



40
TIPS FOR

Booking More Demos

for Your B2B SaaS Company

**1**

Define your target audience clearly

Knowing who you want to reach is crucial for creating effective ads that resonate with your ideal customers.

**2**

Create ads that are relevant to your audience

Ensure your ad copy, images, and targeting align with your audience's interests, challenges, and pain points.

**3**

Use emotional triggers in your ad copy

Emotions can motivate people to take action. Use words that evoke feelings of excitement, curiosity, urgency, or empathy.

**4**

Use attention-grabbing headlines

Your headline is the first thing people will see. Make it compelling and relevant to their needs.

**5**

Use clear and concise ad copy

Be concise in your ad copy and convey the main benefit of your product.

**6**

Use a strong call-to-action

Your ad should have a clear and specific call-to-action, such as "Book a demo now" or "Sign up for our free trial."

**7**

Use dynamic keyword insertion in your ads

This technique allows you to automatically insert keywords from your ad group into your ad copy, making it more relevant to the user's search query.

**8**

Use ad extensions to provide additional information

Ad extensions can include a phone number, address, pricing, and more, providing potential customers with more information about your product.

**9**

Use ad customizers to personalize your ads

Ad customizers enable you to tailor your ad copy to specific audiences, making your ads more relevant and compelling.

**10**

Use remarketing campaigns to target previous visitors

Retargeting ads can help remind people who visited your website but did not convert to book a demo or sign up for your product.

**11**

Use lookalike audiences to target similar audiences

Lookalike audiences are based on your existing customers' characteristics, allowing you to reach people with similar interests and behaviors.

**12**

Use audience targeting to reach specific demographics

Choose the audience you want to target based on factors such as age, gender, job title, industry, and more.

**13**

Use location targeting to reach your desired geographic area

If your business serves a specific area, ensure your ads target people in that location.

**14**

Use dayparting to reach your audience at the most optimal time

Dayparting allows you to show your ads at specific times of the day, ensuring your ads reach your audience when they are most likely to convert.



15

Use A/B testing to determine which ads perform best

Test different ad variations to identify which ads generate the most clicks and conversions.



16

Use negative keywords to prevent irrelevant clicks

Negative keywords are words that you don't want your ads to show up for. For example, if you sell accounting software, you may want to exclude keywords such as "free accounting software."



17

Use landing pages that are optimized for conversions

Your landing page should be designed to encourage visitors to take action, such as booking a demo or signing up for a trial.



18

Use strong headlines on your landing pages

Your landing page headline should be compelling and relevant to the visitor's search query.



19

Use clear and concise landing page copy

Be concise and highlight the main benefits of your product.



20

Use images and videos on your landing pages

Visuals can help communicate your product's value and make your landing page more engaging.



21

Use social proof on your landing pages

Testimonials, case studies, and customer logos can help establish credibility and trust with potential customers.

**22**

Use customer testimonials on your landing pages

Testimonials from satisfied customers can help convince potential customers to book a demo or sign up for your product.

**23**

Use an easy-to-use demo booking form

Make it easy for visitors to book a demo with a simple and intuitive form.

**24**

Use incentives to encourage demo bookings

Offer incentives such as a free trial, discount, or bonus to encourage visitors to book a demo.

**25**

Use urgency to encourage demo bookings

Creating a sense of urgency can motivate visitors to take action, such as by offering a limited-time offer.

**26**

Use scarcity to encourage demo bookings

Scarcity, such as limited availability or a limited number of slots for demos, can also motivate visitors to book a demo.

**27**

Use retargeting ads to follow up with visitors who didn't book a demo

Retargeting ads can help remind visitors who didn't book a demo to come back and take action.

**28**

Use email marketing to follow up with visitors who didn't book a demo

Email marketing can also be an effective way to follow up with visitors who didn't book a demo and encourage them to take action.



29

Use chatbots to answer questions and provide assistance

Chatbots can help answer common questions and guide visitors through the demo booking process.



30

Use exit-intent pop-ups to offer a demo booking incentive

Exit-intent pop-ups can be triggered when visitors are about to leave your website, offering a last chance to book a demo or receive an incentive.



31

Use gated content to encourage demo bookings

Gated content, such as whitepapers or webinars, can be used to encourage visitors to book a demo in exchange for access to valuable content.



32

Use webinars to showcase your product and encourage demo bookings

Webinars can provide a more interactive and engaging way to showcase your product and encourage visitors to book a demo.



33

Use social media ads to promote your demo booking page

Social media ads can help reach a broader audience and promote your demo booking page.



34

Use influencer marketing to promote your demo booking page

Partnering with influencers in your industry can help increase brand awareness and encourage more demo bookings.



35

Use referral marketing to encourage existing customers to refer new leads

Offering incentives to existing customers to refer new leads can be an effective way to generate more demo bookings.



36

Use customer advocacy to showcase satisfied customers

Highlighting customer success stories and case studies can help build trust and encourage more demo bookings.



37

Use competitive analysis to determine how to differentiate yourself

Analyzing your competitors can help identify areas where you can differentiate your product and stand out in your ads.



38

Use data analysis to determine which campaigns are performing best

Tracking and analyzing your ad performance can help optimize your campaigns and generate more demo bookings.



39

Use heat maps to analyze user behavior on your landing pages

Heat maps can help identify which elements of your landing pages are getting the most attention and optimize them for conversions.



40

Use user testing to identify and fix usability issues

User testing can help identify issues that may be preventing visitors from booking a demo and improve the user experience.

**41**

Use surveys to gather feedback from visitors

Surveys can provide valuable insights into what visitors are looking for and how you can improve your demo booking process.

**42**

Use customer personas to better understand your target audience

Creating customer personas can help you better understand your target audience's needs and preferences, making it easier to create effective ads.

**43**

Use marketing automation to streamline your follow-up process

Marketing automation can help automate follow-up emails and reminders, saving you time and improving conversion rates.

**44**

Use personalized email campaigns to nurture leads

Email campaigns can help build a relationship with potential customers and encourage them to book a demo.

**45**

Use case studies to showcase how your product has helped other businesses

Case studies can demonstrate your product's value and success, making it more compelling for potential customers to book a demo.

**46**

Use whitepapers and ebooks to provide valuable information to your audience

Offering valuable content can help establish your authority in your industry and encourage visitors to book a demo.



47

Use guest blogging to promote your product and increase brand awareness

Guest blogging on relevant websites can help increase brand awareness and drive traffic to your demo booking page.



48

Use PR and media outreach to gain visibility

PR and media outreach can help generate buzz and increase your company's visibility, leading to more demo bookings.








49

Use LinkedIn ads to target B2B decision-makers

LinkedIn ads can be effective for reaching decision-makers in B2B industries and encouraging them to book a demo.

Filter by: Latest ▾

-  **Deal Won** Yesterday at 2:03 pm
\$6,000.00
-  **Deal Created - \$6,000** March 3, 2023 at 3:43 pm
-  **MQL** March 1, 2023 at 8:37 pm
-  **Demo Requested** March 1, 2023 at 8:36 pm
-  **Ad Click** March 1, 2023 at 8:34 pm
[Details](#)

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Use Cometly to get accurate data to measure the effectiveness of your digital ad campaigns. Understand which campaigns are driving MQL's, Opportunities, and Deals Won.

Integrate your tech stack and identify what ads drive the highest quality leads

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