

# TECH FOUNDER SEEKING AUTHORITY IN SAAS MARKET

## At a glance

A newcomer to the SaaS space needed media exposure to build trust, attract users, and find potential partners.

## Key metrics

- 500+ Free Trial Signups
- 15 Inbound Partnership Requests
- Featured on 3 Startup Lists

## Focused Areas

- SaaS
- B2B Services
- Thought Leadership

**KING PRESS**

## CHALLENGES

No press presence, low LinkedIn engagement, and limited visibility. Competing against funded competitors with large teams.

## SOLUTIONS

KingPress focused on smart storytelling:

1

Ghostwrote two articles under the founder's name

2

Published stories in MSN Business and Benzinga

3

Created a personal brand roadmap to grow his authority

## BENEFITS

1

### Founder Credibility

Established founder as an industry voice.

2

### Product Trust

Validated the software's need in real use cases.

3

### Long-term Visibility

Strategic placements continue to drive organic reach.