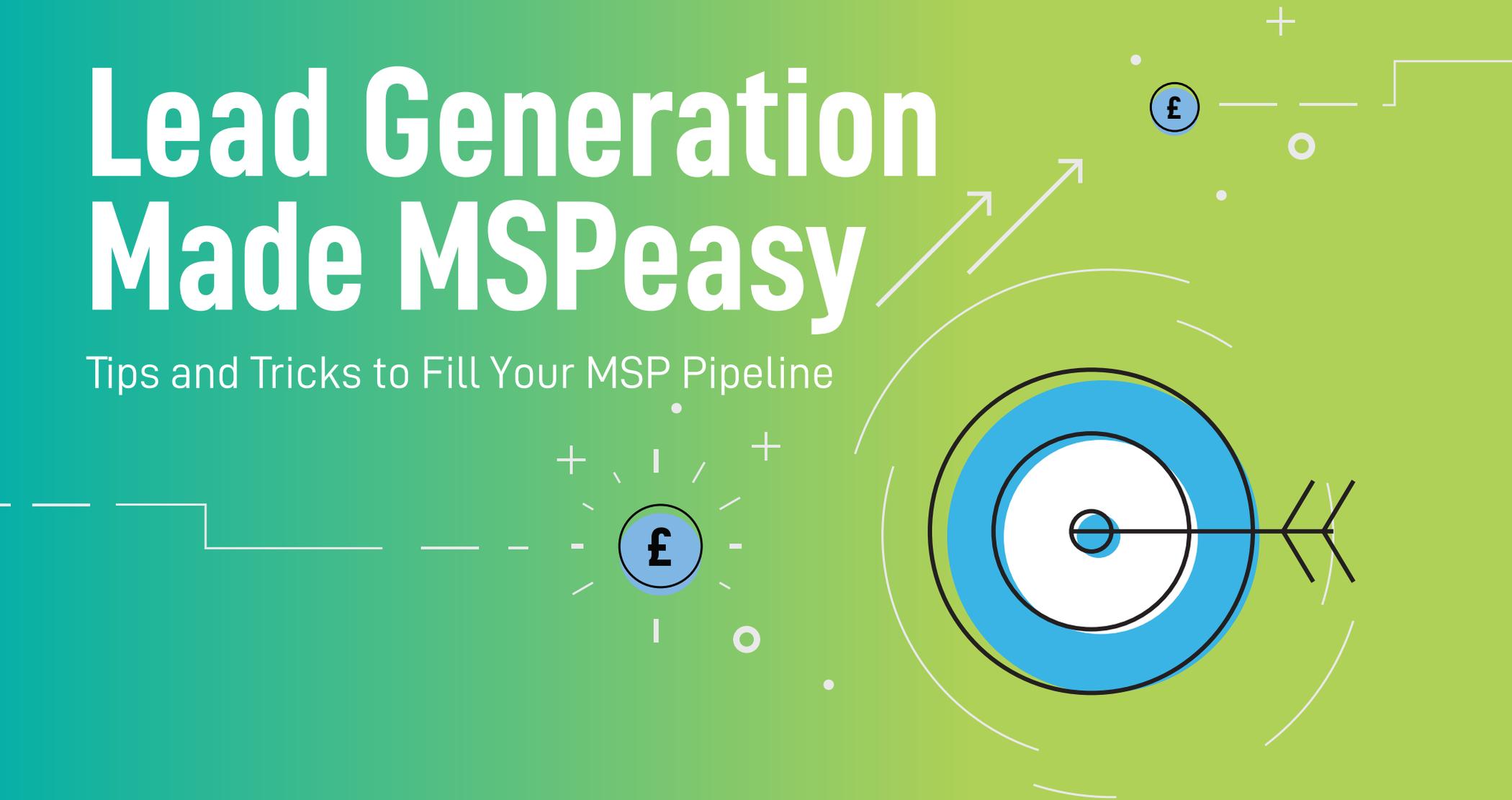


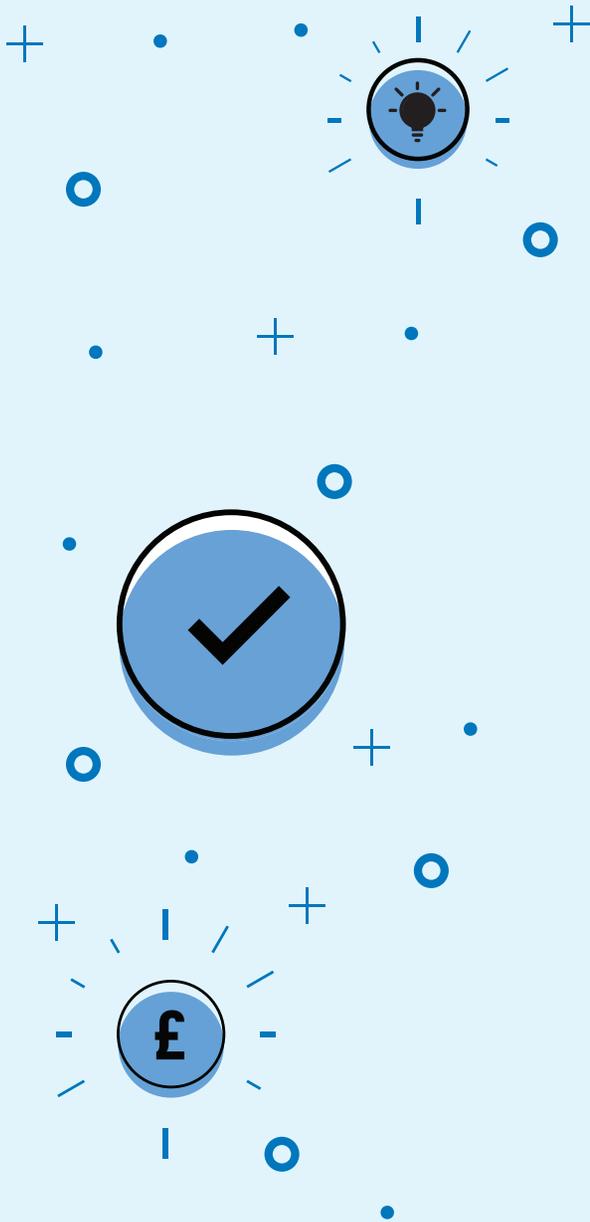
EBOOK

datto

Lead Generation Made MSPeasy

Tips and Tricks to Fill Your MSP Pipeline





Lead generation is the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline.

Some businesses struggle with lead generation because they lack the time and resources to dedicate to sales and marketing efforts. However, with a steady flow of prospective customers entering the sales pipeline, your business will thrive, and after all if your business isn't growing it's dying.

In most organisations, lead generation is a collaborative effort between sales and marketing. For smaller businesses, it might be a one person effort, but the concept is the same. Regardless of size, successful MSPs dedicate considerable time and effort to lead generation.

In this ebook, we will explore a variety of tried and true methods from IT service professionals and marketing experts for identifying, qualifying and nurturing potential customers.

In the end, the goal of a lead generation plan is for you to have a solid idea of how many potential customers, aka leads, you will need to generate in order to **meet your monthly recurring revenue (MRR) goals.**

CREATE A LEAD GENERATION PLAN

The purpose of a lead generation plan is to create a list of potential customers with contact information. Plans will vary widely between companies. In the end, the goal of a lead generation plan is for you to have a solid idea of how many potential customers, aka leads, you will need to generate in order to meet your monthly recurring revenue (MRR) goals.

Calculate this number in 3 easy steps:

1. First consider your ratio of leads to closed deals.
 - a. For example, let's say on average you close one deal for every 10 prospects. If you need to add 5 new customers in Q1, you'll need a list of 50 leads.
2. Next, consider your average deal size.
 - b. For example, let's say your typical monthly contract is around £2,000.
3. Using this information, calculate the number of leads necessary to meet your MRR goal.

Pretty straightforward, right? Many MSPs struggle to accomplish this because they don't have a member of staff that is dedicated to marketing. This is because most MSPs come from a tech background rather than a business background. However, if you are serious about growing your business, there is no other way around it.

While many MSPs don't have the option to move a current employee, especially a C-level figure, to marketing full-time, these efforts are not going to happen on their own.

To ensure accountability, it is critical that you track your progress toward your lead generation goals we just calculated. There are a variety of methods to do this, from a



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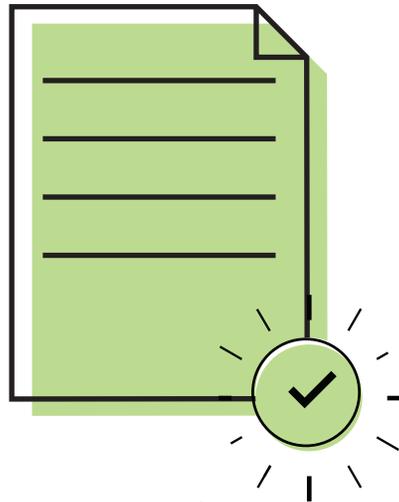
basic spreadsheet to a sophisticated CRM tool. Bigger companies with a larger client base are more likely to benefit from these types of solutions. The approach you take for measuring your success will be dictated by the specific needs of *your* business.

Once you've selected your tools for measuring your progress, schedule regular meetings (monthly) with all responsible stakeholders to review your numbers. Are you on track? If not, brainstorm new strategies as a group in order to try and hit your numbers. Try new things, take risks and evaluate. Eventually, you'll want to build testing/evaluation into your processes as well. Keep track of what works over time and do more of that. Remember, what works for one potential client may not for another. So mix it up!

INBOUND MARKETING

One great strategy for generating quality leads is by offering gated content, or online materials, such as eBooks, webinars or videos, that require a user to fill out a form with their contact information in order to access them. This can be a particularly effective approach for generating solid prospects because it allows you to capture a lead while simultaneously gathering intelligence about them. For example, if someone is interested in attending a webinar about accounting best practices for small businesses, they might be interested in purchasing small business accounting software as well.

This approach is called inbound marketing, which became largely popularised by the Boston-based marketing software vendor Hubspot. Inbound marketing is the practice of using content to attract and engage a target audience with the objective of driving sales. For inbound marketing to be effective, you need to offer relevant and informative content that builds a meaningful relationship with your audience.



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To build a following around the content you deliver, it's important to develop your own voice and perspective on a topic. After all, no one wants to read a long-winded, boring blog post with nothing new to add to the conversation. You need to inject some personality into your work. Make sure you focus on topics that are most relevant to the target audience of your business. For example, the owner of a small craft brewery probably doesn't care care about the tech specs of a cool new firewall appliance. That is likely a bit too technical for that sort of business owner. However, they may respond to an article about another small business that avoided a security breach with a great technology in which you provided.

Current events are another fantastic way to capture attention and put your services into real-life context. And with all the data breaches going on these days, those articles shouldn't be difficult to find and write about. Lastly and most importantly, quality is always better than quantity when it comes to any content you deliver, particularly on your blog.

KNOW YOUR DATA

Now you've collated this valuable data, you should take time to segment it. Targeted messaging is the key to success. Your first step is to identify business with whom you have already established a relationship. Perhaps you provide their telephony, or maybe you just sell them new printer cartridges. Either way, this group is the 'low hanging fruit' – the easy targets.

Segment by company size, geography, industry and job role. If possible you are looking to target the decision makers of your target organisations.

While inbound marketing is all about luring an audience *to* you, outbound marketing is all about **pushing content out to a wider audience**. Inbound attracts while outbound interrupts.

EMAIL MARKETING

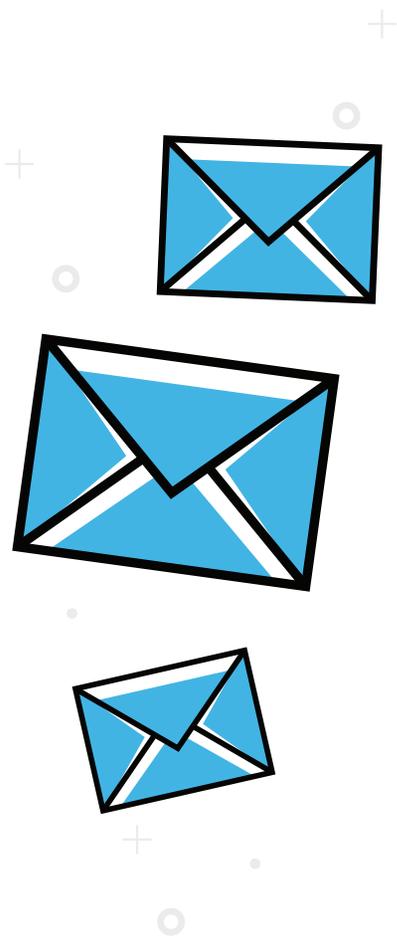
In a recent MarketingSherpa survey, 81% of marketers said email is the most effective channel for communicating with potential customers - but it's not a magic bullet. Many email marketing campaigns take a newsletter approach. For MSPs, email newsletters might include:

- New services or technologies
- Customer testimonials
- Recent blog posts or other articles
- Upcoming industry events (meet me!)
- Recaps/photos from past events

You can send email promotions for new eBooks or blog posts that are aimed at driving a potential technology consultation. Email marketing is all about the soft touch. Leading customers to an informative piece of content is more beneficial and doesn't make the recipient feel like they are immediately being forced to buy something.

Personalisation is also important for driving the success of an email campaign. In the cluttered sea that is an inbox, your message needs to stand out. This is easy to do through personalisation of said email. For example, you can include a person's first name in the opening greeting. Email personalisation improves the click-through-rate (CTR) by an average of 14% and the conversion rate by 10%, [according to research from the Aberdeen Group](#).

Your email communications should include an effective call-to-action (CTA), which is an instruction that provokes an immediate response, such as reading a blog post



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or downloading an eBook. Marketers call this type of action a "conversion". According to MarketingSherpa, a conversion is "the point at which a recipient of a marketing message performs a desired action."

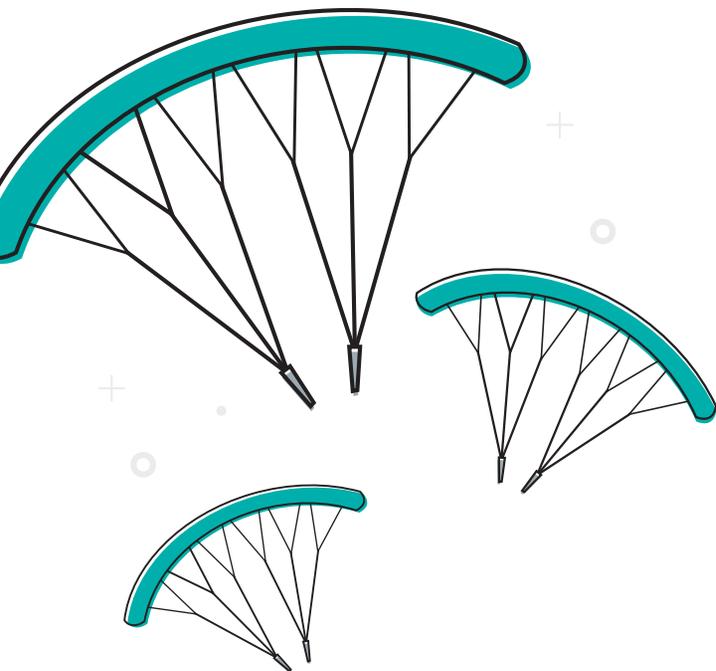
Getting someone to open an email is a prime example of a conversion. Having them click on the link inside that email to drive them to your website is another, even better example. The ultimate conversion: buying your product and/or services.

CTAs drive a prospect or client to additional content from your business, which can turn colder leads into warmer ones.

QUALIFYING LEADS

Not all leads are created equal. So, you need to learn more about the lead to determine whether a prospect could become a paying customer. This process is known as "qualifying" leads, or determining whether or not it's worth investing time and effort into selling to a given prospect. If you're not qualifying your leads, you will waste a lot of time following up on leads that aren't really a good fit for your company.

To properly qualify a lead, there are a few pieces of information you need to gather. First, who is your ideal customer? Look at the best of your current customers and create a profile based on said companies' characteristics. These might include: the size of the company, the number of desktops and servers protected, the amount of data under management, the industry, etc. Probably a combination of all of these factors. Next, you will need to determine who is the typical technology decision maker within these personas. Is it the company owner? Or will you be working with an in-house IT staff? It might be both. When you're reviewing your leads, prioritise the ones that fit your ideal customer persona - call them first!



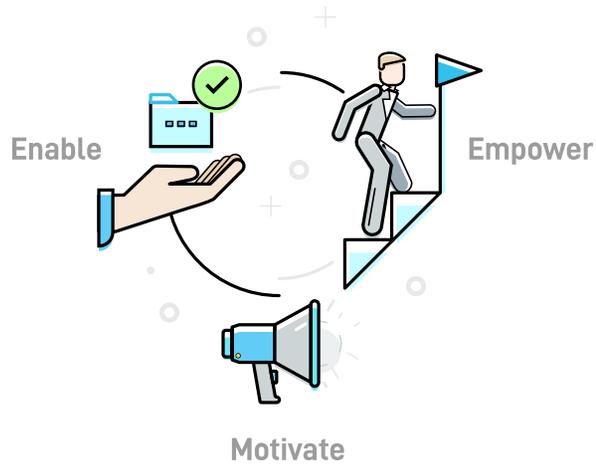
People get what they pay for, a serious consideration for an end user evaluating data protection solutions. **Ask them**, "if you were evaluating a parachute before going skydiving, would you choose the cheaper option over the higher quality one?"

Once you've gotten the decision maker on the phone, you'll need to assess their specific technology needs. Will you be the primary IT provider for the company, or will you only be delivering a specific IT service/solution (e.g., business continuity or networking)? You also need to determine the typical timeframe around closing the deal. Ask them how long will it take to solidify the purchase? Are they ready to make the technology purchase this week? Or are they looking to make changes by the end of the year? Maybe they're not ready to buy now, but will be in the future and you can follow up.

During these initial conversations, look for red flags that indicate the prospect might not be a good fit for your services. "Do they value technology, or are they looking for the cheapest price? Paul Tomlinson from Mirus IT commented, "If we feel someone isn't the right fit then we will turn them down."

You should also consider your competition. Are they working with an IT provider now? How can you differentiate your services from whoever they are currently working with? How can you stand out from additional competitors as well. You need to be prepared to communicate the value of your business quickly and clearly.

Lastly, many IT providers, especially those who are new to the business, make the mistake of pricing their services too low. Remember: people tend to get what they pay for, a serious consideration for an end user evaluating data protection solutions. You might ask them, "if you were evaluating a parachute before going skydiving, would you choose the cheaper option over the higher quality one?"



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CONCLUSION

Yes, lead generation is a challenge, but starting with this variety of time-tested strategies from fellow MSPs should help you along your way. If you are serious about growing your business, you need to dedicate time to lead generation. This might mean hiring additional staff that can focus on business development full time. Or, it might mean carving time out of a current employee's schedule to dedicate to lead generation. Effective lead generation requires you to be flexible and try different approaches. Experiment with different strategies for obtaining leads and communicating the value of your business to them. Don't create messages around your product. Instead, focus on the pain point in which your services will alleviate. Lastly, as with anything in marketing, constantly monitor the metrics around your campaigns so you know what works and what doesn't over time.

ABOUT DATTO

Datto protects business data and provides secure connectivity for tens of thousands of the world's fastest growing companies.

Datto's Total Data Protection solutions deliver uninterrupted access to business data on site, in transit and in the cloud.

Thousands of IT service providers globally rely on Datto's combination of pioneering technology and dedicated services to ensure businesses are always on, no matter what. Datto is headquartered in Norwalk, Connecticut and has offices in Monroe, Rochester, Boston, Portland, Toronto, London, Singapore, Sydney, Frankfurt, and Amsterdam.

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