



Be flocking everywhere

Marketing your MSP in 2023



Build IT Workbook



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“People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.”

– Simon Sinek

From the book *Start with Why, How great Leaders Inspire Everyone to take action*

1. Know your Why

Rewind to when you started your business.

What was the reason?

Fast forward to today...

Why:

How:

What:

“An effective goal-setting system starts with disciplined thinking at the top, with leaders who invest the time and energy to choose what counts.”

– John Doerr

From the book *Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs*

2. Establish your MSP's OKRs

Objective #1

Key result:

Key result:

Key result:

Objective #2:

Key result:

Key result:

Key result:

Objective #3:

Key result:

Key result:

Key result:



3. Complete your digital health check

How the flock do I know if my business is healthy online?

a. Complete a business needs assessment

Definitions

Gap	
No Gap	0
Minimal Gap	1
Moderate Gap	2
Significant Gap	3
Serious Gap	4
Critical Gap	5

State	
Ad Hoc	1
Repeatable	2
Defined	3
Managed	4
Optimized	5

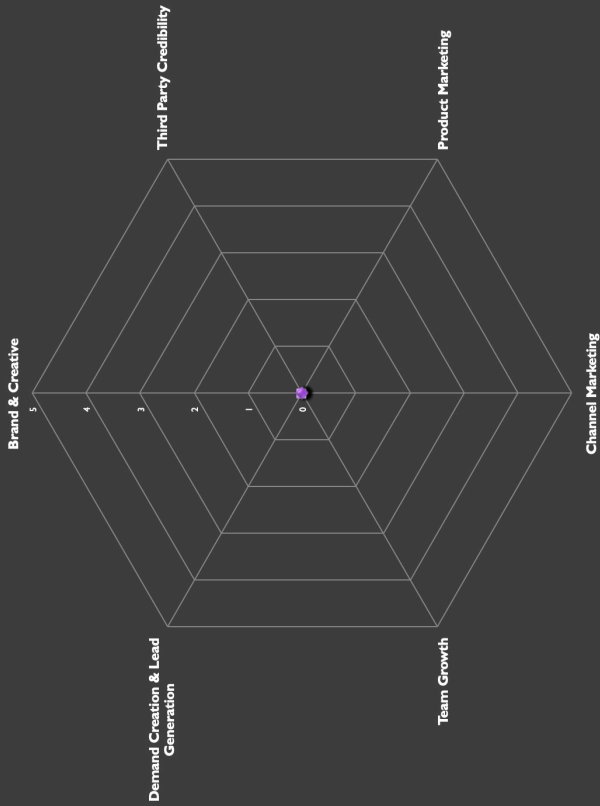
Disciplines		Current State	Gap	Desired State	Elements	Current State	Gap	Desired State	Dependencies	Requirements	Investment
Product Marketing					Competitive Analysis Market Analysis Pricing New Product Research Sales Tools Demos Presales Support Product Management Product Training Go to Market Strategy						People Program \$'s
Investment Totals: Product Marketing											
Brand & Creative					Positioning/Messaging Naming and Identity Brand Strategy Marketing services						People Program \$'s
Investment Totals: Messaging											
Channel Marketing					Programs Community Tradeshows and Events						People Program \$'s

Market Assessment Summary

Additional People Required

Additional \$'s Required

Additional \$'s Required



Disciplines	Current State	Gap	Desired State
Brand & Creative	0	0	0
Third Party Credibility	0	0	0
Product Marketing	0	0	0
Channel Marketing	0	0	0
Team Growth	0	0	0
Demand Creation & Lead Generation	0	0	0

Gap	State
No Gap	0
Minimal Gap	1
Moderate Gap	2
Significant Gap	3
Serious Gap	4
Critical Gap	5

State	State
Ad Hoc	1
Respectable	2
Defined	3
Managed	4
Optimized	5

b. Website Score & Stats

- Health
- Traffic
- Conversions
- Analytics

c. State of social media

- Building social growth targets

4. Understand what's right for your MSP

What activities under these categories, would you like to try using an omnichannel approach?

Marketing	Advertising
Public Relations	Branding

Marketing

"I'm a great dancer!"



Advertising

"I'm a great dancer! I'm a great dancer! I'm a great dancer!"



Public Relations

"Trust me, she's a great dancer!"



Branding

"I understand you're a great dancer!"



5. Develop quarterly marketing strategies that Work

MONTHLY MARKETING PLAN DELIVERABLES	MONTH	THEME	TOPIC	CALL TO ACTION (CTA)	TARGET INDUSTRIES	BUYER & INFLUENCER PERSONAS	MARKETING LIFECYCLE STAGE	DEMAND GEN	LEAD GEN	PROJECT LEAD	CREATIVE & SME TEAM	PRODUCT OWNER	LAUNCH DATE	RESULTS	RELATED TO OKRs	
THEMES & PRODUCT LAUNCHES																
MARKETING EMAIL CAMPAIGN(S)																
SALES CAMPAIGN / PERSONAL EMAIL																
PREMIUM CONTENT																
SOCIAL MEDIA																
ADVERTISING SPOTLIGHT																
TRADESHOWS & EVENTS																
WEBSITE OPTIMIZATION & SEO																
BLOG / VLOG																
CONTENT STRATEGY																
INTERNAL MARKETING REQUESTS																
ADMIN / TECHNICAL / BACK-END																

BONUS PR Template

MONTHLY PUBLIC RELATIONS PLAN DELIVERABLES	MONTH	THE PITCH	STORY ANGLES	CALL TO ACTION (CTA)	TARGET INDUSTRIES	BUYER & INFLUENCER PERSONAS	MARKETING LIFECYCLE STAGE	DEMAND GEN	LEAD GEN	PROJECT LEAD	CREATIVE & SME TEAM	PRODUCT OWNER	LAUNCH DATE	RESULTS	RELATED TO OKRs
REPUTATION MANAGEMENT															
PUBLIC RELATIONS															
COMMUNITY RELATIONS															
SUBMISSIONS AWARDS & SPEAKING															
SOCIAL RESPONSIBILITY INITIATIVES															
MEDIA RELATIONS INTERVIEWS (MAINSTREAM)															
MEDIA RELATIONS (NICHE PUBS, INDUSTRY)															

6. How to achieve growth in a rapidly changing marketing landscape

a. List 3 experiments you are going to try to using to generate leads?

-
-
-

b. Outline the risks associated with the above experiments.

-
-
-

c. Research and write down 3-5 different lead generation tools and why you think they will add value—then test them!

d. What type of incentives can you use to create demand for your services?

e. Talk to some of your partners and ask for honest feedback about your marketing.

f. Report on the above findings, repeat and scale.

Marketing measurements to track weekly, monthly, quarterly (and daily in higher risk initiatives). Practice writing down these acronyms to familiarize yourself with assessing whether the marketing work you're doing is working:

- Conversion Rate Optimization _____
- Customer Lifetime Value _____
- Content Management System _____
- Customer Relationship Management _____
- Customer Acquisition Cost _____
- A/B Testing _____
- Customer Churn Rate _____
- Return on Ad Spend _____
- Return on Investment _____

7. Be flocking everywhere: marketing your MSP in 2023

Building your brand is an important part of your business's journey.

Building your brand on social media will help you:

1. Build credibility – Build credibility within your industry, with your peers
2. Be ready to back up everything you post
3. Attract the right attention – attract your ideal next position and open up career opportunities you would otherwise not have
4. Engagement – when you put yourself out there, you're out there and it's important to engage and respond within 12 hours, 3 hours if it's topical, political, industry-related or time-sensitive





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