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Host Online Events that Turn Virtual Handshakes into Hot Leads



Webinars have come a long way, especially considering that the first webinar was basically a chat. Nowadays, these events are much more immersive, enabling businesses of all types—including managed service providers—to demonstrate their authority, build connections, and generate leads without sinking their marketing budget.

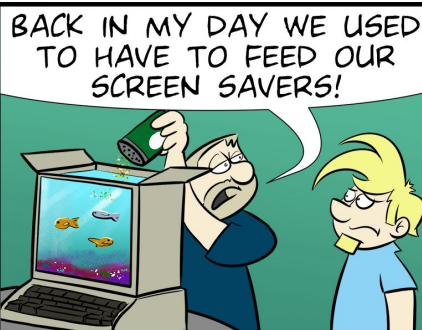
Let's discuss how to set up these events, from the planning phase to execution, and how to follow up afterward.

This Month's MSPW Campaign

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

How Copilot Enhances Collaborative Work in Teams

Full campaign materials will be sent to your email as soon as it's available!



Marketing Tidbits

"Marketing is about understanding people's needs and wants, and giving them what they want in a way that makes them feel good about it." - Seth Godin

Planning and Promoting Your Online Event

Four parts need to be addressed at the very beginning of your event planning endeavor:

1. Identifying your target audience and setting the appropriate goals to achieve.

By establishing a buyer persona that represents the type of person you are trying to reach, you can craft content that speaks to them more effectively. At the same time, you need to establish goals for your event in terms of registered attendees, qualified leads generated, or other key performance indicators that matter to you.

2. Selecting a topic that touches a pain point this audience experiences and creating content to educate them about it.

For your event to attract the audience you want (and ideally convince them to investigate your services further), it needs to address a need that most of your audience faces. Listen to your clients, review your service records, and investigate the challenges that most of your ideal audience faces. Once you've identified the common threat, prepare materials to share during and after the event that focus on one of these challenges and outline the steps involved in addressing it. Utilizing a variety of content formats can significantly enhance the perceived value of the information and insights you share.

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A Guide to Ethically Learning from Your MSP's Competition



In business, it's easy to get tunnel vision. You're so focused on your clients and your day-to-day operations that you might as well be wearing blinders.

Here's the thing: while you're head down, grinding away, your competitors are out there making moves. Ignoring them isn't just a missed opportunity; it can be a one-way ticket to falling behind.

Of course, I'm not suggesting you go all "*cloak and dagger*" and start bugging their offices. This isn't a spy movie, and more importantly, that would be exceptionally illegal.

However, there's a world of difference between unethical espionage and smart, ethical competitive intelligence. Think of it less as spying and more as being a keen student of your industry. After all, as the old saying goes, "*keep your friends close, and your enemies closer.*" In business, your competitors aren't necessarily your enemies, but they

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How Marketing Automation Can Make Following Up on Leads Easy

While the exact numbers vary, one thing remains constant: generating and converting leads into sales requires time and effort. Much to the chagrin of sales managers and business owners, the majority of leads are not properly followed up on—if they're followed up on at all. Roughly 20% of all leads are abandoned after the second follow-up attempt. Converting a lead into a sale requires nurturing, and nurturing takes time. Fortunately, there are ways to improve your follow-up process without bogging down your sales team.

Here's a few suggestions to improve your MSPs lead conversion process:

Use Marketing Automation

When it comes to sales, response time is a huge factor in conversion rates. More often than not, an IT decision-maker goes with the first company to respond—especially if they're reaching out after experiencing a technology issue that's interrupting daily...



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3. Gathering a team and assigning them different responsibilities throughout the event.

For your online event to go well, you must build a team instead of trying to handle every aspect of your event independently. Find someone to be a speaker, find someone to moderate your event, and assign someone to cover any technical needs. Invite guest speakers to expand your reach and enhance the credibility of your words.

4. Spreading the word about your event.

Of course, for your event to bring you any value, people must attend it. Therefore, you need to promote it

across all available channels, including social media, email marketing, partner collaboration, and word of mouth. Create a simple landing page that makes it easy for people to register, and consider offering incentives to those who register early.

3 Todos During Your Event

So, your event is going on... how can you ensure your audience is getting everything you've promised out of it?

1. Emphasize engagement.

It's crucial that you keep your...



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Steal the Show in Your Prospect's Inbox with Video Outreach



If there's one thing that's becoming increasingly difficult to do, it's capturing and maintaining

someone's attention online. There's just so much stuff out there to distract them. This is one reason why email marketing is considered a solid option to catch a prospect's attention...but even email inboxes are frequently overstuffed and skimmed over.

This can be a problem for your marketing efforts, unless you offer something extra. Oftentimes, that "something extra" should be video, as it helps you build a trusting connection with your audience and promotes your ability to make more deals.

What Makes Video So Effective for Sales Outreach?

There are four main benefits that incorporating video into your sales and marketing efforts offers:

A Face Forges Stronger Connections than Text

Whether you produce a talking head or invest in a fully animated video, the human psyche will find it easier to latch onto something as compared to a wall of text. As a result, your message will be more impactful and lasting in the recipient's mind.

Video is More Engaging

It's a lot easier to consume a quick video than it is to read an email, which means that your message is more likely to be absorbed by your audience. It really makes a difference, too...even mentioning that there's a video in your subject line can boost your open rates.

More Complex Messages Become Easier to Understand

Complicated subjects are more effectively communicated with the aid of contextual visual aids. Including a video provides this context, simplifying the job your sales department must...



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are your best source of real-world education.

The Art of Observation

So, how do you ethically "spy" on your competition? It's simpler than you might think, and it all starts with observation. You wouldn't try to navigate a new city without a map, so why would you try to navigate your market without understanding the landscape?

A great place to start is by simply looking at their public-facing materials. What does their website look like? Is it modern and easy to navigate, or does it resemble a relic from the dial-up era?

How are they positioning themselves? Are they the "cybersecurity experts," the "cloud migration specialists," or the "all-in-one IT department for small businesses"?

This information is pure gold. It reveals where they perceive their strengths and, potentially, where gaps in the market exist.

Take a look at their blog and social media. What kind of content are they creating? Are they producing insightful articles, engaging videos, or simply posting memes? The topics they cover

and the engagement they receive can give you a fantastic idea of what resonates with your shared target audience.

(Ethically) Digging a Little Deeper

Once you've got a handle on their public persona, it's time to dig a little deeper. This is where you can gain truly valuable insights. Here are a few ways to do that without crossing any ethical lines:

- **Set Up Google Alerts:** This is a simple but powerful tool. Set up alerts for your competitors' names, and you'll get a notification whenever they're mentioned online. This could be a news article, a press release, or a review. It's a great way to stay informed about their activities.
- **Analyze Their SEO Strategy:** There are plenty of free and paid tools out there that can give you a peek into your competitors' search engine optimization strategy. What keywords are they ranking for? Who is linking to their website? This information can help you refine your own SEO efforts and find new opportunities to attract organic traffic.
- **Attend Industry Events:** Webinars, trade shows, and conferences are not just for learning and networking; they also serve as prime

opportunities to observe how your competitors present themselves and what they're discussing. You may hear about a new service offering or a new marketing campaign before it even launches.

- **Become a "Secret Shopper":** This is a classic for a reason. Have a friend or a trusted colleague reach out to them for a quote. How is their sales process? Are they responsive? What's their follow-up like? This can give you a firsthand look at their customer experience and highlight areas where you can improve your own.

Turning Information into Action

Here's the most critical part: gathering all this information is useless if you don't do anything with it. The goal isn't just to know what your competitors are doing; it's to use that knowledge to make your own business that much better.

If you notice that your top competitor has a sleek, modern website, and yours is lagging behind, it may be time for a redesign. If they're creating killer... video content and you're not, maybe it's time to explore that medium. If...



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