

# SaaS Marketing Essentials

SaaS Marketing vs. On-Premise Marketing:  
Different Messages, Different Audiences, Different Processes

## Don'ts

- Avoid the CIO and security, performance and integration issues
- Ignore procurement & legal until the contract negotiations
- Neglect existing customers
- Hide the product roadmap
- Focus only on product features
- Ignore your brand
- Rely on an on-premise product launch process
- Over-spend on customer acquisition
- Assume SaaS fits everyone

## Do's

- Address CIO issues proactively
- Educate procurement & legal
- Engage existing customers
- Share the product roadmap, sell the promise
- Sell the entire service
- Build confidence in your company
- Avoid the “wheel of death”
- Match customer acquisition costs to lifetime revenues
- Pick market opportunities carefully