

Get Leads and Grow

21 MSP MARKETING

BEST PRACTICES FOR 2024

PLUS 5 SECRET-SAUCE MUST-DO ITEMS



BigOrange.Marketing
A Content & Inbound Marketing Agency



Who We Are

Our mission is to help American businesses get leads, grow and squeeze the day. We believe that business has the greatest ability to lift lives through employment. We specialize in MSPs and partner with growth-focused MSPs. We wrote the book on MSP Marketing.





Know Who You're Talking To With Personas

For many MSP businesses, a business owner of a small to mid-sized firm is an excellent example of a target persona. [See an example.](#) Also visit our partner portal in ChannelProgram for a free persona template.

Read the full version at bigorange.marketing/msp-marketing-resource

#1



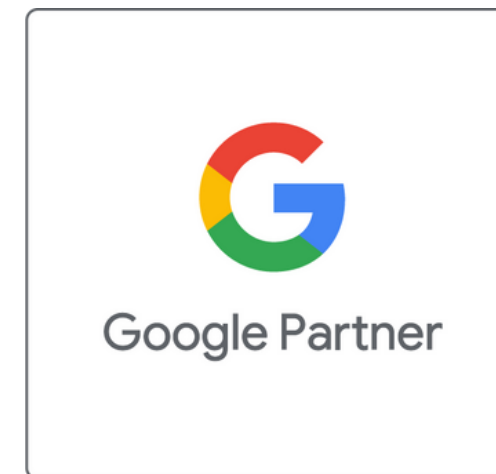
Look great online with a quality website.

Not only do you have to look good, you've got to be good too. Site quality and performance is important. While Google changes its algorithms for ranking often, for 2024, we know that your site's user experience has to be top-notch.

Make your customer the hero of the story. Share how you solve their problems.

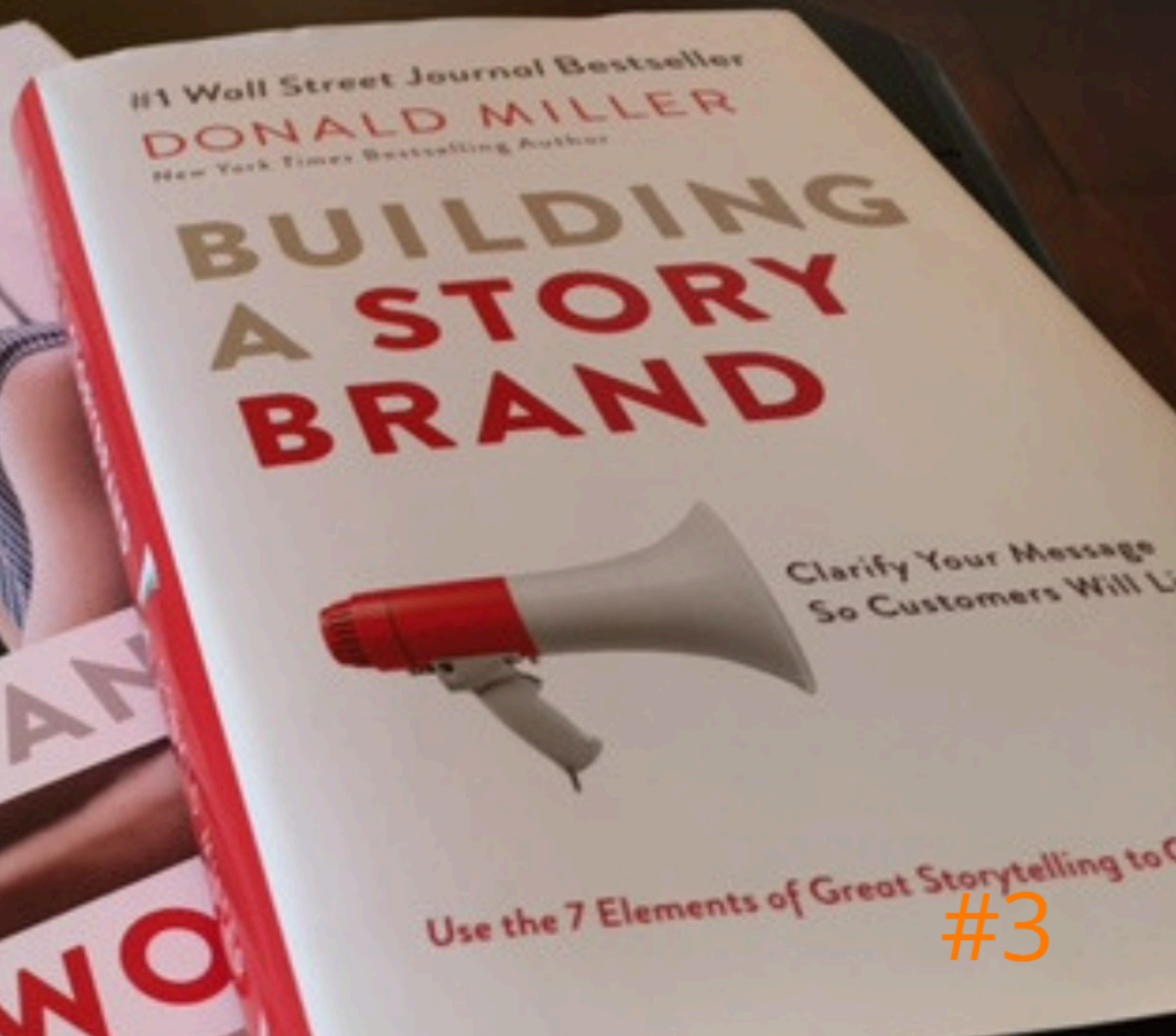
Be **authentic** with clear compelling messaging that will engage visitors and keep them interested in what your MSP has to offer. Invite them into a story. Share their pain points often. Have clear compelling calls to action over and over.

Tip: One way to see if your website is succeeding? **Bounce rate.** As in golf, you want to keep this score low.



Quick Tip:

We recommend reading this as a team.



#3

Lead the conversation with content.

- Adding more content and pages with your keywords helps Google rank you higher.
- Sites with content that's recent and relevant rank better. A "set it and forget it" attitude toward your website won't serve you well.
- Sales teams need to offer people relevant content and answer their questions. Google wants to offer people relevant content. Your consistent blogging packs a double punch.



2024 Tip: Continue consistent cadence and longer content is king!

#4



Lure them in with a sales funnel.

Offer people something of value when they visit your site in exchange for their contact information. This “lead magnet” could be an infographic, a checklist, an ebook or a video--something branded with your company name that helps them solve a problem, reframe an issue or move the needle in their work.

- 15 simple ways to avoid cyber crime at work*
- A checklist on how to respond to a Ransomware attack
- An ebook on making IT work during an office move*
- A cheatsheet on phishing prevention

Lead Magnet Examples

*By the way, these are all topics BigOrange Marketing has covered in lead magnets for our clients. If you'd like to read any of them, let us know!

Own Your



Listing



bigorange.marketing



Take a second and **search for your company name** in the Google browser. At the top of your phone screen or along the right side of your browser window, **what comes up is Google's information on your business**. Because it's so prominently displayed, you want this information to be accurate and up to date. **Where to start?**

By "claiming" your business.

#6

Keep It



Current



bigorange.marketing



Each Google post stays live for one week and includes a clickable button so you can direct people to any location online. Many business owners don't realize they can post weekly updates to their Google listing. While these posts are ideal for announcing current specials or offers, you can also use them to promote anything or your latest blog post.

#7



Bring on the Photos



When you post a photo on social media, take a few minutes and post it to your Google business page. Post photos of your staff, your products, the inside of your office, happy clients, events and so on. The public can see and post photos of your business here, too.

#8

Leverage rave reviews with testimonials.

If you aren't including reviews or testimonials of your business somewhere online, you're losing out. When a client or customer offers you a big thanks or compliment, ask if they would mind leaving a review or if they would be willing to appear in a very short video testimonial. And PS — it's against policy to reward people for Google reviews.





Save yourself time with a CRM.

And remember all those leads heading your way through the lead magnets you created in step 3? A CRM is the place to input information on leads and track how they are moving along your sales funnel. You've worked hard for those leads, so make sure you can capture them effectively. GlassHive and HubSpot are examples.

Do more with marketing automation.

We're all disappointed that we still can't commute in flying cars, but marketing automation might be the next best thing. Why? Because it helps you give every lead that comes to you the attention it deserves. Your business development person can't be everywhere and it is hard to keep track of who to call, who to nurture and the overall history.

2024 Tip: Consider automating hot opportunity follow up.



 swatsystems.com

Participate in social media conversations.



Having a presence on platforms like Facebook, X, Instagram and LinkedIn, and traffic from these platforms to your website, boosts the online activity around your company's name. **And popularity plays a role in your Google ranking.** Share a regular cadence reusing the content for your blog, video clips and culture. Be sure to assign this to someone who will monitor these sites for messages and respond quickly.

2024 Tip: Consider keeping people in platform more. Social should be more authentic than ever: Lift people up, Be a resource, Share community.

#12



Focus on quality links.

If you're looking for another way to impress Google search engines, focus on links to your site. As you might imagine, if Google sees other sites pointing to yours, it makes you seem like a good source of credible information. You can find out what sites are sending visitors your way by using [Google Search Console](#).

2024 Tip: Links to your website matter more than ever.

#13

- Do you belong to associations or a chamber that lists members? Have you filled out all your directory listings?
- Could you work with partners, peers or charities you support to place links?
- Is someone at your company speaking at any type of conference or event?
- Is your company a sponsor or exhibitor at any events?

How do you **get links?**

These examples can all create a highly valuable link to your company's site.

Know your competitors and your SEO keywords.

Use an anonymous search engine (i.e. [DuckDuckGo](https://duckduckgo.com/)) to get in your customer's shoes. Search for a term your customers would use to find you, like "Seattle IT services" or "cyber security company near me." If your company is ranking in the top five or six that's great! If your rankings aren't where you would like, it's time to make changes like the ones this guide has been recommending.



Work your website user experience.



If you're not ready for a new website, here are a few improvements to try:

- Provide a clear call to action on every page. If it's not performing, try changing the color or messaging.
- Remove oversized photos or too-large videos that may slow your site down.
- Give your website a human face by including (or updating) team photos.
- Skip using stock photography when possible and use real photos.
- Your navigation should not be confusing.

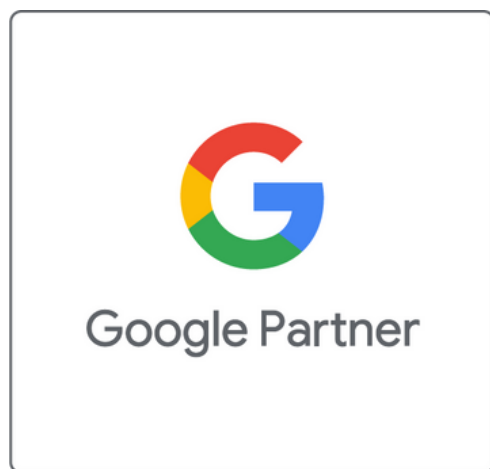
2024 Tip: Sites must provide human content and be fast!

#15

Pay to play with Google Ads or Paid Social Ads.

While you're in the long game of growing your business, paid ads can give you the quick hit of immediate results. Paid advertising (like Google Ads, LinkedIn campaigns or Facebook ads) can be like fertilizer in helping to boost your growth.

Of course, there are watch-outs: While you can get good results for as little as \$50 a day, you must track these "pay per click" ads to make sure you're spending your money in the best way possible. If you don't have the time to oversee these campaigns, you can hire experts (like the team at BigOrange Marketing) to do it for you.



2024 Tip: Google Ads are needed to break through. Consider LinkedIn + Google Ads as a low cost combo.

Stalking? No, retargeting!

We're sure you've noticed that once you shop for something online, you start seeing ads for that wherever you go on the web for weeks afterward. You're being retargeted. The practice works because it keeps your brand in front of buyers and builds your brand recognition. When people are ready to make a purchase, they feel more familiar, comfortable and consider buying from you.





Set the goal in Google Analytics.

Most likely, Google Analytics is running as a plug-in on your website. Another helpful tool in Google Analytics is Goals. It's a good idea to create a goal in terms of conversions. Conversion rate is the most important key performance indicator (KPI) for your site, because it helps you know if you are on track with your business.



Make news.

You might think your MSP's work is not newsworthy, but members of the media often need expert help to decipher IT topics. [Help a Reporter Out](#) (HARO), is a 3x daily newsletter that seeks to connect reporters with subject matter experts.

New hires, acquisitions, new certifications, awards won or special contributions your company has made to a charity all make good press releases for local media, too.

2024 Tip: Consider 1-2 press releases for links! A PR Newswire can push it out.

#19

Spread the word with webinars.

Use a platform like Zoom or Microsoft Teams to host a webinar. Consider a LinkedIn Live series monthly. Stick to it! Publicize it on LinkedIn and through your email newsletter.

Record your webinar, so that you can build a library of resources. Your salespeople can send links to prospects to reinforce your MSP's role as thought leaders and quality service providers.



 aekotech.com



Partner up.

You know those info-packed emails you read from your local business publication? Your potential clients are reading them, too.

Why not research ways to include your company in those publications' updates? Ask about being an advertiser or a contributor. Remember that people opening the emails are looking for information, not a sales pitch. Tie information you provide into a current event to give it a "news hook" if possible.



Read the Full Version



bigorange.marketing

Questions? Topics you would like me to cover?

MORE LEADS
THAN WE CAN
HANDLE.

Book a 2024 Marketing Plan
Assessment. Happy to do
Lunch-and-Learns.

What's in it
for me? →





bigorange.marketing

Squeeze the Day with More MSP Marketing Topics and Services

Get More
Leads and
GROW

