

CHECKLIST FOR MARKETERS

Choosing a B2B SaaS content marketing agency



Choosing a B2B content marketing agency can be a daunting task.

Here's a great place to start. Make sure your agency partner can check each of these boxes before starting a single piece of content together.

- An understanding of the SaaS Buyer's Journey
- [Professional examples of work done for other SaaS companies](#)
- Testimonials from clients within the B2B SaaS industry
- A strong understanding of the importance of [strategy behind B2B SaaS content marketing](#)
- [Employees](#) with real-world SaaS company experience
- A [strong internal workflow process](#) and willingness to be flexible to fit your ideal workflow
- [Writers](#) with experience working on highly technical copy and fun creative campaigns
- A creative team willing to share oodles of [marketing knowledge](#) and color outside the lines
- A client list that shows proven results with SaaS companies like yours
- A penchant for [grooving to great music](#)

If you don't have an agency that checks these boxes, we're here for you. Reach out to us to see how we can help your team create a clear voice that rises above the tech noise.