

Finish the year strong

How SaaS founders can maximise their marketing ROI in 2025: 5 Essential Strategies

Deep customer
research to inform
strategy

Focus on
messaging that
resonates

Leverage content
marketing for
thought leadership

Adopt data-driven
marketing tactics

Implement
marketing
automation to scale

Mariska Burger

Marketing Engineer | Fractional CMO |
Full-stack Product Marketing Consultant |
Brand strategist



How founders can maximise their marketing ROI in 2025:
5 Essential Strategies

Deep customer research to inform strategy

Understanding your customer is the foundation of any successful marketing plan. Start by refining your Ideal Customer Profile (ICP) and conducting in-depth research into their pain points, needs, and buying behaviours.

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Focus on messaging that resonates

Your messaging needs to speak directly to your audience's pain points. Clear, authentic communication builds trust and can dramatically improve engagement.

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Leverage content marketing for thought leadership

In a crowded SaaS market, thought leadership can be a game changer. Use content marketing not just to sell, but to educate and build trust with potential customers.

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Adopt data-driven marketing tactics

Track and measure everything. Data should guide every decision you make in your marketing efforts, from ad spend to content performance.

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Implement marketing automation to scale

Automation tools can help you
personalise your marketing at scale,
saving you time and driving higher ROI.

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