

10 Cost-Cutting Tips for SaaS Businesses

This is an extra resource to go along with the original article:
[On the Brink of Shutting Down Your SaaS? Don't! Read This Instead](#)

1. Look at every single expense and see if you can make any cuts. Even a \$10 subscription can add up, especially if it's not essential to your business.
2. For expenses that you can't cut, see if your vendor has other, lower-cost options that may better serve you. Don't be afraid to ask for a discount.
3. Work remotely - Maintaining an office lease can have a significant impact on your operating budget. [Use these tips to manage your team remotely.](#)
4. Use free or low-cost online collaboration tools to ensure that your team stays productive.
5. Opt for low-cost marketing strategies, like content marketing. Cultivating a presence on YouTube or Instagram can be more powerful than traditional marketing techniques like search engine ads.
6. Buy used equipment when possible.
7. [Use a dunning tool to stay on top of your billing.](#) The last thing you want is for customers to churn accidentally because of a billing error.
8. Before you cut employees, try to trim their expenses, such as extra perks. Be transparent with your employees about why you need to cut expenses.
9. Also, consider cutting your employees' hours.
10. Contract for smaller jobs instead of hiring full employees.