



Take Your Marketing to New Heights

JOOMCONNECT MARKETING WEBINAR SERIES WORKBOOK

Strategy Builder: Ideal Clients and How to Find Them

About this Webinar Series:

Our educational webinar series was designed to help MSPs of all sizes learn how to improve their marketing initiatives. To compliment our educational webinars, we've created a series of strategy building workbooks. Built specifically for the promotion of managed IT services, our workbooks give you the opportunity to use a hands-on approach and develop your MSP's marketing strategy using industry best practices.

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Developing Your Marketing Contact List

Taking the time to develop the a profile of your ideal client and finding businesses who meet those criteria can be an expensive, time-consuming task. Building and keeping your marketing lists updated can help boost lead conversion and drive revenue, while also saving any of your marketing budget from being spent on a company with no need for your services.

We'll be breaking down building a list into two sections. The first part will help you detail your ideal client. The second part walks you through the steps of the vetting process, including how to find suspects and what to look at when considering an organization.

Part 1: Getting to Know Your Target Audience

The vast majority of MSPs will tell you that they target small and medium-sized businesses in their area. However, analyzing your service area's business makeup can give you more insight into what your targets are looking for, providing you with yet another advantage going into a sales meeting. The best way to go about this is to look at the types of companies you have or have had a successful relationship with before.

Current Client Demographics

Evaluate what size of business you've had a positive experience with. Are you willing to travel? What do they look to you for? Are there specific industries that you feel would be a good focus for niche marketing?

ex. Small Businesses: <i>Medium-Sized Businesses:</i> <i>Large Businesses:</i>	
Location/Service Area ex. 1 hr or 95 miles	
Need ex. Superior Network Security <i>24/7 Help Desk Support</i>	
Industry ex. Manufacturing <i>Medical/Dentists</i> <i>Law</i>	
Annual Revenue ex. Minimum <i>Preferred</i>	

Services and Solutions

Now that you know who you work best with, it's important to look at how your services can relieve their issues. What IT pain points do they likely experiences? What are their IT-related issues? What services can you offer them? Which services can help them meet their needs?

Common Pain Points	Our Solution Offering
Ex. Has to meet HIPAA standard	Complete Managed IT for Health Care

Your Ideal Client

In one or two sentences, compile the information above to determine your ideal client. Think about it like this. In a perfect world, my client would be...

Ex. Acme MSP would like to work with businesses in any industry with between 5 and 25 workstations and within 30 miles of our office. The should be looking for long-term IT support and generate at least \$5,000 in monthly reoccurring revenue.

Part 2: Finding and Vetting Contacts

Having a predetermined up-to-date contact list will help you go after and onboard the right clients, instead of throwing your marketing budget down the drain. Qualifying your list *before* you market to them will save you both time and money.

Finding Contacts

- **Paid Services** - There are assorted paid services available that provide quality list-building functions
- **Google** - If you know the industry/type of business you which to target, Google can be useful
- **Target Audience Affiliations** (ex. American Bar Association or Local Chamber)
- **Area Small Business Registry**
 - Can be found for most major cities in the US.
- **Employment Websites** (like Monster.com or Indeed.com)
 - Businesses seeking IT professionals are likely not happy with their current IT situation
- **LinkedIn** - Companies using LinkedIn are basically giving you a window into their business.

Basics of Lead Qualification Checklist

After you either purchase or create a list, you'll need to research the company. You'll be checking to see if they appear to be a successful establishment that could benefit from your services.

Here's a few questions to get you started in the right direction. You'll want to add questions that will help you find clients that meet your ideal client profile.

- Does this company have a website? (Use Google to check)
- Has it been updated recently?
- Are they active on social media?
- Do they fall within your service area?
- Does this company have a CIO or other IT decision maker? (Note his/her name)
- Is this company prospering/growing? Are they currently hiring?
- Does the size of their business fall within the parameters of your target?
- Will the price of your services and products be something this company could afford?
- Are they in a technology-heavy industry?
- Are there any regulations they may need to follow? (HIPAA, etc.)
- Do they fall within your service area?
- Do they meet additional parameters of your ideal client profile?

After vetting a contact, you should know their basic information, as well as a bit about their company and its IT decision makers. Consider the following fields when creating a contact in your Customer Relationship Manager.

Company Name:

Primary Contact:

Primary Address:

Primary Telephone:

Compliances/Regulations:

Possible Services:

Date Entered:

Notes:



Want leads? Get some!

Our marketing solutions and innovative platform integration can help your MSP develop a marketing strategy that engages your target market and produces **results**.

If you want a little help with list building, or even if you want a lot of help, we offer several services that can help you with developing a marketing list that converts. For more information visit our Lead List Page: <http://jmct.io/getleads>

Learn more today by calling us at 888-546-4384 or visiting us on the web at: joomconnect.com

Notes: