

MSP MARKETING TACTICS CHECKLIST

Recommended marketing tactics to be prioritized in relation to an MSP's stage of growth

What stage are you in?

BUILD STAGE

- Few staff and services, and founders wearing many hats
- Break/fix services
- Customers are local SMBs, with below-average pricing.
- No dedicated marketing personnel, with a simple website and sales materials.

Goal: Improve the effectiveness of personal networking without breaking the bank

Recommended Marketing Tactics:

- Attending local business events
- Security Checklists
- Basic website
- Uniforms (ex. Tee shirts)
- Business cards
- Company brochure
- Founder's LinkedIn accounts
- Local business listings
- Pre-packaged marketing programs
- Product sheets

BREADTH STAGE

- Service catalogue and staff #'s have grown, now with a marketing person.
- Less break/fix, more managed services, more cloud offerings, higher prices.
- More customers acquired through digital marketing, with limited cross-selling efforts.

Goal: Prioritize marketing tactics enabling one-to-many communications

- Attend trade shows and conferences
- Marketing analytics
- Basic SEO
- Newsletter
- Branded Promotional Items
- Organic Social Media
- Car wrap
- Press releases
- CRM system
- Sales deck
- Email marketing tool
- Email templates
- Host local informal events
- Light blogging
- Local business events sponsorships

What stage are you in?

DEPTH STAGE

- Primary objective is to grow top line revenue.
- Hybrid service catalogue, dozens of employees with a dedicated marketing team.
- New customers are being acquired regionally and utilizing basic marketing automation.
- Account Based Marketing (ABM) thinking and beginnings of inbound marketing efforts.

Goal: Selling more stuff to more people - marketing tactics utilize automation to achieve scale

Recommended Marketing Tactics:

- Case studies
- Conversion optimization
- eBooks
- Direct mail
- Enhanced SEO
- Explainer videos
- How-to-guides
- Inbound marketing
- Infographics
- Landing pages
- Live sales chat tool
- Marketing automation tool
- Paid social media
- Pay-per-click advertising
- Regular blogging
- Remarketing
- Speaking engagements
- Social media automation
- Tele-prospecting
- Trade show exhibits
- Webinars
- White papers

SCALE STAGE

- Full-range of services, dozens of employees, and a full-fledged marketing department
- Formalized ABM processes, customer base continues to skew towards larger companies
- A broader region is targeted to reach more large organizations
- Branding becomes particularly important

Goal: Showcase what's different about a brand, while targeting specific people at specific organizations

- ABM Tool
- Adveritorial content
- Billboard ads
- Charitable endeavors
- Client appreciation events (gold tournaments, etc.)
- Content syndication
- Even sponsorships
- Guest blogging
- Industry research reports
- Magazine and newspaper ads
- Personalized email campaigns
- Podcast ads
- Podcasting
- Radio ads
- Targeted digital advertising

Contact eBridge and determine the best marketing tactics to grow your MSP.