

EVOLVED MARKETING

SELF-ANALYSIS FOR MANAGED SERVICE PROVIDERS

Sometimes growing a business feels like trying to climb a ladder in the dark - you make some progress, then you have to stop and feel around for the next rung. It can be very frustrating and confusing, but growth doesn't have to be this way.

Since marketing is your growth engine -- and your ladder to the top -- having a great strategy is like flipping on the light switch. You can easily see where you are, where you've been, and how to climb higher.

Much like a ladder, MSP marketing has ascending steps. The marketing methods used to get a new company to \$1 million will not take it to \$2 million. And a \$2 million company has to step up its marketing game again to get to \$5 million. A successful MSP's marketing is always evolving.

If *your* MSP's growth has plateaued or declined, ask yourself:

Is My Marketing at the Level My Business Demands?

And we're not just talking about *how much* marketing you're doing. Effective marketing isn't about quantity. It's all about doing the right things and doing them well.

Of course, what the "right things" are varies from business to business. Each MSP is different. They have different audiences, different strengths and weaknesses, and different values and goals.

This is why a **thorough marketing strategy designed around your unique business** is the first key to long-term success.

It's difficult to resonate with your audience without first understanding your own business and how it relates to their wants and needs. It's nearly impossible to stand out from your competitors without giving some serious thought to what really makes you different.

Think and create first. Make your MSP and your message as marketable as possible. After you've done that, you can begin the work of communicating that message to your prospects.



THE QUESTIONS

Am I spending my marketing budget wisely?

- Evaluate any marketing tools you're currently using to make sure you're getting the most value. The most popular tools aren't always the best.
- Audit any third-parties who are handling your website, SEO, blog posts, or any other marketing tasks. Are they doing the work correctly? Are they producing results?
- If you're spending money on PPC, social media, or other digital ads, are you funneling the resulting traffic into a sales funnel built for conversion? Are you just sending that valuable traffic to your homepage?

Do I have a real marketing strategy in place?

- Do you have a marketing plan that includes long-term goals, repeatable and testable initiatives, and a working budget?
- Does your marketing plan talk mostly about actions or concepts? A marketing plan should outline action items, but it must also address the "spirit" of the business -- brand identity, attitude, themes, values, etc.
- Was your strategy borrowed from another company, taken from a template, or given to you without any consideration for your actual business? If so, you need to spend some time tailoring it to suit you.

Am I missing out on opportunities?

- Have you identified specific audiences (including verticals) that you can market to directly? Play to any audience that you have experience with, are well networked with, or that you've already established your MSP in.
- Is your website built to convert traffic? Are you using lead generation funnels and landing pages to get the most out of your digital marketing?
- Are you holding events (either in person or online) to find and build relationships with your ideal prospects?
- Are you testing your marketing initiatives to ensure a worthwhile ROI?

Am I taking my marketing seriously?

- Do you have a sufficient marketing budget to remain competitive?
- Are you turning to experts for guidance? As your business grows, you will not be able to scale up your marketing alone.
- Is your content professionally created, or produced to a professional standard of quality? If your marketing content looks bad, you look bad.