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One Post, Four Weeks of Content

Better MSP Marketing Starts With Your Client's Client

The Follow-Up Gap Killing Your Pipeline



It doesn't make sense: you had a good conversation. The prospect had a real need. They seemed interested. Then a few days passed and nobody followed up.

That is how a surprising number of sales opportunities disappear. Not because another MSP had a dramatically better pitch, but because the conversation stopped moving. So what's happening?

For MSP owners and sales teams, follow-up is easy to push aside. A client has an emergency. A project runs long. Someone intends to make the call Thursday, and it's suddenly the following Tuesday, and no one has called.

The problem usually isn't effort. The real issue is that too much of the follow-up process depends on someone remembering what comes next.

Why Sales Leads Go Cold

A lead *rarely* arrives at the perfect time.

A local business may contact you after experiencing problems with its current IT provider. You respond quickly, have a good conversation, and learn the owner

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Stop Selling Features, Sell Outcomes



Your last three proposals mentioned patching, monitoring, and backups. Your prospect's last three problems were downtime, a scary phishing email, and a board meeting about compliance. Those aren't the same conversation, and that gap is costing you deals.

MSPs can lose good opportunities when their marketing describes the service instead of the outcome the buyer actually cares about.

The Translation Problem

You think in features because you're technical. Patch management, endpoint monitoring, backup and disaster recovery, these are the things you actually do all day, so they're what come out first when you describe your business. That's a natural habit. It's also the wrong starting point for anyone reading your website who isn't in IT.

Feature language describes the work. Outcome language describes what changes for the person paying for it. "We patch your systems weekly" is feature language. "You stop finding out about a vulnerability after it's already cost you a day of downtime" is the outcome that patching actually buys someone. The service is identical. The sentence a nervous business owner will actually remember is not.

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This Month's MSPW Campaign

Our Ultimate MSP Website subscribers get exclusive, ready-to-use marketing content every month!

This month's focus:
The Security Gaps You Can See—and the Ones You Can't



Marketing Tidbits

"The best marketing doesn't feel like marketing."
— Tom Fishburne

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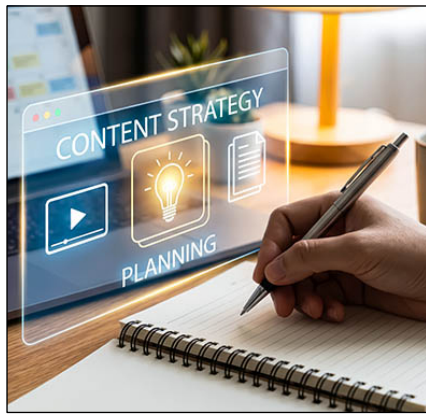
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One Post, Four Weeks of Content

You spent three hours on that blog post. It went up on the website, then nothing happened. Meanwhile, the four weeks of social posts, one email, and a handful of sales talking points sitting inside it never got written.

The blog post isn't the finish line. It's raw material, and most MSPs stop the moment it's published, which is exactly where the actual return on those three hours was still waiting to be collected.

Why One-Person Marketing Teams Burn Out on Content

If you're the only person handling marketing, every piece of content competes with tickets, meetings, and whatever fire is burning that week. Under that kind of pressure, "what do I write about next" becomes the constant question, and it's an exhausting one to answer every single week from a blank page.

That question is the wrong one. The right question is what's already been written that hasn't been used yet. A strong blog post can contain enough material to support weeks of additional content: a social post, an email, a sales talking point, a quote, or a different angle worth revisiting later...



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Stop Selling Features, Sell Outcomes

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Picture two homepages side by side. One opens with "Managed IT services, cybersecurity, cloud solutions, and 24/7 support." The other opens with "Stop losing a day of productivity every time something breaks." Both companies might offer the exact same services underneath. Only one of those openings tells a business owner, in the first five seconds, why any of it applies to them.

This isn't about dumbing anything down. The people reading this blog know exactly what endpoint monitoring does. The people reading your website usually don't, and they're not going to look it up before they decide whether to call you.

The Gap Is Bigger Than Most Owners Think

Sales conversations often fall into the same trap. Sellers start explaining the solution before they've established why the

problem matters to the buyer. Marketing can do exactly the same thing, just in written form.

Marketing has the same failure mode, just written down instead of spoken. A homepage that opens with a list of services is doing the technical explanation first and the "why you should care" second, if at all. By the time a skeptical prospect gets to the part that actually applies to their situation, they've often already decided the site sounds like every other IT company they've looked at.

It shows up past the website too. A proposal that lists deliverables, a follow-up email that recaps what was discussed, a discovery call that walks through the service stack, all of it can carry the same feature-first habit. The prospect leaves each of those touches with a clearer picture of your offering and no clearer sense of...



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Better MSP Marketing Starts With Your Client's Client



Tuesday. They're thinking about what happens if a security incident puts their clients' confidential information at risk. Understanding that difference is the whole game when you're marketing outside your usual MSP audience.

Professional services firms don't choose an IT vendor because the vendor understands technology. They choose one because the vendor understands what happens to their business if the technology fails, and what that failure would mean to the

A law firm isn't choosing an IT provider because you patch servers every

clients sitting across the desk from them.

It's Not About Being Impressive. It's About Being Specific.

Generic MSP marketing often sounds the same from provider to provider. Terms like "24/7 monitoring" and "proactive support" may accurately describe the service, but they don't tell a law firm, accounting firm, or engineering firm why your MSP understands their particular business.

These firms field IT pitches constantly. What makes one stand out isn't a longer features list or a more polished logo. It's evidence that you understand their specific situation: a law firm worrying about privileged...



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needs to speak with a partner before deciding.

That's completely normal.

The trouble starts when the next step is simply, "I'll check back with them."

That isn't really a process. It's a reminder you are hoping survives everything else happening that week.

After all, the prospect has plenty competing for their attention too. They have customers, employees, budgets, projects, and their own daily emergencies. Even when they are genuinely interested in changing IT providers, your proposal isn't necessarily the most important thing on their desk every morning.

That doesn't mean the opportunity is dead. Sometimes the prospect simply needs another conversation to get things moving again.

Give Every Lead a Next Step

Good follow-up doesn't mean constantly calling someone until they answer.

It means knowing what happens *next*.

For example, a simple follow-up cadence might include:

- An initial call or email shortly after the inquiry
- A follow-up a few days later addressing something discussed during the first conversation
- Another direct check-in around a week later
- A lighter follow-up after another week if the prospect hasn't made a decision

The exact timing can vary depending on the opportunity. A business actively looking to replace its MSP deserves a different level of attention than someone who downloaded a resource and hasn't shown any additional interest.

What matters is that every legitimate sales opportunity has a next **action**, an **owner**, and a **date**.

Without those three things, "follow up" tends to become "follow up when I remember."

Don't Give Up After Two Emails

There isn't a magic number of times every MSP should contact a prospect.

Some opportunities move quickly. Others take weeks or months because the prospect is waiting for a contract to expire, working through a budget, getting approval from other decision-makers, or simply dealing with more urgent priorities.

That's why you shouldn't automatically conflate a lack of response with a lack of interest.

After your initial follow-up sequence, some prospects may belong in a longer-term nurture process instead of being written off completely.

You don't need to chase them every week. You do want a way to stay visible so that when the timing changes, your MSP is still familiar. A useful article, newsletter, webinar invitation, or occasional personal check-in can keep that relationship alive without making every interaction feel like another sales pitch.

Make the System Do the Remembering

The best follow-up process is one that still works during your...



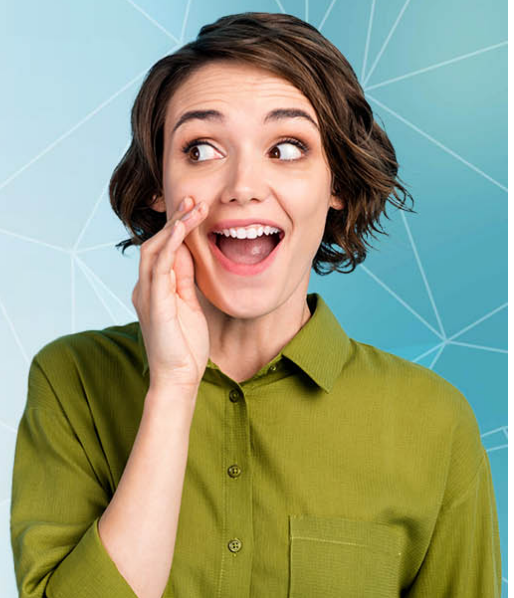
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