

# BBB SAAS MARKETING STRATEGY

## 1. THE SAAS CHALLENGE



- Long sales cycles
- Long sales Strategy
- Technical buyers

## 2. KEY SERVICES



Content



Paid Ads



- SEO & Content
- Marketing Automation

## 3. CRITICAL METRICS



- CAC, LTV, Payback Period
- Churn Rate

## 4. THE NOVALAB ADVANTAGE



- Strategy First
- Revenue Focus
- SaAS Experts

**Accelerate Your BB SaSs Growth**