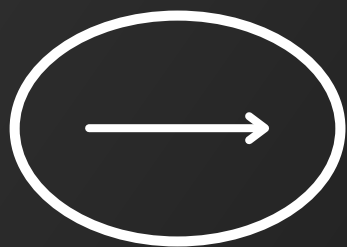


5

# SaaS Marketing Lessons From

PIXAR



SWIPE NEXT



SaaSmarketing.

- Pixar knows how to make stories that viewers can't have enough of.
- 4 of its movies are among the 50 highest-grossing films of all time:
  - Finding Dory: \$1.02 billion
  - Toy Story 3: \$1.06 billion
  - Toy Story 4: \$1.07 billion
  - Incredibles 2: \$1.2 billion

- Pixar released the first Toy Story in 1995.
- Since then, it has earned \$14.7 billion at the global box office.
- But, what makes its movies such runaway hits?
- Here're their top 5 secrets:

# 1. The research

Its research of characters is unparalleled.

It worked with psychologists and neurologists for movies like 'Toy Story' and 'Inside Out'.

Why?

To study human expressions related to emotions.

## Lesson for marketers:

Know everything about your customers:

1. What do they do?
2. Why do they buy from you?
3. What'll make them churn?
4. What'll make them look good in front of their bosses?
5. And more...

## 2. Character development

All their characters are:

- Vulnerable
- Relatable
- Memorable

For example,

Wood & Buzz: Toy Story

Marlin & Dory: Finding Nemo

5 mins into a movie, and you're already rooting for their victory.

## Lesson for marketers:

Know what challenges are your customers facing.

Then, create content that directly addresses it, i.e.,

- Relatable (X reasons why...)
- Helpful (How-Tos, Templates)
- Educational (TOFU)
- Recreational (Memes)

### 3. Be unique

The movie 'Lava' is a story of two volcanoes.

Imagine - how do you make volcanoes talk?

Or, how do they convey emotions?



## Lesson for marketers:

You have 100s of SaaS competitors.

So, make your story unique.

Example:

We faced <problem name> ourselves  
and wanted to do something about it

## 4. Make mistakes

In the movie, 'Abstract Thought,' three friends walk into a door that says "Danger: Keep out."

Within minutes, they face destruction.

But, one of them sees it in a different vein, and rescues them.

## Lesson for marketers:

In SaaS, staying still is your biggest threat.

Because, people are always moving.

In 2006, HubSpot challenged Salesforce – the big daddy of SaaS.

Today, there are CRMs for every business type you can imagine.

### 3. The story goes on

Pixar hosts behind-the-scenes documentaries.

Why?

Because they know their audience is already hooked on to them.

So, give them more content.

## Lesson for marketers:

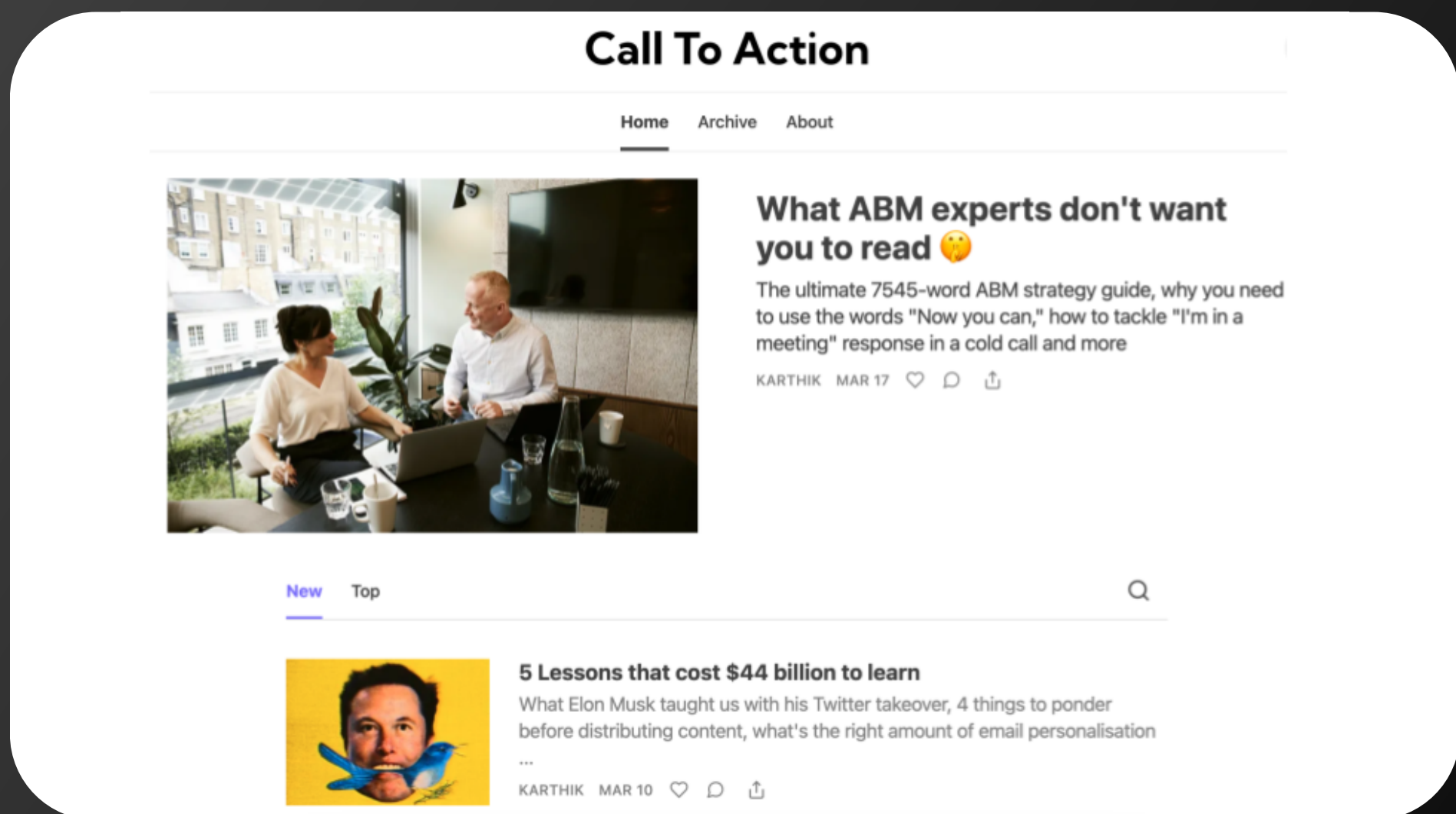
Pick one proven theme and create endless content around it.

- Create blogs on it
- Repurpose that into videos
- Speak about it in your webinars

Example: Think how HubSpot taught Inbound Marketing to everybody

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