

Serious about SaaS Marketing Survey

Marketing is a critical element in the SaaS go-to-market puzzle and it's an area Kiwi SaaS companies often struggle with. To help, we set out to define some SaaS marketing benchmarks so companies can compare their own marketing capabilities against global best practice.

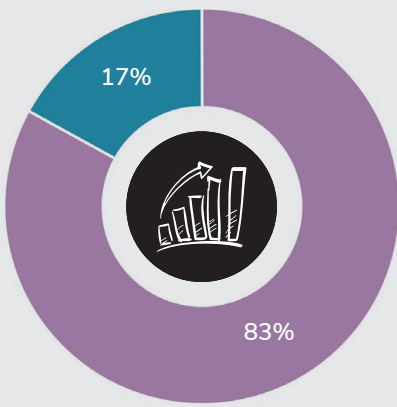
To set the scene, we asked Kiwi SaaS businesses to rate their own performance against the 10 fundamental pillars of SaaS marketing, and the results show that there is plenty of room for growth when it comes to marketing capability.

Who took part?

We spoke to a mix of NZ SaaS businesses, including both Self-Service and Account-Sales SaaS, with a range of funding models, growth stages and geographies. Respondents tended to be in a leadership role.

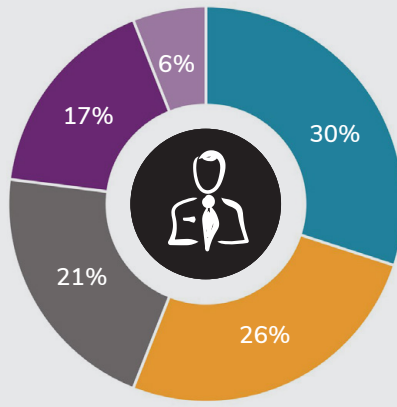
SALES MODEL

Account Sales Self Service



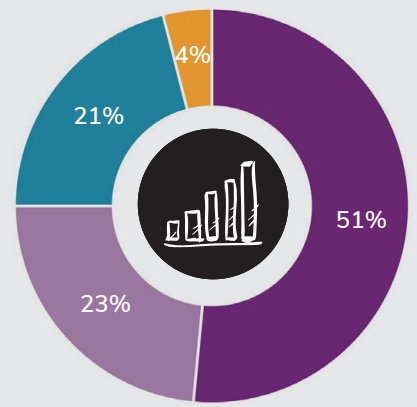
ROLE

CEO Director Founder Marketing Lead Other



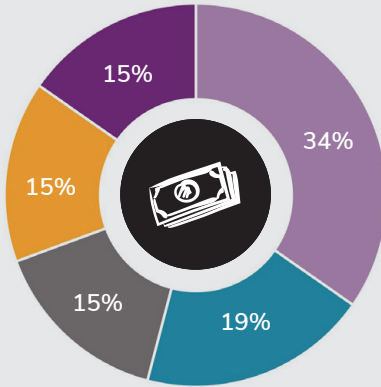
REVENUE STAGE

Early Stage Exponential Growth Mature Pre Revenue



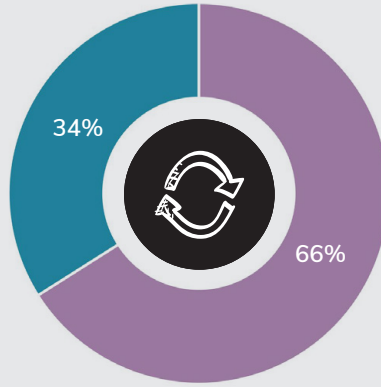
FUNDING MODEL

Angel Investors Friends/Family Proudly Bootstrapped Venture Capital Seed Funding

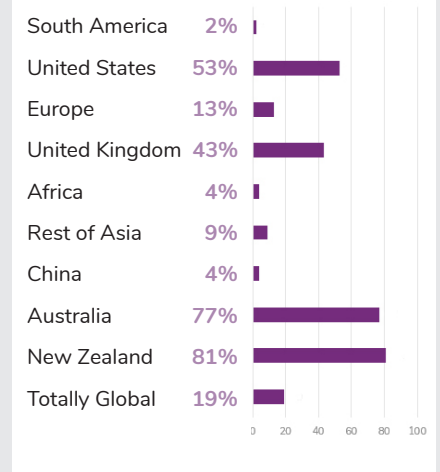


ANNUAL RECURRING REVENUE

ARR over NZ\$1 million ARR under NZ\$1 million



TARGETED MARKETS



The results

Businesses rated their capability on the fundamental pillars of marketing using a 6-point scale, where 1 was poor and 6 was awesome. We've analysed the data and ranked the pillars based on the proportion of businesses rating themselves as a 5 or 6, indicating they think they've pretty much got that pillar nailed.

1 **55%**

Highest rank amongst Kiwi SaaS businesses goes to **looking after and nurturing customers after they've been acquired!** This is great news as we all appreciate the importance of holding-on to customers once we've got them on board.

2 **47%**

Second place goes to **alignment between company strategy** and marketing activity with almost half of our sample rating themselves 5 or 6. Interestingly our Marketing lead / Other segment actually rate alignment slightly higher than Founders / CEOs (50% vs 44%)

3 **40%**

Most businesses will tell you that having the **right people, systems and processes** is vital when it comes to getting the job done, comparatively speaking this is another pillar that our SaaS businesses feel they are getting right.

4 **32%**

Knowing your numbers is critical in SaaS. For marketing it's all about customer acquisition cost, lead conversion, churn and cash payback. Just under a third of our sample rated themselves a 5 or 6 on this element.

5 **28%**

Tied for 5th place we have **knowing your marketing fundamentals** (purpose, vision, values, brand, customer journey, etc.) and having a **well developed marketing tech stack**. Just over a quarter of respondents feel they have these elements nailed.

6 **26%**

Tied for 6th place It's not surprising that an **effective acquisition engine** and **mature marketing channels** are also tied, given the relationship between the two. Plenty of room for improvement with so few respondents feeling they are on top of these critical marketing pillars.

7 **21%**

Mature product marketing comes in second to last with a minority of SaaS businesses rating this as an element they are on top of. Perhaps unsurprisingly this is particularly weak for early stage / pre-revenue businesses (8%).

8 **19%**

Coming-out bottom of the pack is **website effectiveness**, with just under a fifth indicating they have a strong website. Whatsmore, not a single business rated itself as a 6 on this fundamental pillar! This is pretty staggering given the importance of websites when it comes to SaaS success.

Wrapping-up

The NZ SaaS businesses we surveyed are generally conservative about their marketing capability. Allowing for the usual Kiwi modesty, there is a huge opportunity for Kiwi SaaS businesses. By focusing on the basics we firmly believe Kiwi companies can super-charge their growth and take on the best in the world. This is ultimately a good news story because small changes to your marketing fundamentals will see big changes in the effectiveness of your marketing.

BUILDING TECH MARKETING CAPABILITY FAST

We all know great marketing is key to driving growth in a SaaS business. But how do you build capability without a super-sized budget? Quite simply - Proxi. Proxi's experienced marketing leaders work inside your business as part of your team, for as long as it takes. On a part-time basis, we help you build the right capability, align strategy, employ the right resources and set you on the path to long-term sustainable growth. We measure our success in leaving you in a better place - shifting from hands-on to hands-off as fast as we can.

Proxi

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