



Text your website for a live review at the end

Text your URL to 513-238-5792



IT NATION

IT NATION  ON

SPARK

INSPIRATION GROWTH C



Feel Like Your Website Is Broken? 7 StoryBrand MSP Websites that Convert!

Presented by Margee Moore
President and CEO of BigOrange Marketing

Agenda

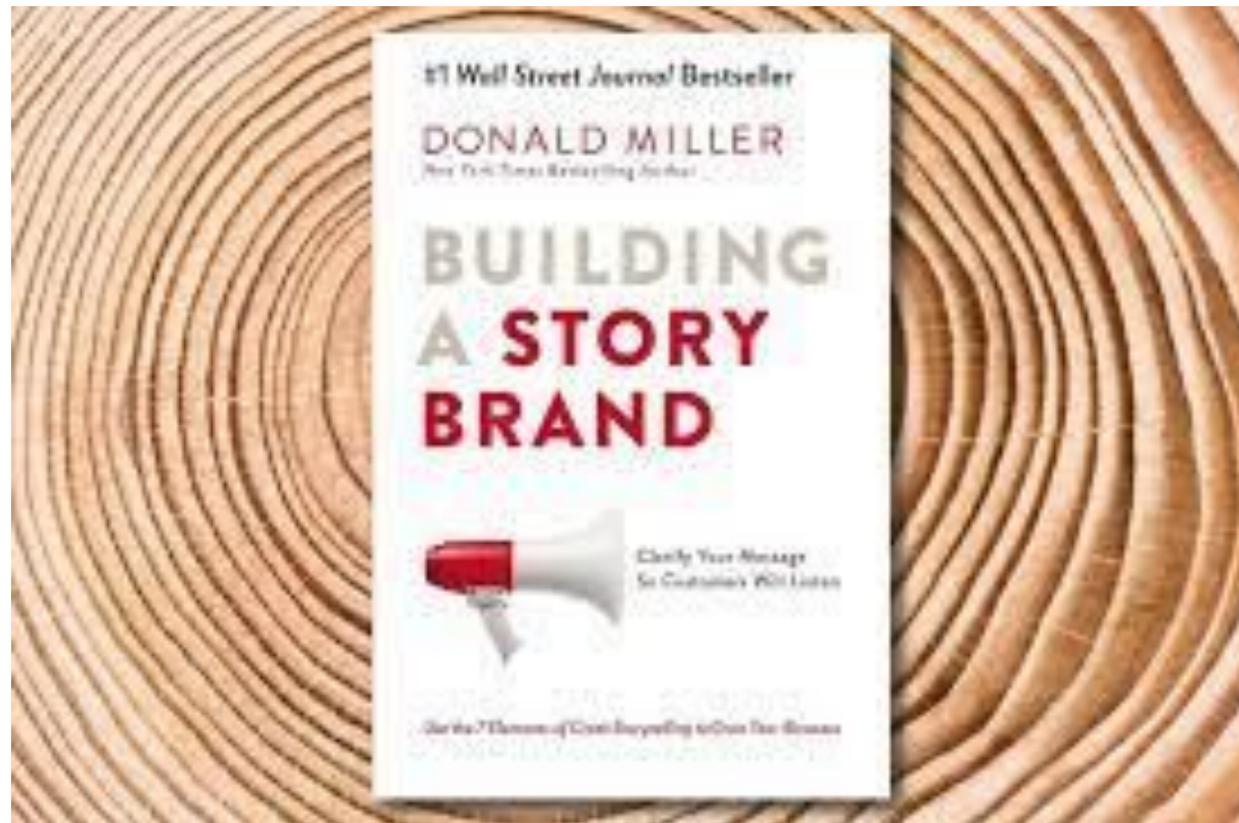
- Who We Are
- StoryBrand Overview
- 7 Examples to Inspire You
- Website Review Live
- Drawing for StoryBrand Book – Drop Your Cards In (and yes we will email you after the show.)

BigOrange Marketing

Some marketing agencies promise the moon and deliver squat and it's just plain wrong. At BigOrange Marketing, we take marketing off your plate with our proven blueprint so that you can get leads and grow.

- Specializing in MSPs
- StoryBrand certified
- Outsourced marketing similar to customers who outsource IT to you
- Helped dozens of companies win millions in business

Understanding StoryBrand Basics



Let Me Tell You a Story

Administrator Annie, is having a
crappy day

... her boss's laptop just blew up
... the customer service system is
slowing to a crawl
...the printer's jammed...again
... and to top it off, one of her
co-workers just clicked on a link in
a sketchy email

She puts in a ticket to IT Support
and she begins to wait....



Story is a sense making device
for our busy brains





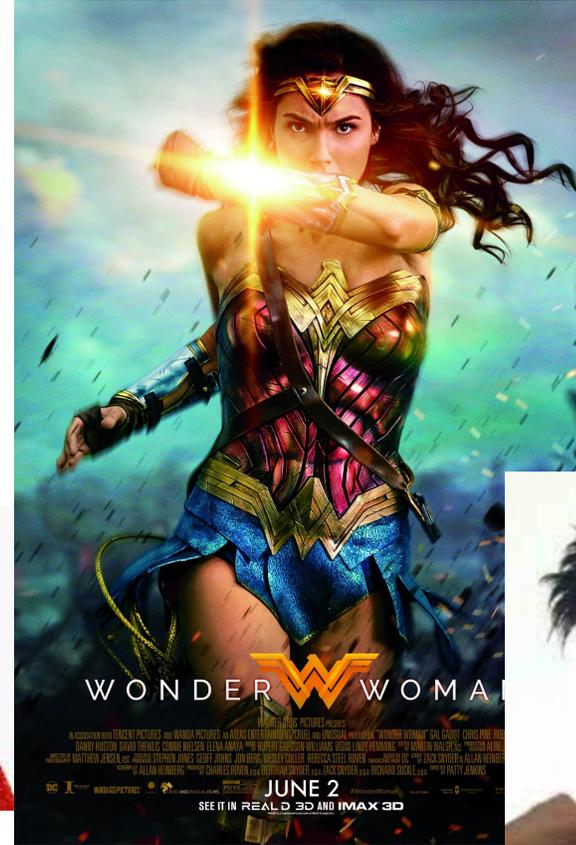
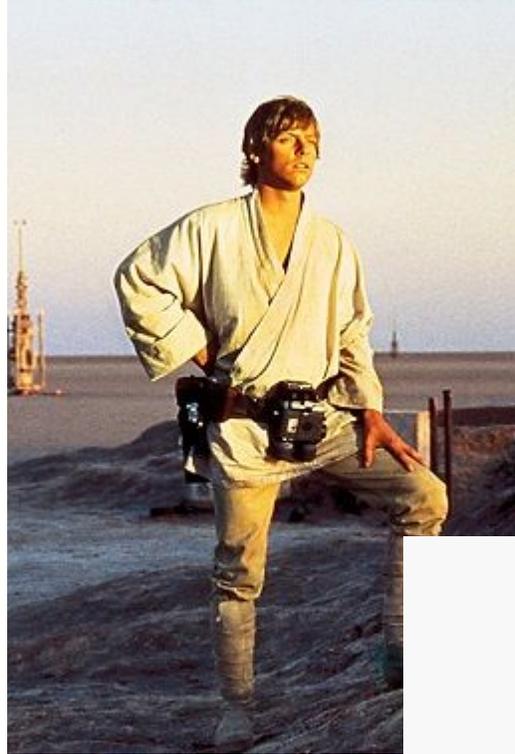
The StoryBrand Messaging Filter

A CHARACTER



The StoryBrand Messaging Filter

A CHARACTER



The StoryBrand Messaging Filter



StoryBrand
Marketing
Principle

1

When you agitate a customer's desire, they enter into the story your brand is telling.

A CHARACTER

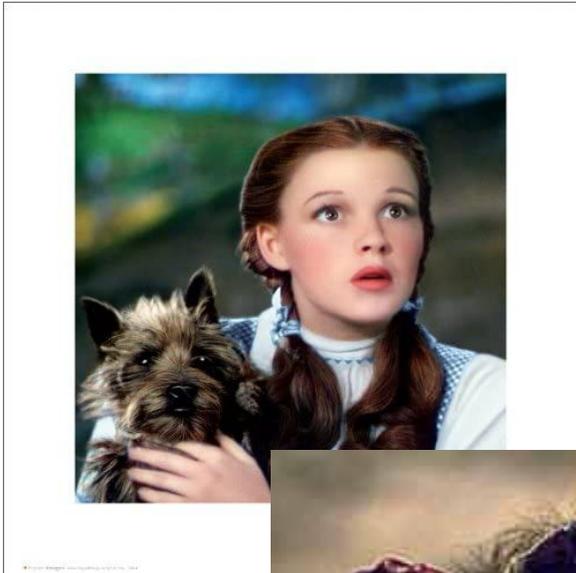


WITH A PROBLEM



The StoryBrand Messaging Filter

A CHARACTER



WITH A PROBLEM



Brand

Messaging Filter



StoryBrand
Marketing
Principle

2

If you stop talking about your customers' problems, they stop paying attention to your brand.

A CHARACTER



MEETS A GUIDE



WITH A PROBLEM



The StoryBrand Messaging Filter

FAILURE

MEETS A GUIDE



A CHARACTER



WITH A PROBLEM



Messaging Filter

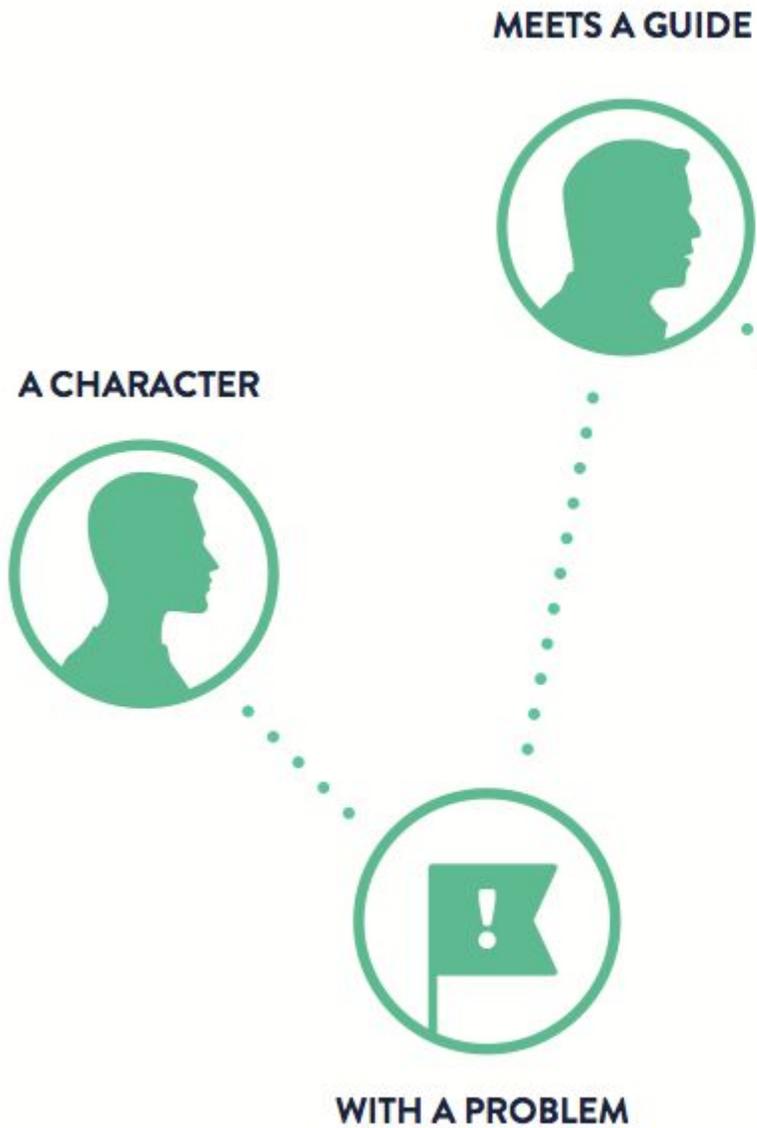


FAILURE

StoryBrand
Marketing
Principle

3

Your customer is the hero of the story, not your brand.



WHO GIVES THEM A PLAN

The StoryBrand Messaging Filter



StoryBrand
Marketing
Principle

4

Your customer needs an easy, step-by-step plan to move forward, or they won't.

A CHARACTER



MEETS A GUIDE



AND CALLS THEM TO ACTION



WHO GIVES THEM A PLAN



WITH A PROBLEM



The StoryBrand Messaging Filter

StoryBrand
Marketing
Principle

5

Unless you clearly call people to action, they won't take action.

A CHARACTER



MEETS A GUIDE



AND CALLS THEM TO ACTION



SUCCESS



THAT RESULTS IN...



WHO GIVES THEM A PLAN



WITH A PROBLEM



The StoryBrand Messaging Filter

FAILURE



StoryBrand
Marketing
Principle

6

Customers want us to cast a vision of what their lives can look like if they use our products or services.

A CHARACTER



MEETS A GUIDE



AND CALLS THEM TO ACTION



SUCCESS



THAT RESULTS IN...



WHO GIVES THEM A PLAN



WITH A PROBLEM



FAILURE



The StoryBrand Messaging Filter

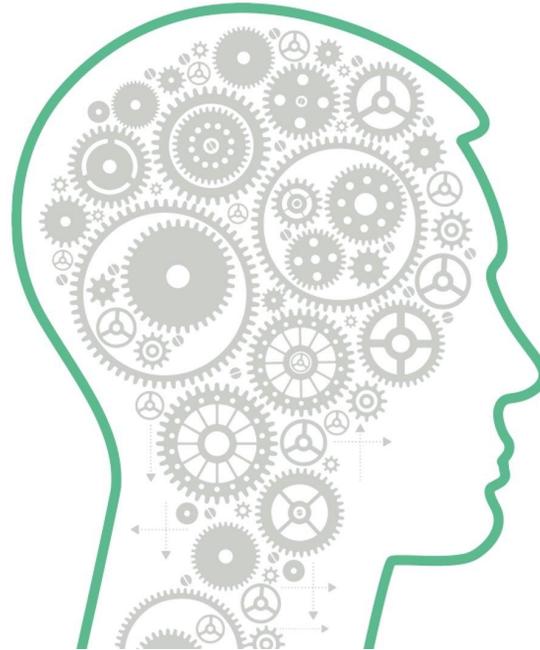
StoryBrand
Marketing
Principle

7

If there are no consequences for not doing business with you, there is no reason to do business with you.



Your Brain



1. Survive and Thrive
2. Conserve Calories

If you confuse, you'll lose





The customer is the hero.

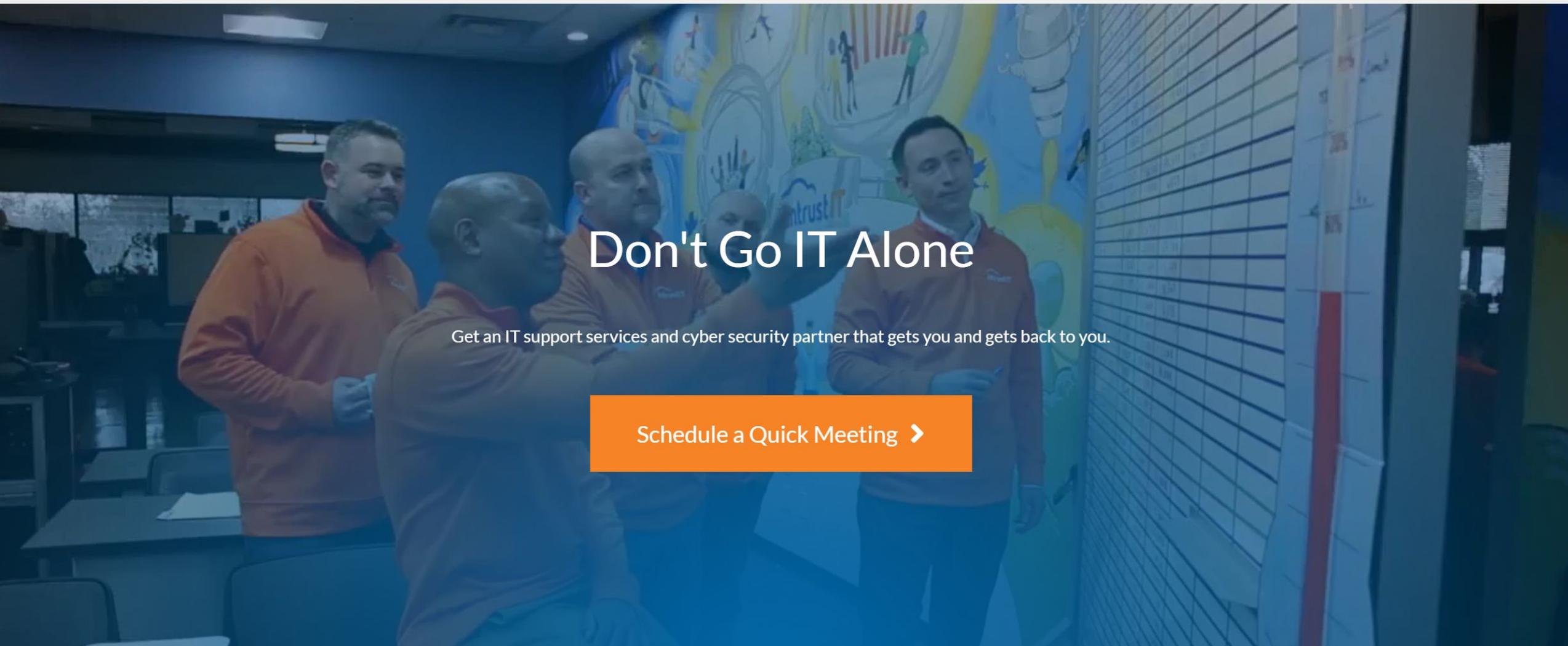
You are the guide.

So How Does This Apply to MSPs?

- In a sea of competition, large firms flooding market and new startups. Are you confusing potential customers? Do you look like everyone else? Are you showing how you solve your customer's problems.
- The story methodology is about clarifying your message so customers **listen**

MSP Websites

1. StoryBrand Websites follow a framework including hero statements, value propositions, empathy and authority, calls to action and more
2. One of the most important sections is your hero statement



Don't Go IT Alone

Get an IT support services and cyber security partner that gets you and gets back to you.

Schedule a Quick Meeting [➤](#)

Let's Look at Great Hero Sections

Framing the customer as the hero starts with:

- ***An aspirational image***
- ***An inspiring hero statement that shows an understanding of the customer's challenges***
- ***A strong, straightforward subheading that includes what you do***
- ***A clear and compelling call to action***
- ***And don't forget to optimize for search***

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Turbo-Charging Your Growth

Let our business-first approach to cyber security and IT support fuel your business

Book a Quick Consultation 



#1 Aeko Tech

Turbo Charge Your Growth

Let our business-first approach to IT support fuel your business growth



- **Insight:** Cyber security can be a pain and slow people down
- Aeko Tech's "in their shoes" perspective with a leader who was a former IT director for a publicly traded firm gives them a business-first approach
- Authentic nature of the team is brought out through love of aviation

Takeaway

- **What is unique about your team's experience and focus?**



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Don't Worry, IT's Handled

You deserve more than Miami IT support and cyber security.
Get a true business technology partner.

[Book Time with Our Pros](#) 

#2 Internos

Don't Worry, IT's Handled

You deserve more than just Miami IT support and cyber security. Get a true business technology partner.



- **Insight:** Technology needs, including uptime and security, weigh heavily on business owners
- Internos Group in Miami has experience shielding customers from the storm of IT
- The humor of using "ITs" for "it's" brings out this team's very approachable humorous nature
- Miami's very real annual hurricane seasons provide an analogy to make them stand out

Takeaway

- **Is there a theme that can show your culture to increase engagement with customers?**



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Don't Go IT Alone

Get an IT support services and cyber security partner that gets you and gets back to you.

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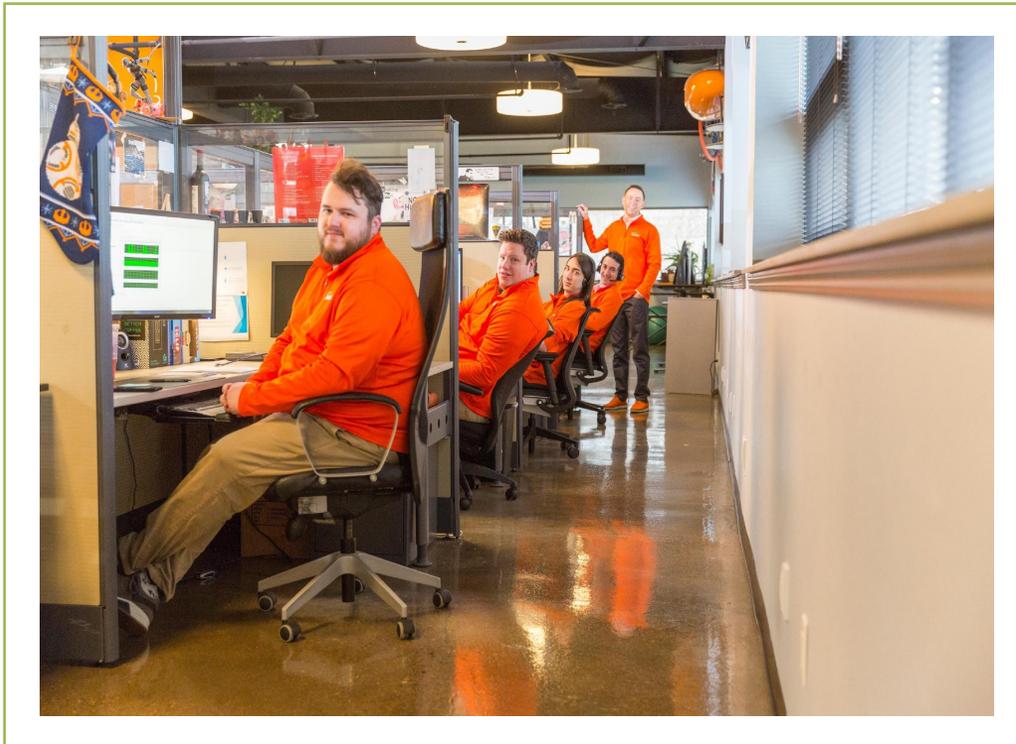
#ITNConnect21

IT NATION

#3 Intrust IT

Don't Go IT Alone

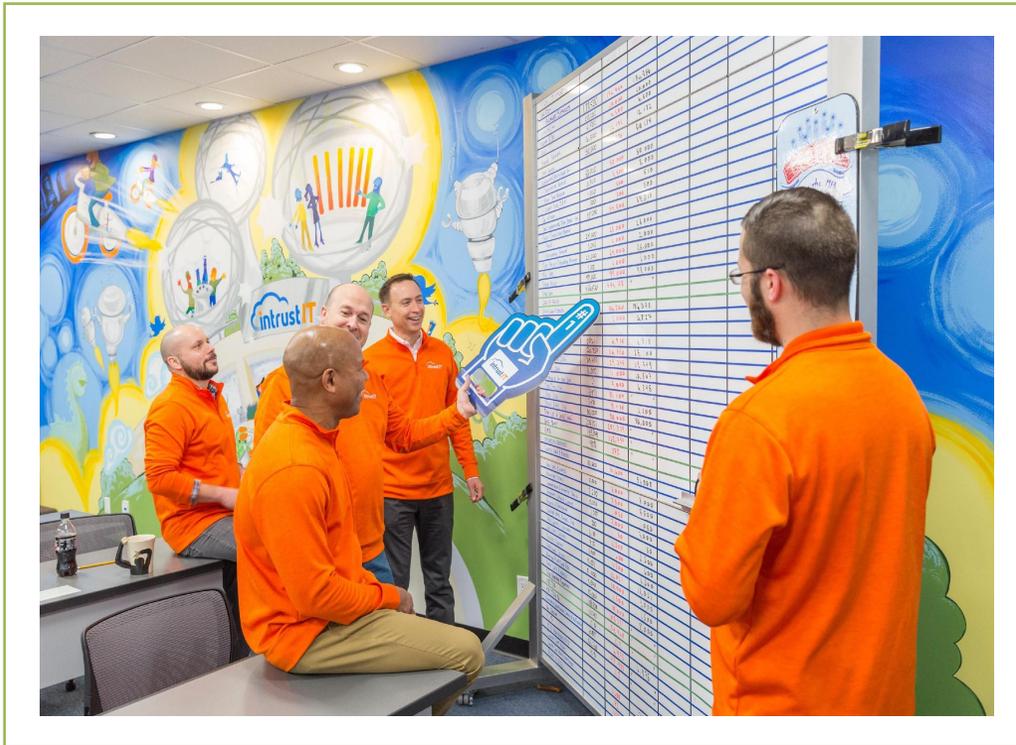
Get an IT support services and cyber security partner that gets you and gets back to you.



- **Insight:** People's biggest challenge was a lack of responsiveness and IT support that did not get back to them in a timely manner
- People could feel isolated and alone with tech issues
- Hero statement highlights the dedication to getting back to clients quickly and that working with them will be enjoyable

Takeaway

- In customer interviews, be sure to ask what was their biggest challenge before they started working with you. Also ask why they chose you and why they like working with you.



Get The IT Support You Need to Grow

We provide Seattle's only fixed-price, all-inclusive cyber security and IT services. Learn about our Seattle IT Support options.



Connect with us



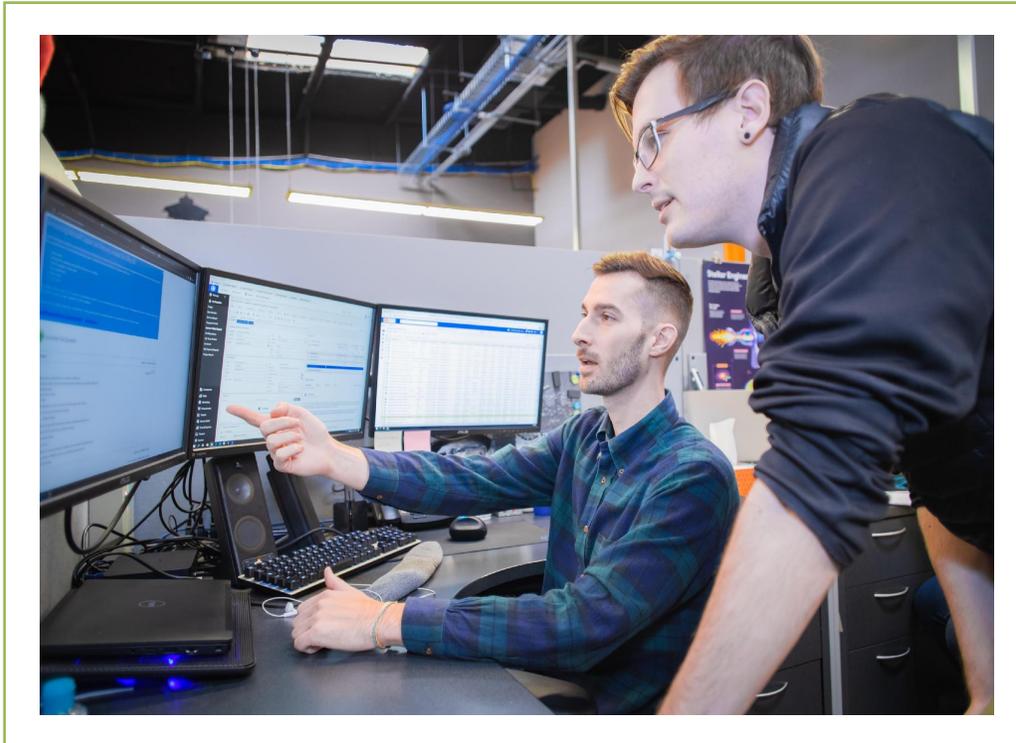
Tap into our expertise



Feel IT supported

Schedule a Virtual Meeting >

#4 SWAT Systems



Get the IT Support You Need to Grow

We provide Seattle's only fixed-price, all-inclusive cyber security and IT services. Learn about our Seattle IT support options.

- **Insight:** SWAT Systems is based in Seattle with many tech companies with growth aspirations
- Their "all you can eat" packages are a key difference that takes tech challenges off the plate
- Mature sized business provides confidence

Takeaway



- **What is unique about customers in your area that you could highlight to help show you understand their goals and aspirations?**



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REQUEST A QUOTE

Solve & Eliminate Your Technology Challenges

Managed IT Services that help your business succeed

REQUEST A QUOTE

#5 TruTech

Solve and Eliminate Your Tech Challenges

Managed IT services that help your business succeed

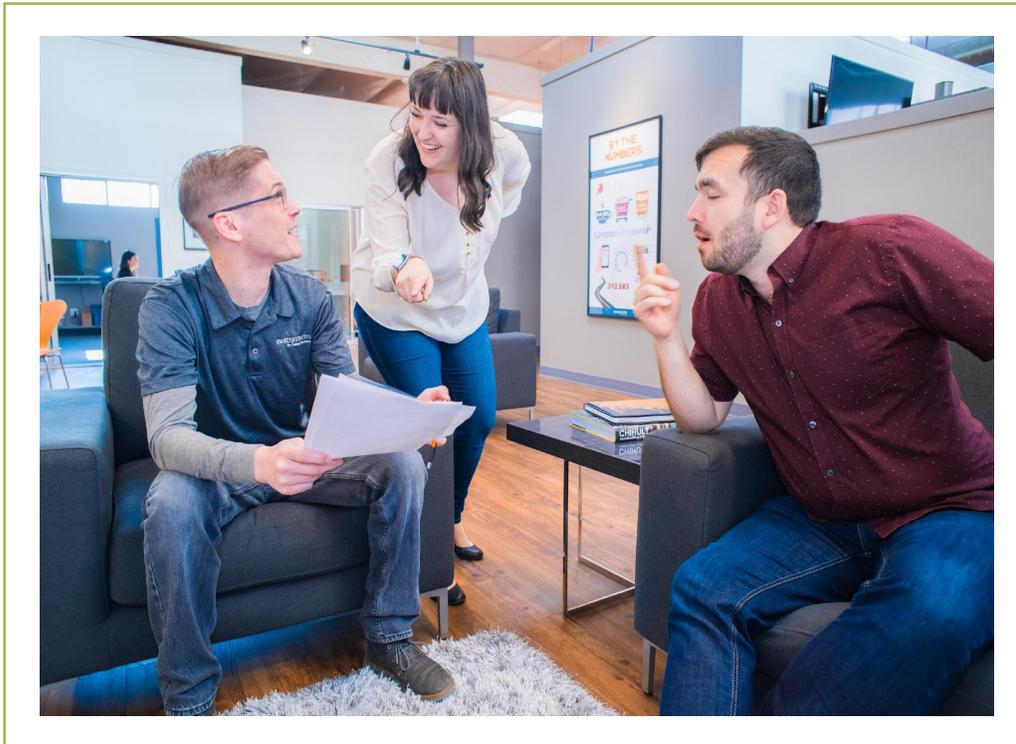
Solve & Eliminate Your Technology Challenges

Managed IT Services that help your business succeed

REQUEST A QUOTE

- **Insight:** People would like technology to just work!
- Simple hero statement gets straight to the point in just six words.
- Business jargon free
- We did not create this website but met them through outreach

Takeaway



- **Scan your website today. Are there places where you can eliminate jargon and address pain points instead?**



HUMANS FIRST® MANAGED IT

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BLOG

SUPPORT

SCHEDULE FREE ZOOM CONSULTATION

IT Your Whole Company Will L♥ve

Humans First® IT is modern IT that works for everyone

SCHEDULE ZOOM CONSULTATION

LEARN HOW WE CAN HELP



#6 Ripple

IT Your Whole Company Will Love

Humans First® IT is modern IT that works for everyone



- **Insight:** Cybersecurity and IT support can feel like a necessary evil
- An Atlanta-based MSP with a focus on making IT more accessible for all workers, hence the reference to the “whole company” in the headline.
- We did not build this website, but appreciate it as a good StoryBrand example.

Takeaway

- Does your language invite the customer into a story...their story?



CEOs ♥

IT that's strategic



Managers ♥

IT that executes



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Has Your Technology Gone Wild?

Get a managed service provider that can rein in your tech and help you grow.

Watch Success Stories 

#7 SkyTerra Tech



Has Your Technology Gone Wild?

Get a managed service provider that can rein in your tech and help you grow.

- **Insights:** Technology platforms can escalate, most companies are not using half of the software capabilities they own. Costs can feel out of control, too
- SkyTerra isn't just obsessed with clients' technology, they obsess over their business

Takeaway

- Don't be afraid to cut through the clutter and focus on a real pain point.



Hero Statements Start With Your Customer

Research your customers' pain points and goals by doing customer interviews

Understand your difference with internal key stakeholder interviews

This research provides insights

Personas can help you share this knowledge with your team

...And insights help you clarify your message to address their pain points

Action Steps

#1 Start With the Customer

Interview your customers to gain real insights.

#2 Leverage Personas

Distill insights into personas to get everyone on the same page.

#3 The Customer Is the Hero

Share how you understand and solve their problems.

#4 Identify How You Are Unique from the Pack

Brainstorm as a team what makes you unique. Or hire people like us who do this every day.

#5 Simplify

If you confuse, you lose. So simplify, scan for jargon and replace with an understanding of customers' pain points.

A Plug for BigOrange Marketing

A Team of Experts

You get access to writing, technology and marketing experts who keep their skills top notch.

Small Firm Attention

We listen to your needs and make updates rapidly. Also, we meet with you monthly and touch base bi-weekly.

Complete Management

We proactively schedule all the steps of your blueprint. Marketing is off your plate and done right.

Seasoned Pros

At some firms, you get sold in by the A-team only to have a junior team deliver. We're all pros here.

Affordable

We keep our prices affordable with our contractor model and repeatable systems.

We Deliver What Others Promise

Above all, we are honest. We know what to do and get it done. Period.

What Happened to Annie?



Website Review

Let's review 2-3 of your websites submitted.

We will be leveraging this [StoryBrand Website Checklist](#) to evaluate the websites.

Read our [MSP Marketing Resource Guide](#) with 21 Ideas for 2021. (Soon to be 2022)

Margee Moore



Questions?

Website (*Look for our free 30-Min Strategy Session!*)

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Email

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Thank You!

Margee Moore



