

How does b2b saas marketing work?

NORDIC B2B SAAS GROWTH HACKING

ALEXANDRA STUDIO

1. start with audience



Where is your audience?

As a B2B SaaS company your audience is on LinkedIn or in their email. Slack too, but that's a hard channel to get into. So- Email & LinkedIn.

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Sleep Cycle

about marketing.

what marketing isn't.

so now we have identified that email
and linkedin is **where we have to show up.**

BUT marketing is not sales.

marketing does not close deals.

HOWEVER marketing does **build an audience**
and part of that audience
is ready to buy.

Unfortunately without marketing you are:

invisible

not credible

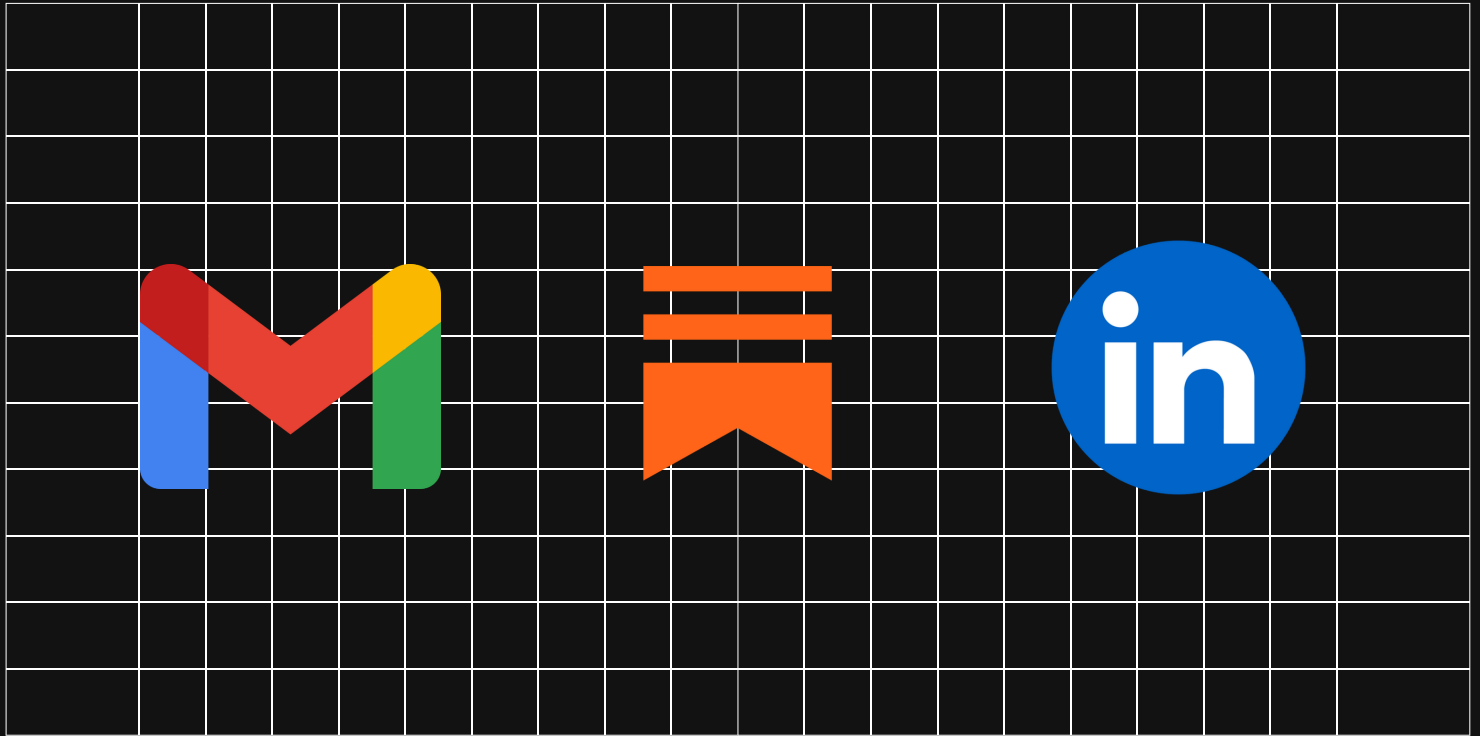
not trusted

not seen.

and without sales, you don't close.

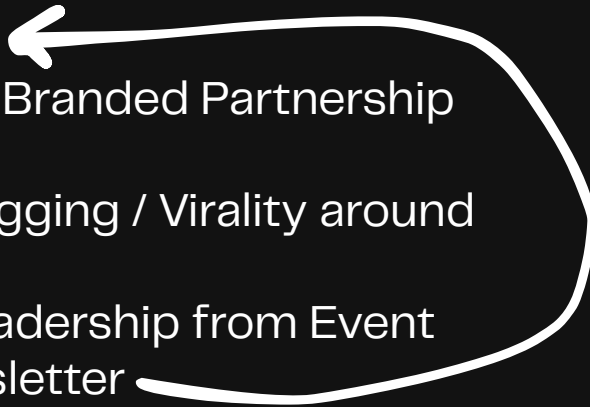
marketing's role is to build the audience.

THE FUNNEL



This is a repeatable funnel, my secret formula that works. like really works.

1. LinkedIn
2. Co-hosted Branded Partnership Events
3. LinkedIn Tagging / Virality around the event
4. Thought Leadership from Event
5. Email Newsletter



As your brand grows your partnerships expand, reaching into their audiences. Growing your audience with shared linkedin tagging & real life show ups.

FUNNEL *Step 2.



Co-hosting events is the unlock

WHY DOES IT WORK? BECAUSE PEOPLE BUY FROM PEOPLE. WORD OF MOUTH IS THE BEST CHANNEL. THE DIGITAL CHANNELS ARE EXHAUSTED. IN REAL LIFE IS THE ONLY CHANNEL LEFT WITH 100% TRUST, 100% CO-CREATION ABILITIES.

6 Month Growth Expansion Package

Growing a B2B SaaS company from 0 to 100 takes one thing most founders underestimate: an audience.

I'm Alexandra, founder of **Alexandra Studio in Stockholm**. I help B2B leaders build market presence through strategic event partnerships — getting your company seen by the right people, in the right rooms, at the right moments.

My work sits at the intersection of business development and community: I don't just run campaigns, I build the relationships and stages that create viral LinkedIn moments and get you in front of your ICP, in real life.

Ready to be seen, reached, and expanded? Let's talk. → alexandrastudio.se

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