

Hello

zeusinfinity services

we are your

MISSION READY CREW

Launching Your SaaS Product At Light Speed



Welcome to ZeusInfinity Services, where innovation meets result!

➤ SAAS ORGANIC MARKETING

- SEO for SaaS
- Content SEO Strategy
- Social Media Marketing
- Thought Leadership Content
- Link Building Campaigns

➤ OUTBOUND ENGAGEMENT & LEAD GENERATION

- Cold Email & LinkedIn Outreach
- Email Newsletter & Drip Campaigns
- WhatsApp & RCS Campaigns
- Appointment Booking & ICP Validation
- Multi-Channel ABM Campaigns

➤ SAAS INFLUENCER & PODCAST MARKETING

- Influencer Outreach & Management
- SaaS Podcast Guest Booking
- Podcast Promotion & Repurposing
- Expert/Tech Thought Leadership Collab Strategy

➤ SAAS PRODUCT LED GROWTH ENABLEMENT

- Free Trial & Freemium Funnel Strategy
- Onboarding Email & Feature Adoption Flows
- In-App Communication Strategy
- Viral Loop Campaign Design
- User Feedback & Activation Optimization

➤ SAAS MARKET INTELLIGENCE

- Competitive Landscape Mapping
- Market Segmentation & ICP Refinement
- Persona-Driven Funnel Design
- Funnel Gap Audits & Journey Mapping
- Keyword & Category Opportunity Analysis

➤ CONTENT & THOUGHT LEADERSHIP

- Founder's Thought Leadership Strategy
- Long-Form Content for SEO, PR & Branding
- Video Sales Letters (VSLs)
- Case Studies & Customer Success Stories
- Digital PR & Media Outreach

➤ SAAS PAID ACQUISITION & MEDIA BUYING

- Paid Search
- Paid Social
- Display & Retargeting Ads
- Video & Native Ad Campaigns
- Funnel-Specific Ad Strategy

➤ SAAS COMMUNITY & PARTNER MARKETING

- Community Setup & Growth (Slack, Discord, Circle)
- Engagement Loops, Moderation & AMA Planning
- Affiliate & Referral Program Setup
- Co-Marketing with Integration/Channel Partners

➤ SAAS EVENT & WEBINAR MARKETING

- End-to-End Webinar Management
- Virtual Event Promotion Strategy
- Pre-Event & Post-Event Lead Workflows
- Trade Show Activation
- In-Person & Hybrid Event Support

➤ CUSTOMER LIFECYCLE MARKETING

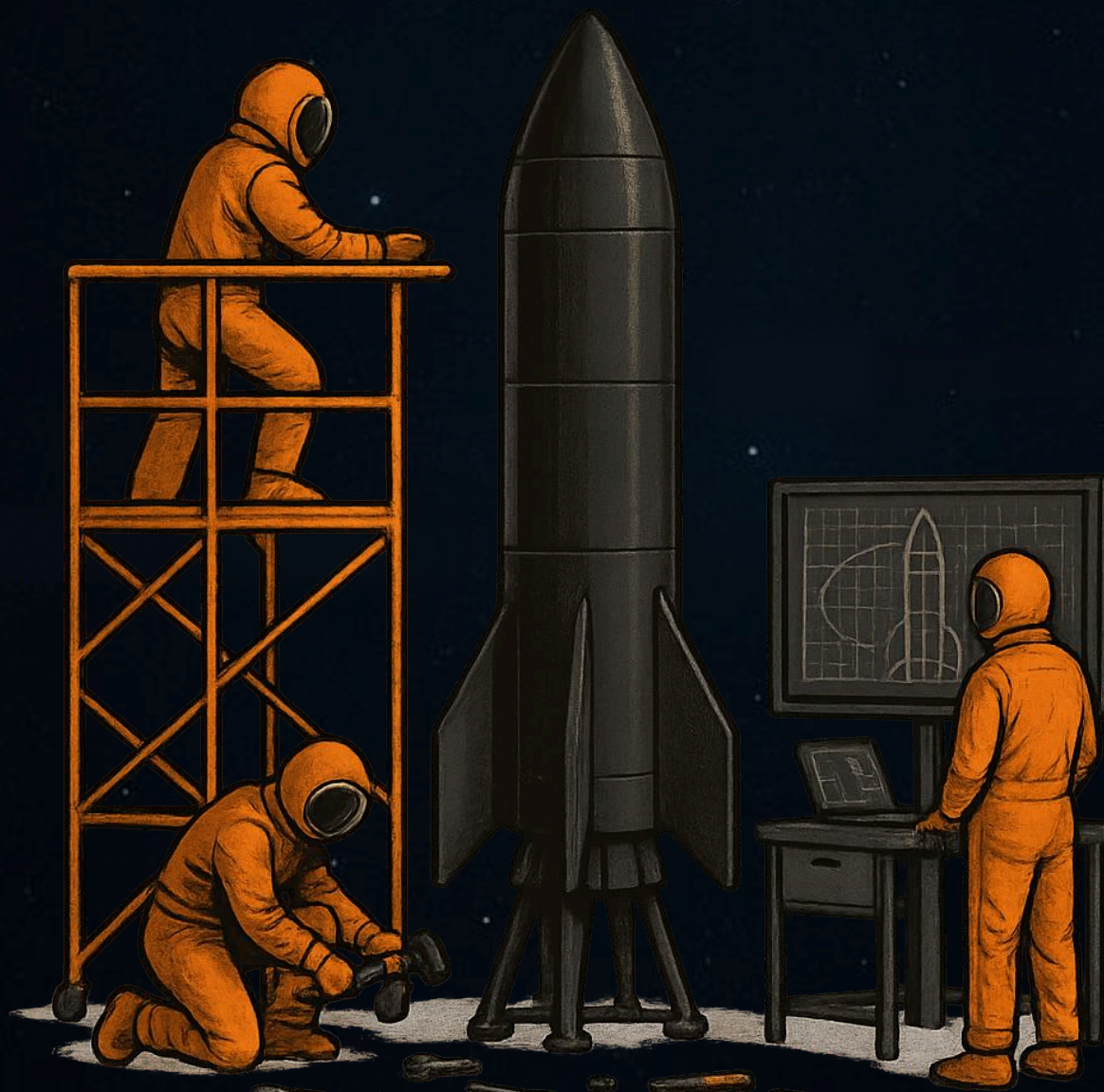
- Customer Success & Advocacy Programs
- Churn Reduction Campaigns
- NPS / CSAT Trigger Campaigns
- Upgrade/Upsell Flows
- Conversion Rate Optimization (CRO)

➤ SAAS BRAND STRATEGY & COLLATERAL

- Brand Voice & Positioning Framework
- Visual Identity Development
- Sales Enablement Collaterals
- GTM Narrative & Category Messaging
- Consistency Across Owned Channels

SAAS ORGANIC MARKETING

We drive inbound growth by crafting search-optimized, value-driven content aligned with the SaaS buyer journey. From technical and semantic SEO to cluster-based blogging and founder-led narratives, we improve discoverability, trust, and authority. Our approach includes tactical use of social platforms (LinkedIn, Twitter, Reddit), content repurposing, and strategic link building via digital PR. This fuels qualified traffic, nurtures leads, and enhances brand presence organically across channels



SAAS PAID ACQUISITION & MEDIA BUYING

We execute ROI-focused paid campaigns using a full-funnel paid acquisition strategy tailored to SaaS growth metrics like CAC, CPL, and ROAS. From high-intent search ads to TOFU-MOFU-BOFU funnel segmentation across Google, LinkedIn, Meta, Reddit, and programmatic networks — we cover it all. We design creative assets, landing pages, and attribution models to ensure every dollar spent moves prospects toward trials, demos, or MQL conversion



OUTBOUND ENGAGEMENT & LEAD GENERATION

Our outbound marketing blends precision outreach with personalization across email, LinkedIn, WhatsApp, and RCS. We identify ICPs, enrich data, and deploy cold email/drip sequences optimized for appointment setting and funnel entry. Multichannel ABM campaigns ensure high-quality B2B SaaS leads and improved SDR/BDR productivity. Every outreach is tracked with funnel analytics and intent signals to improve conversions



SAAS COMMUNITY & PARTNER MARKETING

We help SaaS brands build meaningful customer communities (Slack, Discord, Circle) and activate them with AMA sessions, product feedback loops, and content co-creation. We also craft referral programs, affiliate strategies, and co-marketing partnerships with integration or channel partners to scale advocacy and demand organically



SAAS INFLUENCE & PODCAST MARKETING

Position your SaaS brand with key voices in the ecosystem. We manage influencer collaborations and podcast guest appearances to boost credibility, reach, and thought leadership. From outreach and briefing to repurposing podcast content across channels — we ensure strategic narrative alignment that builds trust with decision-makers in your ICP



SAAS EVENT & WEBINAR MARKETING

Whether it's a high-conversion webinar or an industry trade show, we handle end-to-end execution — from promo to post-event nurturing. We build landing pages, drive signups via ads, run reminders, and design lead workflows to ensure ROI. For in-person or hybrid events, we manage booth design, collateral, and attendee activation sequences



SAAS PRODUCT-LED GROWTH ENABLEMENT

For PLG SaaS, we optimize every touchpoint in your freemium/trial funnel — from signup to activation. We design onboarding flows, in-app nudges, lifecycle emails, and viral loop campaigns. Our goal is to increase user activation, drive feature adoption, and leverage user data for continuous funnel optimization



CUSTOMER LIFECYCLE MARKETING

We turn existing users into power advocates. Our lifecycle campaigns focus on reducing churn, driving upsells, and increasing product engagement. Through CS-led content, NPS/CX workflows, and personalized upgrade triggers, we ensure retention metrics and LTV improve over time. Every interaction is informed by behavior and lifecycle stage



SAAS MARKET INTELLIGENCE

We help SaaS companies build a competitive edge with market intelligence tools and research. This includes competitor analysis, funnel audits, persona refinement, and ICP mapping. By identifying whitespace opportunities and refining messaging, we create a data-backed foundation for your GTM and campaign strategy



SAAS BRAND STRATEGY & COLLATERAL

We develop brand identity systems that align with category creation, buyer psychology, and competitive positioning. From your narrative to your visual presence — we align every asset to create memorability and trust. We also create impactful marketing and sales enablement collaterals like brochures, pitch decks, and one-pagers



CONTENT & THOUGHT LEADERSHIP

We turn founders and leaders into industry voices. Our team builds long-form content strategies (blogs, VSLs, case studies) that compound authority and improve SEO. We also manage digital PR placements and outreach to drive backlinks, media mentions, and credibility. Our content is designed for compounding growth and sales support



Direct C2C

Expert SaaS Marketing Team

Digital Marketing Tools

Other Company Expenses



(Approx.
\$40k - \$100k)

Indirect C2C

Talent Acquisition Setup

Onboarding & Training

Task Management

Appraisal & Retention

Resource Scaling

Risk Identification & Management

Space Utilization

Resource Management Distraction

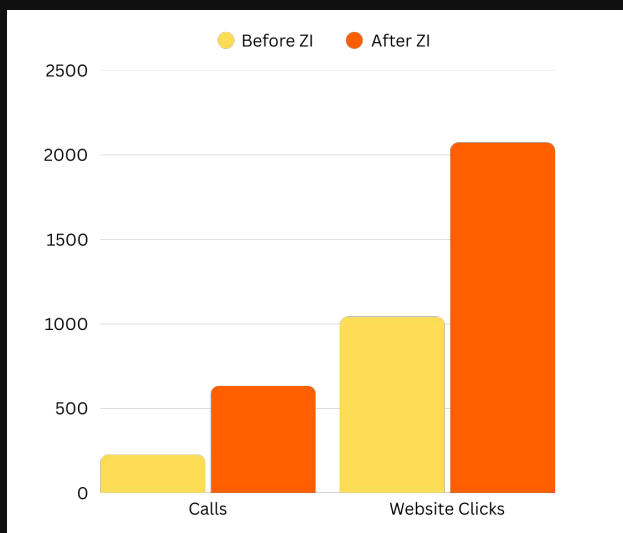
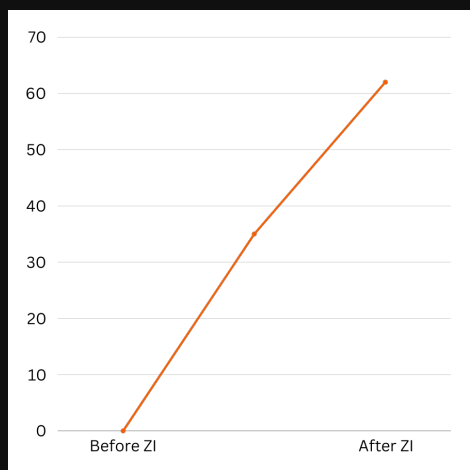
" Direct C2C Is Predictable; Indirect C2C Accumulates Unnoticed Costs And Impact.
Don't Let Inefficiencies Drain Your Resources "

CASE STUDY

<Atyantik>

TECHNOLOGIES

Generated **62** New MQLs
In Span of 6 Months



Boosted Calls by
178.07%

Boosted Website Clicks by
96.75%

UpRanking Keywords



A TEAM THAT KNOWS YOUR BRAND LIKE YOU DO

SaaS Marketing May Not Be Rocket Science,
But Their Success Hinges On One Critical Factor – **Domain Expertise**
That's Where **ZeusInfinity Services** Stands Apart

Shrey Mathuria

Director
ZeusInfinity Services

Mahek Ludhiyana

SaaS Podcast &
Promotions
Host

Suhashi Patel

Full-Stack SaaS
Digital Marketer

Arya Bhatt

SaaS Visual Creator

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