

# 10 Tips and Tricks to Optimize Your MSP Marketing Program



The internet, social media, digital marketing and even artificial intelligence (AI) have changed the way companies reach and communicate with potential customers. As managed service providers (MSPs) look to reach prospects and customers in new, innovative ways, inbound marketing is becoming a primary focus and a valuable tool for expanding the reach of your message.

We've outlined the top 10 ways to provide relevant content to your prospects that will answer the questions they have and guide them toward your expertise to solve the problems that have them looking for an MSP.

- 1** Blog, blog, blog — Create unique content and do it consistently — ideally a few times a week. Content should be specific to your business and to the MSP industry. One easy way to find fresh content is to repurpose posts from your vendors' blogs. Take advantage of your website and link webpages and other content assets as the call to action in your blog articles.
- 2** Get on social media and start sharing helpful information. You can also utilize your social channels to poll your audience on the type of content they are interested in seeing or post a discussion question to get your followers interacting with one another.
- 3** Don't be afraid to try new things. If it fails, it fails but you won't know if you don't try. While AI might still have some kinks to work out, there have already been [many newfound uses for it](#), including in the marketing world.
- 4** Use landing pages to gate longer format content such as eBooks, but ensure the perceived value is worth visitors giving up their contact information.
- 5** Don't ignore partnering and networking with other businesses. Don't forget about the human side of things.
- 6** When you're writing content, be human and conversational not "salesy." Remember, these people have busy jobs too and may only have time to quickly skim through your content.
- 7** Be helpful. Present yourself as the solution to your customers/prospects' questions and problems. Make this the core of everything you do, and they will flock to you.
- 8** Be specific. You can't be everything to everyone. Find your sweet spot, where you have the opportunity to differentiate your MSP.
- 9** Be patient. It doesn't happen overnight. Use different tactics or different combinations of tactics to see what works for you.
- 10** Be willing to test different approaches and never be afraid to update your current approach. A/B testing and KPIs will tell you whether your current strategy and content resonates with your audience or not.



**Want to learn more about building an MSP from the ground up? From hiring to marketing and sales, we outline it all in the [Startup MSP Playbook](#). →**