

HOW TO MARKET YOUR IT PLAYBOOK

The IT Playbook is an incredibly effective and valuable tool, particularly when used to educate your prospects and current clients on the immense value that managed IT services deliver to SMBs as compared to other technology services or support strategies. Your IT Playbook includes direct mail, social media, email and other marketing materials.

STRATEGIES FOR USING THE IT PLAYBOOK AS A MARKETING TOOL

To maximize your marketing efforts using the IT Playbook and steer conversations towards value, we suggest the following marketing strategies with the included marketing materials:



DIRECT MAIL MARKETING

Utilize the letter or the oversized postcard to reach out to potential clients in a tangible and attention-grabbing way. Customize the pieces with messaging that highlights the benefits of your IT services.



SOCIAL MEDIA ADVERTISING

Take advantage of the provided LinkedIn email and two Facebook ads to promote your IT Playbook and drive engagement. Use targeted audience segmentation on these platforms to reach decision-makers and IT professionals who would benefit from your services.



NETWORKING EVENTS

Use the Playbook's content, such as the "Fundamental Business IT Defense Plan" blog article or the "Complete Business Continuity Planning Guide for SMBs" deliverable, to build connections with potential clients. Share these resources on your social media channels, through email, and in your newsletters. Participate in events with your chamber of commerce or other business shows to discuss the topics covered in the IT Playbook.



EMAIL CAMPAIGNS

Once you have compiled a list of contacts you have secured permission to email, personalize the three email drip campaign provided in the IT Playbook package to address specific pain points or challenges faced by your target audience. Highlight the relevant sections of the Playbook and explain how your managed service offerings can solve their problems. Provide a clear call-to-action in each email, directing recipients to download the Playbook to schedule a consultation.

As you carry out these efforts and initiatives, it is important that you remember to track and measure the effectiveness of each strategy using appropriate analytics tools. This data will allow you to optimize your marketing efforts and refine your approach so you can achieve better results as you repeat these campaigns over time.

That being said, it is also important to remember that marketing your services is only part of the process. You also need to be able to close the deal with the interested prospects that your marketing efforts have helped to attract. As it happens, the Playbook can also empower your sales team to make the conversion from prospect to client.

STRATEGIES FOR USING THE IT PLAYBOOK AS A SALES TOOL

Here are some of the sales strategies we recommend you consider as you put the Playbook to its full use:



POSITION AS AN EDUCATOR

One effective approach to use the IT Playbook would be to position your MSP as a technology educator. This strategy appeals to potential clients who might not fully understand the importance of managed and security services or who are unsure about what these services involve. Sales team members can use the IT Playbook during their initial meetings to discuss their needs or concerns and use the playbook to provide a clear, easy-to-understand overview of your services. This can help to build trust.



TAILOR THE SALES PITCH

The IT Playbook can also be used to tailor your sales pitch to each prospect or even an existing client. By identifying the client's unique needs, challenges, and goals, your sales team can refer to relevant sections in the Playbook to demonstrate how you can provide the necessary solutions. This not only shows a deep understanding of the client's business but also a clear path on how to improve their IT infrastructure and security.



USE AS LEAVE-BEHIND MATERIAL

The IT Playbook can also be a leave-behind piece after meetings or sales calls. This gives potential clients the chance to go through the material at their own pace, allowing them to fully grasp the content and understand the value of your services. The IT Playbook could also contain a compelling call-to-action, prompting them to reach out to the sales team for more information or to schedule a follow-up meeting.



ENSURE YOUR TARGET AUDIENCE IS AWARE OF THE IT PLAYBOOK

You can also use it as a lead magnet, requiring visitors to provide their contact details to request a hard copy or maybe you prefer they are able to download a digital copy. Either way your landing page will allow you to collect valuable leads and provide your potential clients with actionable, useful information, thus fostering trust and positioning your MSP as an authority.

WE'VE DESIGNED THE IT PLAYBOOK TO BE A POWERHOUSE DELIVERABLE—THIS SHOULD HELP YOU PUT IT TO USE!

Try out some of these strategies for yourself, or reach out to us for our assistance. We've personally stress-tested the strategies we recommend, and we'd be happy to share some more of our insights and expertise with you.

Please don't hesitate to reach out to us with any questions you may have about the IT Playbook or how else it can prove to be a valuable addition to your sales and marketing efforts.