

Are Events Really Worth the Cost for MSP Partner Lead Gen?

WHY DIGITAL MARKETING BEATS EVENTS AND IS THE SMARTER WAY TO ATTRACT MSP PARTNERS

Trade shows and conferences have long been the traditional route for IT vendors to connect with MSPs, but let's be real, they're expensive, exhausting and only offer results that last as long as the event itself. Digital marketing, on the other hand, delivers more leads, better ROI and long-term value. Here's why.

The Price of Events vs. Digital Marketing

1

The average cost per lead at trade shows is **\$811**, while content marketing averages just **\$92** per lead.¹

Why This Matters: Events drain your budget, and for every dollar spent, you're getting fewer results compared to digital strategies. Instead of investing in a single high-stakes event, imagine the consistent pipeline you could build with content marketing.

ROI That Speaks for Itself

2

Email marketing offers an average ROI of **\$36** for every **\$1** spent.²

Why This Matters: Emails let you directly engage MSPs at a fraction of the cost of conferences. Personalized campaigns ensure you're nurturing leads effectively while keeping costs low.

Lead Generation That Keeps on Giving

3

Inbound marketing leads cost **61%** less than outbound leads.³

Why This Matters: By focusing on inbound strategies like SEO and content marketing, you can significantly reduce your cost per lead. This means more efficient use of your marketing budget and a higher return on investment over time.

The In-Person Challenge

4

50% of attendees report reduced travel budgets, leading to smaller event audience.⁴

Why This Matters: Events no longer have the same reach they once did. With travel budgets slashed and attendance down, you're competing for fewer MSPs at a higher cost.

Long-Term vs. Short-Term Payoff

5

70% of marketers say digital strategies are more effective than in-person events for lead generation.⁵

Why This Matters: While events might give you a short-term boost, digital marketing builds a steady stream of leads over time. Invest in something that grows with you.

Cut Through the Noise

6

65% of B2B companies acquire customers through LinkedIn ads alone.⁶

Why This Matters: Digital marketing lets you stand out directly in MSPs' inboxes, search results and social feeds. You're not competing for attention in a crowded conference hall; instead, you're connecting with the right audience in the right place.

LET'S START SAVING

Why spend big on conferences when digital marketing offers better ROI and long-term results? Attracting MSP partners doesn't have to break the bank. From SEO to email campaigns, you can build a smarter, more sustainable recruitment strategy. **Ready to make the switch?**

Contact us to get started today.