

## **SMBsecure ASP Marketing Guide**

Adapted from an original guidance by Scotty Millar | MSP Rockstars MSP Marketing

### **Most MSPs think their problem is leads.**

**If you're honest, you've probably said some version of:**

**“I just need more leads.”**

We get it. Most MSPs think the same. But what if we told you that this belief is getting in your own way and once you see the real issue, everything about marketing suddenly becomes clear.

### **In this guide:**

- Change the way you think about marketing in your MSP.
- Shift your mindset shift to win more business, spend less time on pointless tactics, and finally understand where to put your time and money.

### **Typical MSP Sales**

If you sit in front of a prospect, the sale was easy. Just listen to their technical problems, their frustrations with their current provider, what they are trying to achieve in their business and then sell them the managed service agreement that maps to their needs and ensure your SLA reduces their frustrations and core concerns – avoid them having a repeat experience from their current service provider.

### **This part is simple.**

### **The hard part? Getting in front of prospects in the first place.**

This struggle is exactly why so many MSPs gravitate towards marketing and ask the same question over and over again: **“How do I get more leads?”**

## You've tried everything:

- SEO
- Social media
- Content marketing
- Account-based marketing
- Direct mail
- Cold calling

## The list goes on.

## THE BIG QUESTION:

### “How have you gotten most of your clients so far?”

We've asked this question to over 500 MSPs, and nine times out of ten, the answer is always the same:

- **Word of mouth**
- **Referrals**
- **People they already know in business**

Sure, you might get the odd inbound lead from your website but for most MSPs, it's just a trickle. The real growth always comes from relationships.

**How can you get in front of local businesses quickly, easily, without a lot of spend and without having to knock on doors, pick up phones, or blast tons of emails?**

## First Principles Thinking (And Why This Matters)

Elon Musk built much of his success using first principles thinking. Politics aside, the impact he's had is undeniable. Here's a simple example.

NASA launches rockets at a cost of around \$1.5 billion.

Instead of copying NASA, Musk asked one question:

“What is a rocket actually made of?”

When he broke it down, he realised the materials were cheap. The process was expensive.

So, SpaceX vertically integrated and built everything themselves. Result? Falcon 9 launches at around \$65 million.

**That's first principles thinking:**

*Rebuilding from fundamentals instead of copying the existing system.*

## **Applying First Principles to MSP Growth**

Now let's do this for your MSP.

If most of your clients come from:

- Referrals
- Word of mouth
- People you know

What do they all have in common?

### **Relationships.**

None of them exist without a relationship.

So, when we apply first principles thinking to MSP growth, we realise something important:

**You're not looking for more leads. You're looking for more relationships.**

## **The Best Way to Build Relationships *at Scale***

So, the next logical question is:

If relationships drive growth, how do we build more of them using digital marketing tools?

For us, the answer is simple:

### **Webinars.**

MSPs who use webinars say nothing else comes close.

## **Now, you probably already have objections running through your head:**

- "Webinars never worked for us."
- "I hate presenting."
- "I can't get people to register."
- "Even if they register, they don't show up."
- "What would I even sell?"
- "We never got a sale from it, yet."

**We hear these all the time!**

**But here's why webinars can work well for MSPs.**

## The REAP Formula for MSP Webinars:

**R Relationships** This is the only marketing activity that lets you hold someone's attention for 20–30 minutes. Nothing else builds relationships like that.

**E Educate** You get to educate prospects on what makes your MSP different and where the real value in your service actually is. Try doing that with a brochure.

**A Entertain** People buy from people they like, know, and trust. Webinars let you tell stories, be human, and build trust.

**P Present** You get to present the *next step*. Not a hard sell a Trojan horse. Book a call. Continue the conversation.

## Why Webinars Are Perfect for Busy MSP Owners

Once you get past the initial fear and clunkiness, Webinars become:

- Ultra affordable to run
- Fast (20 to 30 minutes)
- Repurpose-able (blogs, LinkedIn posts, emails, short-form video)
- Fun (you meet new people every time)
- Predictable (sales appointments start appearing in your calendar)

**You're putting yourself in front of 5, 10, 20 to 30 businesses regularly, educating them, building relationships, and naturally creating demand.**

➤ **Sales becomes the byproduct.**

## Your Next Webinar Guide

### 1. The Webinar Challenge:

The first problem is registration getting people to “*actually*” sign up.

The second problem is attendance getting them to “*actually*” show up.

And the third problem is what do you “*actually*” sell them once they're there?

**Don't Let Any of This Deter You!**

**Start, be consistent and run a by-monthly schedule of appealing topics.**

## 2. Pick a Topic (NOT CYBERSECURITY)

### **The topic of cybersecurity has been done to death.**

If you're going to use webinars to get in front of prospects, you need a topic people "actually" want to register for and attend.

Cybersecurity might not seem boring to you, but **it's boring to your marketplace.**

The solution is to wrap your cybersecurity service in a hot topic. The packaging must be something else. It's that old saying:

*"Show them what they want but give them what they need."*

Package your webinar or event around a hot topic, and let it lead naturally into the cybersecurity conversation. There's a natural transition from topics like AI and compliance straight into cybersecurity. *That's the bridge.*

## 3. What Do You "Actually" Sell: The Trojan Horse.

Now, the problem we've got when it comes to selling cybersecurity or managed IT services is what we call the "girl at the bar" analogy.

*You can't just walk up to the girl at the bar and ask her to marry you.*

You can't just be in a webinar or an event and say, "Hey, buy my IT services. Sign me up for a 36-month contract for IT support and managed services." It's not going to happen.

So how do we get around this?

### **Enter the Trojan Horse.**

The Trojan Horse is a small piece of free service or project work that leads to a natural conversation about managed IT services or cybersecurity. It's the missing piece from your sales and marketing pipeline. *A check, guide, tool, free advice, something...*

## 4. Don't Sell in the Webinar:

The webinar itself, we don't suggest you sell anything.

Invite a conversation or follow-up: The best webinars just put a slide on the screen that says, "Continue the conversation one-on-one with me". That's it!

The point of that continued conversation is twofold.

*First*, you're building the relationship that's the foundation of everything.

*Second*, it's your discovery call. This is where you get to identify what the pain points are in that business.

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Those pain points might not be cybersecurity related. They might not have anything to do with managed IT services. But there's probably a technology solution or compliance need out there for a small piece of project work that's going to help that client.

**Your job in this conversation is to build the relationship and discover what's keeping them up at night.**

## 5. Overdeliver on First Engagement or Project

When you land that small piece of free service or project work, you overperform. You overdeliver. This does two things: it makes the client go "Wow" and it builds trust.

That trust is what naturally leads to the conversation around their managed IT services and their cybersecurity. It puts you in the position to have that conversation.

*Going back to the girl at the bar you're not going to have the conversation about the 36-month contract on the first date.*

That one piece of free service or project work is your Trojan Horse.

**It's your entry point. That's what you should be doing.**

## 6. Building Your Funnel:

The funnel is simple:

**Step 1:** Try to get in front of 20 to 30 local businesses every single month using webinars or in-person events.

**Step 2:** Pick a hot topic that your marketplace "actually" cares about. This is the hard bit figuring out the topic that's going to work and how it relates back to the cybersecurity or compliance conversation you "*ultimately*" need to have.

**Step 3:** Use the discovery call to build the relationship, uncover pain points, and land a small piece of project work, your Trojan Horse.

**Step 4:** Overdeliver on that project. Let the trust you've built open the door to managed IT and cybersecurity services.

## SOME SPECIFIC NEXT ACTIONS:

- ✓ Build a “repeatable” webinar for **ComplianceSuite™**
  - Compliance, Risk, Pressures, Challenges, Real Stories, etc.
- ✓ Invite contacts from LinkedIn or share invites in blog posts.
- ✓ Spend a little and do paid-for-invites with industry influencers, targeted newsletters, publications
- ✓ Engage industry associations, forums and networking groups and offer to run a “topical” webinar for their industry – REMEMBER, pitch your MSP practice to them as an expert for the industry / topic.
- ✓ Invite a client to be a guest speaker to speak from their perspective.
- ✓ Cold invite from industry web-listing. **If your topic is “hot”, the subject is enticing, and it resonates with the targeted audience/contact, they’ll give it a consideration.**
- ✓ Ask your existing clients for business owners they know who might be interested in your service.
- ✓ Keep is small, focussed & personal – you’ll find more engagement than with a 50-person webinar
- ✓ It’s better to target specific industries at a time and pose a question or raise a concern:
  - *“The last law firm we spoke with, didn’t listen!”*
  - *“What Joint Standard means for your small FSP”*
  - *“Why Lancet Labs R100K fine matters for your small medical practice?”*
  - These incidents underscore the urgent need for South African medical professionals to secure electronic health records (EHR) and follow POPIA, as 32% of data breaches between 2015 and 2022 occurred in the healthcare sector.

## Contact CRS to Help or Speak at Your Next Webinar!