

9 Tips for Engaging With Your SaaS Customers on Social Media

*This is an extra resource to go along with the original article:
[Best Practices for SaaS Subscription Renewal](#)*

1. Pay for ads to promote the next level of your service to your customers.
2. Host live and scheduled Q&As with your customers.
3. Start a group to interact with your customers via social media.
4. Invite customers to your email list through your social media posts.
5. Share case studies and white papers to show how others have used your service in the past.
6. Post video testimonials to increase social proof.
7. Use your case studies and testimonials to highlight unique ways to use your service.
8. Create a content calendar and populate it at least a week ahead of time so that you're never scrambling with what to say.
9. Link back to your blog to keep your social media followers coming to your website.