



SaaS Marketing Growth Explained By Dallas Venture Studio My Master App

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Most SaaS founders launch software with a critical gap: understanding what happens after the SaaS is available to the world. With a working product in hand, the question may shift from "Can we build it?" to "How do we find the people who need it?" Dallas venture studio My Master App, addresses this challenge by breaking down the fundamentals of software marketing into a framework that combines three distinct growth levers: marketing, advertising, and public relations.

Although the underlying foundation may be the same, a person's psychology is different depending on the platform that they use, explains Elijahone Wheaton, founder of My Master App. The way that one interacts with a video advertisement on YouTube versus a free course on a website versus a post on social media versus an article on Fox News is not exactly the same. SaaS customers show up on each of these surfaces. Where we focus our efforts and strategies depend on industry, sector, vertical, and the visitor's active intent.

The distinction matters because timing, location, and platform affects results. Marketing rooted in search

engine optimization and social media strategy compounds over time and produces long-term visibility. Where customers already spend their time, whether on industry-specific platforms, professional networks, or community associations, becomes the foundation for organic growth. This lever requires patience, but may build durable competitive advantages that strengthen as content accumulates and search rankings improve. For a B2B SaaS platform targeting enterprise buyers, this might mean establishing authority through LinkedIn content and industry association participation. For consumer-facing software, the strategy shifts to the platforms where those users actively engage.

The short-term lever moves faster. Advertising through Google Ads, YouTube, and Facebook delivers near-immediate visibility and, typically, faster customer acquisition - subscribers. While marketing builds authority that may pay dividends over months and years, advertising may achieve results within weeks. This complementary speed matters for founders who need early traction alongside long-term growth strategies. The tradeoff: once the advertising budget stops, visibility ceases. This is precisely why advertising works best paired with marketing initiatives that continue building organic presence simultaneously. Public relations, the third lever, operates differently still, distributing founder stories to media companies, news outlets, industry journals, and blogs actively seeking software stories to share with their audiences. This third-party validation builds credibility that paid advertising alone cannot achieve, creating trust among prospects who have become skeptical of traditional advertisements.

The business of a new SaaS founder has no credibility or authority in their respective industries. It all weighs on the founders themselves to leverage their personal credibility and relationships to get their first visitors, and eventually, their first customers, Wheaton explained. My Master App's SaaS marketing, advertising, and public relations alleviates that need of effort from the founder, whether we built the software for them, or they came to us with something already built with a subscriber base.

The framework guides founders through a diagnostic process: identifying whether their bottleneck is awareness (suggesting public relations or paid advertising), discoverability (indicating SEO or social media marketing), or credibility (pointing toward third-party coverage and PR). This targeted approach prevents the common mistake of spreading resources too thin across channels where target customers aren't present.

My Master App operates as a partner for SaaS founders across the complete journey, from initial software development through scaling, raising investment capital, and ultimately exiting the business. The Scale framework represents the second pillar in this approach, applied after software is live and ready for customer acquisition. For founders building in-house growth teams, outsourcing this work to a venture studio eliminates the need to hire multiple specialists before the software generates revenue, keeping overhead low while growth accelerates.

SaaS marketing continues to evolve, but the fundamentals remain: reaching customers where they already are, building visibility through multiple channels, and layering speed with sustainability.

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My Master App

A Dallas-based venture studio founded in March of 2015 that partners with SaaS founders across the full entrepreneurial journey ? from software development and business growth to investments and the eventual sale of their business.

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