



EBOOK

**MSP SALES AND MARKETING:  
3 WAYS TO ALIGN YOUR MARKETING  
STRATEGIES TO ACHIEVE YOUR SALES GOALS**



As MSPs grow, achieving higher margins and maintaining recurring revenue becomes a challenge for them. This is mainly due to the poor knowledge MSPs have with regards to executing sales and marketing campaigns, especially when they are under constant pressure due to rapidly evolving customer requirements.

Most MSPs are run by technologists who essentially gravitate towards the features of the services and the technical capabilities they provide, but have limited experience with selling the value of the services. For MSPs to scale and stand their ground, they must create their own unique brand and value proposition and employ sales tactics that increase their opportunities. They have to learn how to identify their ideal customers, get the message across to them and retain them for longer durations.

Some MSPs struggle with sales and marketing processes due to budget constraints and the inability to hire people with the right skills. However, MSPs can maximize their marketing investments by implementing several cost-effective strategies to attract qualified leads. In this eBook, we'll discuss three comprehensive marketing and sales strategies that can help MSPs strengthen their sales pipelines and win more customers, all without blowing out their budgets.



## 01. *Streamlining the Sales Process*

As Gary Pica from TruMethods says, the entire sales process leans on one important question – “Why would a prospect buy from you?” One of the major mistakes salespeople make is forcing their messaging on unsuspecting prospects. Although they have the solution, they don’t know who to sell to, how to sell it and how to keep them buying it every year (renewing the contract).

Outlined below are the steps an MSP should take to map out a sales process that their entire team can track.

## *Identify the Prospects*

Understand your prospect's business and consider how your offering aligns with the objectives and needs of that business. Selling features and functions isn't going to entice customers. You must understand how their business operates and how you can contribute to better their business.

Here are a few factors you need to consider when determining your ideal customer profile, or as the marketers call it, your target persona:

- Size of the company
- Industry
- The problems they are facing
- The decision maker(s)



This information will help you create various customer profiles, thereby allowing you to tailor messages that will resonate well with each type of customer.

## *Map Out the Steps in the Customer Journey*

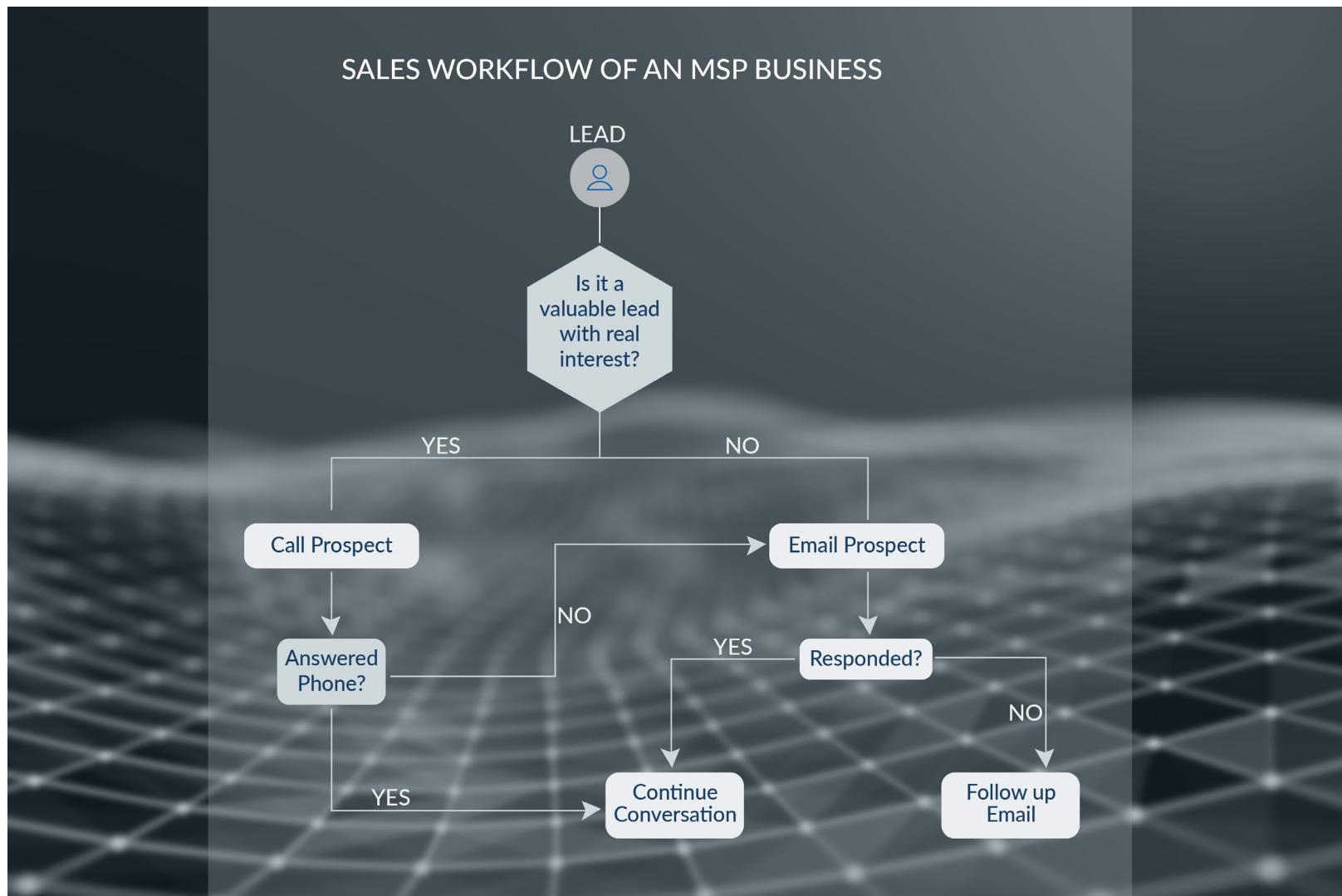
Your prospects go through an entire journey, right from knowing about your product to finally becoming your client. You can get a better understanding of this journey by analyzing the following:

- What are the friction points in the prospect's business?
- How effective are your website or marketing efforts in gaining your prospect's attention? (more on this later in the eBook)
- Are you answering the questions your buyers would have?

Once your potential prospect becomes a lead, your salespeople can follow up with a call or an email.

## Follow the Sales Workflow

Once you have a prospect that shows considerable interest in your product, you can refer to the workflow below, which shows a specific set of actions you need to take to close a new customer.



All leads are not the same and some might be more valuable than others. The tricky part is to ensure the sales team spends less time on the not-so-valuable leads so they have more time to convert the valuable ones. This helps in more efficient allocation of resources, which results in actual revenue for your business.

## Sales Email Strategy

If you need to send an email to your prospect, create email templates beforehand to save time and automate them once a lead comes in.

Certain good practices to follow when drafting these emails are:

- **Personalization** - Address the prospect by their first name and use an engaging subject line and tone that suggests a real person has written the email.
- **Informative** - Include documents such as product briefs, pricing and any other pieces of information that can help prospects in the decision-making process.
- **Timely** - Ideally, send the email right after the prospect has enquired about your services and shown interest.
- **Assertive** - The tone of the email should clearly communicate to the reader that you know what you're talking about.
- **Measurable** - If the open rate for one email is disappointing, draft another one. Keep tweaking until you get the desired results.





## Sales Phone Call Strategy

Whether it's cold calling or calling a genuine lead who has requested information about your product, having a progressive conversation with a prospect can be tricky. You never know how the prospect may respond.

Here are some steps you need to take to develop a good relationship with your prospect.

### ➔ Pre-Call Activity

- ➔ Read prospect information and requirements if available
- ➔ Browse through the prospect's website and learn about their business
- ➔ Do a LinkedIn search and learn about the potential decision makers
- ➔ Compile a list of questions to ask during the call
- ➔ Call shortly after the lead comes in

### ➔ During the Call Activity

- ➔ Start by introducing your business – Give the 20-second elevator pitch
- ➔ Ask questions to understand the prospect's needs better
- ➔ Document the replies in your customer relationship management (CRM) system
- ➔ Follow the 80/20 rule – Let prospects do the majority of the talking while you do the listening

### ➔ Post-Call Activity

- ➔ Log all call activity notes into your CRM system
- ➔ Set up a follow-up task, whether it's moving forward with the next-steps or re-approaching the client through a different channel



The most important aspect of your sales team's relationship with a prospect is the follow-up strategy. It's about how you remain engaged and involved with the lead throughout the sales process. On average, sales representatives make only 1.3 call attempts to a new lead before giving up<sup>1</sup>. Consistent commitment to a prospect until a definitive end has been reached is the key to closing deals, especially big ones. You could send a short and precise follow-up email within two days of the first contact.



## *Build a Tailored Lead Generation Plan*

Eighty percent of business-to-business (B2B) marketers say their lead generation efforts are only slightly or somewhat effective.<sup>2</sup> This is because businesses bleed money due to the extravagant spending on lead generation strategies that are not planned with a definitive outcome.

For your MSP business to thrive, you need a constant flow of leads through your sales pipeline. Some effective lead generation activities that can keep your pipeline brimming are:

### **Creating a Website and Optimizing It for Search Engines**

Your website should not only be aesthetically pleasing but also be able to influence and convert prospects into leads and leads into clients. It should clearly state what your business does and the types of solutions you offer.

It should be easy to navigate and have definite call-to-actions (CTAs) for every piece of content. Your website's sole mission should be to bring all interested contacts to your attention immediately with form fills, inbound calls or subscription opt-ins. If a prospect is interested or ready to buy and you do not have multiple, clear and easy ways to connect with you, you could miss out on lucrative opportunities.

Make sure your website is search engine optimized so that your prospects can find you more easily. Having the right keywords distributed across your website helps readers determine if your business serves their IT needs.

Learn about the Top 3 MSP Sales Mistakes put together by Gary Pica, a pioneer in the managed services field and the President of TruMethods.



Few search engine optimization (SEO) best practices you can implement for your website are:

- ⇒ Make sure your pages load fast – The attention span of people keeps decreasing every year. If they don't find what they need on your website, they could easily jump to your competitor's.
- ⇒ Mention the focus keyword in the page description, titles and at least once on every web page.
- ⇒ Use short and descriptive uniform resource locators (URLs) – Long URLs tend to intimidate viewers.
- ⇒ Compress and optimize images to ensure fast loading pages – Use descriptive file names and alt texts. Alt text is a description you add to an image that enables search engine crawlers to index an image properly.

## Building Your Online Reputation

Today, online reviews play an important role in the customer's journey. Most buyers, when comparing two similar products, scour review sites to learn about the products. A few ways you can build your MSP business credibility within the community are by:

- **Asking your customers to write reviews** – Once you have provided some service to your customer, request them to add a positive review on your website.
- **Following up on reviews** – Replying to reviews, whether positive or negative, exhibits the company's professionalism. Empathize with the reviewer and respond with a constructive and conversational tone.
- **Letting your website sell** – Make sure all your links, CTAs, videos and images work. Have uniform branding across the website. This helps your visitors become familiar with your content and brand.



**[Learn more about image alt text here.](#)**

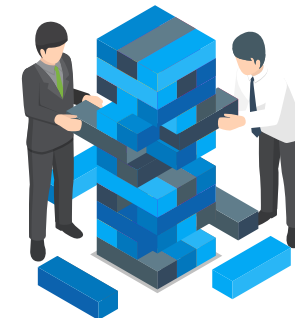


## Get Your Email Marketing Game Together

Email marketing presents a feasible channel for MSPs to engage their prospects or upsell to their existing clients without spending much. You should create and leverage email campaigns and sequences that pair with or reinforce all other active outbound marketing efforts.

Create different email campaigns for different goals. If you'd like your prospect to download a piece of content, make sure the subject line and the content in the email drives home the point. If you want your prospect to request for a demo, make sure the intent of the email is clear.

Segregate your contacts by industry, size of company or by other factors to make sure the right contacts get the right emails. Essentially, email marketing is most effective when used alongside and in addition to other tactics that have the same overarching message.



## Leverage Digital Advertising

Digital advertising can be intimidating for MSP professionals. If you've never implemented digital advertising campaigns before and don't know where to start, the jargon it employs could sound like gibberish. However, the trick to getting used to digital ads is to be hyper-focused and to take small, manageable bites out of a much larger pie.

Here are a few handy guidelines and best practices that can help you learn the basics of advertising and eventually help you market like a pro.

### Learn How to Set Up Google AdWords

The ads that pop up everywhere on the internet, mostly known as pay-per-click (PPC) ads, might be a little expensive, but provide immediate results and can be targeted to a specific audience. Google ads are highly targeted towards search terms (keywords). Use keywords in ads that would signify the type of service you are providing and leverage the best content you have to offer on your website for the highest conversion rates.

Google Remarketing, also known as retargeting, is a type of online advertising that targets ads to users that have bounced off your website. You can easily target the ad by placing a tracking code on your website that uses cookies to reach people who have visited it. These types of ads are generally considered to be cost effective.

## Google Remarketing Workflow



[Learn how to set up AdWords here.](#)



### Use Social Media Platforms to Generate Leads Through Organic Content and Ads

Social media helps you promote your content across multiple channels or platforms and create posts with links to your service pages, blogs or specific campaign landing pages. You can also create paid ads on social media channels such as Twitter, Facebook and LinkedIn. While many industries have success selling their products and services directly through social media, this is often not true for the MSP industry.

## Facebook

Facebook is one of the most used social media platforms in the United States. About 70 percent of adults use Facebook in 2020.<sup>3</sup> Facebook posts can be used to spread awareness about your MSP. Facebook ads, contests and promoted posts can help you generate leads for your business.

## Advertising on LinkedIn

Selling on LinkedIn can be the most beneficial for MSPs as compared to other platforms since it is easy to target the decision makers using their industry, job titles and company names. LinkedIn offers three types of advertising:

- **Sponsored Content** – These ads appear in the LinkedIn feed and is a powerful way to reach and build lasting relationships with professionals.
- **PPC Advertising** – These are text ads that allow you to target by titles, industries, age, gender and occupation.
- **SlideShare Advertising** – You can spread the word about initiatives and programs by sharing presentations on LinkedIn. Take the slide deck you created for a new service offering and share it on LinkedIn. You can also link the SlideShare content to your primary (company) LinkedIn profile to encourage as many views as possible.

## Twitter

Twitter's most active users are typically those who engage with the platform to comment on or react to breaking news. MSPs can use Twitter to market their content by becoming an authority in the MSP space. Use hashtags efficiently, watch for trending topics and have full-blown conversations with other users to establish the brand. Follow influencers, bloggers, media and other relevant Twitter users that could impact your business.



***Learn more about  
Facebook advertising [here](#).***



## YouTube

Videos are the most consumable form of content in this day and age. YouTube currently has about 2 billion monthly users.<sup>4</sup> MSPs can leverage this highly impactful platform to promote their videos organically or through advertisements. Shorter videos (not more than 30 seconds) are preferred to longer ones. Create content on trending and relevant topics as well as ones that deliver real value to your viewers.

Selling MSP solutions requires elements of trust that are hard to solidify on social platforms alone. In-person and hands-on relationships must be established. The likelihood of not closing MSP deals directly via social media should not deter you from including this in your strategy.

## 03. *Track Your Sales and Marketing Performance*

Sales and marketing, although requiring different areas of expertise and portrayed as different functions, work towards a common goal – bringing revenue to the company. To keep your sales pipeline full of qualified leads, you need to have multiple marketing methods and strategies consistently feeding it. You also need to track the metrics to leverage it for further strategies. It is advisable to use different marketing channels and to deploy different strategies as opposed to “putting all your eggs in one basket.” You never know which channel would work best for you at any given time.

MSPs are metric-based businesses and this culture should be applied to sales and marketing functions as well. You can automate marketing campaigns with tools such as HubSpot, Hootsuite, etc., to save time and increase efficiency. These tools also provide you with analytics, such as which type of content resonates with your audience and/or if they are genuinely interested to know about your products. Such information can also be used to further enhance your prospect’s/buyer’s journey in the sales process.



Marketing analytics can also help you foresee trends and adapt to the rapidly changing market, enabling you to pivot if necessary. A few key marketing metrics that you should track are:

### Website Traffic

Google Analytics enables you to track metrics such as:

- Users – The number of unique users that have opened your web pages.
- Pageviews – The number of pages that are viewed by a user per session.
- Average session duration – The average amount of time a user has spent on the website per session.
- Bounce rate – The percentage of users that left your website without interacting with any of the webpages.



### Organic Social Media Metrics

- Awareness – Measure the audience growth rate (the number of your followers) and post reach (the number of people who have seen your post).
- Engagement – Clicks, likes, shares and comments indicate how popular your business is.
- Conversion – The number of visitors who click on a post and take action on the page that the post leads to.

### Paid Social Media Ads

These metrics are mostly to keep track of your budget. There are three ways you pay for your social media ads:

- Cost per action (CPA) – You only pay for selected actions. You can use this approach if you'd like to get people to download content, sign up for a webinar or fill forms.
- Cost per impression (CPM) – This is the cost you pay every time your ad is viewed.
- Cost per click (CPC) – You only pay unless someone clicks on your ad.



Watch the on-demand webinar  
Selling MSP Services: Marketing Tips  
for MSPs hosted by the IT Business  
Growth Expert, Richard Tubb.

## *Kaseya Powered Services*

Kaseya Powered Services (KPS) is a program that is designed to equip and empower MSPs with the best and most valuable assets and tools in the channel in order to go-to-market successfully and profitably. To achieve this objective, the program includes proven marketing and lead generation strategies, professional sales enablement material, and training and coaching for effective execution.

With the resources offered by KPS, you can develop and strengthen your sales and marketing skills and techniques to generate new opportunities and close more deals.

Do you find it difficult producing content for sales and marketing? Well, you don't need to worry anymore. With the KPS program, you get an assortment of brandable, professional and proven sales and marketing assets that can help you generate new opportunities and convert prospects and leads into customers.

Most of our customers have utilized the KPS platform to customize their marketing and sales collateral and have used them to achieve their goals faster.



*"Powered Services has truly changed the future of our company and has helped us move from being in the red to being in the black!"*

– Brian Hamilton, Mid Atlantic Data & Communications

**[Learn more about Kaseya Powered Services here.](#)**



## CONCLUSION

To build a consistent and strategic marketing plan, you need to ensure you have all the resources you need, including budgets and labor. Depending on how aggressive your marketing plan is, successfully completing all tasks and staying on track can be a full-time job. If you are an existing Kaseya customer, you can reach out to your account manager and find out how your team can leverage KPS resources, which can ultimately empower you to build solid sales and marketing strategies, close more deals and generate recurring revenue.

If you are not a Kaseya customer, then there's no better time than the present to hop on board. Learn all about Kaseya and its products by speaking to our representatives.

## REQUEST A DEMO





#### Sources:

1. Sales Lead Follow-Up: One Simple Test to Grow Your Pipeline 21x, XANT
2. Lead Generation Trend Report, BrightTALK and LinkedIn's B2B Technology Marketing Community
3. U.S Survey Research, Pew Research Center
4. YouTube by the numbers, YouTube for Press



#### About Kaseya

Kaseya® is the leading provider of complete IT infrastructure management solutions for managed service providers (MSPs) and internal IT organizations. Through its open platform and customer-centric approach, Kaseya delivers best in breed technologies that allow organizations to efficiently manage, secure, automate and backup IT. Kaseya IT Complete is the most comprehensive, integrated IT management platform comprised of industry leading solutions from Kaseya, Unitrends, Rapidfire Tools, Spanning Cloud Apps, IT Glue and ID Agent. The platform empowers businesses to: command all of IT centrally; easily manage remote and distributed environments; simplify backup and disaster recovery; safeguard against cybersecurity attacks; effectively manage compliance and network assets; streamline IT documentation; and automate across IT management functions. Headquartered in Dublin, Ireland, Kaseya is privately held with a presence in over 20 countries. To learn more, visit [www.kaseya.com](http://www.kaseya.com).

©2020 Kaseya Limited. All rights reserved. Kaseya and the Kaseya logo are among the trademarks or registered trademarks owned by or licensed to Kaseya Limited. All other marks are the property of their respective owners.