



WE MAKE *Marketing* BETTER!

# Mastering Your MSP Marketing Strategy



# 20 Practical Steps for Real Growth (Without the Headaches)

Building a thriving MSP business goes beyond technical know-how.

It takes strategy, alignment, and consistent execution. No overnight success stories here—just real, sustainable growth.

This guide will help you streamline your MSP marketing efforts, making it easier to attract and convert leads, so you can focus on what really matters.



Let's walk through 20 essential steps that will transform your marketing approach and create lasting success.

# Build Your Foundation First

**It's important to start on solid ground, your foundation matters more than you might think!**



## Key Steps

### **1 Define your business values**

What really drives your MSP's decisions?  
(Hint: "making money" isn't specific enough!)

### **2 Rally your team**

Get everyone excited about where you're heading together.

### **3 Set measurable growth targets**

Shoot for the stars, but keep your rocket fuel in check.

### **4 Know your ideal client**

Not everyone needs you, and that's perfectly okay!



# Create Your Marketing Engine

**Now comes the fun part! But resist the temptation to jump straight into paid ads or cold calling (we've all been there).**



## Key Steps

### **5 Build valuable content**

Show off what you know in ways that actually help your prospects. Have a vCIO? Have them gain real insights during client check-in meetings to improve your content.

### **7 Develop your brand voice**

Talk like a human, not like a technical manual.

### **6 Optimize your website**

Turn it from an online brochure into a lead-generating machine.

### **8 Strategic Social Media**

Understand the part socials play in the buyer decision journey.



# Align Sales & Marketing

**Let's end the age-old battle between sales and marketing. When they work together, magic happens!**



## Key Steps

- 9 Implement lead scoring**  
Not all leads are created equal—figure out who's ready to talk.
- 10 Set joint goals**  
Sink or swim together (preferably swim).
- 11 Equip your sales team**  
Give them the content weapons they need to win deals.

# Master the Sales Funnel

Understanding the journey from "who are you?" to "where do I sign?" makes all the difference.

## Key Steps

### 12 Nurture MQLs

Hold their hand with personalized content that moves them forward.

### 13 Qualify leads properly

Train your team to ask questions that uncover real needs.

### 14 Create clear paths

Don't leave leads wandering in the wilderness between interest and purchase.



# Embrace the Long Game

**Remember that marketing "overnight success" you heard about at the last conference? Yeah... it took them three years.**



## Key Steps

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### Be patient

Give your strategies room to breathe and grow.

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### Refine your approach

Small tweaks today = big wins tomorrow.

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### Track progress

Numbers don't lie (but they do sometimes need context).



# Protect Your Mental Health

Running an MSP can feel like juggling flaming torches while riding a unicycle.

**Your mental health matters!**



## Key Steps

### 18 Set realistic expectations

Rome wasn't built in a day, and neither is your marketing strategy.

### 20 Celebrate small wins

Did someone open your email? That's worth a mini dance party!

### 19 Take breaks

Burnout leads to bad decisions. Step away sometimes.



# Marketing Strategy Reality Check ✓



**Time for some honest self-assessment.**

**Grab a coffee and use this checklist to see where your marketing currently stands:**

[TAKE THE SELF-ASSESSMENT](#)



# Ready to Level Up?

Building a solid MSP marketing strategy takes time, but trust us—it's worth every minute you invest. Slow and steady wins this race.

Need a hand getting your marketing machine running smoothly? We've been in your shoes and know the specific challenges MSPs face. Reach out today, and let's talk about growing your business without losing your sanity in the process.

**Your journey to better MSP marketing starts with a single step. Why not take it today?**

