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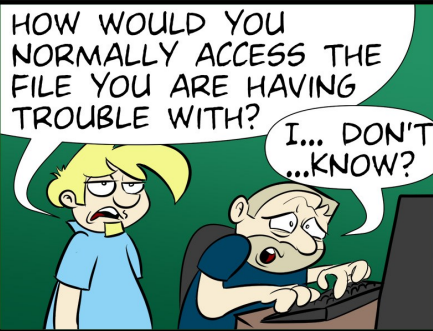
How to Make Cold Outreach Work for You

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Our Ultimate MSP Website subscribers get exclusive, ready-to-use marketing content every month! This month's campaign focuses on:

### Cybersecurity - How to Spot Scams

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## Marketing Tidbits

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- Henry Ford

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## How to Set Your Sights on Your Ideal B2B IT Service Clients



Seeking out the right businesses for your managed IT service offering is critical to your success; otherwise, you'll find yourself trying to make deals with people who simply aren't the right fit. This means that you need to seek out these businesses mindfully and strategically.

Let's break down how you can more effectively identify who makes up your ideal audience and optimally target them.

### Four Things You Can Do to Attract Business-to-Business Opportunities

A lot goes into pinpointing which businesses would be your optimal clientele. We've outlined just a few of the activities here, but we encourage any outsourced IT providers to reach out and learn more about what else can (and should) be done at various points in the marketing funnel and how we can help you do so.

#### 1. Narrow Down and Laser in On Your Ideal Customers

The long and the short of it is that—regardless of your service area or offering—there is no way you'll be able to permeate 100 percent of your potential audience, nor should you want to, for that matter. Your core audience will be much more specific in their needs and wants.

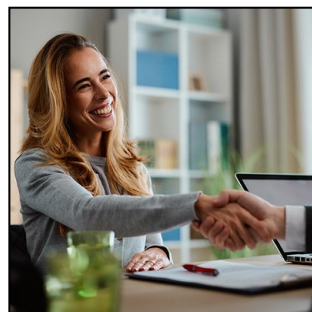
This means, of course, that you need to find this audience. To do so, take some time to understand what your business can provide to different industry niches and the companies within them. Collecting data and cross-referencing it to identify trends and patterns can allow you to shift your messaging to resonate and communicate with your ideal customers more directly.

#### 2. Share Valuable Content that Touches on Their Interests

B2B buyers largely operate independently nowadays, communicating with sales teams much further down the marketing funnel than they once did and instead doing their

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## Great Traffic, but No Conversions? It's Not Your SEO, It's How You Close!



So, your team has an SEO strategy for your MSP website chugging along. You follow best practices and can drive high-quality, relevant traffic better than a dancing traffic cop. There's just one problem: no calls, no forms completed, no emails received, and no conversions at all. So, what are you doing wrong?

The problem isn't your SEO. What you actually need to do is reconsider your closing argument as to why you, not your competitors, are the best option.

### The Problem with Conversions isn't Your SEO

SEO is just one of the steps needed to navigate the currents to market your MSP

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## MSP Marketing Email Best Practices

Email marketing can be a powerful marketing tool for MSPs, but there is a very fine line between being productive and being detrimental. That said, you want to stand out enough that you get noticed, clicked on, read, and interacted with. Let's talk about some email marketing best practices that your MSP can utilize for your next campaign.

### Timing is Everything

Let's start with one of the easiest elements to control. Remember that you are corresponding with people who are busy and a single email at the wrong time is merely going to be a blip on their radar. It's also important to realize that the best time tends to fluctuate depending on the industries you are marketing to, the type of client persona you are getting in front of, and these trends even change over time.

### Start Early

Most people check their email first...



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## How to Set Your Sights on Your Ideal B2B IT Service Clients

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own research and comparison shopping. To attract these shoppers, you must consider these tendencies and provide the content they seek.

Doing so should entail producing engaging and informative content, helping reinforce your status as an authority on your given subject matter and providing more to draw prospects to you. It is less about convincing your target that you are the best option for them and more about providing them with the evidence to realize that for themselves.

## How to Make Cold Outreach Work for You



Cold outreach has had a bad rep in modern marketing, but this reputation has not stopped it from being highly utilized and highly successful... when it's done right.

Let's review what you can do to make your cold outreach efforts more successful.

### What is Cold Outreach?

Cold outreach is the process of reaching out to clients and customers who have not interacted with your brand before through communications like email or telephone calls. As such, it is a direct means of forming business relationships with those you wish to work with.

There's a pretty simple process to follow as you design effective outreach efforts:

- Prospecting for new potential clients via Google Searches and by reviewing business directories
- Identifying who to contact within

## 3. Qualify and Quantify the Benefits of What You Offer

This is how your content becomes engaging and informative for your audience. Rather than spouting off a list of industry jargon that means nothing to your contacts, you need to describe the benefits your prospect can expect from your services and solutions and how they can reduce some pain points they are experiencing. As you do so, make sure you incorporate both qualitative and quantitative...



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- prospect organizations
- Crafting compelling and engaging messages to send to these contacts

Let's discuss a few ways to make your outreach as impactful as possible within these steps.

## How to Optimize Your Cold Outreach Efforts

### Prospecting

As you seek out businesses to reach out to, focus on a specific set of criteria, as this will help you personalize your messaging even more and ultimately get a higher response rate. Be sure to pay attention to details like the company's size and how many employees it has, who is likely the one with the influence you need to communicate with within a prospect company, and what approach is most likely to resonate with your point of contact.

It can also help to add a bit of personality into your prospecting efforts, establishing a differentiator between you and any competitors...



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## Great Traffic, but No Conversions? It's Not Your SEO, It's How You Close!

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successfully. SEO is designed to drive traffic to your site, not convert them. If you want to close the deal, it happens after they reach your website.

This is the mistake that most businesses make: **misunderstanding the goal of SEO.**

SEO aims to put your MSP in front of potential leads. If visitors hit your website via a search, your SEO is doing its job. The next step is determining what you will do once the traffic arrives. How do you encourage them to take action besides visiting the site, reading your content (if you're lucky), and leaving without contacting you?

Remember that MSPs don't rely on impulse buyers; no one ever buys a server on a whim. So, a large part of your marketing strategy will revolve around developing a relationship with potential customers over a long period.

We often mention the rule of seven, which notes that leads need multiple interactions before committing to a purchase.

This is the area where many MSPs stumble when they market their services. The general assumption is that now that they have built their website, customers will just come and convert; SEO alone is all they have to do. Worse, they follow outdated keyword research methods by focusing on MSP jargon your customers don't use when searching for solutions to their IT problems.

The reality is that it takes time to generate a lead, and the best way to do this is to give potential customers a reason to return to your website. By continuously providing your customers with high-quality MSP content that will answer their questions and reassure them that you will be able to help them move their business forward, they will

be more prone to revisit your website when they continue to have issues they can't solve. It is that long-term interaction that promotes an eventual conversion.

### How To Encourage Conversions?

First, we have to understand what a conversion is. A conversion is any action that collects contact information, such as an email address or phone number, from a qualified lead. This means that once your SEO attracts a searcher to click on a link and visit a page on your website, there needs to be a reason for them to provide their contact information.

Some ways to encourage this would be to ask visitors to the page, in return for their contact information, access to downloadable MSP-focused content such as guides, whitepapers, case studies, and other content potential leads would be interested in learning more about.

Keep in mind the information needs to be valuable, and provide a tangible benefit to their business. Hiding the secret sauce doesn't generate interest, instead it drives potential leads to your competitor, who are answering their questions.

Other steps you can take include the following:

- *Have the most potent CTA above the 'fold-line,' the top 1/3 or 1/2 of your*

webpage, to expose them to your form before they click away. This way, the visitor is immediately provided with the offer, the pitch, and a method to contact your sales department when they hit the page. If this is their third or fourth time visiting your website, your call to action increases the chance they will complete the form this time.

- *Include internal links to relative or related service pages.* Few people searching for MSP services are impulse buyers. By allowing them to visit other service pages of your site, you reinforce that you offer various services to resolve their concerns. Moreover, internal links drive them deeper into your website, and the longer you keep them on the site, the better your chances are to convert them.
- *Provide a closing statement to prompt them again.* As we mentioned, successful conversions happen over time and via multiple touchpoints. By having a closing statement that includes an additional call to action, a second option for a deliverable, and your contact information before they leave the page, you can give them another opportunity to consider reaching out to you.

If you're receiving high-quality traffic to your website but still make no...



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