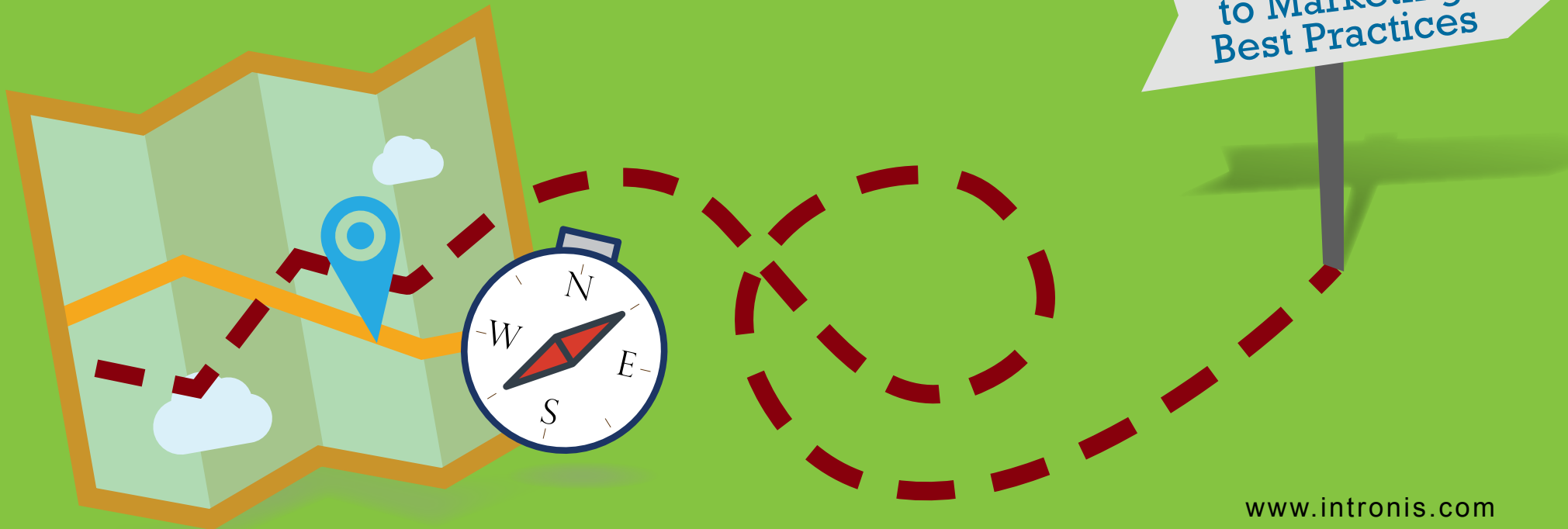




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Habits of Highly Effective MSP Marketers:

A Field Guide to Marketing in the IT Channel



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Introduction

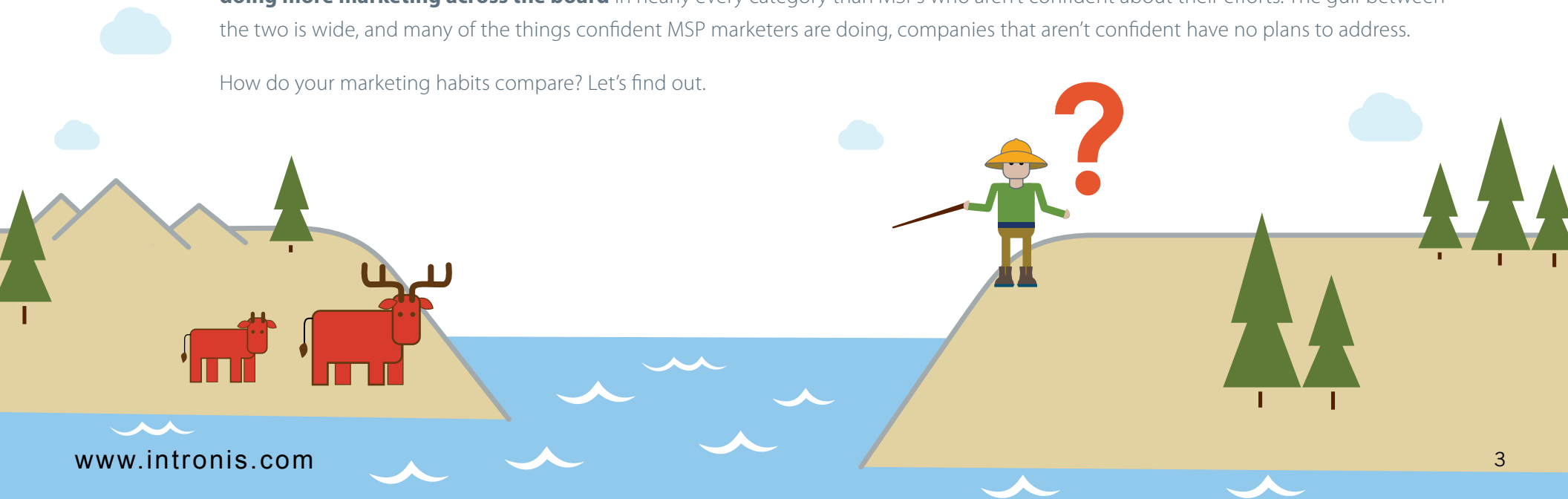
It's an unfortunate reality that marketing often gets overlooked or ignored by MSPs and IT service providers. For many, marketing is something that's outside their skill set and their comfort zone. For others, limited resources and competing priorities mean they don't have time to give marketing the attention it deserves.

Whatever the cause, though, the results are the same—these service providers are missing a critical opportunity to grow their business and make it more successful.

But as an IT service provider, how can you tell if you're doing enough marketing or spending your time on the right marketing tactics? To help answer this question, **we surveyed more than 150 IT service providers about their marketing habits** to find out what's working and what's not, and **the results were eye-opening**.

Overwhelmingly, **MSPs who feel highly confident that their marketing activities will help them achieve their business goals are doing more marketing across the board** in nearly every category than MSPs who aren't confident about their efforts. The gulf between the two is wide, and many of the things confident MSP marketers are doing, companies that aren't confident have no plans to address.

How do your marketing habits compare? Let's find out.





What confident MSP marketers have in common

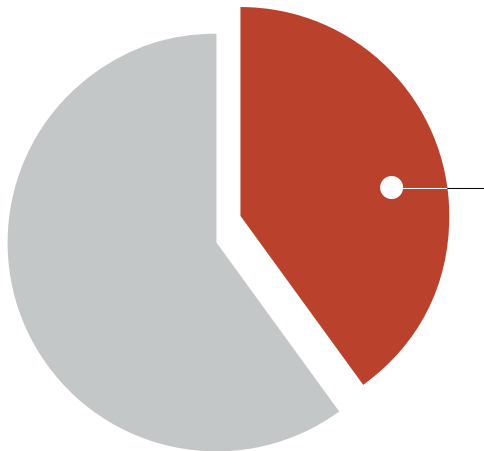


Larger companies are much more confident in their marketing than **smaller companies.**

This confidence is understandable because larger companies are also more likely to have at least one dedicated marketing resource, so they know marketing is getting consistent focus.

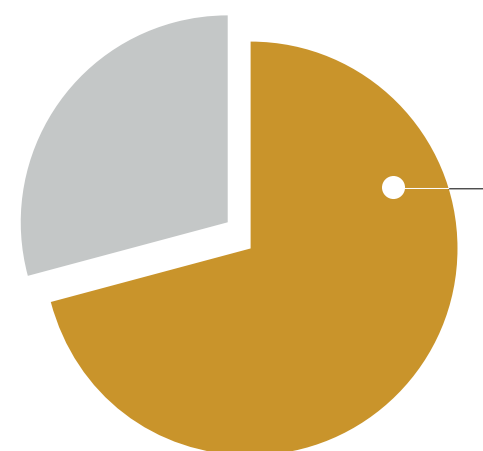
MSPs with less than 10 employees

Only 40 percent feel confident about the effectiveness of their marketing efforts



MSPs with less than 5 employees

71 percent are NOT confident in the effectiveness of their marketing efforts



**"Your brand is your promise.
It defines and differentiates you."**

— Marie Rourke, *It's Time for MSPs to Start Shouting About Their Service*

A larger marketing team translates to more confidence.

Companies with a multi-person marketing staff are almost three times more likely to be confident that their marketing efforts are helping them achieve their goals than companies with no dedicated marketing staff.

“To truly succeed in business—particularly in this highly competitive and overcrowded marketplace—requires you to be exceptional in many ways.”

— Robin Robins,
Starting With the Right Premise



Multi-person marketing team

81%

are confident

No dedicated marketing staff

29%

are confident



This way to success

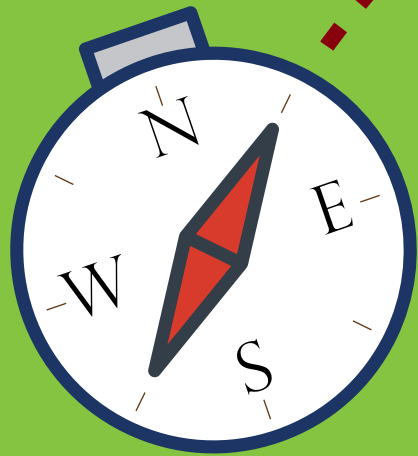
As marketing teams **get smaller,** **confidence goes down.**

That doesn't have to be the case, though. Vendors have tools that can help IT service providers with small teams execute their marketing efforts more easily and efficiently. For example, Intronis Partners have access to the Intronis Partner Toolkit, a library of sales and marketing tools, including rebrandable marketing materials they can use.

“Without a clear process to bring in business, you are likely growing very slowly—if at all.”

— Raj Khera, *What Your 2016 Marketing Plan Is Missing*





What confident MSP marketers are doing



The marketing tactics that **confident marketers** are using most are:

Confident marketers are consistently using a wider variety of marketing tactics as part of their overall marketing strategy instead of focusing on just one approach.

37%



social media

29%



digital marketing

23%



web videos

22%



PR

22%



tradeshows

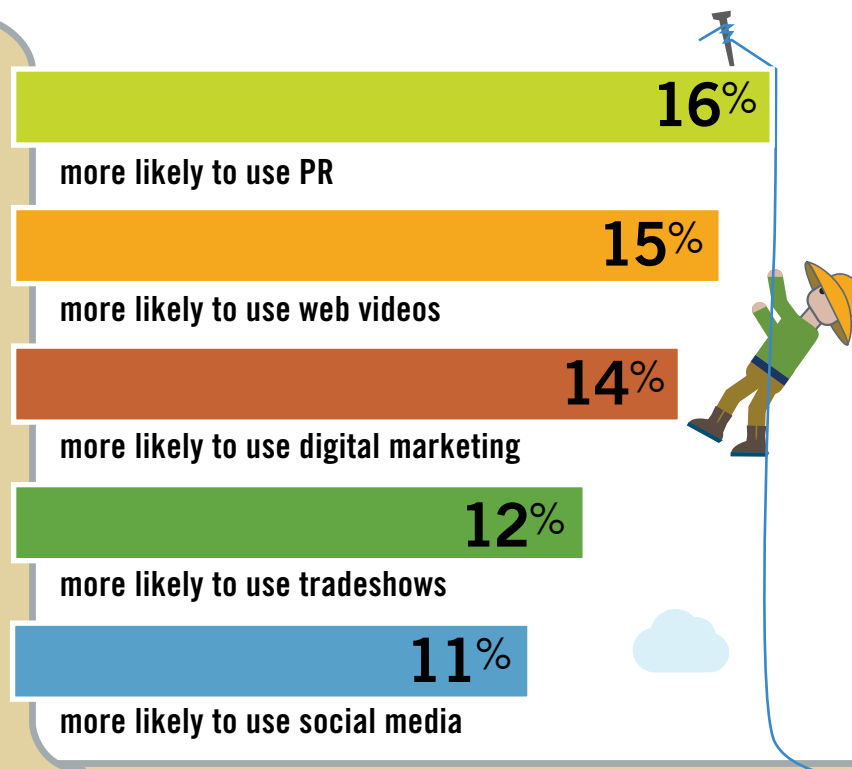
Confident marketers are also more likely to try **new marketing tactics**.

Incorporating these types of tactics help confident marketers build a more robust marketing strategy and creates more opportunities to test and refine new ideas.



“You can’t rely solely on word of mouth referrals to maintain consistent growth.”

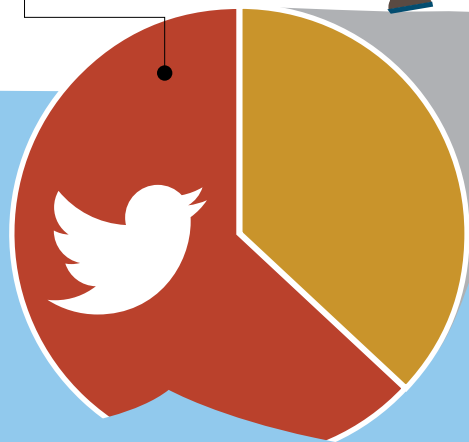
— Lindsay Faria,
MSP Marketing Tactics That Will Drive More Sales



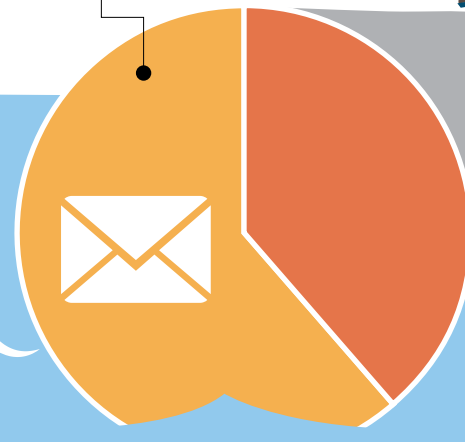
Social media and email marketing are top priorities for most MSP marketers.

These popular tactics are the backbone of many MSP marketing strategies, but confident marketers build on this foundation, using additional tactics to create a balanced approach.

63%
Use social
media



60%
Use email
marketing



More than one-third of marketers who aren't confident use social media marketing or plan to use it.

This indicates that they see the value in this marketing tactic but perhaps don't have resources available to put toward the effort.



“Recent reports show that people want, and in many cases expect, businesses (like yours) to have a social media presence.”

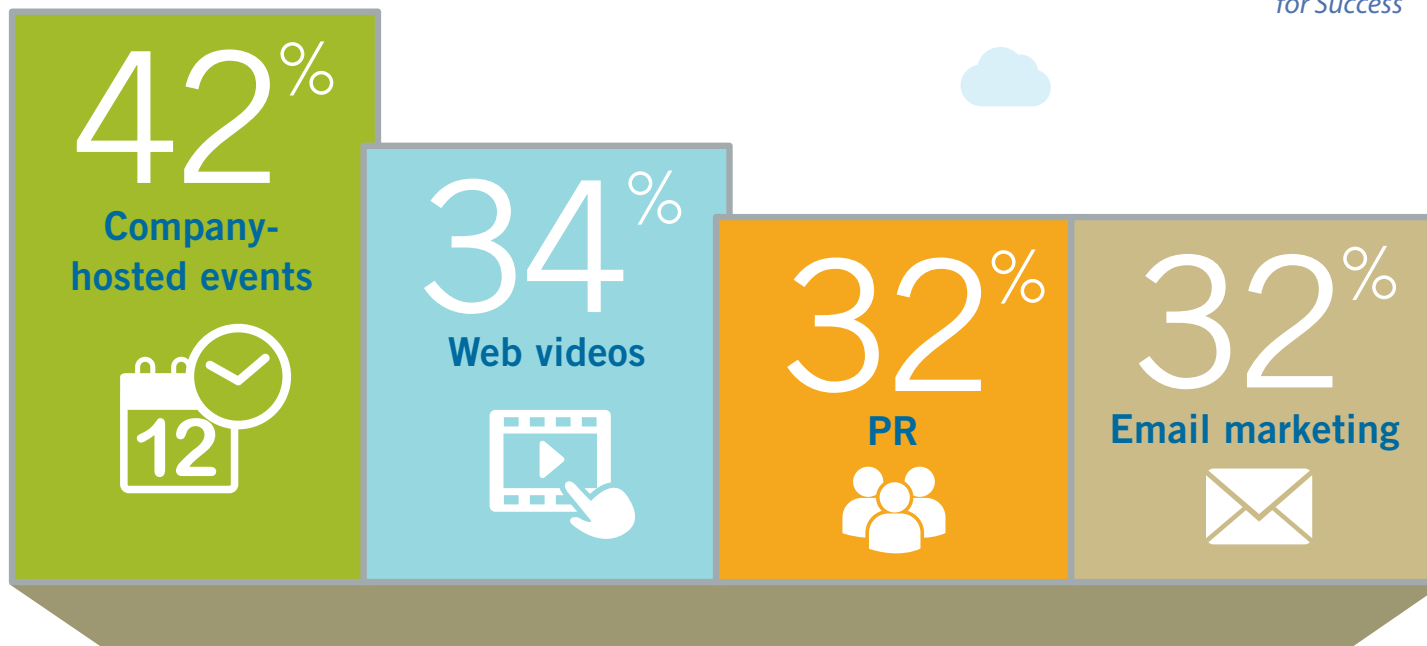
— Marie Rourke, *Social Media Is a Great “In” for IT Sales and Marketing*

Marketing tactics MSPs plan to start using in the near future:

Company-hosted events are at the top of MSP marketers' to-do list. These types of events could include anything from lunch-and-learns to casual cocktail hours, and they give MSPs a good opportunity to connect with potential customers face-to-face.

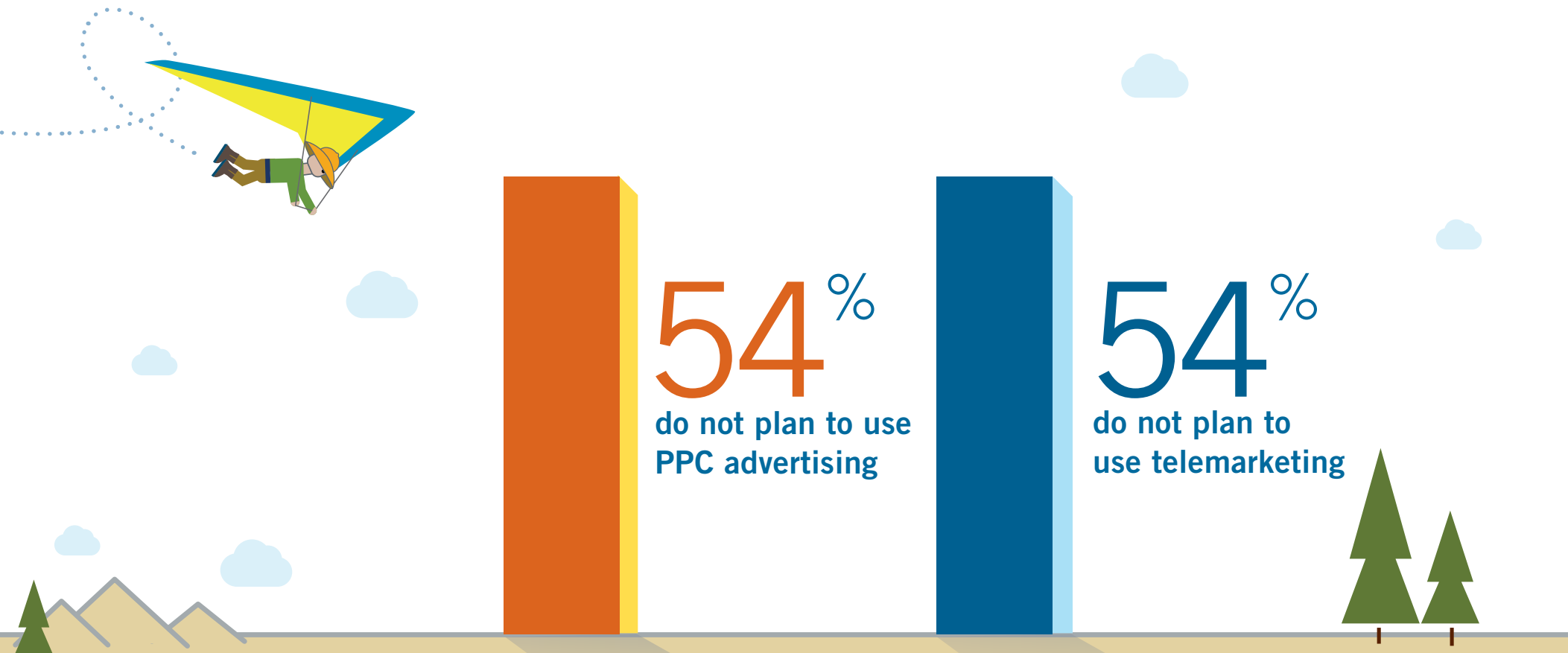
"After 1:1 account management, events are the next best thing for fostering relationships."

— Lindsay Faria, *Events for MSPs: 8 Simple Tips for Success*



Most of the marketers surveyed do not plan to use **PPC advertising** or **telemarketing**.

This is short-sighted and creates an opportunity for MSPs who take the time to make an effort with these strategies. With fewer cold calls and PPC ads muddying the water, they can be more effective than ever.

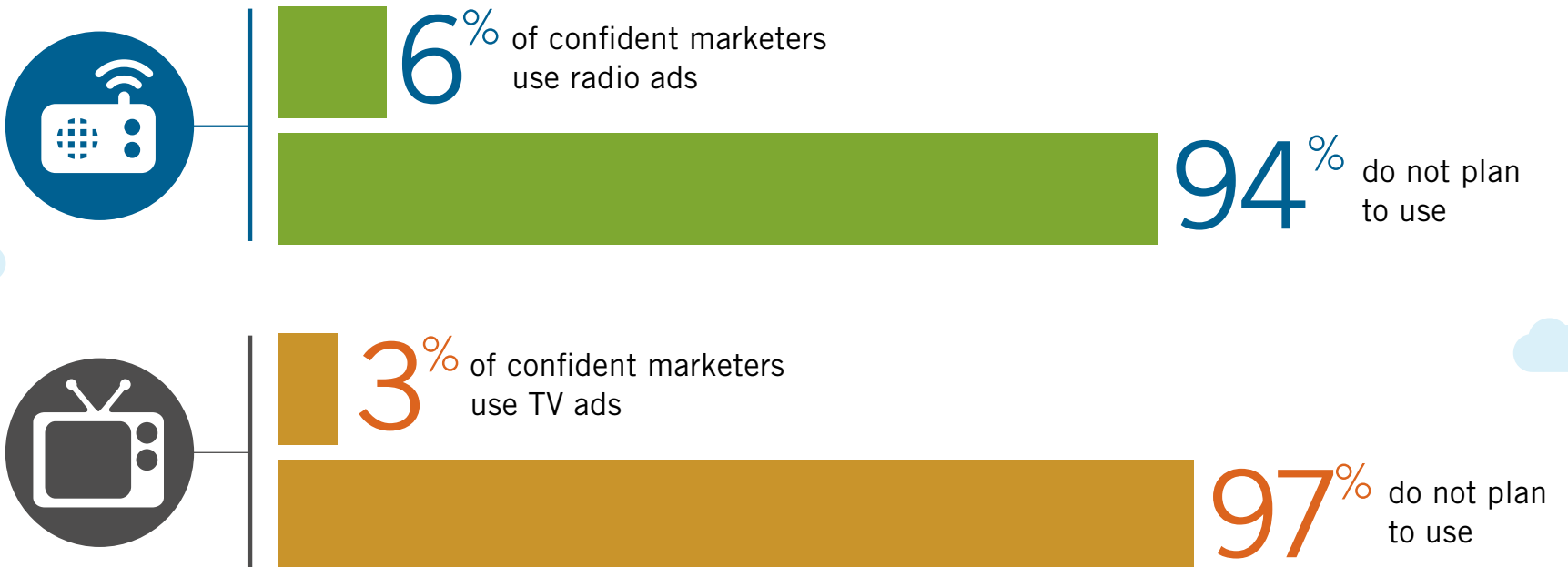


TV and radio advertising is out of reach for most MSP marketers.

These two marketing tactics can be too costly for many MSPs, and confident marketers prefer other marketing tactics that let them reach a more targeted audience.

“No one goes out looking for what we do. You have to go to them.”

— Stuart Crawford, *3 Reasons Managed Service Providers Shouldn't Give Up on Marketing*





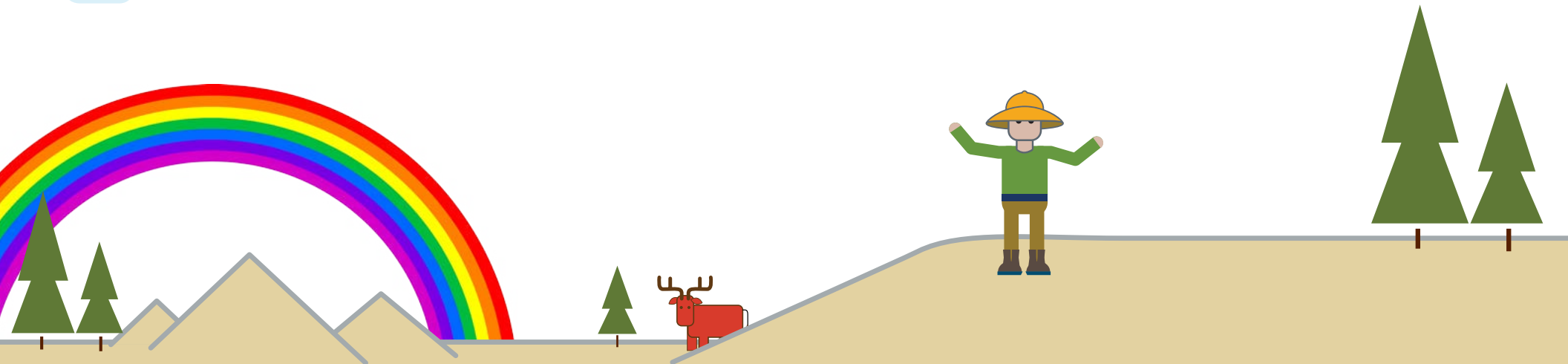
Conclusion

No matter what size your business is or how large your staff may be, the message from the MSPs we surveyed is clear: **You need to make marketing a priority in order for it to be effective.**

This means establishing clearly defined marketing goals and who will be responsible for achieving them. It also means planning ahead to create a balanced marketing strategy that includes a variety of marketing tactics and testing different approaches to see what works best for your company.

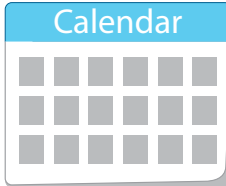
Time constraints and limited resources are roadblocks to marketing success for many MSPs. This doesn't have to be the case, though. **Seek out training and resources that will help you make the most of what you have available.** For example, Intronis offers Partners both the MSP Marketing Booster Pack which helps MSPs establish a foundation for a marketing program, and the Intronis Partner Toolkit, which provides a library of rebrandable sales and marketing materials, such as email campaigns, presentations, and more that MSPs can use to making their marketing efforts easier.

So, **it's time to think about what you can do to get more out of your MSP marketing.** Use the following MSP marketing checklist to get started the right way.




MSP Marketing Checklist

- Decide what you're looking to accomplish (i.e. generate new leads, reach current prospects more effectively, etc.)
- Choose marketing tactics to focus on
- Establish clear goals and key metrics to track
- Create a 12-month marketing plan
- Take a critical eye to your website and make sure it looks professional
- Review website content and ensure it clearly explains your services
- Evaluate website SEO
- Establish social media accounts for your business
- Test initial marketing campaign
- Evaluate results
- Fine tune and repeat



Calendar



Make planning easier! Download our 12-Month IT Services Marketing Plan Template

[Download](#)

About Intronis MSP Solutions by Barracuda: Intronis MSP Solutions by Barracuda provides data protection for businesses, delivered exclusively through the IT channel. Intronis enables MSPs to centrally deploy and manage a broad portfolio of services — protecting business-critical files, folders, email, applications, and servers, locally and in the cloud — through a rebrandable console that integrates with major RMM and PSA tools. MSPs benefit from a true partnership with Intronis, through fixed pricing plans and partner enablement tools that help MSPs accelerate growth and increase profits. Intronis was acquired in October 2015 by Barracuda.

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