

5 SaaS Growth Hacks to Try for 2019

This is an extra resource to go along with the original article:

[Must-Try SaaS Growth Hacks for 2019](#)

1. Run a Contest

One of the easiest and cheapest ways to build awareness for your SaaS is to give stuff away. Run a contest to attract prospective customers, but be careful to choose your own product as the prize. Giving away a free iPad will attract people who may not be your ideal customer base.

2. Create a Community

Create a community around your SaaS. Invite customers, influencers, thought leaders, guest bloggers, and more to share their stories and exchange ideas. While you can create a community on Facebook, it's easier to build a more engaged community with a tool like Slack.

3. Go All in on Content Marketing

Did you know that companies with blogs have 67% more leads? Blogging is a must. But don't forget to consider how people are searching for content these days. Optimize your content to match voice search queries.

Another big thing is to repurpose your content for multi-use across different platforms. Blog posts can become ebooks, infographics, videos, and podcasts.

4. Participate in the Community at Large

Don't just participate on your own real estate. Venture out and participate in other community conversations (on Quora, LinkedIn, Facebook, or Slack groups). Doing so will expose you to a larger audience. Also, take every opportunity to link back to relevant blog posts and generate more leads. Community conversations with linkbacks can do wonders for your blog's search engine optimization (SEO).

5. Go Annual

Instead of asking your customers to recommit every month, ask for their business once a year. The less often you ask, the less chance of friction and cancellation.