



HOW SAAS COMPANIES

CAN PRODUCE CONTENT



THAT PROSPECTS WILL NOTICE



Lemonly

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## HERE'S THE SCENE:

*Your SaaS company is going strong!*

You already have a few solid customers and hope word of mouth helps bring in more potential accounts. But you also know hope isn't much of a business development strategy.



## WHAT'S A TEAM TO DO?

Your digital ads have barely made a ripple, and you might have to shell out more and more to outbid your competitors on Google Ads placement. On top of that, the sales team continues to find itself in a cycle of outbound anguish—answering a current customer's question via email while simultaneously attempting to explain different subscription models to a potential client on the phone and handing out business cards to passersby at a conference.

**CURRENT CUSTOMERS FEEL FORGOTTEN.  
POTENTIAL CUSTOMERS ARE CONFUSED.  
STEVE IN SALES IS GETTING FOOT CRAMPS.**

If you want to attract, educate, and retain clients as efficiently and effectively as possible, you need to up your inbound game. You need content. All kinds of content. Vibrant, visual content designed to be understood, stick in viewers' minds, and [move prospects down the funnel](#)—the kind of content marketing all SaaS companies should strive for.

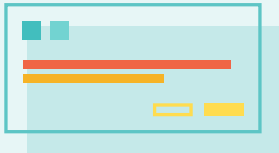
# WHY QUALITY VISUAL CONTENT MATTERS



To put it frankly, the amount of content presented to your potential leads on a daily basis is completely insane.

## TAKE A LOOK AT FACEBOOK

*Every 60 seconds:*



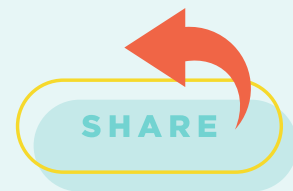
**317,000**

STATUSES ARE POSTED



**147,000**

PHOTOS ARE UPLOADED



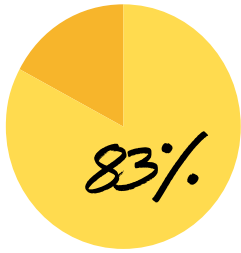
**54,000**

LINKS ARE SHARED

Combine that with the myriad of mediums that compete for their attention, devotion, and dollars, and you start to see why everyone is looking for ways to stand out from the crowd.

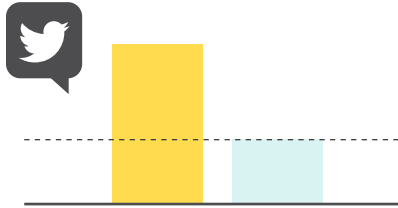
One thing we (and the rest of the content marketing world) have found to be effective:

**A COMMITMENT TO HIGH-QUALITY VISUALS.**

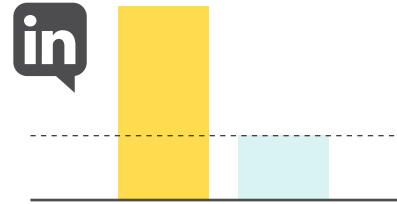


Humans are visual creatures, after all: Studies show **83% of all learning is visual.**

As far as whether this notion extends to social media, the numbers speak for themselves:



**TWEETS WITH IMAGES ARE 150% MORE LIKELY TO GET RETWEETS THAN TEXT-ONLY TWEETS**



**LINKEDIN POSTS WITH IMAGES RECIEVE 200% MORE ENGAGEMENT**

Some teams see these statistics and assume boosting your numbers is as easy as slapping a stock image on your existing content—an astonishing **65% of SaaS companies use them in their blog posts.**

Not so fast. Relevant, high-quality visuals don't just do wonders for your brand—they've been shown

to significantly affect content recall and consumer behavior.

Every software company—from startup to established—needs to efficiently attract, educate, and retain customers. To get their attention and eventually their business, consider upping your inbound game.



## **READY TO GIVE YOUR CONTENT THE VISUAL SUPPORT IT DESERVES?**

Read on for a host of tips and tricks we've learned over the last few thousand projects.



## PLAN

A process as smooth as **the one Lemonly employs** doesn't come without some learning experiences. From full-on infographics to Instagram posts and every piece of content in between, there's plenty to consider before you put your pen to paper or mouse to pad.

### PREP *Tips* FROM PROJECT MANAGER ALLISON



If you're reading this ebook, you might have been inspired by our beautiful [illustration work](#) and started dreaming about how awesome your next image is going to end up. But hold everything!

#### BEFORE THINKING ABOUT HOW YOUR PROJECT IS GOING TO LOOK, IT'S IMPORTANT TO CONSIDER ITS PURPOSE.

You have expertise and valuable functionality, and if potential customers knew it, they'd be pounding down your door. Finding your niche is the hard part. Concepting relevant content is a piece of cake.

Perhaps you help monitor employee engagement. You could craft a blog such as "How Employee

Engagement Affects the Bottom Line" or an ebook called "The Ultimate Guide to Increasing Employee Engagement."

Maybe you help zoos create schedules for their staff and automatically reorder supplies: "How Unorganized Scheduling Can Hurt Your Zoo and Its Inhabitants."

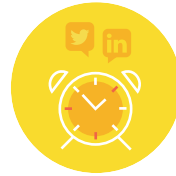
## ask your team these questions:



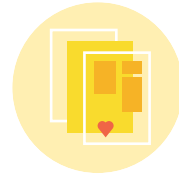
WHO ARE YOU TALKING TO?



WHAT DO YOU WANT THEM TO TAKE AWAY?



WHEN, WHERE, AND HOW WILL IT BE POSTED?



IS THERE A PIECE YOU'D LIKE TO DRAW INSPIRATION FROM?

Putting the purpose and goals of your project in front of all else will help your project take shape with the appropriate structure, length, and specs. Plus, asking yourself these questions tends to help you answer the next big one:

### WHAT IS YOUR PIECE OF CONTENT ABOUT?

Don't let a wealth of topics get you stuck.

SaaS companies find success in content marketing when multiple pieces in different formats guide potential leads through the customer journey. Pique their interest, give them an overview, give them a deep dive. Make sure the prospect gets enough information

to compare your solution to another, but don't overwhelm them. Whenever there's a new feature or update, your team should also distribute content to users explaining what's new, how to take advantage of it, etc. The perfect content marketing strategy includes resources that appeal to both potential customers and longtime users.



WHILE PROMOTIONAL CONTENT HAS A PLACE IN CONTENT STRATEGY,

**EDUCATIONAL CONTENT GETS 14% MORE ORGANIC TRAFFIC THAN PR/NEWS POSTS.**

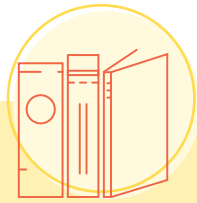


+14%

1

Another option is to reach out to other online publishers in your industry to see if they'd be willing to accept a guest post. These content hubs are excited to get submissions with great visuals included, as well.

Whatever you create should fall into one of a few established categories that work for your brand and overall marketing goals. Having established buckets for your content ensures your content is relevant to your industry, target audience, or followers.



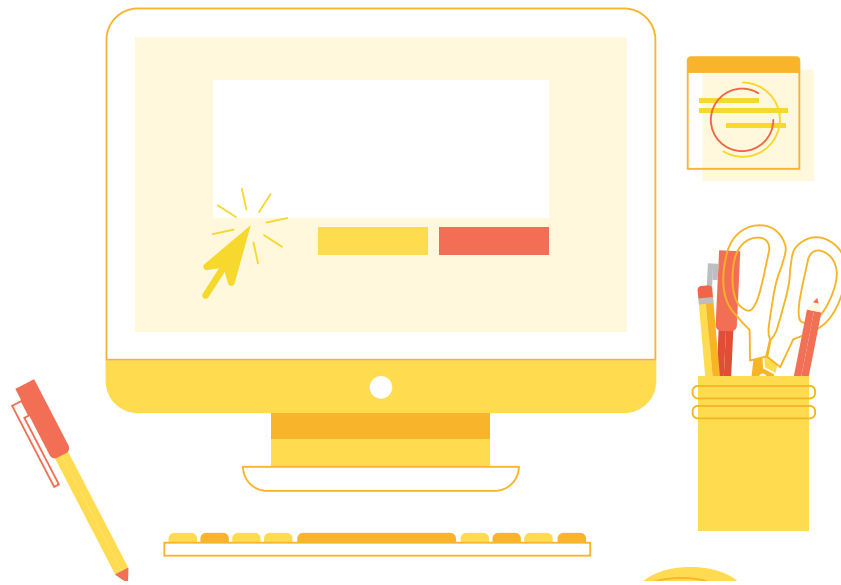
ONCE YOU'VE GOT YOUR TOPIC NARROWED DOWN,

*spend some time considering the story  
you're trying to tell.*



It might seem showy to attach a word like “storytelling” to your marketing tasks, but yours doesn’t need to be melodramatic—there’s plenty of room for narration and promotion to live in harmony. After all, stories form connections. People gravitate toward things they believe in and agree with, and “telling, not selling” can go a lot further than a banner ad for your next flash sale.





## JUST A COUPLE QUICK TIPS BEFORE BUSTING OUT THE PROVERBIAL PAINTBRUSH.

Your visuals and copy should let the creator's personality shine through, but it's also important to hold each piece of content up to an established, consistent voice and tone. Need an example?

### *To Do*

- TOPIC
- STORY
- TONE

## HERE'S HOW WE BREAK IT DOWN AT LEMONLY:

### WE ARE

- Approachable
- Self-assured
- Energetic
- Humble
- Eccentric
- Clever



### WE AREN'T

- Overbearing
- Brash
- Cocky
- Edgy
- Weird
- Cheesy

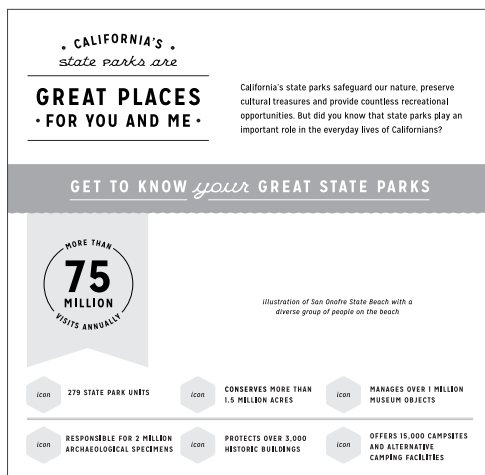




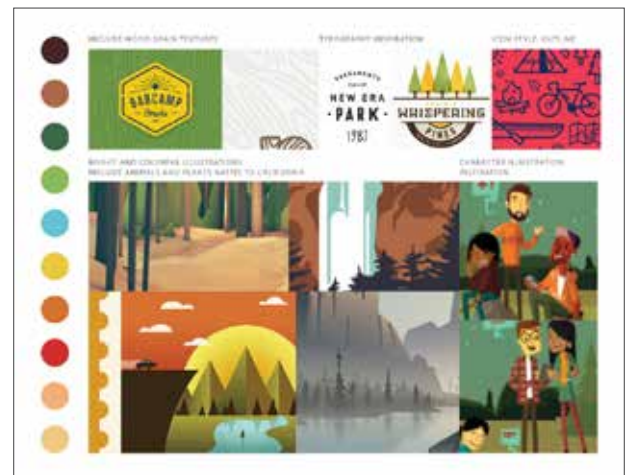
# MAKE

Click that Adobe Illustrator icon, grab a cup of whatever gets your creative juices going, and get ready to make some kick-ass content. You're a unique, high-quality company who deserves visuals to match.

## WIREFRAME:



## MOODBOARD:



## WIREFRAMES AND MOODBOARDS

When the right moodboard meets the right wireframe, they lay the foundation for a blissful marriage of form and function. Together, they make a beautiful baby piece of content (draft one), who grows up to be a charismatic, informative, and quite stunning grown-up piece of content (final draft).

### WHAT'S A WIREFRAME?

Put simply, a wireframe is a blueprint for what the graphic will become. It's an outline kept in grayscale, without many design elements, so that your focus is on the overall structure of your visual story, flow of the sections of copy, and the layout of where

2

both text and graphics will be placed.

Lemonly makes wireframes for projects big and small, from full-blown infographics and microsites to Instagram posts and simple animations.

*Tip:*

Wireframes align the images in every team member’s mind, meaning no surprises—and more efficient editing.

Skipping the wireframe and going straight to design without thinking about placement and flow of your copy and content tends to lead to A LOT more reworking than you probably want to do. Because wireframes aren’t yet filled with

design elements, it’s easy to move things around, cut copy, or decide to feature this chart or that statistic more prominently. This is the perfect step to share with your coworkers so they can see how the project is taking shape before getting too deep and having to completely redo something.

### WHAT’S A MOODBOARD?

Moodboards show each client the overall “feel” that their graphic will have in the design phase, with a color palette, examples of illustrations, and textures that fit the overall motif of the designed piece. In this particular moodboard, you see the childlike aesthetic is further enhanced by a bouncy, line-driven collection of animals, soft colors, and more handmade fonts that emote a friendly, warm feeling.

## DESIGN *tips* FROM DESIGN DIRECTOR ASHTON



The finish line is in sight! After your wireframe and moodboard passes the test with your team, it’s on to the design phase.



We couldn't possibly keep this eBook at a reasonable length if we included every shortcut our designers have uncovered over the past six years, so we're just going to assume you've got at least a basic handle on how to use Adobe's Creative Suite or similar tools. (Like we hinted at previously, we typically use Adobe Illustrator to build out most visual content.)

Some websites will allow you to create illustrations with varying degrees of control, but if you want your content to look top-notch, it's best to avoid the easy way out and instead create your pieces from scratch. Otherwise, we're back to square one with creating "stock-looking" visuals.

You've probably heard the whole "a picture is worth 1,000 words" thing, right? Definitely something to keep in mind while you design visual content.

## IF AN IDEA CAN BE EXPRESSED VISUALLY RATHER THAN USING A CHUNK OF COPY, DO IT!

Always keep in mind, though: Each part of every piece of content—from story to copy to design—are there to serve one thing: the goal of the project. You may be the best designer in the world, but if all you're doing is making art, you're doing it wrong.

Remember to practice, practice, practice, and use online tutorials to expand your skills in specific programs.

If you're visualizing data, Illustrator has a few nice chart features to get you started. And be sure to follow other designers and companies that make visual content you enjoy. It's easy to become inspired by combing sites like Behance, Dribbble, and even Pinterest!



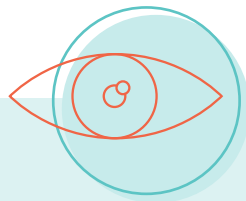


## POST

By now, your content may be complete, but the process for getting the most out of it isn't quite over yet. Between image sizing, posting best practices, and analysis, you shouldn't turn your brain off as soon as you export your piece.

### WHERE WILL YOUR VISUAL LIVE?

This is often the most overlooked detail, but one of the most important. Don't make the mistake of spending time creating something beautiful that turns out to not work where you wanted to post it.



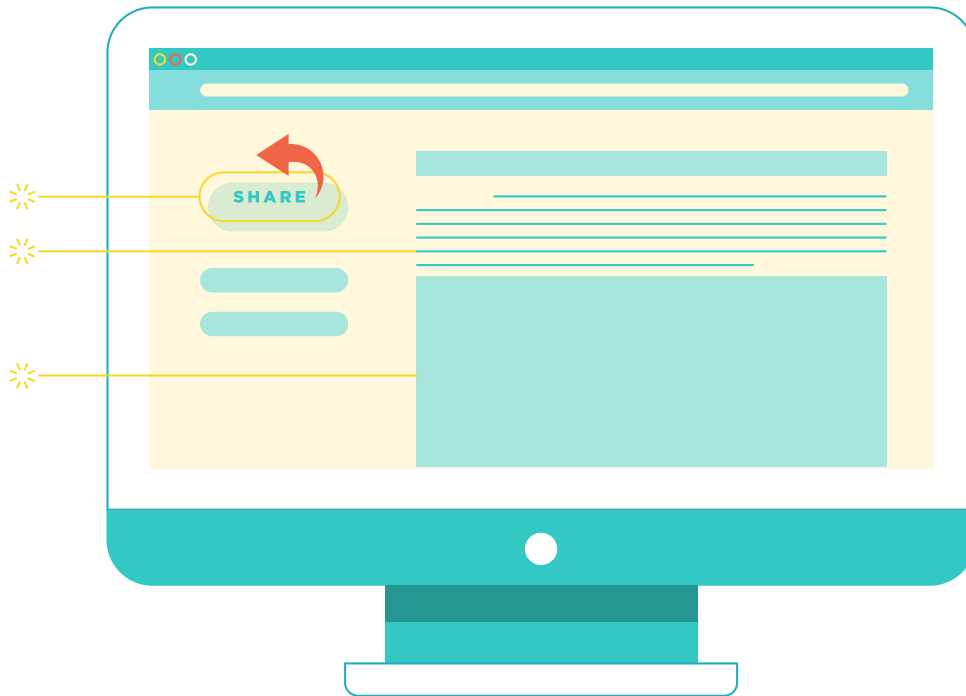
*What beautiful content!*

LET'S GET IT ALL GATED AND WATCH THE LEADS ROLL IN!

**NO.** While some “meatier” content (ebooks, webinars) might persuade your audience to give up their email addresses, most content (blog posts, infographics, podcasts) should be readily available to readers. Interested individuals will follow CTAs from the high-level content to the gated stuff. And, since your gated content viewers are already a bit further down the funnel, the leads are of higher quality.

*Tip.*

Before your design has even started, work with your web team on uploading a sample piece that's sized similarly—pixel-wise and megabyte-wise—to what you plan on creating to make sure your reader is able to view your content with ease.



### SO WHERE SHOULD YOUR VISUAL LIVE?

Most content marketers place their larger visuals, like infographics, within a blog post in a resources page or on a landing page. When posting on your website, try to put your visual on a page with share buttons, some copy explaining the piece if needed, and perhaps some links below your visual with additional resources for your

audience, if needed. Your goal is to keep them on your site after reading and looking at your piece, so give them some next steps.

You should also create an attention-grabbing preview image for the blog post your piece will live on. This step seems to be put on the back burner compared to the others involved in bring your content to life, but since it's the first thing people will see, you should put

### 3

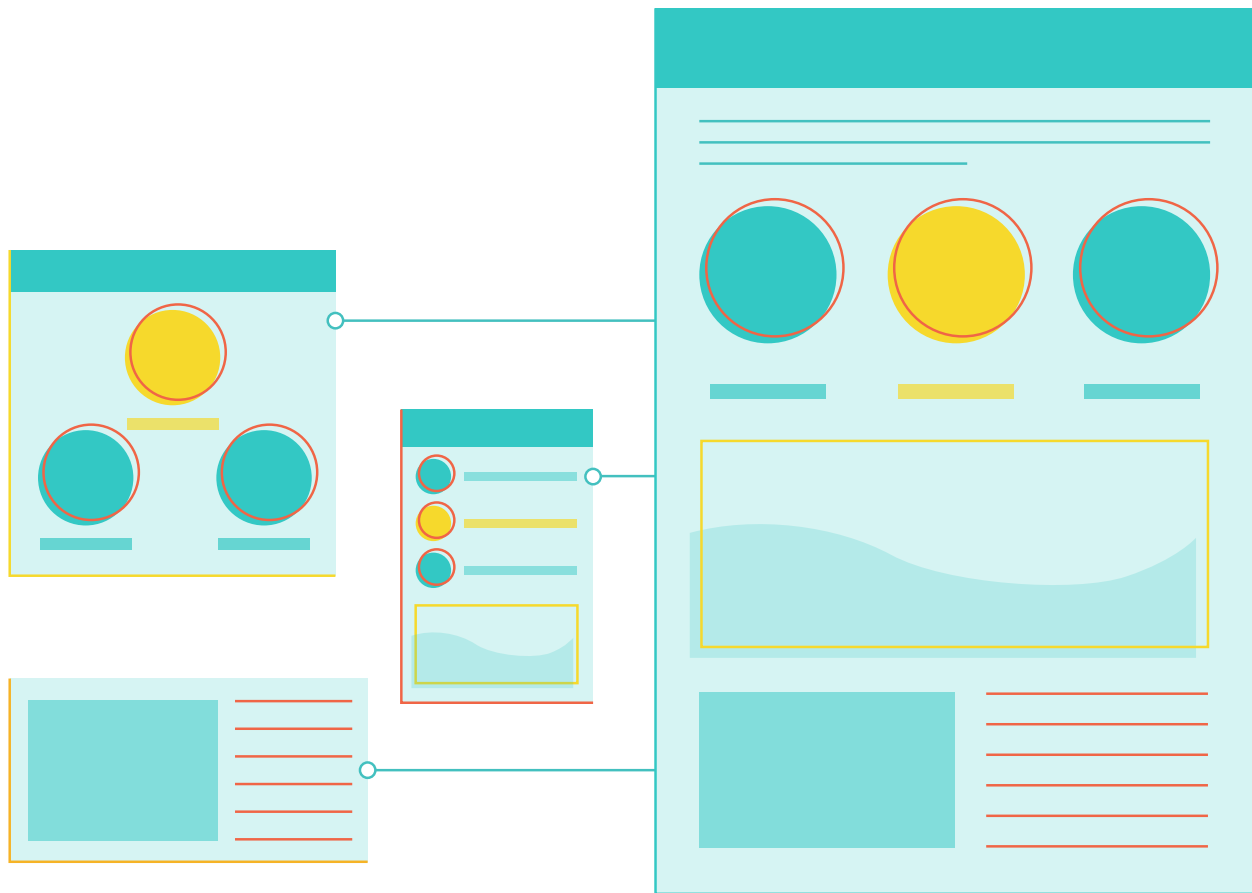
just as much effort into it as your piece itself.

Adapting an image from your existing piece is usually a solid choice. Clean up some text, remove distracting elements to accommodate dimensions, make sure it looks decent on desktop and mobile and voila! You've got an awesome image in just a few minutes. That small visual can also be reformatted slightly to work as a preview image on social media.

Speaking of which...

## SHARING YOUR VISUALS ON SOCIAL MEDIA

One of the best parts of creating and posting content—your company OWNS it all. You don't have to keep paying per click or per impression or at all, if you don't want to. By distributing your content natively and keeping SEO in mind, your content will keep working for you for as long as it's accurate.



### *Tip.*

Small visuals (a.k.a. microcontent) look great on social media.  
Large visuals like infographics typically do not.

# 3

## FINAL SHARING TO-DOS

- ✓ Remember to share your content multiple times. You spent a lot of time creating it, so be sure your audience sees it!



YOUR AUDIENCE MAY BE IN DIFFERENT TIME ZONES



NEW FOLLOWERS MAY FIND MONTHS-OLD CONTENT VALUABLE



GETTING YOUR CONTENT IN FRONT OF MORE EYES MEANS MORE TRAFFIC

**RECIRCULATING A BLOG POST GETS ABOUT 75% OF THE ENGAGEMENT AS THE PREVIOUS POST.**

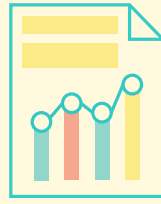
- ✓ Try a couple of different image options for sharing your full piece. One type may be more successful in gathering pageviews than the next, so this is a great way to A/B test certain projects while fine-tuning your process for the future.



*Finally, it's time to sit back*  
**AND WATCH THE LEADS ROLL IN.**

**TIP:** Establish a platform for monitoring your posts, a benchmark for success, and a process for tweaking and re-posting. Use tools like Google Analytics, Facebook Insights, Hubspot, etc. to help you understand more about your content's performance.





# RESULTS

A commitment to strong content can have amazing results. For instance, here's a look at some of the successes our clients have enjoyed.

## DEMANDBASE

We teamed up with Demandbase to educate prospects on how to create more targeted and innovative marketing campaigns using account-based marketing with an ebook and infographic.

The ebook generated an unprecedented amount of downloads for the organization (over 950) and educated prospects on account-based marketing.

**GENERATING QUALITY LEADS, THE EBOOK ITSELF GARNERED A 960% ROI.**



Not to mention, the ebook was part of a campaign that earned Demandbase a Killer Content Award.



By educating their audience with infographics on ever-changing healthcare regulations, the AthenaHealth Insights team used visual stories to generate strong results.

One infographic attracted  
**457% MORE VIEWERS**

And saw an  
**ATTENTION TIME INCREASE OF 46%**

Over other pieces of content on the client's blog

## 4 ways to improve financial performance

Are you meeting your financial goals? Following these tactics can bring you closer to success — or take you to the next level.

1

### Manage costs and resources

#### Own what you're good at

Use your comparative advantage: build partnerships with vendors that can assist with work that's not directly related to patient care. In the process, you'll expand your infrastructure, convert fixed costs to variable costs, and free staff to focus on the work that's core to your organization's value proposition.



1

When adopting new technology, choose software-as-a-service solutions that won't require major upfront costs or long-term maintenance.

2

Find vendors to manage business tasks on your behalf like payroll, legal support, accounting, billing, coding, scheduling, collections and medical answering services. Balance staff according to core business operations.

3

Consider leasing expensive equipment instead of buying.

#### Eliminate or reduce fees

Find opportunities to reduce or eliminate certain fees by examining your existing contracts and partnerships.



Software upgrades



Lockboxes



Clearing houses



Interfaces

2

### Acquire and retain patients

#### Conduct effective outreach

Aggregate clinical and claims data to identify care gaps to target in outreach campaigns. Then study the results of your outreach to determine exactly when and how to message patients and encourage them to make an appointment. The right combination of text, email, and voicemail can get patients in for routine or preventive care like annual wellness visits and flu vaccines.

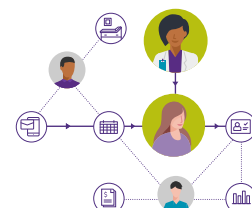


3

### Improve productivity

#### Let providers focus on providing care

Design workflows that delegate administrative tasks to non-clinical staff when possible, so that your care team isn't bogged down with unnecessary distractions and can maximize time with patients. Ensure that your EHR's clinical workflows can meet the needs of all your specialties to save time for providers rather than forcing them to seek workarounds or alternate systems.



## 2-3 weeks+

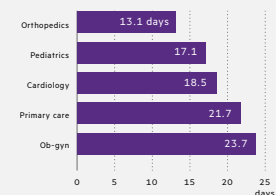
average wait time for new patients

Schedules may appear to be full, but a glance in the rearview mirror shows an unexpected percentage of appointments go unused.

## nearly 30%

of all appointments go unused <sup>2</sup>

Average wait time for new patients' first appointment, in days by specialty <sup>1</sup>



### Avoid missed opportunities

#### 1 Use sophisticated appointment confirmation events



Send appointment instructions along with appointment reminders, like fasting prior to a surgery, directions on where to arrive, or information on how to check in.



Give patients the opportunity to communicate with their physician in advance of their appointment, so that specific issues or concerns can be described and reviewed ahead of time.

#### 2 Be smart about schedule organization



When a patient self-schedules, confirm that the correct appointment type has been booked, like a physical instead of a procedure, so that care team time is appropriately accounted for.



Analyze patient no-show patterns and identify cancellation trends to predict when it's safe to schedule multiple patients for the same time slot.

### Use portals to retain patients

## 80%

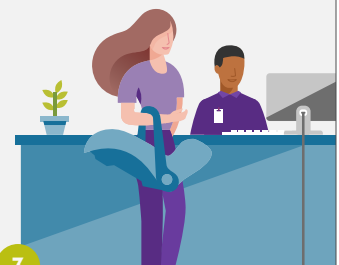
of portal adopters return for a visit within 18 months, vs. 67% of non-portal adopters <sup>3</sup>

#### 1 Capture patient email addresses at check-in

#### 2 Share patient summaries and test results

#### 3 Send secure timely messages

#### 4 Offer self-scheduling — you could potentially see a 17-27% increase in schedule density depending on your practice size. <sup>4</sup>



4

Whether it comes from within our four walls, a couple states away, or across the globe, Lemonly is always ecstatic to see more high-quality content enter the world. With this guide, you and your team are well-equipped to say no to stock photos and join the ranks of professional producers.

If you're in need of some design reinforcements or would like more detailed recommendations as to content marketing that'll fill your funnel, consider a [content audit](#) from Lemonly—or even just a quick chat.

## READY TO TRANSITION FROM A SCRAPPY STARTUP TO SAAS MASTER?



*i'd be happy to help!*

BOOK A CONTENT STRATEGY CALL  
WITH MORGAN TODAY.

**Morgan Larson**

Director of Business Development



[www.lemonly.com](http://www.lemonly.com)

