How G2 Solves 4 Key Challenges for High-Growth SaaS Companies

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# Growing a software brand isn't getting easier.

It's only getting tougher out there for SaaS companies looking to grow. Even if you have the greatest software on Earth, brand awareness can make or break any business. How you invest your time to grow your brand is critical because high-growth SaaS companies have to make do with fewer resources.

Any seasoned marketer will tell you that your strategy benefits most with a comprehensive understanding of your ideal buyers. These insights can inform which marketing channels to prioritize and how to optimize your messaging to have the greatest impact.

But even if you do find which go-to-market (GTM) motions are working to increase visibility, how do you know if you're sourcing the right buyers?

Believe it or not, buying software isn't as simple as it once was. Buyers have a dizzying number of solutions to choose from, and in many cases, choosing the right software for their needs is a big decision. This explains why user reviews have become an **essential part of the buying journey**.

G2 has over **2 million** unbiased, authentic reviews from real folks. By providing comprehensive insights with every review, there's a reason why employees at Fortune 500 companies and over 80 million users depend on G2 to make smarter software decisions.
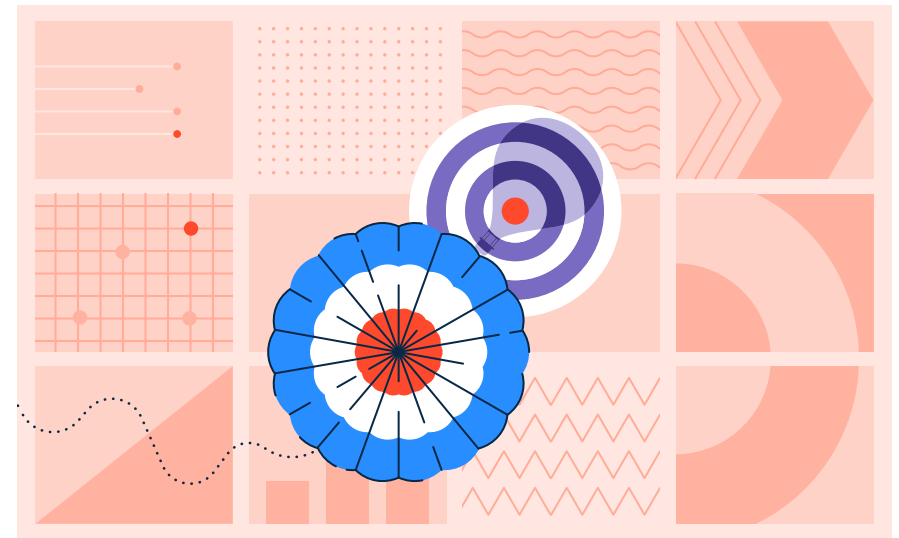
People buy from brands they trust.

Every month, millions of buyers visit G2 to research, compare, and buy software. Because it's the world's largest marketplace for B2B software with more than 1,500 software categories, you can leverage G2 to accelerate growth for your SaaS brand.

G2 helps you supercharge your growth strategy by:

- Exposing your brand to over 6.5 million monthly visitors

- Differentiating your brand and products

- Creating a consistent flow of traffic to your site that's more likely to convert

- Empowering sales teams with content and messaging they need to win more deals

What you'll learn

In this e-book, we'll explore how high-growth SaaS companies can find success with G2 to increase their brand awareness, source high-quality opportunities, and create better alignment with sales. Additionally, we'll dive into some advanced tactics and solutions you can use to reach your growth goals.

Millions of buyers visit G2 to research, compare, and buy software.
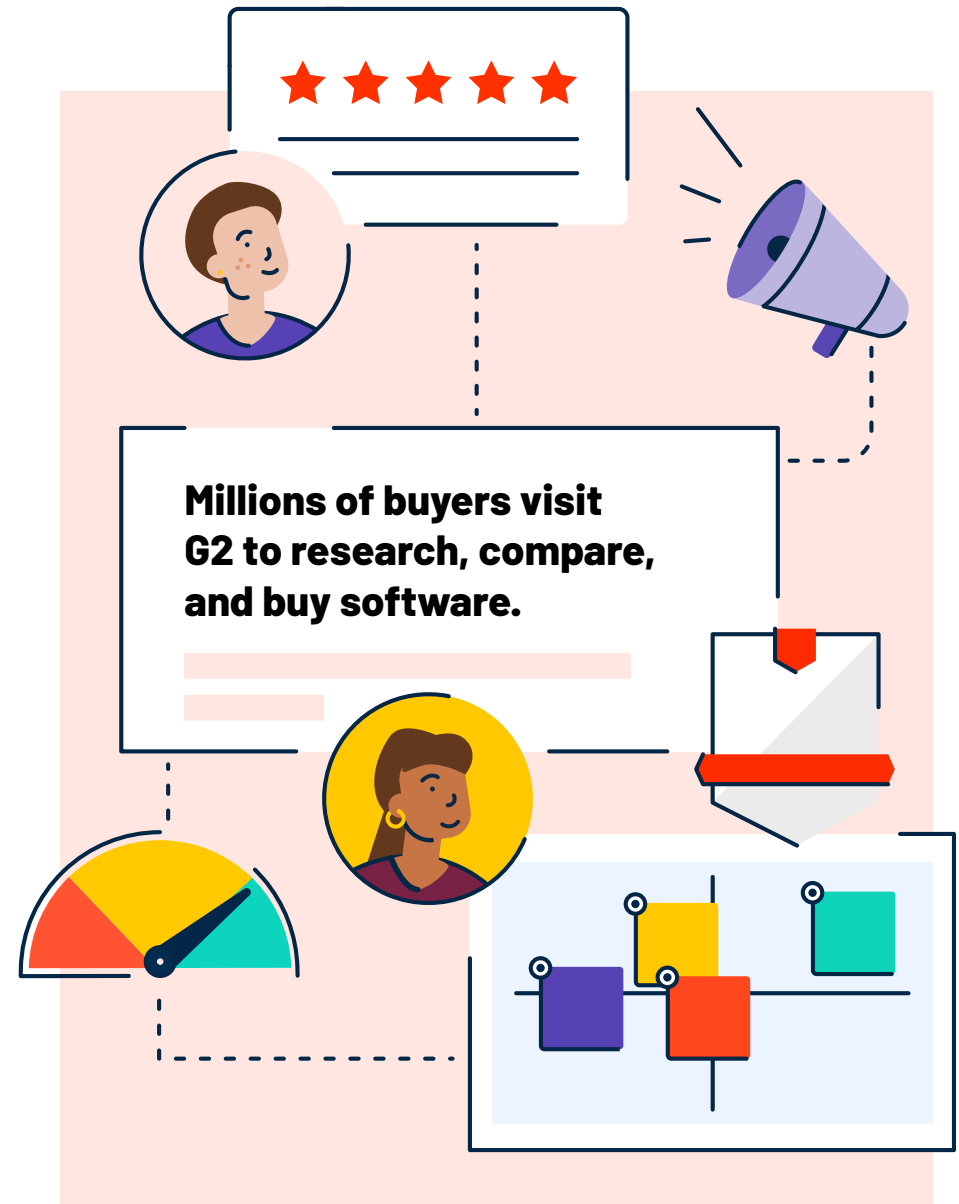
Growth challenge #1:
Increasing brand visibility

What are the first challenges SaaS companies face in their growth phases?

- **Insufficient brand awareness:** Your target audience barely knows who you are.

- **Limited discoverability:** Buyers aren't finding you when searching online.

- **Lack of validation:** Prospects cannot validate your value proposition or success

- **Saturation:** Your category is filled with solutions similar to yours.

Put yourself in the shoes of your ideal buyer. If they're looking for software that solves specific problems, there's a good chance that they'll start their journey using a search engine like Google or Bing.

In fact, organic search is one of the most important marketing channels for software companies. Leveraging the power of organic search is made possible through the practice of search engine optimization (SEO). But the truth about SEO is that it's always a long-term strategy and takes significant effort to do well.

Noteworthy SEO statistics

Before diving into SEO, here are a few **statistics** that demonstrate its importance. Not only that, but SEO can be extremely difficult for unestablished brands.

- **68% of online experiences** begin with search engines

- Relevant searches influence **39% of buyers**

- **Only 5.7% of pages** will rank in the top 10 search results within a year of publication

- The top three Google search results get **54.4% of all clicks**

Not only is it hard to rank high in search engines, but it will also take a long time to get any real results. While high-growth SaaS companies should invest in SEO, it will provide minimal returns in the short-term and represents just one channel to incorporate into your overall strategy. However, there are other ways you can take advantage of SEO now.
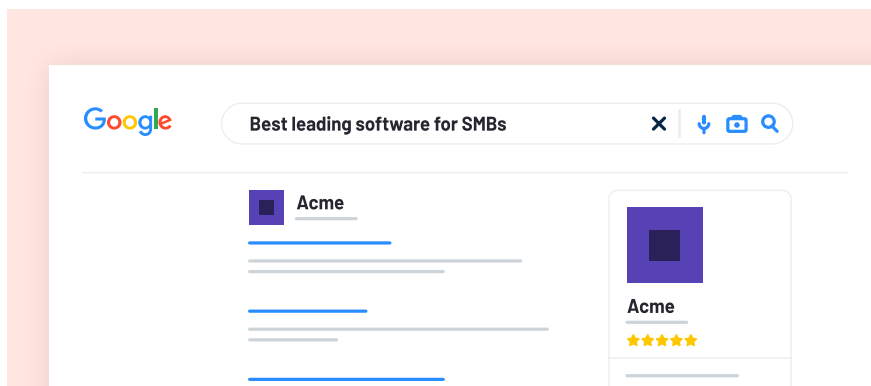
Solution: Optimizing your G2 Profile

G2 retains its strong SEO rankings across thousands of high-intent keywords. Doing so creates a constant flow of relevant visitors from organic search. Because many of these visitors are buyers signaling that they're in-market for software, vendors ultimately benefit from G2's SEO performance in several ways.

With G2, your company can connect with buyers directly and engage in conversations that influence their journey throughout. You can also discover prospects looking for your product and gain advanced insights into your competitors.

When you claim and optimize your G2 profile, your business will leverage G2's SEO strength to gain the attention of millions of potential buyers by:

Improving your visibility on G2: Software buyers often begin their journey by performing broad keyword searches. They realize that a software exists to solve their problem, and knows what the category is called. When someone searches for the category, G2 pulls in buyers to specific software category pages. These pages are built around **G2 Grid Reports** that use proprietary scoring methodologies to identify the best and up-and-coming SaaS brands across more than 1,500 software categories. Since these category pages are the most common way G2 attracts search users, improving performance on the Grid will ultimately result in more exposure. The more brands invest in their review collection, the better their chances of placing high on the Grid.

Claiming more real estate in SERPs: If you search for your brand name, the results page will return a ton of websites that mention your brand. There's a good chance your website comes up first, but you have far less control over those other sites. Luckily, your G2 Profile gives you a chance to optimize it and craft a better first impression with visitors coming from search.

Creating a solid foundation

Since your G2 Profile is a valuable asset, you must ensure the information is accurate. A buyer visiting G2 is there to research solutions like yours, and optimizing your profile is crucial - especially if this is their first exposure to your brand.

Once you claim your free profile, pay attention to the following areas

Product logo: Typically what buyers will see first, so make sure to use the most current version.

Product description: Ensure all details are thorough and accurate. Consider writing several short paragraphs detailing basic information, key product features, and mention primary use cases that outline the problems it solves.

Product images: You can add up to six screenshots of your product to give buyers a better sense of what your software looks like in practice.

Call-to-action: Every profile has the capability to create and customize call-to-action (CTA) buttons that push G2 users to a lead capture form. You can take it even further with the **G2 + Chili Piper** integration and allow prospects to book time for a product demo.

Going beyond the basics

Claiming your profile is only the beginning, and you can get so much more from G2 with some incredible features. Consider exploring the Essential, Pro, and Power plans to differentiate your brand further, gain unique insights into your competitors, and have access to proven UGC generation tools to help scale your review collection efforts.

Upgrade your plan

Growth challenge #2: Building credibility with buyers

Awareness is just one concern for high-growth SaaS companies. As your customer base begins to expand and become more sophisticated, prospective buyers need more to justify doing business. Additionally, you need to separate yourself from the pack and provide proof you're the best solution for a buyer's needs. These issues all tie into your brand's credibility.

Did you know that **90% of buyers** are more likely to make a decision after reading a trusted review? Review sites continue to be a critically important aspect of the buyer's journey, and this is particularly true in the world of B2B software.

Social proof is critical when it comes to building trust with consumers. Authentic feedback and testimonials from other consumers are vital as they help validate product claims for the buyer.

How G2 approaches reviews

At our core, we believe in the power of unbiased, authentic reviews from real people, which is why we prioritize the **quality of reviews** over quantity. Here are a few reasons buyers have come to trust G2 for researching and evaluating software

- We take steps to verify the identity of every user on G2.

- Review moderation leverages over 43 data points to assess the authenticity of reviews.

- Every review is vetted and can only be approved under strict guidelines.

Solution: Implementing a review collection strategy

When you approach reviews from a place of authenticity, your customers are one of your greatest marketing assets. Sourcing reviews is the ultimate path to finding success and growth opportunities with G2 because they can significantly impact your credibility and reputation.

For now, your focus should be to collect as many reviews as possible. Keep in mind that just 10 or more reviews make you eligible for inclusion in G2 Grid Reports. Report releases happen every quarter, so you'll have several chances to influence performance and place higher on the Grid throughout the year. Collecting reviews eventually has a compounding effect as your brand grows, so keep at it.

Building momentum with reviews

It's worth noting that collecting reviews can be more challenging for companies with a smaller customer base. Identifying and attracting prospects is a high priority for any business, but we'll explore how G2 can address this later on in this resource.

For internal alignment, consider bringing together sales, marketing, and customer success teams to think about how you want to start asking customers to submit a review on G2.

Incentivizing reviews: How to do it right

Collecting reviews at scale

Monetary incentives, like gift cards or discount codes, encourage users to take immediate action and provide feedback. Using incentives is incredibly effective, but it's crucial that you only use them to collect authentic feedback.

At no point should you incentivize customers to leave positive reviews. Exchanging monetary rewards for positive reviews violates G2 Community guidelines and may actually harm your credibility in the long run.

Getting a consistent flow of reviews is necessary to ranking up and performing well in the G2 Grid and G2 Reports. Having 20+ reviews can go a long way to validate and build trust, but you should always aim to collect them on an ongoing basis since **recency plays a big part in your performance**. Eventually, you'll want to explore how to collect reviews at scale to make this process less manual.

Luckily, these are 2 ways you can go full throttle.

G2-managed review generation campaigns

With G2 Review Generation campaigns, our team does the heavy lifting for you to help quickly build your reviews and increase your presence on G2, freeing up your teams' bandwidth. G2 Review Generation campaigns typically see a 5-6x higher response rate for reviews than when vendors run campaigns themselves. This is the fastest way to get reviews on your profile within a 2-3 week timeframe when starting with G2.

Salesloft.

Salesloft experienced an

85%

campaign response rate.
See how G2 Review Generation helped them **collect more reviews** than ever before.

In-app review prompts

One of the most effective ways to ask for a review is with in-app prompts. You can select criteria to trigger a pop-up right inside your website or app when users are most active. Automating review collection can free up bandwidth compared to other collection efforts and makes it simple for customers to submit a review.

TRUCKSTOP

Truckstop saw a

150%

increase in monthly leads.
Learn how **this Pendo and G2 integration** helped them do it.

Growth challenge #3: Pursuing the right buyers

We've shown how G2 can get your brand in front of in-market buyers and develop stronger credibility through customer reviews. At some point, these efforts need to have a direct impact on revenue.

Leads and prospective buyers are the lifeblood of any growing business, and some organizations are hyper-focused on getting more of these opportunities. The reality is that the quality of those leads and opportunities matters. This means that high-growth SaaS companies face a different set of hurdles to overcome when it comes to marketing to their target buyers.

- **Low conversion rates:** You have traffic to your website, but it's not converting to leads and opportunities.

- **Segmenting and scoring inefficiencies:** You have a big prospect database, but you don't know who is actively looking for a solution. This means you can't segment or score these leads.

- **Difficulty finding ideal buyers:** You have a wide market to focus on, but you can't identify in-market buyers and advertise specifically to them.

- **Advertising ROI:** You are spending a lot on paid media efforts like Google Ads and LinkedIn Ads, but you're not seeing the ROI.

Budgets and time are dwindling resources. High-growth SaaS companies must ensure they're using them efficiently.
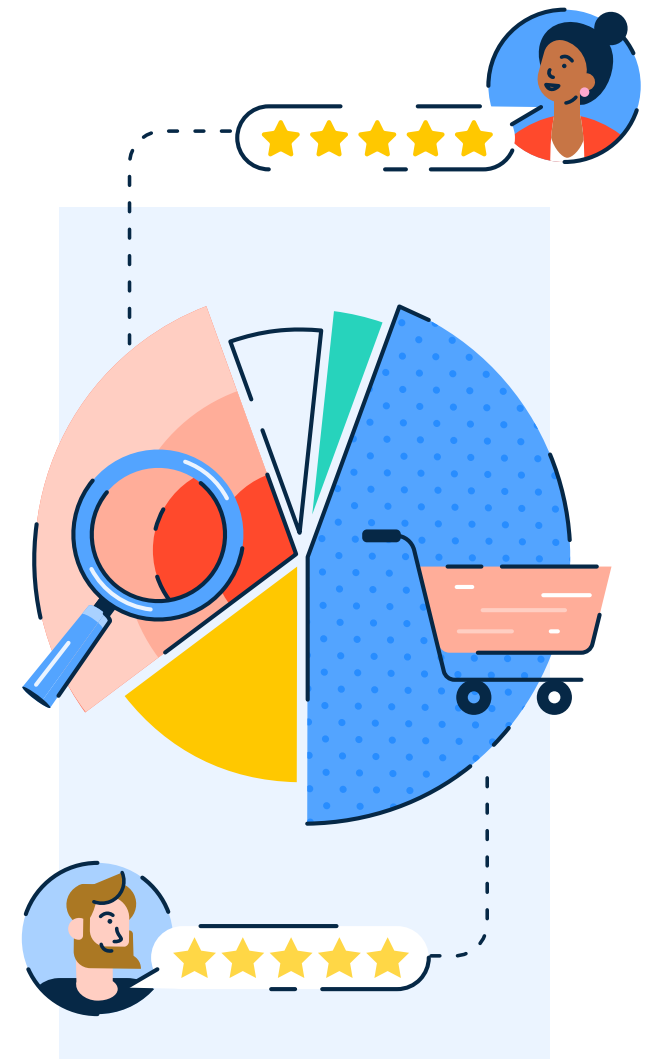
Solution: Targeting buyers with pinpoint accuracy

Imagine you know which companies are in-market for solutions like yours, and you could serve them custom content with persuasive messaging at precise moments throughout their purchasing journey. Having this capability would deepen your content's impact while providing substantial ROI.

That's the power of **intent data**. It shows you *who* is researching your product and *when* they're looking for it. Intent data is a key concept in account-based marketing (ABM) strategies and can look different across different providers of this data.

The teams that most often work with intent data include:

- **Marketing:** When aligned with sales, marketing uses this data to build target audiences, inform their targeting and demand generation campaigns, influence buyers, and retain customers.

- **Sales:** The most common users will utilize this data across the sales process, from prioritizing prospect outreach to crafting relevant pitches to closing.

- **Customer success:** Intent data can help inform customer success teams where current customers are experiencing challenges, build better relationships, and reduce churn.

With **G2 Buyer Intent** data, you can influence pipeline growth by understanding how your prospects use G2. You can leverage this intent data in 5 ways.

1. **Identify** in-market accounts that are actively researching your category, product or competitors.

2. **Segment** accounts based on G2 intent signals, industries, location, personas, or whatever criteria you choose.

3. **Craft** personalized content that specifically addresses needs and pain points.

4. **Target** paid ads on search engines and social media that help guide these accounts down the sales funnel.

5. **Prevent** churn by regularly checking the pulse of existing customers.

> **Suggested reading:** Check out **The Big Book of Intent** to gain an in-depth understanding of intent data.

Maximizing the value of intent signals

Because buyers can research software differently, how they use and browse G2 are strong indicators of their purpose. G2 Buyer Intent features data captured from this user activity, more commonly known as intent signals.

- **G2 Profile Visits:** When buyers visit your G2 product profile page.

- **Sponsored Content Visits:** When buyers visit a competitor's page displaying sponsored content.

- **Category Page Visits:** When buyers browse a specific software category page on G2.

- **Competitor Page Visits:** When buyers run a comparison between one or several different software vendors.

- **Alternative Page Visits:** When buyers examine alternative comparisons for a given software vendor.

The best part about these signals is that they're all actionable. It'll be your decision whether a signal should automatically trigger an action, such as launching campaigns on LinkedIn, or if they're better for sales teams to follow up with contacts in real time.
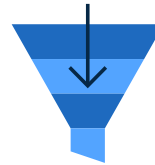
To maximize the value of a given intent signal, it's important to have content and creative assets on hand that match a prospect's current phase in their buying journey.
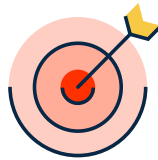
Awareness

Blog posts

Social media promotions

Paid campaigns

Calls to action

Newsletters

eBooks

Webinars

Consideration

Case studies

Peer/industry reviews

Landing pages

Sales outreach (email workflows, personalized SMS, outbound calls)

Loyalty

FAQ resources

Technical guides

Customer success stories

Cross/upselling landing pages

Intent-powered marketing, across the buyer journey

Reach higher with G2 partner integrations

Using G2 Buyer Intent data alone can be incredibly valuable in sourcing quality pipeline for high-growth SaaS companies. However, you can get even more out of it by exploring numerous **partner integrations**.

- **Follow up on signals in real-time:** With the **G2 + Slack integration**, you can create a custom channel and invite key sales team members to receive alerts when new signals come through your G2 dashboard.

- **Connect with ABM or CRM platforms:** If you use an ABM or CRM platform, there are several integrations that you can use to pair with G2 Buyer Intent data. Some popular choices include the **G2 + ZoomInfo integration** and the **G2 + HubSpot integration**.

- **Build richer target audiences:** With the **G2 + Linked Matched Audiences integration**, you can incorporate intent data to add more layers of sophistication to your targeting criteria.
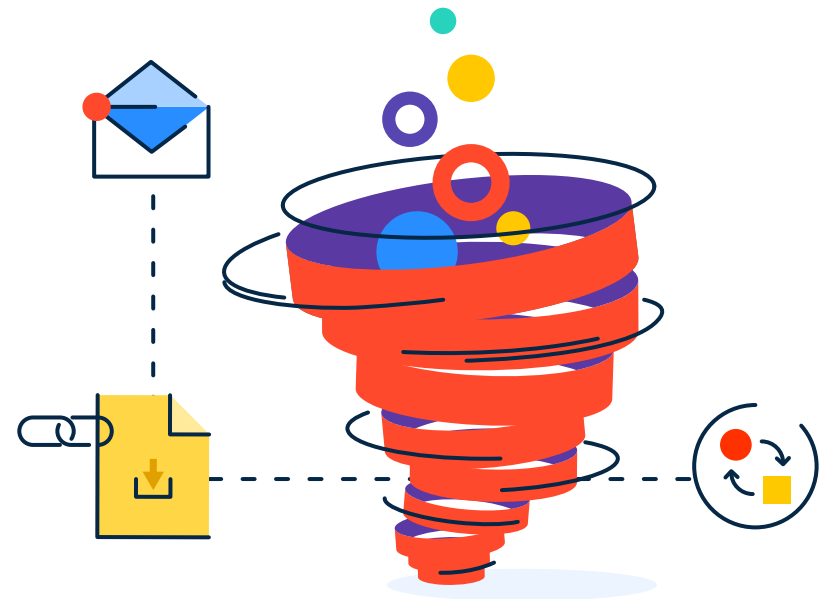
Chargebee

Chargebee generated

280+

high-quality leads in one year.
Explore **how they did it** with G2 Buyer Intent data.

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Growth challenge #4: Leveraging earned trust to win more deals

A common challenge for high-growth SaaS companies is arming sales teams with the right messaging, memorable content, and social proof that differentiates the products they pitch to your prospects. These invaluable resources empower them to have more productive conversations and win more deals.

Building trust and credibility was the hard part. But even if you do have tons of validation and social proof from testimonials and customer reviews, the question now becomes how to put all of that to good use.
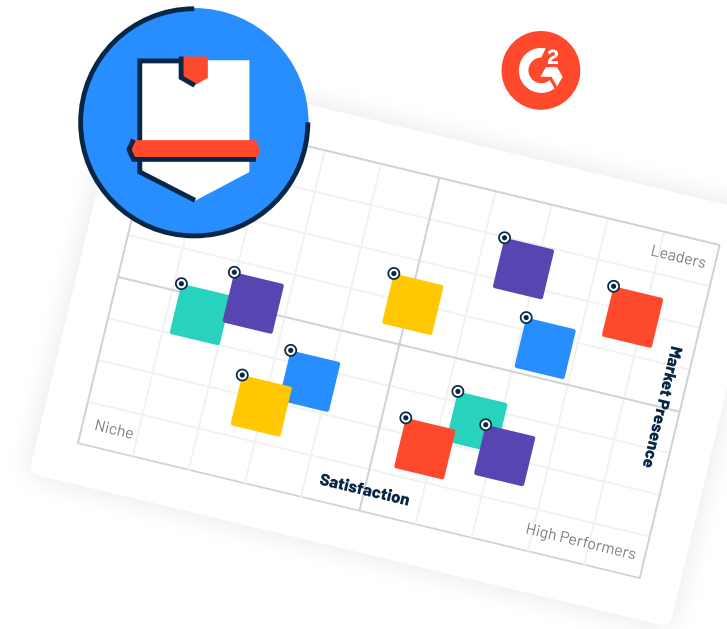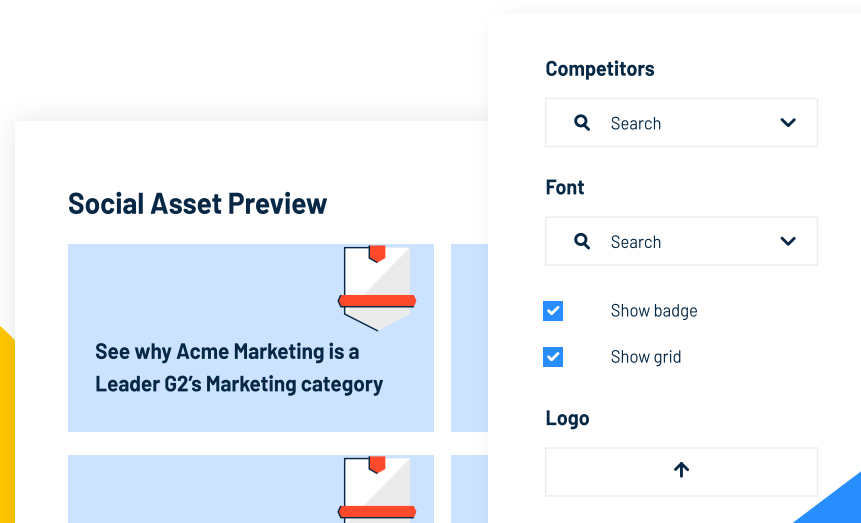
Solution: Using G2 content in the wild

Sales teams need targeted, competitive messaging, and engaging content for their prospecting and outreach activities. With a **G2 Content Subscription**, you can share and repurpose your Grid, Index, and Compare reports, along with shareable social content. Packaging up your reviews in this way allows your customer voice to do the selling for you and has been proven to be effective in engaging buyers, enhancing marketing programs and materials, and influencing deals and buyers.

In combination with encouraging your sales team to become G2 power users, leveraging G2 content ultimately provides more resources to help them close more often.

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7 ways to leverage G2 content

From sales enablement to content that builds trust, let's examine some specific examples to help you put G2 content to use.

1. **Display G2 Badges across your site.**
   If you're lucky enough to earn a G2 Leader or High Performer badge, show it proudly! Doing this conveys your leadership position and confidence in your reviews. In the case of segment or other specific badge types, consider using them where they're most relevant across your website. Additionally, displaying badges alongside CTAs and lead capture forms are likely to **help increase conversion rates**.

2. **Customize landing pages with G2 reviews.**
   Whether on your site to function as a testimonials page or to enhance messaging in paid search and social campaigns, customer reviews from G2 can be compelling aspects of landing page content.

3. **Add a link to G2 in your site's footer.**
   Make it easy for buyers to research and read reviews by having a link to your G2 profile in your footer. This can be helpful for SEO but also encourages prospects to learn more.

4. **Create assets for competitor comparisons.**
   Use G2's Comparison Report to create content assets that show a direct comparison and why you're better than your competitors. We've seen this increase conversions, especially in competitive categories.

5. **Include G2 badges in email signatures.**
   Having G2 Badges in your email signature is a simple way to show the person you're emailing why they should work or continue to work with you. It's also a great way to ask for reviews.

6. **Share social creative assets.**
   Social Assets turn high-impact G2 reports into plug-and-play social copy and creative the social channels you use most.

7. **Let data tell your story:**
   Leverage **G2 Research** to understand where you stand out and use this data to tell a compelling story in your sales enablement collateral. Third-party data is incredibly powerful in communicating with buyers and further building trust.

By leveraging the social proof G2 provides in your asset creation, you increase trust with potential buyers when your customer advocacy is front and center. Increasing trust will lead to an increase in overall conversions and deals won.

Proving ROI with G2

There's a lot of data to support why vendors find success using G2 to help grow their brands. High-growth SaaS companies can also find success, but you'll always need data and results to prove the effort is worth it.

Methods for measuring ROI

The following is a list of helpful metrics to keep track of when trying to determine the value and return on investment you get with G2. Keep in mind that our team works with vendors to analyze this data as well.
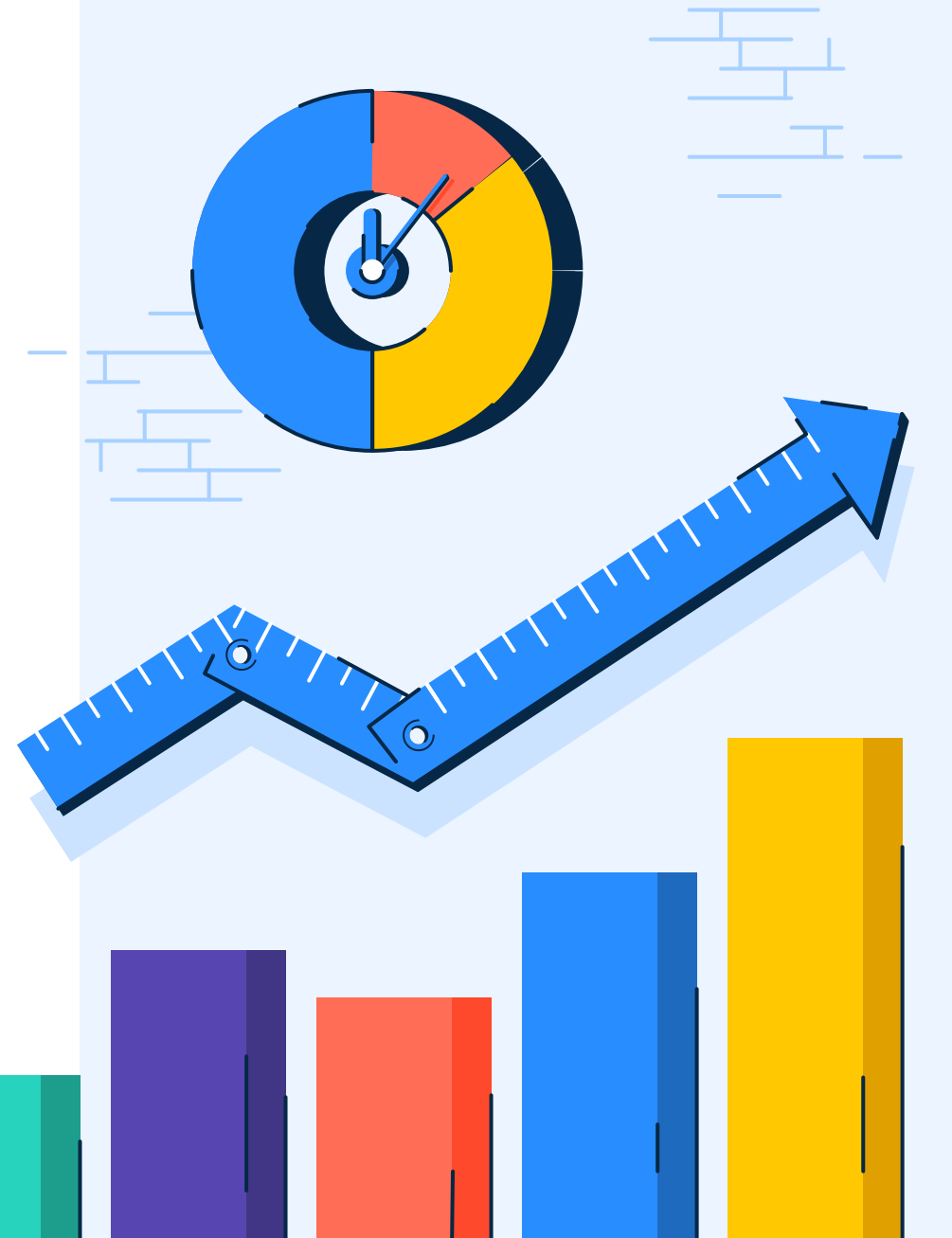
Branding

- Traffic to Your G2 Profile
- # of Reviews
- # of G2 Badges
- Category ranking
- Report performance
- # of comparison views
- ROI calculator

Timing:
- Quarterly

Requirements:
- None

Traffic & conversions

- Traffic from G2 to your website
- Traffic from your website to G2
- Quality of traffic
    - # of Pages
    - Time on site
    - Bounce rate
- Goal Conversions
    - Leads
    - Trials

Timing:
- 6- and 10-month mark

Requirements:
- Implement G2's Track Your Prospects pixel
- Add custom ID racking
- Google Analytics Data

Pipeline & sales

- Pipeline created or influenced by G2
- Closed sales
- Conversion rates from users on G2

Timing:
- 6- and 10-month mark

Requirements:
- Provide pipeline data for a Buyer Intent match

Fueling your growth strategy on G2

We've covered how G2 can be instrumental for high-growth SaaS companies by examining:

- *How G2 became the world's largest marketplace for B2B software*

- *How optimizing your profile and collecting reviews leads to visibility gains*

- *Why customer reviews are crucial to building brand credibility*

- *How intent data can identify and help you target in-market buyers with precision*

- *How enabling intent data in your org will drive valuable conversations and revenue pipelines*

Between longer sales cycles and buyers becoming more reliant on authentic reviews, there's no question how G2 can push your marketing efforts into overdrive and help your brand grow. How you choose to move forward is up to you - and we're here to help you achieve your growth goals.

Get in touch today.

See how much you can grow with G2. In just 15 minutes, you'll learn how G2 Marketing Solutions can drive success for your company.

Book a meeting