

Paid vs Organic MSP Lead Generation & How to Nurture Both


A SIMPLE GUIDE TO BALANCING PAID AND ORGANIC LEAD GENERATION

Getting new clients can be tough. Paid and organic lead generation can help you attract prospects, but each method works differently. In this guide, we'll explain the basics of both, how to start using them, and how to nurture your leads to convert them into clients.

What is Paid Lead Generation?

Paid lead generation means using ads to bring in leads fast. It's like paying to show up where your ideal clients are already looking, i.e., Google, Facebook, LinkedIn, etc.


How it Helps: Paid methods deliver quick results. You can start seeing leads in days or weeks.

 **Quick tip:** Start small and test different ads. Focus on what works and adjust as needed.

What is Organic Lead Generation?

Organic lead generation is about attracting leads naturally over time. It involves search engine optimization (SEO), creating helpful content, and engaging on social media.


How it Helps: It's slower but more cost-effective. Once you're visible online, you stay visible.

 **Quick tip:** Consistently create content that helps your target audience solve problems. It will pay off long term.

How to Do Paid Lead Generation

Steps to get started:


1. Pick a platform (Google Ads, LinkedIn, Facebook)
2. Target the right audience (industry, job title, business size, age etc.)
3. Track your results and tweak your ads to improve performance

 **Quick tip:** Keep your ads simple. Focus on clear, compelling messages that show how you solve problems.

How to Do Organic Lead Generation

Steps to get started:

1. Optimize your website with the right keywords
2. Share useful content (blogs, tips, etc.) to attract visitors
3. Engage with your audience on social media

 **Quick tip:** Post regularly and offer value. Show you understand your audience's needs.


How to Nurture Paid Leads

What's different about paid leads:

Paid leads often come in quickly but may not be ready to buy just yet.

How to nurture:

1. Follow up fast, within 24 hours
2. Offer something valuable (a free consultation, a helpful guide)
3. Use email to keep the conversation going

 **Quick tip:** Personalize your follow-up emails to show you understand their needs.


How to Nurture Organic Leads

What's different about organic leads:

Organic leads may take longer to convert but can turn into loyal clients over time.

How to nurture:

1. Stay in touch regularly through emails or social media posts
2. Keep sharing helpful content to build trust
3. Interact with leads by responding to comments and messages

 **Quick tip:** Be patient. Organic leads need time to build trust before they're ready to buy.

NEED HELP BALANCING PAID & ORGANIC LEADS?

Want to improve your lead generation? Contact Marketopia today to get a custom plan for combining paid and organic strategies that work for your MSP.

Contact us to get started today.