

PPC Launch Checklist for SaaS Teams

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1. Define Your Campaign Goal

- What is the main objective? (e.g. trial signup, demo request)
- What is your target CAC (Customer Acquisition Cost)?
- What counts as a conversion?
- What timeframe will you evaluate performance over?

2. Set Up Audiences

Cold Audience:

- Target by job title, industry, or company size on LinkedIn
- Use Google Ads to capture search intent keywords

Warm Audience:

- Retarget website visitors who viewed key pages
- Upload email lists or CRM contacts

Hot Audience:

- Retarget based on pricing page visits or repeated engagement

3. Structure Campaigns by Funnel Stage

- Create separate campaigns for TOFU (awareness), MOFU (consideration), BOFU (decision)
- Tailor messaging and creatives to match stage-specific goals
- Use specific offers and CTAs for each stage

4. Write Effective Ad Copy

Follow the formula: Pain > Promise > Proof > CTA

Cold Audience Example:

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- "Still tracking tasks manually? Taskly automates workflows fast - no coding needed."

Hot Audience Example:

- "Trello too clunky? Try Taskly. No setup. Real automation. Start free."

5. Launch Retargeting Thoughtfully

- Segment retargeting ads based on behavior (e.g. page viewed, time on site)
- Rotate creative to avoid fatigue
- Use testimonials, product demos, or urgency-based CTAs to convert warm leads