

pax8Academy

MARKETING STRATEGY FOR MSPS

Syllabus

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Course Overview

In this four-session virtual course, you will learn how to create and execute a marketing strategy designed to both bring clarity and to generate traffic. This course will help you think like a marketer to help you gain insights and find greater marketing success. We will cover the basis of your marketing strategy which is creating change, delivering a promise, having empathy, and positioning with your target client. You will be asked to develop an avatar of your Target Client Profile which will guide your marketing efforts.

The second half of the course will guide you through generating demand tactics and meeting demand tactics. We will discuss traffic, conversion, and the referral flywheel to get more leads and land more clients.

After attending this course, you will be ready to execute your marketing strategy on your own without the use of additional resources. Or if you decide to hire outsourced marketing, you will have the strategy ready to get the most out of your partnership.

Who Should Enroll:

- MSPs new to marketing
- MSPs looking to build a marketing strategy
- MSPs who would like a brand refresh
- MSPs looking to outsource their marketing

This will be an engaging and very interactive course where you will be asked to complete homework to build your marketing playbook and to get the most out of the course.

What You'll Get

- 4 hours of virtual, interactive, instructor-led content taught by an experienced MSP marketing expert.
- Downloadable videos* of the content you can rewatch at your convenience.
- Downloadable slide decks, handouts, and resources.

Learning Objectives

By attending this course, you will learn to:

- Define marketing for MSPs – what should you do and what's not worth it?
- Understand the importance of a marketing strategy and how to build one
- Know who your clients and competitors are to position yourself well
- Discern the components of a successful brand and campaign
- Leverage technology and tools to make marketing easier

*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

Schedule of Topics

- Session 1: Think like a Marketer...
 - Defining marketing – what is the goal of marketing?
 - Who are you marketing to? Demographics and psychographics
 - Empathy, the promise, and positioning
- Session 2: Building our Strategic Marketing Plan
 - The marketing plan – who and what will it include
 - Focus on empathy and positioning
- Session 3: Meeting Demand Marketing Tactics
 - Three main focuses of marketing – traffic, conversion, and referral flywheel
 - Search Engine Optimization (SEO)
 - Content and Call to Action (CTA)
 - Social Media Marketing
- Session 4: Generating Demand Marketing Tactics
 - Generating demand through event marketing, advertising, emails, and more
 - How to gain attention
 - Video tech tips
 - Thought leadership
 - LinkedIn engagement and networking
 - Special offers
 - Conversions to entice, trust, and access

Instructor



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Next Steps

Explore your next step with Pax8 Academy:

- On-Demand Content
 - [Sales Skills 101](#)
 - [Improving your Sales Machine](#)
 - [Marketing for First Time MSP Business Owners](#)
- Instructor Led Course
 - [Jumpstart your MSP Sales Machine](#)
- Peer Groups
 - [Join a Sales and Marketing or Owner Peer Group](#)
- Coaching
 - [Sign up for Sales or Operations Coaching](#)