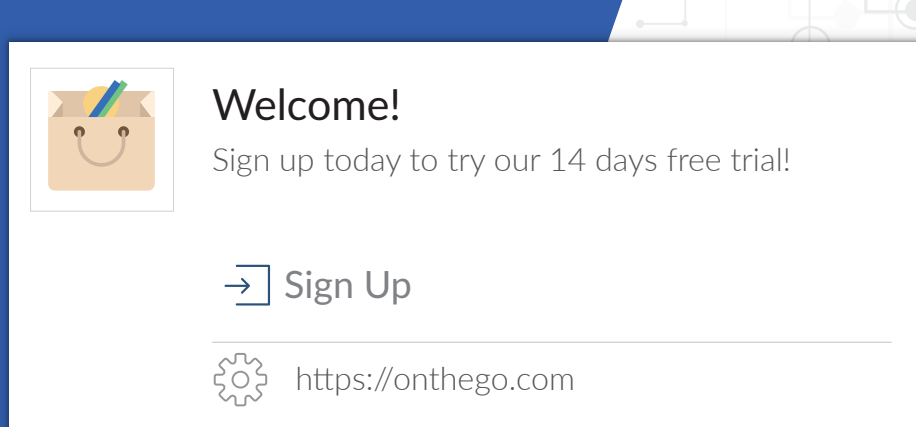
If a software company grows at 20% every year, it has 92% chance of disappearing with the years to come.

It is 9x cheaper to retain existing customers than acquire new customers.

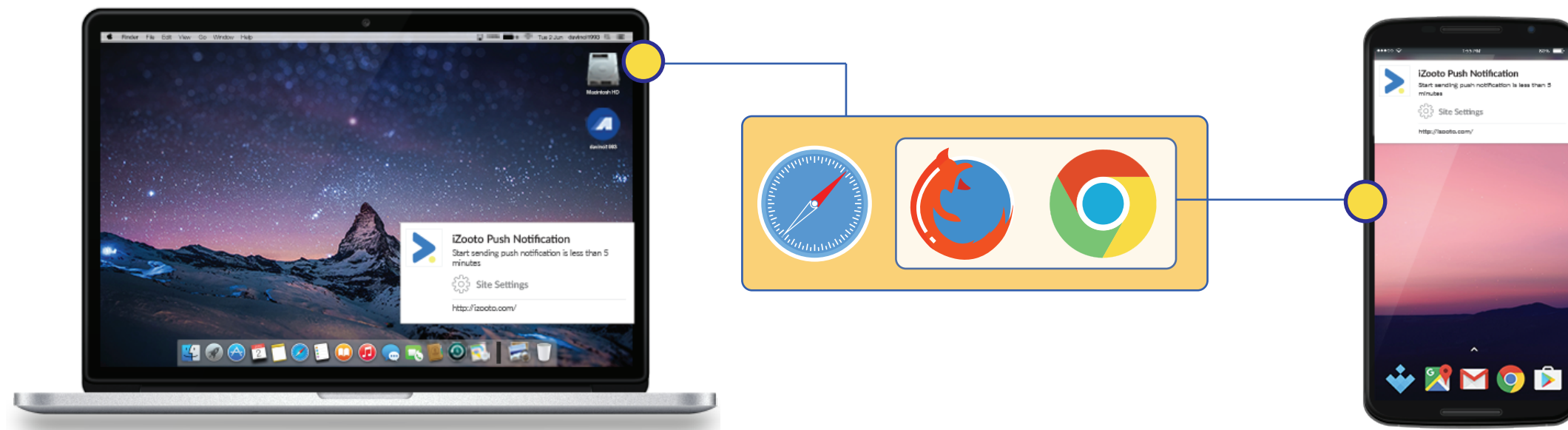
86% of SaaS businesses see acquiring new customer as their highest growth priority.

Lead generation is one huge problem that the SaaS businesses face due to all the marketing hurdles surrounding it; from creating a brand image to making people understand what you are all about. Most of the SaaS businesses fail to realise that it is important to engage and re-target the existing customers more than they spend money trying to build their subscriber base. For all you know you might be so caught up in bringing in new customers that you might loose the ones that already existed. One should strive to nurture the ones that they already have to build loyal customers. The challenges that SaaS business face is that they find it difficult to engage users and re-target them encouraging a revisit to the website.

Web push notifications are crisp updates that are sent in real time. They support multi channel, making it easier to reach the audience at the right time no matter what channel they are currently using. It is the best tool for engaging users and bringing them back to the website. Amazing customization features makes it spam free and gives one relevant information according to one's interest. Local time notification feature triggers the user at appropriate timings, increasing the chances of the users visiting your site



Web Push Notifications

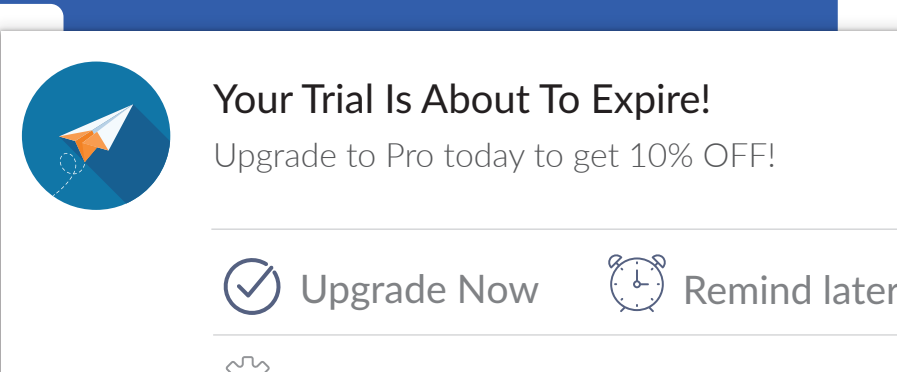


Web Push Notifications are interactive messages that work seamlessly across Desktop (All OS) and Mobile (Android only). Supported by all the leading browsers including Chrome, Firefox and Safari, the adoption of web push technology has been rapid.

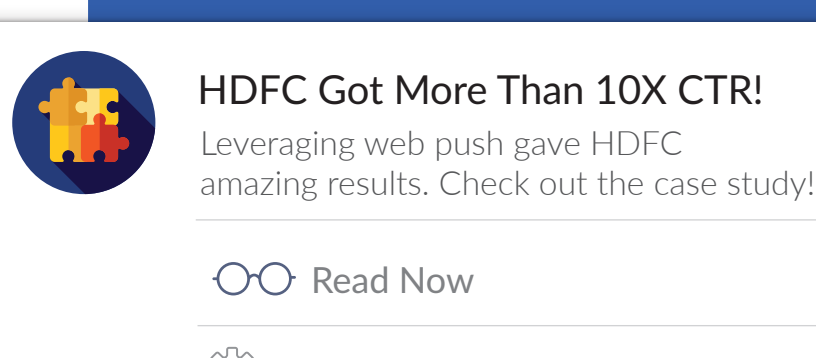
How The Power Of Web Push Can Be Utilized

1 Re-targeting

Once users start using your software, you need to give them reasons to revisit your site. Give them amazing offers that they won't be able to refuse. You could remind them that their trial is about to be over. Users often don't keep track and such a reminder increases the chances of bringing the ball to your court. A special offer can double the chances for users clicking on the pay button.



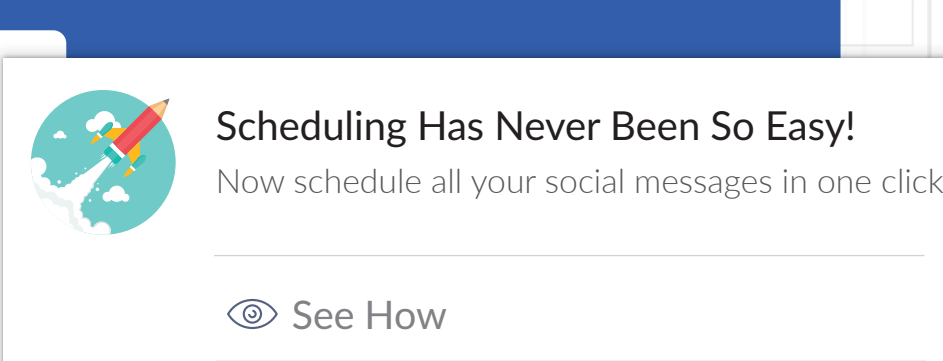
2 Content Marketing



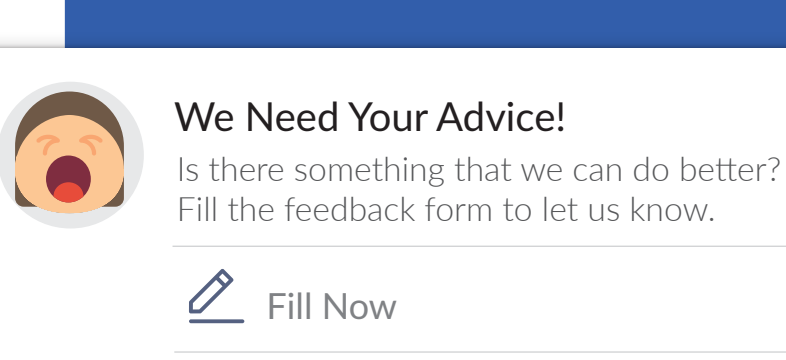
As it is difficult to pool in users by directly selling the product, blogs play an important part to generate interest, inform and showcase use cases and case studies. White papers and articles boost your brand image and shows some hard facts which makes it easier to get you out in the public as a trust-worthy software.

3 Product Updates

It is a known fact that softwares keep upgrading with technological innovations. The users need to know when you release new products feature or if you have tweaked and updated your product. This keeps them in the loop and avoids confusion, giving them a seamless experience. This is something the user would want to know and voluntarily visit your site.



4 Customer Feedback



No feedback is bad feedback. It shows what you are doing right and where you went wrong. Customers feel appreciated when you ask for a feedback from them. Feedback can be as easy as a click or you can direct them to a detailed form on your site.

5 Events And Announcements

Web push is apt for shout outs. You can inform the user according to their timezone and encourage them to visit your site to make a transaction. Offers on your anniversary or special festive offers attract the users to take the desired action. You can also inform the users about an upcoming webinar or a podcast.

