

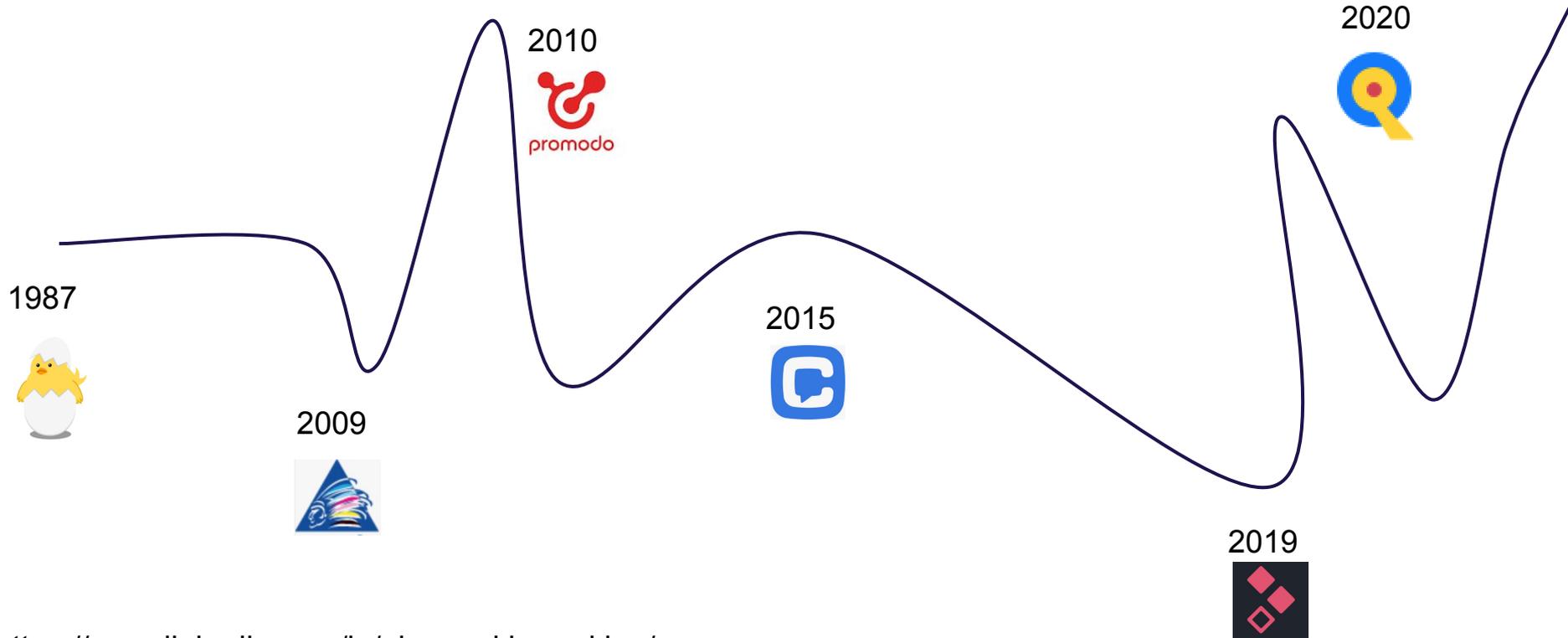


Driving Sign Ups For Your SaaS With High-Intent Content Strategy

By Olga Mykhoparkina, founder at Quoleady

December 7th, 2022

About me



<https://www.linkedin.com/in/olga-mykhoparkina/>

We grow SaaS blogs



 **Quoleady** | Content marketing agency

 **monday.com**

 **PandaDoc**

GETVOIP

 **EXPANDI.IO**

 **airfocus**

 **PassKit**

 **SEMRUSH**

 **Cledara**

As seen in...

HubSpot

Entrepreneur

Upwork

Marketo

GoDaddy

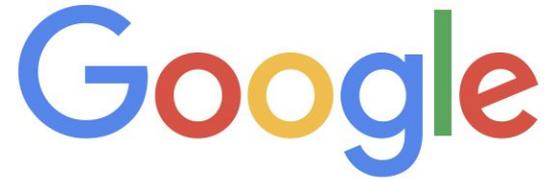
Zapier

foundr

SEJ Search Engine Journal

Monday.com

User journey



🔍 LinkedIn automation tools



Google Search

I'm Feeling Lucky

Google offered in: [Português \(Portugal\)](#)

<https://expandi.io> › blog › linkedin-automation-tools ⋮

Top 10 LinkedIn Automation Tools for Lead Generation in 2022

May 23, 2022 — Expandi; **LinkedIn** Sales Navigator; Phantombuster; TexAu; Dux-Soup; Zopto; MeetAlfred; WeConnect; LinkedHelper; GrowthLead.

[Expandi](#) · [LinkedIn Sales Navigator](#) · [TexAu](#) · [Dux-Soup](#)

<https://www.socialpilot.co> › linkedin-automation-tools ⋮

15 Popular LinkedIn Automation Tools To Use in 2022

3 days ago — SocialPilot is one of the most popular **LinkedIn automation tools** that is used for posting on multiple LinkedIn profiles and Company pages. Its ...

How do you automate in LinkedIn?

What is an automation tool in LinkedIn?

<https://snov.io> › blog › linkedin-automation-tools ⋮

Best LinkedIn Automation Tools To Use In 2022 According To ...

The best **LinkedIn automation tool** I've found is Expandi. Since it's cloud-based software, it uses a dedicated IP address, works on the back-end, and gives ...



Features ▾ Partners ▾ Pricing Academy Blog

Log in

Sign up

5:00



Top 10 LinkedIn Automation Tools for Lead Generation in 2022

6 months ago



Stefan Smulders

1 mins

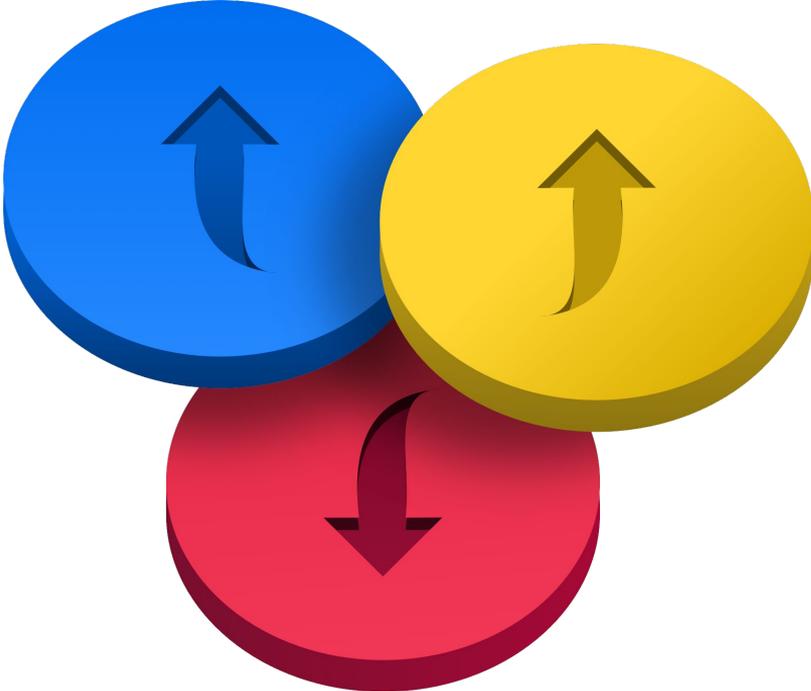


LinkedIn automation refers to using tools to automatically send out connection requests, follow-ups messages, and any other activity you would otherwise have to perform manually on the platform.

Tools like [Expandi](#) make it safe for you to put your lead generation and outreach campaigns on autopilot while you focus on other parts

Keyword research | Choosing the right keywords

- Keyword difficulty
- Search volume
- Intent



Keyword research | Intent: low, medium or high?



- Team communication memes
- How to improve team communication at the workplace?
- Team communication tools

Keyword research | High intent blog posts

Listicles

X Top Business Phone Systems for Small Businesses

Alternatives of your competitors

X Best Slack Alternatives to Consider in 2022

Vs articles

Microsoft Teams vs Slack, Our Team's Feedback

How to's (where your product is an obvious answer)

How to Send an Email Newsletter

Your search competitors



Outperform them with topical authority

Your competitors



You



Generating high intent article topics

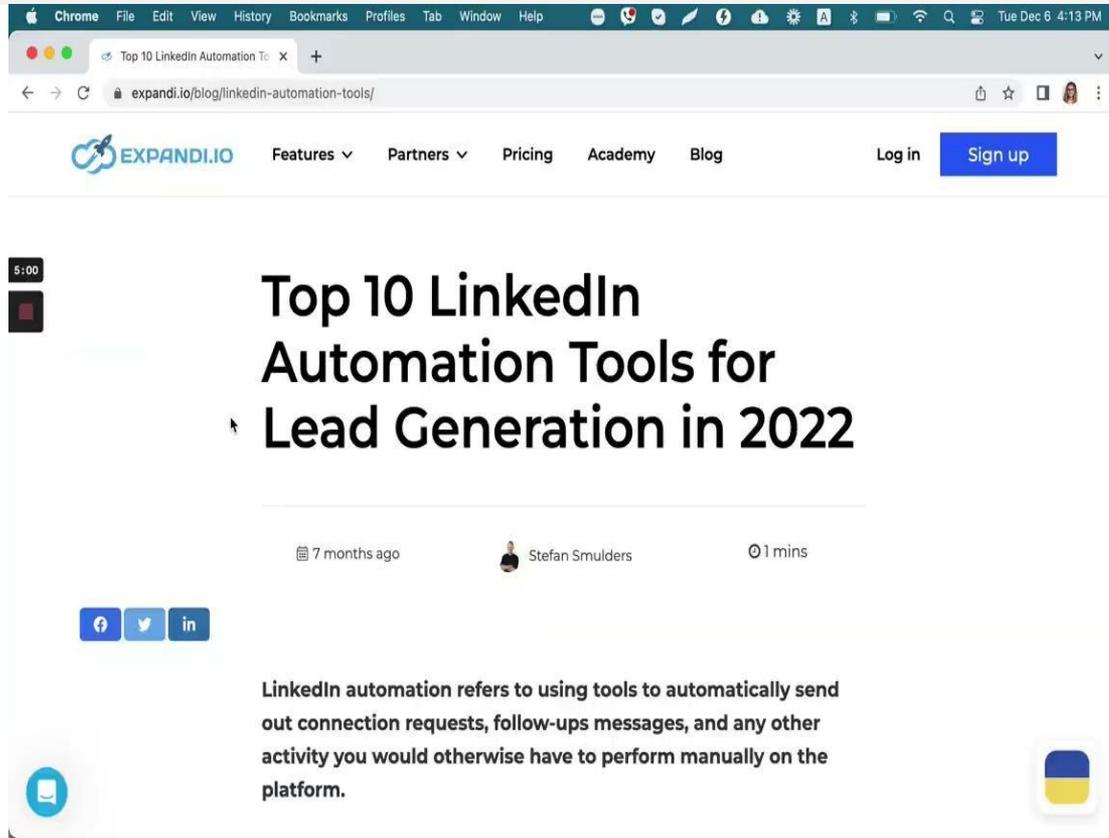
10 Competitors = 56 blog articles

	Listicle: the Top X tools									
Comp 1	Comp 1 alternatives	Comp 1 vs 2	Comp 2 vs 3	Comp 3 vs 4	Comp 4 vs 5	Comp 5 vs 6	Comp 6 vs 7	Comp 7 vs 8	Comp 8 vs 9	Comp 9 vs 10
Comp 2	Comp 2 alternatives	Comp 1 vs 3	Comp 2 vs 4	Comp 3 vs 4	Comp 4 vs 6	Comp 5 vs 7	Comp 6 vs 8	Comp 7 vs 9	Comp 8 vs 10	
Comp 3	Comp 3 alternatives	Comp 1 vs 4	Comp 2 vs 5	Comp 3 vs 4	Comp 4 vs 7	Comp 5 vs 8	Comp 6 vs 9	Comp 7 vs 10		
Comp 4	Comp 4 alternatives	Comp 1 vs 5	Comp 2 vs 6	Comp 3 vs 4	Comp 4 vs 8	Comp 5 vs 9	Comp 6 vs 10			
Comp 5	Comp 5 alternatives	Comp 1 vs 6	Comp 2 vs 7	Comp 3 vs 4	Comp 4 vs 9	Comp 5 vs 10				
Comp 6	Comp 6 alternatives	Comp 1 vs 7	Comp 2 vs 8	Comp 3 vs 4	Comp 4 vs 10					
Comp 7	Comp 7 alternatives	Comp 1 vs 8	Comp 2 vs 9	Comp 3 vs 4						
Comp 8	Comp 8 alternatives	Comp 1 vs 9	Comp 2 vs 10							
Comp 9	Comp 9 alternatives	Comp 1 vs 10								
Comp 10	Comp 10 alternatives									

How to write listicles

- Comprehensive intro (How to choose, which features to pay attention to, etc.)
- Put your tool #1 in the list, add CTA
- Stay honest, unbiased, stick to the facts, not emotions
- Specify which audience would benefit from each tool the most
- Link to your alternative articles rather than competitors' websites
- Update regularly

Listicle article example



The screenshot shows a Chrome browser window with the URL `expand.io/blog/linkedin-automation-tools/`. The page features the Expand.io logo and navigation links for Features, Partners, Pricing, Academy, and Blog. A 'Log in' link and a blue 'Sign up' button are also present. The main content area displays the article title 'Top 10 LinkedIn Automation Tools for Lead Generation in 2022' in a large, bold font. Below the title, it indicates the article was published '7 months ago' by 'Stefan Smulders' and has a reading time of '1 mins'. Social sharing icons for Facebook, Twitter, and LinkedIn are visible. The beginning of the article text is shown: 'LinkedIn automation refers to using tools to automatically send out connection requests, follow-ups messages, and any other activity you would otherwise have to perform manually on the platform.'

How to write alternative posts

- Speak to their concerns (price, lack of features, lack of support, etc.)
- Put your tool #1 in the list, add CTA
- Add comparison table
- Stay honest, unbiased, stick to the facts, not emotions
- Specify which audience would benefit from each tool the most
- Link to your other alternative articles rather than competitors' websites
- Update regularly

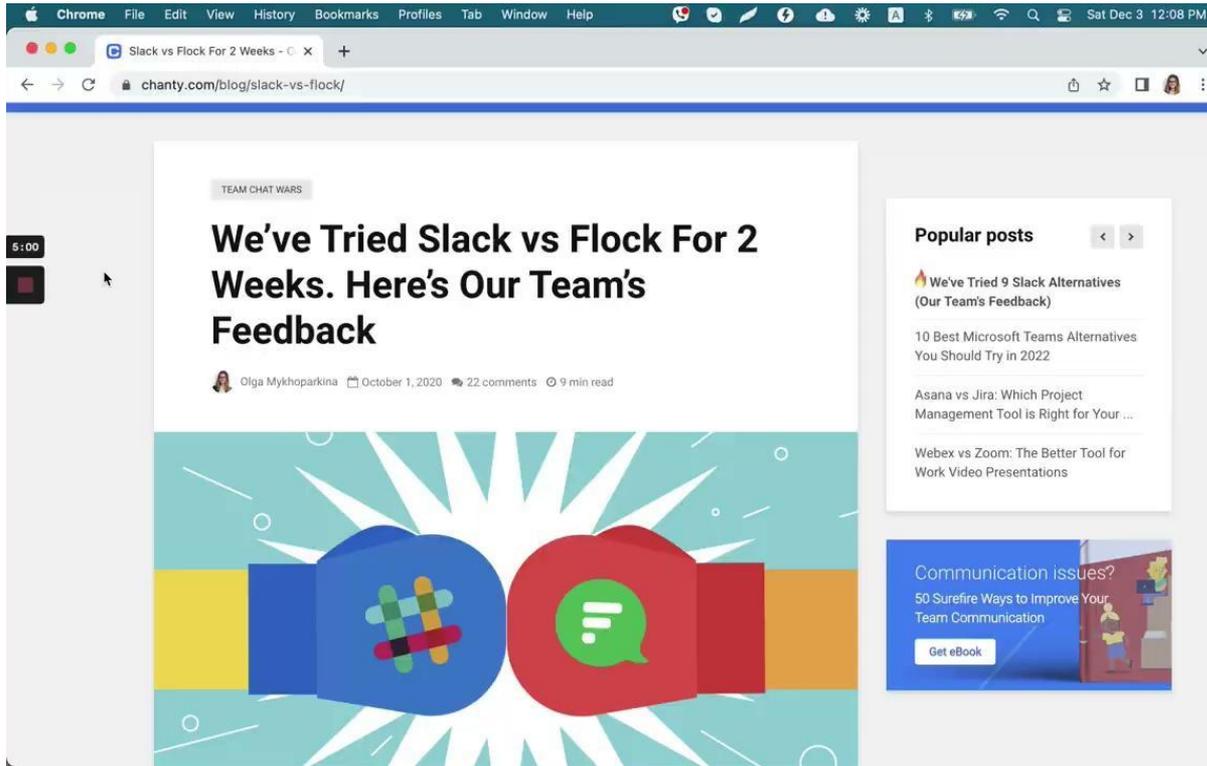
Alternatives article example

The screenshot shows a Chrome browser window with the URL `fullsession.io/blog/hotjar-alternatives/`. The page header includes the FullSession logo and navigation links for Product, Blog, Pricing, Resources, and Get A Demo, along with LOGIN and FREE TRIAL buttons. The main content area features a large yellow banner with the title "We Tried 5 Hotjar Alternatives – Here's Our Feedback". Below the banner, there is a preview of a website with a heatmap and a survey overlay. The survey asks "How likely are you to recommend us?" with a scale from 0 to 10. The date "August 31, 2022" and the author "FullSession Team" are also visible. A red "Feedback" button is on the right side of the page.

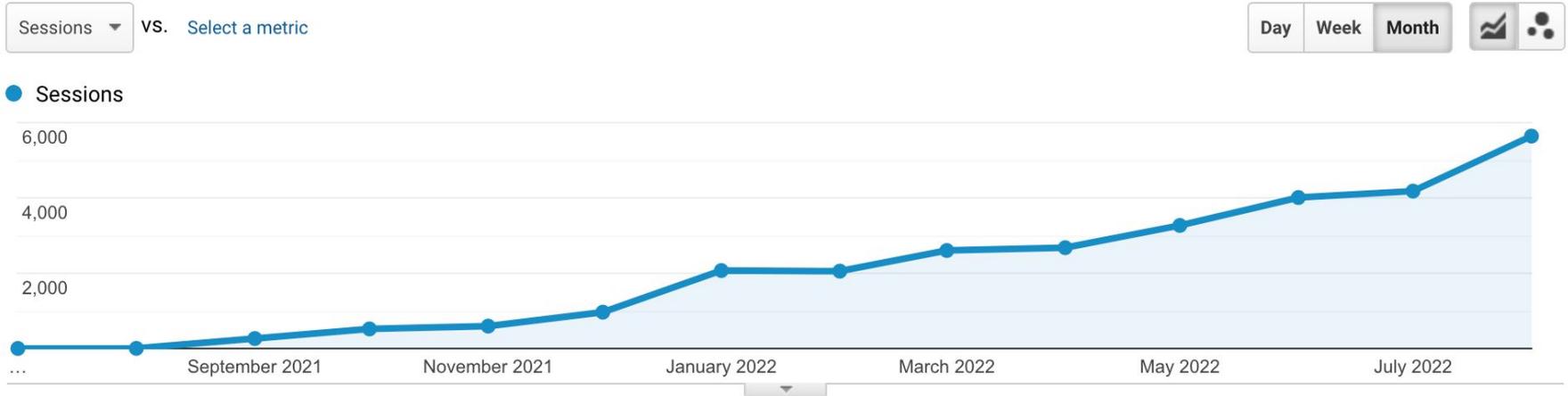
How to write vs posts

- Make it a custom blog post, not a templated landing page
- Add keywords to the heading e.g.
MailChimp vs GetResponse: pricing
MailChimp vs GetResponse: integrations
- Add comparison table
- Add info about your SaaS in the intro
- Add info about your SaaS in the text along with CTA
- Link to Alternative posts

Vs article example



High-intent keywords for the blog | FullSession results



- Ranked for 1.4K organic keywords
- Blog traffic went from 0 to 40K+
- Generated 1.5K+ leads

High intent content strategy | Summary

1. List your top 10+ competitors
2. Generate 50+ blog topics
3. Check keywords in Ahrefs, prioritize
4. Write quality content
5. Mention your tool, add CTA



**Thank you for
your attention!**

