

Jason McBride

SaaS product **blog writing**

Subject: SaaS product benefits

Type: Blog Post for infiniforms.io

Objective: SEO, Authority Building & Conversion

This 500 word posts is targeted towards a specific type of potential customer (freelancers). The posts details the benefits of the product in an informative way. The post is not a sales pitch. instead it explains how the basic features of the platform can help the freelancer with his or her business. It gives them value by also making actionable suggestions that will put more money in the pocket of the freelancer.

Using Infiniforms to Streamline Client Communications

Forms have been used to collect information for thousands of years. As much as you may hate filling out your tax forms, forms are an incredibly efficient way to collect data. Sadly, most of the web forms available to non-coders are woefully inadequate. They are often ugly and hard to customize. However, thanks to Infiniforms, there is now an easy to use solution for creating

Collecting Essential Information

One of the most frustrating parts of being a small business or freelancer is getting the right information from the client or customer as quickly as possible. Sometimes this requires multiple phone calls or emails back and forth. You can save yourself time and frustration by simply preparing a thorough web form and sending a link to your client.

Data Analysis

One of the things that sets Infiniforms apart is its analytics dashboard. You not only create forms with this powerful tool, but you can measure the effectiveness of your communications. See how many times your survey was opened and who specifically opened it. You can see the effectiveness of your forms at a glance. Big data is no longer only for big corporations.

Using Infiniforms will set you apart from your competitors. This tool will make you look more professional, save you time, and give you the data you need to expand your business. Go and start using Infiniforms for free right now.



This post was written so it could be marketed specifically to freelancers, one of the company's key target markets. The title of the post speaks to a common issue freelancers have, poor client communication. The first paragraph also links to the product sales page. The first paragraph pulls the reader in and gets them hooked enough to read the post.

The post is broken up into sections with sub-headings to make it more readable. Each section goes into more depth about different client communication issues and how this product solves these problems and how freelancers will make more money if they use these solutions.

The different sub-headings also help the SEO of the post by signaling search engines that these terms are important. After discussing three different uses of the product and pairing them with benefits for the freelancer, the post ends with a direct call to action to try the product for free.

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