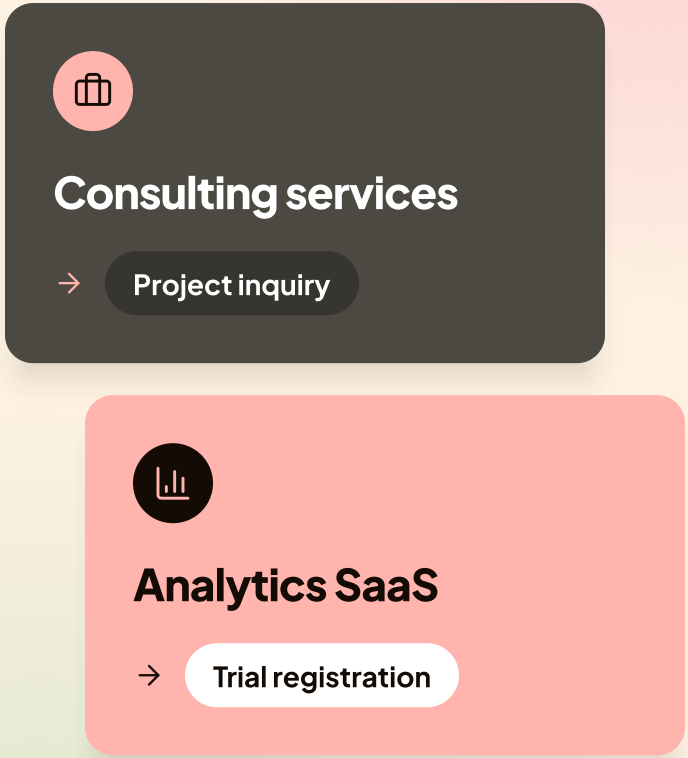
Go-to-market strategy for *consulting services and analytics SaaS.*

An anonymized B2B strategy case study



saura labs

Two offers required *different paths* to conversion.

The company offered data and technology consulting alongside an analytics SaaS product. Saura Labs developed a proposed acquisition plan for each offer, with separate audiences, messaging and conversion goals.

	Consulting services Consulting buyers needed confidence that a partner could deliver a defined project.	Analytics SaaS SaaS buyers needed to see the product work for a task their team already handled.
Target buyers	Technology, data and operations leaders with a defined initiative, including executive sponsors and technical evaluators.	Analytics and operations practitioners and the team leads evaluating tools for them.
Positioning	A specialist partner for scoping and delivering data and technology projects.	An analytics product teams can evaluate against a workflow they already manage.
Creative and offer	A project-scoping brief for sponsors and a delivery walkthrough for technical evaluators.	Short workflow demos with a dedicated landing page for each priority audience.
Conversion goal	**A project inquiry that sales can qualify for fit, scope and timing.**	**A trial registration, followed by a first meaningful action in the product.**

Engagement scope: strategy development. The consulting workstream was proposal-only.

Search captured buyer intent. ABM focused on *named accounts.*

Proposed account-based marketing approach

1. **Select accounts with a buying trigger.**
   Prioritize companies hiring for data roles or announcing a modernization initiative where outside delivery support could be relevant.

2. **Map the buying group.**
   Give executive sponsors a business case and technical evaluators a delivery approach. Use direct outreach for priority accounts and LinkedIn ads for groups with similar needs.

3. **Connect engagement to sales follow-up.**
   Route prospects to a project-scoping page. Record account fit, project need and timing in the CRM, and track inquiries separately from qualified opportunities.

Channel roles in the proposed plan

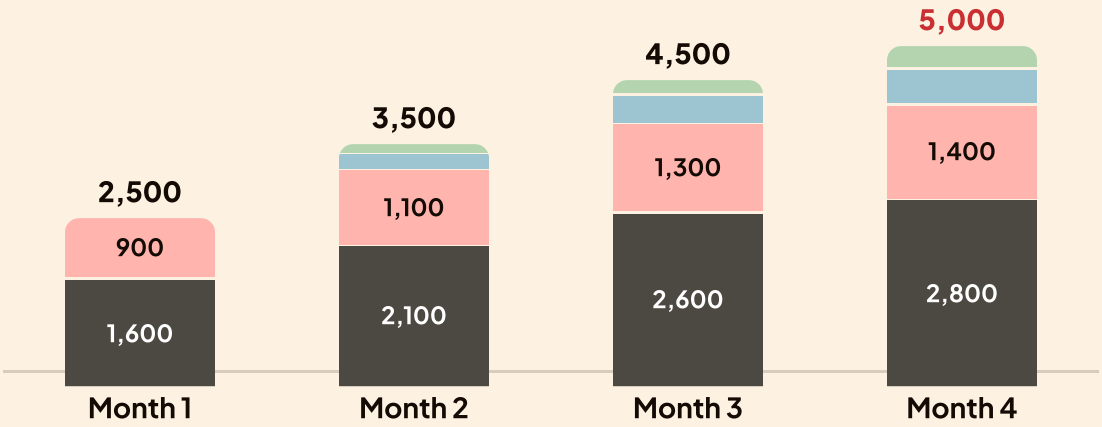
Google Search
Route consulting searches to service pages and SaaS use-case searches to trial pages.

LinkedIn
Use paid company and role targeting for consulting ABM. Keep organic content consistent across the brand through expert perspectives and product workflows.

Meta and Google Display
Retarget engaged SaaS visitors with relevant demos or trial reminders. Exclude trial users and limit frequency.

SEO and AI visibility
Publish indexable service pages, workflow guides and factual FAQs that answer buyer questions.

The media plan *doubled monthly spend* from CAD 2,500 to CAD 5,000.



Month 1 prioritizes Search and LinkedIn to test keywords, account groups and creative.

Month 2 adds retargeting as audiences become eligible.

Months 3 and 4 reserve incremental spend for campaigns that show stronger lead quality or trial activation.

CAD 15,500

Total paid media allocation, months 1–4

Google Search	**9,100**
LinkedIn	**4,700**
Meta retargeting	**1,100**
Google Display retargeting	**600**

CAD 5,000 per month

Planned run rate from month 4 onward

The media plan models

49 consulting leads and 54 SaaS trials.

Four-month media plan base case

Consulting services

Modeled first-year ROAS

5.2×–6.5×



- Modeled acquisition volume: **49 project inquiries**
- Paying customers: **2 client wins**

Paid media investment
CAD 9,250

Blended acquisition cost
CAD 188 per lead

First-year revenue per customer
CAD 24,000–30,000

Modeled first-year revenue
CAD 48,000–60,000

Analytics SaaS

Modeled first-year ROAS

2.9×



- Modeled acquisition volume: **54 trial registrations**
- Paying customers: **5 subscribers**

Paid media investment
CAD 6,250

Blended acquisition cost
CAD 115 per trial

First-year revenue per customer
CAD 3,600

Modeled first-year revenue
CAD 18,000

ROAS uses first-year revenue from paying customers and excludes open pipeline. SaaS assumes 12 paid months at CAD 300 per month. Acquisition costs use unrounded modeled volumes.

Organic discovery could bring in *CAD 31,200–37,200* in first-year revenue.

Four-month acquisition estimate

Consulting services

Content focus: Service pages and project-scoping FAQs

12 estimated project inquiries

1 assumed consulting client

Estimated first-year revenue

CAD 24,000–30,000

Analytics SaaS

Content focus: Use-case pages and workflow guides

18 estimated trial registrations

2 assumed subscribers

Estimated first-year revenue

CAD 7,200

AI visibility

30 buyer questions tested

5 answers mention the company or product

3 answers cite a company page

The company or product appears in AI answers to **5 of 30 buyer questions**, and **3 of those answers** cite a company page. Mentions and citations show visibility. The revenue estimate comes from the assumed customer wins above.

CAD 9,000–11,400

left after SEO, content and customer delivery costs, before company overhead.

Book a go-to-market *strategy call* with Saura Labs.

Which buyers should you reach first, and what would it cost to acquire them?

Bring one offer and your growth goal. We'll discuss:

- **Who makes the buying decision**
- **What would move them to a sales conversation or trial**
- **Which channels are worth testing first**

Book a strategy call →

If you have pricing or funnel data, we'll use it to ground the discussion in your acquisition economics.

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