



MG DigiGrowth

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EBOOK · B2B & GROWTH

The SaaS Growth Playbook

Positioning, pricing and pipeline for seed to Series B

How software companies grow self-serve sign-ups and sales-led pipeline at the same time without splitting the team in half.

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Who this is for

SaaS founders, growth leads and product marketers between seed and Series B.

Category positioning when everyone claims the same benefit

If every competitor promises to save time and increase revenue, none of them is saying anything. Differentiation usually lives in the specific job, the specific user or the specific constraint you handle better.

- Describe the workflow you replace, not the outcome everyone promises.
- Name the user, not the buyer persona template.
- Publish the trade-off you accept — it makes the rest credible.

Pricing pages that qualify instead of confuse

Buyers arrive asking whether they are the kind of customer this was built for. Tiers named by stage or use case answer that faster than a feature matrix.

- Show what drives the price up, not just the starting number.
- Put the FAQ that handles procurement objections on the page itself.
- Instrument scroll depth, tier hovers and exits to contact.

Programmatic and cluster SEO for software

Clusters win evaluation-stage traffic; programmatic pages win the long tail of integrations, use cases and comparisons. Both need a template with genuine per-page value or they become thin pages at scale.

Build the pillar first so supporting pages have somewhere to point, then measure at cluster level rather than per post.

Comparison and alternatives content, done honestly

Buyers search for your competitors by name. Being absent from that search does not protect you; it just means someone else frames the comparison.

Write the comparison you would be comfortable showing the competitor. Name where they are the better fit — it is the only thing that makes the rest believable.

Onboarding as a marketing surface

Activation is where acquisition spend either converts or evaporates. Treat the first session as a campaign: one clear first action, progress made visible, and lifecycle email that responds to behaviour rather than to a schedule.

Attribution across self-serve and sales-led

Report the two motions separately before combining them. Self-serve is measured on sign-up to activation to paid; sales-led on qualified pipeline and payback. Merging them produces averages nobody can act on.

The metrics a Series B board asks about

Net revenue retention, CAC payback, pipeline coverage, and the share of new revenue from marketing-sourced versus sales-sourced. Have the definitions written down and stable across quarters.

Want this applied to your business?

We audit what you have, tell you what is actually limiting growth, and scope the work that fixes it. No obligation on the first call.

Hop on a call

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