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### What is MSP Marketing?



What is MSP marketing? Managed services marketing focuses on helping boost visibility and generate sales. Here are six steps you can take to help marketing your MSP and gain the leads your business needs to grow.

#### What is MSP Marketing?

The trite answer would be MSP marketing is the process of marketing your MSP. However, this process is easier said than done. This can be particularly problematic because, as an MSP, you know that most people and businesses have no idea what you do, including any potential marketing agencies you may be considering employing. To the average professional, you sell and fix computers, or keep the Internet going. They don't understand the deeper value and, in many cases, the absolute necessity of your services.

How can a marketing agency market your services if they don't know what running an MSP entails? How can you market something when you don't understand what it is? For many agencies, it doesn't matter what the "widget" is, as long as they can make it fit within their one-  
*(Continued on page 3)*

### How to Choose the Right Marketing Agency for Your MSP



Are you ready to invest resources into marketing your MSP, but don't know where to find a partner to help you reach your marketing goals? With many marketing agencies vying for your attention, it's hard to know which one is right for you. Take a moment to learn how to choose the best marketing resource for your MSP.

#### Why You Should Consider Using a Marketing Agency

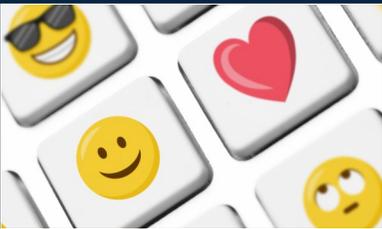
The catchphrase most MSPs use when describing their services is: "Let us worry about your IT; you worry about your business."

This emphasizes that a business owners' attention is better spent on running their business than trying to troubleshoot their servers. Off-loading these tasks to a professional saves them time and ultimately money, due to increased productivity and reduced downtime.

Choosing a marketing agency to promote your services as a managed service provider relies upon the same sentiment. Instead of struggling to market your MSP yourself, something your team may not be familiar with, partnering with a marketing agency can bring much-needed attention to your business. This can generate leads, allowing your sales team to focus on closing the deal, and keeping good relations with your existing clients.

*(Continued on page 2)*

### Should I Be Using Emojis in My MSP Email Subject Lines?



At this point, we're all familiar with the little blobby images we call emojis... and you've likely seen them in some marketing materials at some point. Chances are, these marketing materials were in the form of an email. Let's examine this concept, and review some practices to help you most effectively use emojis in your marketing emails.

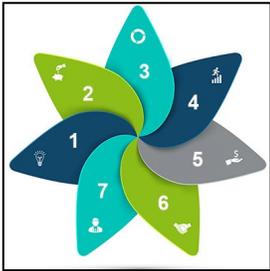
#### Are Emojis an Effective Addition to B2B Marketing Emails?

This is the key question, and one that people are still split on, if...



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## The Seven Steps to Marketing Success For Your MSP



Marketing your MSP can feel like a daunting task, especially if you are just beginning your MSP marketing

journey. If you're not sure how to get started, our Ultimate Marketing Guide is a great first step.

### The Ultimate MSP Marketing Guide

Are you interested in marketing your MSP, but don't know where to start? As somewhat of a niche industry, IT services aren't understood by most businesses; most businesses don't know how managed IT can help their organizations, by ensuring that the technology their businesses rely upon remains operational. The advice in this guide will help you better understand how, what and why you should market your MSP.

### Why Should You Market Your MSP?

The simple answer to this question is that if you don't market your MSP, no one will know your business exists. MSP marketing's goal is to create an awareness of the services your MSP offers and give potential customers a reason to contact you.

MSP Marketing is designed to solve the three main problems all businesses face when trying to generate leads:

- Customer Awareness
- Increase Market Share
- Lead Generation

### I Have Tried MSP Marketing Before, But Didn't Get Sales

We have heard variants of this sentiment, "I have tried social media, I have tried blogging, I have tried PPC...and nothing worked." One thing to understand is that marketing and sales, while related, aren't interchangeable. Marketing creates the

opportunity to make a sale, but doesn't guarantee a sale can be made. While the lack of certainty can seem off-putting, one thing that is certain is that if you don't market your MSP, you won't have the opportunity to make a sale.

The goal of your MSP marketing should be to create an environment that makes the chances to generate leads more likely. Some steps to take to increase your chances of lead generation include:

### 1. MSP-Centric Website

First and foremost, your website is your most important marketing tool for your MSP. In fact, all of your marketing efforts should direct potential leads to your website. While making websites is easier than ever, your MSP's website could be setting itself up for failure if it doesn't...



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## How To Choose The Right Marketing Agency For Your MSP

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If you've been struggling to promote your MSP, gain traction over your competitors and generate leads, a marketing agency may be able to help you gain a foothold. One thing to consider is how marketing agencies approach this goal can vastly differ. If you are new to marketing, here are some benefits and negatives to consider when deciding which type of agency to use for marketing your MSP.

### How to Choose the Right Marketing Agency for Your MSP

While there are certainly areas of overlap, there are some ways in which each type of MSP marketing agencies are unique in the methods they employ to help you generate leads. Here's some information to help you choose the right one for your organization.

#### All-Purpose Marketing Agency

An all-purpose marketing agency is an agency that works with a variety of industries and doesn't really have a focus on one in particular. An underlying

premise of all-purpose marketing agencies is the belief that marketing is marketing. For many generic marketing agencies, whether it's pizza, sneakers, or cybersecurity, how you market will be the same, because you're just selling stuff.

These all-purpose agencies often rank high on the search engines due to their ability to leverage their diverse client base, giving Google's algorithm the appearance of being a good fit for a wide variety of industries. While this does provide the benefit of gaining attention, after all, being on page one of Google has advantages, generic marketing agencies can struggle with marketing niche businesses, like MSPs, due to their lack of familiarity.

If you've been trying to market your MSP for some time, you're aware that most companies don't know what an MSP is or how a business can benefit from working with an MSP. Unfortunately, this lack of awareness isn't limited to businesses you could engage with; it can also affect any

marketing agency you partner with. This lack of understanding can restrict their ability to develop an effective marketing plan for your business, resulting in possibly poor outcomes. Simply put, how can they market services they don't understand?

#### Benefits of working with an All-purpose Marketing Agency include:

- A fundamental understanding of marketing strategies
- Experience working with a wide range of organizations
- Access to a variety of marketing tools

#### Some negatives include:

- A lack of experience working with MSPs
- No MSP-centric content
- No dedicated MSP website
- Basically, you need to teach them your industry...



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## What is MSP Marketing?

(Continued from page 1)

size-fits-all templates. When in reality, your business requires a custom marketing campaign suited for your unique industry.

Generating leads for an MSP isn't the same as trying to sell bookkeeping services, plumbing, or pizza—people understand those things. Again, as a technology professional, you are acutely aware of the effort it can take to help businesses understand the actual value of their technology.

So to answer the question, MSP marketing aims to inform businesses of a preventative solution for their technology

problems (that solution being you and your services). Marketing your services lets companies know what solutions you offer and how they can help their organizations remain productive and maintain their bottom line. In some cases, it's about turning IT into a value-center, and in others, it's about meeting compliances or automating processes.

### Why is MSP Marketing Important?

What makes promoting your services so challenging is that, as we noted, most businesses don't know what an MSP does or how managed services can help with their technical issues. This makes bringing attention to your business different from most other industries. Business managers

know what services accountants, lawyers, maintenance workers, and other professional organizations perform. Not so much when it comes to their business technology.

When companies have an IT problem, they may not know what is wrong with their technology, just that it isn't working as expected. For example, they receive a lot of spam, their workstations keep crashing, their internet feels slow, or they spend too much money on their phone system. Most of these businesses don't...



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## How to Get More Views with Your MSP Video's Thumbnail



While we've frequently spoken about the power of video in your marketing, particularly for a managed service

provider, there are a few aspects that we haven't really touched on yet. Sure, we've talked about how adding videos to your website can help make your message more impactful and how to set up certain kinds of videos, but we've never really discussed how to get someone to click on the video to watch it.

Let's fix that.

### Video is a Worthwhile Investment for an MSP to Make

Like we said, we've established how valuable video content is in your marketing efforts, going over the processes behind producing it and many, many other factors. Quality videos help keep visitors on your website and its pages, educating prospects and turning them into leads, and then into paying clients.

Of course, this all requires your video to be viewed, a goal that a quality video

thumbnail—the image that displays when the video itself has yet to be selected—can help you achieve.

### How to Use Your Thumbnail to Promote Your Video... and Your Brand!

Your video thumbnails offer a dual purpose, both of which you need to consider as you go about designing them. First, they help to draw the eye of your intended audience. Second, they also help to telegraph to your audience what your video will be about.

Since we typically suggest that you upload all of your videos to YouTube, we'll be focusing on creating and adding new thumbnail images for the YouTube platform, which will then carry over to the other places you use your video—your business' social media profiles, your landing pages, and your emails.

### Creating a Custom Thumbnail for Your Video

Okay, so the first step to adding a specially crafted thumbnail image to your video content is to craft it.

First, you'll want to have your image proportions in mind. A YouTube...



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## YouTube 101 - Closed Captions



Did you know that YouTube is the 2nd most visited website in the world? Almost 5 billion videos are viewed every day on YouTube, and that is not just the United States!

This should get you thinking about broadening your marketing. There are tons of ways to get your company's name out to prospects that may not have even been looking for your services or products, but your YouTube video got them thinking that maybe you can help them.

### Why Is It Important to Have Videos in Your Marketing?

Videos can help build trust, and in doing that, get you long-term customers. It's not always about how good the video looks (although it can greatly help) but the interesting and useful information being provided. Videos also attract the mobile users as well due to people watching videos on the go.

Video marketing can help explain a product that otherwise would be difficult to explain without visual aides, and with the convenience of it being mobile makes it widely accessible to everyone. In addition, the views that you get from people watching your videos helps improve your ranking with Google.

After you upload your videos to YouTube, there is an additional step that we highly suggest you take: *reviewing and fixing up your Closed Captions.*

### What Are Closed Captions, and Why Should You Care About Them?

Closed captions are the transcript of what is said in your video. Not only are they useful for those who are hearing impaired, but closed captioning is well liked and widely used across many audiences. Utilizing this will also help you to reach audiences that speak other languages, or those who may be watching from a location in which they cannot play sound.

Having transcripts for your YouTube videos improves how frequently you rank with Google. As we said before, this is possible because YouTube is the 2nd largest search engine in the world. It is of high importance that you have the most accurate and highest quality captions to help yours stand out from the rest, especially due to the fact there is such a high volume of videos out there. Having a transcript can help you communicate more clearly with your audience.

Fortunately for you, YouTube has its own auto-captioning! However, it can have a **50 to 80 percent inaccuracy level**. Having a high inaccuracy level can lead to your messaging coming across incorrect or even not at all if dialogue is left out, which can happen if the video is on mute or a hearing impaired person is watching.

### We Suggest Going through and Checking Your Captions for Accuracy.

Subtitles/closed captioning on a video can be turned on by doing the following:

1. Locate the video you want to watch
2. At the bottom of the bar look for "Closed Captioning" icon "CC" and click on it
3. If the video supports subtitles, you will see a message that appears that tells you to click...

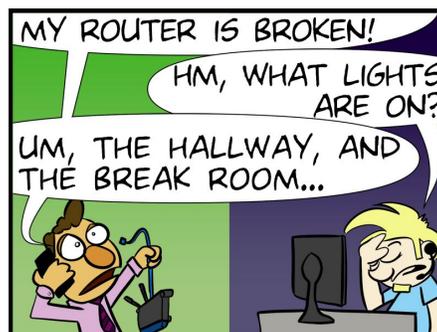


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