

A new era in B2B SaaS marketing: Altorise announces new playbook for 2024

A new playbook to inspire B2B marketing teams to adopt more impact-driven SaaS product marketing strategies in a rapidly evolving landscape.



Houston, Texas Dec 4, 2023 ([IssueWire.com](https://www.issuewire.com)) - It's a brave new world for SaaS marketing teams looking to innovate and improve their marketing mix for the new year. Altorise, a global full-stack [SaaS marketing agency](#), recently announced the launch of its SaaS Marketing Playbook for 2024. The playbook offers strategies for teams to adapt their marketing outlook in the coming months. It is developed based on observed results across various global campaigns and emerging trends in digital marketing in the SaaS business category.

Changes in customer journeys and new research show how SaaS sales cycles are increasing with time, retention, and purchase regret, directly impacting the quality of leads and lifetime value (LTV). The growing prevalence of AI tools in marketing content development creates an ever-increasing need for differentiation and ideal signals to drive marketing outcomes.

Praveen Babu, CEO of Altorise, said, "While marketing in 2024 will get progressively more challenging, it will generously reward all participants willing to adapt. Our goal with this new model is to equip SaaS founders and marketing teams with the data-driven insights necessary to plan their strategies in the coming months."

"As our service offerings have evolved, we are committed to giving back to the industry insights that will inspire SaaS teams across Enterprises and especially startups to make capital-efficient marketing

investments that will yield higher ROI and win them improve the MQL/PQL while also maximizing LTV per account," added Urvashi Rath, Director of Client Services.

The Playbook offers insights for teams of all sizes. Drawing from the performance and outcomes of various marketing campaigns globally, it spotlights emerging trends in how the evaluation and sales processes change with time. Now offered a wide array of marketing channels, marketers would get insights into prioritizing and budgeting their resources while identifying future high-growth accounts. Another section of the Playbook explores the growth of hybrid sales and the effective utilization of AI and marketing automation tools in the sales and marketing processes. It also recommends avenues for personalization and harmonization of various touchpoints to enhance the customer experience and offer opportunities to optimize sales funnels. In its final sections, the playbook covers onboarding and reducing friction for SaaS users to establish value realization and increase product advocacy. Available today to existing SaaS partners associated with Altorise as an in-depth report. A downloadable whitepaper will be released soon on its website in the coming months.

About Altorise

Altorise is a full-stack [digital marketing agency](#) and consulting company specializing in the SaaS and Blockchain technology industries. Offering traditional agency, marketing team augmentation, and service subscription models, Altorise gives teams of all sizes access to critical marketing services on-demand. In addition to this, Altorise also offers [UI UX design services](#) and has a proven track record as a leading global [crypto marketing agency](#) working with reputed blockchain leaders.

For more information about the SaaS Marketing Playbook for 2024, please contact:

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