



Generating Leads That Close

A Marketing Guide for MSPs

Are you aware that marketing is an essential starting point for generating leads and closing deals? When you have an ineffective plan or are targeting the wrong audience, your MSP can ruin the advantage of gaining new prospects.

Welcome to your all-inclusive guide to generating leads that your team can close.

WHAT IS MARKETING?

Marketing is like an engine that propels your sales forward and generates meaningful leads. Inbound marketing, like email campaigns, social media, and blogging allow you to reach wide, targeted channels that make it easier for your customers to find you. While outbound marketing, like telemarketing, Pay-Per-Click (PPC), and direct mailers allows your company to initiate a conversation with prospective buyers.



UNDERSTANDING THE BUYER'S JOURNEY

The buyer's journey can differ from business to business. However, it should comprise of these stages:

- Awareness Stage—Get traffic from blog posts
- Consideration Stage—Get leads from webinars
- Decision Stage—Get sales from free consultations
- Retention Stage—Retain clients from demos

The importance of everyone understanding the buyer's journey is imperative to know whether or not your marketing efforts need to educate or close a deal to generate a qualifying lead.



DID YOU KNOW?

Marketopia offers both inbound and outbound marketing services to help your tech business generate more leads.



DID YOU KNOW?

Marketopia offers complete custom marketing campaigns designed with your tech business in mind.



TARGETING THE RIGHT AUDIENCE

To create compelling content that can help pull in leads, you're going to need to target the right prospects who will show an active interest in what your company has to offer. From there, you can profile your audience, which will ultimately help your sales team close more deals.



NURTURE YOUR QUALIFIED LEADS

Converting leads into customers is your top priority. Don't just rely on your sales team to make cold calls. Once marketing has done its job and produced qualified leads, it's time for your sales team to shine and swoop in.



CREATE CUSTOM CONTENT

Content can act as a motivator for a potential prospect to engage with your company. Is the content meaningful, does it check off pain points, and is it compelling enough for a prospect to act upon? Custom content can range from eGuides, websites and even marketing campaigns designed to get more leads.



CLOSE THE DEAL

Generating leads is a process that takes time, dedication and thought. Once a lead is warmed, your sales team should knock this deal out of the park. At Marketopia, we can help you do just that—are you ready?

CONTACT YOUR MARKETOPIA MSP GROWTH CONSULTANT

Book your growth consultation today to see how Marketopia can help your tech business generate more leads that can close!