

# How to Build an MSP Marketing Machine.

A no-frills, step-by-step guide to using Internet marketing to generate leads and drive revenue for your managed services business.



**kutenda**

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# Welcome!

In this guide, we'll walk you through the essentials of creating an automated marketing machine using online marketing. Specifically, we'll show you how to grow your business in three steps:

1. Create a managed services web site designed to attract visitors and capture visitor information.
2. Drive traffic to that web site using every trick in the book, including (but not limited to) search engine optimization, paid search advertising, email marketing and local search marketing.
3. Follow up with the prospects you capture using email, sales calls and, if you can afford it, direct mail.

It's no mystery that growing your business takes hard work. But when you apply the right tactics and use the right tools, you'll find that it's not as difficult or time-consuming as you might think. And you may even find that it's fun!

## In this guide you'll learn...

- » How online marketing can help you overcome specific challenges facing your MSP.
- » Best practices for web sites, email campaigns and search engine marketing.
- » How the right tools can make online marketing fast and simple.

Ready?

## 5 reasons why online marketing rules

Online marketing is popular for good reason—it works. Every year, more companies, large and small, are taking advantage of the Internet to increase visibility, generate leads and grow their business. Here are five reasons why you should care about online marketing.

### Reason #1: Online marketing can help you overcome your most common business challenges.

As an MSP, you probably face many of the same challenges many businesses face:

**Long sales cycles.** A typical sales cycle may run three to six months, but some might take a year or more. That makes it hard to maintain relationships in between sales visits and leaving opportunities on the table. Online marketing can shorten sales cycles by reminding prospects how you can help them solve business problems, and alerting them to special offers and deals.

**Loss of top-of-mind awareness.** You can't call prospects every day or even every week without being a pest and starting to annoy them. That doesn't mean they aren't a good prospect for your IT services, but if you're out of sight, you're probably out of mind too, which means prospects may not remember you when they're ready to buy. With online marketing, you can stay in touch with prospects more often and with less effort, keeping your products and services forefront in their minds.

**Limited sales bandwidth.** As good as your sales team is, they can only generate and nurture so many leads, and close so many deals, at a time. Online marketing campaigns can augment the efforts of your team by collecting and nurturing leads easily and cost-effectively—freeing your team to visit customers and close deals.

**Ineffective cold calling.** While there is a place for cold calling, it's an ineffective way to meet with decision makers. Online marketing can transform cold calling into warm calling because your team is following up on prospects who've expressed genuine interest in your services.

**Limited advertising funds and marketing expertise.** Small budgets and lack of skills can restrict where, how, and how often you market your business. Online marketing is not only more effective than traditional marketing mediums, but it allows you to reach more people, more often, with fewer dollars.

Reason #2: The Internet is where your customers and prospects are, so it's where you should be too.

#### Online marketing puts MSP on the Inc. 5000 List

Take the case of Everon, a managed services provider that uses online marketing with astounding success. How? Early on, Mike Cooch, the company's CEO, turned Everon's web site into a lead-capturing machine. Using a combination of sales calls, prospecting emails, search advertising and search engine optimization, prospects were—and still are—directed to the Everon web site to complete a lead form. Then, instead of following up just once, Mike's sales team nurtured the contacts over time, warming them up from cold leads to hot prospects, eventually making it easier to close the deal on the phone or arrange a meeting. The result? Everon has grown so fast that it's made the Inc. 5000 list two years in a row.



Think about it: when was the last time you used the Yellow Pages to find information? Chances are it's been a long time. It's the same for your prospects and customers—just as you use the Internet to find information and people to do business with, so do your customers.

The facts back this up:

- 97 percent of American Internet users use the Internet to shop.<sup>1</sup>
- 57 percent of Internet shoppers characterize their behavior as ‘shop online, purchase offline.’<sup>2</sup>
- 90 percent of online commercial searches result in offline bricks-and-mortar purchases.<sup>3</sup>
- 82 percent of local searches follow up offline via an in-store visit, phone call or purchase.<sup>4</sup>
- 80 percent of budgets are spent within 50 miles of the home.<sup>5</sup>

In spite of these compelling statistics, 50 percent of small and midsize businesses (SMBs) spend less than 10 percent of their marketing budget on Internet advertising, and 30 percent of SMBs don't do any Internet advertising at all. While the reasons for this vary, a leading cause is most likely online marketing's reputation for being complicated and time-consuming. As a result, business owners without the time, resources and expertise to figure out its strategies and tactics, avoid it completely.

### Reason #3: Online marketing helps you reach more people, more often, more consistently, and with less effort.

The Internet spans city, state and country boundaries, and eliminates time zones. Available to virtually everyone, the Internet works for your business 24/7, 365 days a year. By taking advantage of the Internet's universality, you can:

**Increase your company's visibility.** Your web site is always on, and with the right level of optimization, it will get found by local and distant customers looking for your service.

**Connect with more prospects.** We all know that sales is a numbers game. The more prospects you “touch” more often, and the more you maintain top-of-mind awareness, the more deals you'll close.

**Build trust and rapport.** Once you've acquired new clients, you need to retain them and establish your business as a problem-solver. The Internet is a great place to educate clients and improve your “stickiness.”

**Broadcast your message.** Planning a special event, offer or incentive? Online marketing is the fastest and most efficient way to broadcast your message to prospects and customers alike.

### Reason #4: Online marketing is cost-effective.

82 percent of local searches engine queries are followed by an in-store visit, phone call or purchase.<sup>1</sup> Still, only 44 percent of SMBs have web sites.<sup>2</sup>

<sup>1</sup> TMP/comScore 10/2008

<sup>2</sup> Hitwise, 2009

<sup>1</sup> NPD Group, November 2008

<sup>2</sup> comScore, October 2008

<sup>3</sup> TMP/comScore, October 2008

<sup>4</sup> DMA/proprietary, September 2008

<sup>5</sup> Hitwise, January 2009

Think about it. To launch a multi-touch direct mail campaign you need to consider printing, postage and administration costs, as well as mailing lists and design services. To advertise effectively in local newspapers, you need to budget for ad size, placement, and for the ad to appear for multiple weeks. These marketing activities can be costly and time-consuming, and in the end, it's hard to know how well they've worked.

Compared to print advertising, direct mail and broadcast, online marketing can be dramatically more cost-effective—in hard costs as well as in time and administration. Plus, online marketing generally reaches more people more frequently than traditional mediums—allowing you to stretch your marketing dollars further. By putting online marketing to work for you, you can:

- » Decrease the need to employ more salespeople or administration personnel. Online marketing can augment the performance of your top reps—generating and nurturing countless leads over extended periods of time.
- » Avoid paying ever-increasing postal rates for direct mail. Email marketing is an alternative to printed direct mail and can reach just as many prospects—if not more. Plus, with email marketing, you can create a variety of campaigns targeted to different audiences, while never spending a cent on postage.
- » Save time and labor creating, launching and managing traditional marketing campaigns. Creating a direct mail campaign, an ad campaign or a broadcast message can require a lot of time from a lot of people. In contrast, online marketing lets you create, launch and manage a variety of activities quickly and easily, allowing your staff to focus on more business-critical activities.

The average ROI for email marketing is **\$48** per dollar invested, according to a 2008 study from the Direct Marketing Association.

### Reason #5: Online marketing is measurable.

You've just finished a month-long direct mail campaign. Or perhaps you're wrapping up a multiple-newspaper ad campaign. Did they work? How do you know? One of the primary reasons online marketing is so popular is its measurability. Unlike traditional marketing mediums, online marketing absolutely lets you get the most from your marketing dollars by enabling you to:

- » Measure and track every click. When you place an ad in the paper or send a postcard, you have no idea who's seen it. You may not even know who's responded to it unless they specifically mention the ad. With online marketing, the opposite is true. With analytics, you can see and track exactly how often your ad or message has been seen and by whom.
- » Track conversion rates. Conversion is all about turning cold prospects into warm leads, and warm leads into sales. With traditional marketing, this was difficult to track at best. With online marketing performance reporting, tracking conversion rates is not only a given—but easy as well.
- » Change and adapt your strategies quickly to get better results. With direct mail and ads, you really never know how well a campaign has worked. With online marketing, you know exactly how well a campaign is performing and, if it's not performing to your expectations, change it quickly and easily.

## STEP ONE: CREATE A WEB SITE DESIGNED TO CAPTURE VISITOR INFORMATION—THEN ASK FOR IT.

Hardly anyone would argue about the value of a web site in today's Internet-centered world. In many cases, a web site has replaced the company brochure, becoming a business' information and contact hub. A good web site also captures visitor information—information you can turn into new sales. A well-designed and effective web site is, essentially, a salesperson that never sleeps.

It works tirelessly to:

1. Promote your company, offerings and special events
2. Capture leads and contact information
3. Get prospects and customers to take action

According to Netcraft, there are over 239 million web sites worldwide. Of this number, 46 million went live in just the first four months of 2009. Yet, despite the obvious importance of a web site, only 44 percent of SMBs have one, and, of those with a web site, 61 percent spend less than three hours a week marketing it. Within this group, 51 percent believe their sites' customer acquisition capability is "fair" or "poor".

Perhaps the reason for this last statistic is that many web sites aren't optimized—they cannot be easily found by search engines or they lack mechanisms to capture leads, such as forms and landing pages. In the following sections, we'll explain and show you how to optimize your web site, as well as what you can do to make it a lead-generating and customer-acquiring machine.

### Help search engines find your web site first, then prospects will too

A web site is not a field of dreams. If you build it, prospects won't come clicking. Put another way—in case you're not a Kevin Costner fan—just because you have a web site doesn't mean people will find it. Before your site can be found by prospects and customers, it needs to be found by search engines so it can appear in search results. On-page search engine optimization (SEO) is one solution for getting your site found and highly ranked.

On-Page SEO is the process of creating your web site's pages in a way that causes the site to rank higher when people do targeted keyword searches. Simply put, 'optimization' means making your site as search-engine friendly as possible. The less optimized your site's pages are, the less

#### Test! Test! Test!

Make sure your site is functioning smoothly. Test your web pages for broken links, make sure all forms function well and that all images load quickly.

#### You own it

On-page search engine optimization is the process of building your web site so it's search-engine friendly. This is something you can control. When you optimize your site, prospects and customers using keyword searches can find you more easily.

likely your site will be found by search engines.

On-page SEO is important because it creates the foundation of your search engine optimization efforts. Since, by definition, all of the on-page elements can be controlled by you, the web site owner, there is no excuse not to properly optimize a web page. Simply put, on-page optimization can make or break a company's search engine rankings.

Another reason why on-page SEO is important is because it represents the first step in the lead-generating process. You can't capture leads unless prospects visit your site, and prospects can't visit your site if they can't find it. On-page SEO makes it easier for people who are looking for—or researching—a service like yours, and on-page SEO helps lead them to your home page.

## Your on-page optimization checklist

So what, specifically, can you or your web developer do to optimize your web site? Here's a list of the on-page elements that play a part in search engine rankings:

- ☑ **Title tags.** When it comes to on-page SEO, the title tag is the most important text on a single web page. Title tags are the clickable text links that search engines display in their results pages. This tiny piece of text should consist of 60 to 90 characters (including spaces) and begin with your primary keyword, such as 'health insurance.'
- ☑ **Meta description tag.** Meta description tags are snippets of HTML code inserted into the header on a web page, after the title tag. Since some search engines use these tags, be sure your meta description tag contains your primary keyword and two related keywords, repeated at least once each.
- ☑ **Internal links.** Internal links are hypertext links that point to other pages within the same web site. While they can be used to help visitors navigate the site, they're also used by search engines to crawl a site's pages. For best results, use keyword descriptive text when creating your links. Search engine spiders will read this text and use it indexing your pages.
- ☑ **Coding.** Ensuring your site's HTML code is correct and error-free is important because many search engines can't properly catalog or index a site that has coding errors. Make sure your code is search-engine friendly. Otherwise it can negatively impact the amount of traffic your web site receives.
- ☑ **Meta keyword tags.** Meta keyword tags are another piece of HTML code that you can insert into your web pages (but aren't visible on the page itself). These tags can contain 10 – 20 words. Make sure you use terms searchers would use to find your business. Search engines subsequently read the tag and use it to retrieve information for the results page.
- ☑ **Content.** From a search engine's perspective, well-written content means that it contains the right amount of keywords—not too many, not too few. Keywords are what search engine spiders are looking for to index, retrieve and rank your site. Without keywords, the spiders may not only

### DID YOU KNOW?

Using Kutenda's web site management tools, you don't need to be an SEO wizard to successfully optimize your site for improved visibility. (All of that wizardry is built right into the tool.)

ignore your site, but may also categorize it incorrectly.

## Keyword optimization

What are keywords? Keywords are single words or multiple-word phrases that people type into search engines like Google, Yahoo or Bing to find information or a specific web site. By optimizing the keyword density of your web pages, you stand a better shot at showing up in the most coveted real estate in the search results—the “Golden Triangle.” The Golden Triangle includes the sponsored results as well as the top three organic listings. Sites in this area get the majority of the action.

### Decoding the lingo

Strange as it sounds, a keyword might contain one, four or eight words and still be considered a ‘keyword.’ For instance, ‘insurance’ is a keyword, as is ‘free health

## Our top 5 keyword tips

1. Choose three keywords per page. Each page on your site should focus on three keywords, one primary keyword and two related keywords. For example, for the health provider, your primary keyword might be ‘health insurance’ and your related keywords ‘health insurance quotes’ and ‘affordable health insurance.’
2. Don’t overdo it. When it comes to keywords in SEO, too many is not a good thing. Don’t use your primary keyword more than six times per page, and your related keywords more than twice (based on 300 words of copy per page). If you ‘overstuff’ your content with keywords, search engines will know. They look for sites with unnatural-looking keyword usage patterns and, if they find one, can lower it in their rankings.
3. Make a good first impression with searchers. Your title tag (which should contain your primary keyword) becomes the clickable text in Google, Yahoo and Bing search results. To help increase your click-through-rate, write it in a way that’s enticing and intriguing to searchers.
4. Use keywords the natural-sounding way. When incorporating keywords into your content, be sure to do it in a way that reads and sounds natural—not too repetitive or forceful. Not only will search engines pick up on strange use of keywords, you could potentially turn off potential customers and lose leads.
5. Use your keywords when naming your web pages. When naming your web pages, be sure to use your primary targeted keyword whenever possible. For example, a page targeting ‘Denver real estate’ could be named Denver-real-estate.html. It’s another way to get your keyword into your page without overstuffing your copy.

### KEYWORD SUGGESTIONS

If you’re pressed for time, check out our list of keyword suggestions at the end of this document.

## Write web copy that sells

It’s obvious, but we’ll say it anyway: make sure your content is well-written. People read web copy very differently than they do books and magazines—they scan it. You have about 15 seconds to capture a reader’s attention, so make sure your copy does just that. Well-written content will not only help you attract and engage

visitors, but it will help readers understand your value proposition, attract attention from the press, increase the chance of others linking to your site (called inbound links) and generate leads.

What do we mean by well-written? In short: copy that sells. In addition to proper grammar and punctuation, well-written web copy clearly conveys your value proposition and explains how your products and/or services help solve your customers' problems. In other words, your content is benefit-focused as opposed to feature-focused. Your content describes what you can do for the customer and how he or she will benefit from using it.

## Our top 10 tips for writing good web copy

1. Count your words. For best SEO results, try to have 250–300 words on each page. If you have more than 600 words, consider splitting the content across two pages.
2. Get to the point. Your first sentence (or at most, paragraph) should inform the reader exactly what he or she is about to read.
3. Don't get fancy. Keep your titles—and your copy—free of marketing jargon, fluff and fancy wording. Stay focused on conveying information.
4. White space is good. With web copy and design, keep the clutter to a minimum. Don't try to pack a page with too many words (or images).
5. Think in bullets and lists. People read web copy differently than they do newspapers and books. When you can, use bullets and lists to help make your copy easy to scan.
6. Use spell-check. Nothing screams 'unprofessional!' more than a misspelled word, especially a commonly-used word.
7. Know your grammar. Again, misuse of punctuation and grammar makes a terrible first impression.
8. Be bold. If you can't use lists and bullets, try bolding key messages, phrases and information to make your copy easier to scan.
9. If in doubt, hire a writer. If you're unable to craft tight, persuasive copy, hire someone who can. What a professional can do in a few hours can have positive, lasting results.
10. If you end up using Kutenda, we give you pre-written content for managed services. You choose which style you want, and we load it onto your web site. Then all you have to do is a few customizations here and there to make it yours. What kind of customizations? Well, based on what you sell, where you service managed services clients – things like that.

### DID YOU KNOW?

Kutenda supplies its MSP clients with free [web site copy](#) for a variety of managed services, including (but not limited to) hourly IT services, service desk and hosting solutions.

## STEP TWO: DRIVE TRAFFIC TO YOUR WEB SITE USING EVERY TRICK IN THE BOOK.

### The quickest method? Paid search.

When you've got competitive keywords, its going to take ongoing work to move up in the organic search listings. But, you can still drive people to your site with paid search marketing (also known as pay-per-click advertising and search advertising). These advertisements are primarily billed on a per-click basis (thus the name), meaning that an advertiser only receives a charge when a potential customer clicks on the advertisement and is taken to the advertiser's web site.

Different names,  
same definition...  
Paid search marketing  
Search advertising  
Pay-per-click advertising (PPC)

### How paid search marketing works

The following is a general outline of the paid search marketing process:

1. Advertiser (that's you) opens a paid search account (the most popular PPC platforms are Google AdWords, Microsoft adCenter and Yahoo Search Marketing)
2. Advertiser sets up first campaign by setting a monthly or daily budget, geographic target, language target and the date/time settings for ads to run.
3. Advertiser then creates her first ad group by adding keywords (positive and negative) and advertisements (the ad copy). Next, the advertiser places her keyword bids.

### How to target prospects with pay-per-click advertising

1. Use keywords that a potential customer or client would type into a search engine to find your product or service. (See previous section for tips on choosing keywords.)
2. Target web traffic on certain days or certain times of day by setting advertising restrictions that allow you to pick when your ads are shown.
3. Target a specific geographic area. Search engines allow their search marketing advertisers to geographically target users in certain areas, such as by city, state or country.

#### DID YOU KNOW?

Kutenda incorporates PPC into the Kutenda Online Marketing Suite, so you can run campaigns across the different ad networks all through Kutenda (no need to open accounts at each).

### Choosing the right keywords for your business

The best way to choose the right keywords for your business is to put yourself in the searcher's shoes. In other words, select the words or phrases people would type in if they were looking for your product or service.

For instance, 'managed services provider' may define your company, but it's highly unlikely that someone looking

for your company would type in those words to find you. It's industry-speak, not common language. Instead, they may use keywords like 'computer repair' or 'IT help'. Think like your customer, in laymen terms, and you'll create a good list of keywords.

### Taking intent into consideration

Another point to consider when putting together a keyword list is searcher intent, or rather, what phase of the buying process a person is in when they type in a particular query. Let's take an example about digital cameras. A search using the term 'digital camera' indicates that the searcher is interested in a digital camera, but it also implies he has no idea what type (brand, model or otherwise) of camera he wants. This searcher is likely just researching cameras and is not ready to buy. If, on the other hand, the searcher types 'Sony Cyber-shot DSC-WX1', it's a strong indication that he knows what he wants, is further along the buying process and may be close to making a purchase.

Here's a real-life example of what not to do, courtesy of the rather hilarious (to PPC geeks) web site YourPPC-Sucks.com:

Tiffany & Co. Rings  
Shop the Official Tiffany & Co.  
site for exclusive Tiffany jewelry  
[www.Tiffany.com](http://www.Tiffany.com)

This ad was served up after the searcher Googled 'ring,' a keyword that's so general it's impossible to divine the intention (or purchasing power) of the searcher. Is Tiffany & Co., a high-end jeweler, ready to sell a ring to every John and Jane who Googles 'ring'?

The point is that when choosing your keywords, include some that specifically refer to a product or service name, in an addition to general terms that describe your services or offerings. You're likely to attract customers who are closer to making a purchase or decision.

### Key considerations when writing ads and building ad groups

- » Be specific. Create advertisements that specifically speak to the keywords you are placing ads for. The better the match between your keywords and advertisements, the better the chance that your advertisement will be clicked on.
- » Understand your matching options. Match type is important (Kutenda takes care of this part for you) – use phrase match keywords primarily and exact match from time to time. Be wary of broad match as it can drive a lot of unrelated traffic.

Here are Google's matching definitions:

- » **Broad match: keyword** Allows your ad to show on similar phrases and relevant variations

- » **Phrase match: “keyword”** Allows your ad to show for searches that match the exact phrase
  - » **Exact match: [keyword]** Allows your ad to show for searches that match the exact phrase exclusively
  - » **Negative match: -keyword** Ensures your ad doesn’t show for any search that includes that term
- » Use as many negative keywords as you can think of. Negative keywords allow you to filter out searches that may be unrelated or unprofitable for you. Example: If you sell managed IT services, you could add “jobs” and “careers” as negative keywords so your ads don’t show when people are looking for IT related jobs. In the long run, it will save you A LOT of money and target your leads to exactly the kind of prospect that’s right for your business.
  - » Use more than one advertisement for each ad group. This will allow you to test multiple ads so that you can run the most successful one based on click-through-rate.

### Money-saving tip: Divide your keywords into specific ad groups

Let’s return to the digital camera example. Pretend you sell the Sony Cyber-shot DSC-WX1 and the Panasonic Lumix DMC-ZR1. Since it would be difficult to target both cameras specifically in one ad, the temptation is to make your ad more general—like buying digital cameras or buying compact digital cameras.

There are two problems with this approach: Either you’ll get very few clicks or you’ll get a lot of poor quality clicks (i.e., the searcher will click on your ad, visit your site, then leave without purchasing or submitting a form indicating interest).

The solution is to place the two cameras into two different ad groups and write specific ads for both cameras – thus making the ad more targeted to the searcher. Also, by using the exact keyword in the advertisement itself, you get the added boost of having the keyword phrase bolded in your advertisement, something that the search engines do to help searches find the most targeted results.

Remember, pay-per-click is cost effective only when you’re paying for clicks that come from a highly targeted audience that’s ready to take some kind of action—buy, subscribe, submit information, etc.

### How to create a budget for paid search

1. Take stock of your finances. Make sure you can afford whatever you are planning on spending on a monthly basis.
2. Aim for a budget of at least 3 to 5 times your average click cost. If you are paying \$5 a click but have a daily budget of \$5, you may have problems getting any meaningful data from your paid search account. Making sure you can purchase at least a few clicks a day will give you meaningful data in a reasonable amount of time. Note: Search engines will show your ads sporadically through the day if you have not budgeted for a full days worth of actual clicks. The more budget you can put in, the more often your ads will show and the more chance to get clicks.
3. Consider starting with a bigger budget. It could be worth it to budget a larger number for your first month of advertising to collect data right away. Once you have a good amount of data, set your campaign to run only during times of the day that bring in the highest converting traffic. This will allow you to spend your budget during the most efficient time possible.

## 5 tips for writing effective PPC ads

1. Include your keyword in the title of the ad to increase click-through rate. Using the keyword in the body of the ad can be beneficial as well.
2. State a benefit or solution in your ad rather than focusing on features. Let people know what they are going to get out of your product or service, not how they are going to get it.
3. Register and use an “action URL” to capture an extra line of advertising (in the display URL). To use our company as an example, instead of having the display URL read Kutenda.com, we’d have it read Kutenda.com/GetDemo or Kutenda.com/FreeTrial.
4. Consider offering an incentive in your ad when possible. This will help you stand out from your competitors.
5. Don’t be overly aggressive with your language; no superlatives and no ALL CAPS, which can be off-putting to searchers.

### Making the most of your ad budget

Make sure you have the ability to track whether or not your search ads were successful on the back end. Being able to see if your budget is being spent in an efficient way is key for good pay-per-click marketing.

**Bottom line:** Writing effective PPC ads isn’t difficult when you keep your prospects in mind—their needs, wants and problems.

## Landing pages: A definition and a plea to use them

Why spend hours of time and brainpower creating the perfect ad only to drive traffic to a generic page on your web site?

That’s like selling someone on a Baja beach vacation and simply leading them to the U.S.-Mexico border. The person will probably get overwhelmed and retreat, never to believe your promises again.

Landing pages are designed to create a seamless transition from your paid search ad to your web site, guiding the prospect toward your conversion point. The smoother the transition, the better your conversion rate will be.

Landing pages guide prospects toward a desired action, which explains why seasoned online marketers prefer a minimalist layout with fewer things to distract the prospect from the conversion point.

### Landing page best practices

- » Make sure it answers the ad or offer. Again, consider the Baja example. Your landing page should build upon the promise in your ad and guide the prospect toward a conversion (whatever that conversion may be).

### DID YOU KNOW?

Kutenda makes it really easy for MSPs to create landing pages and integrate them with email marketing and search advertising campaigns. (We even supply MSPs with free content.)

- » Use language that's similar to your ad. Using similar words and phrases comforts prospects and tells them they're in the right place. (Web users are a skittish bunch, and they need more hand-holding than you might think.)
- » Give them a good reason to give you their contact info. For example, Fat Sully's pizza in Denver, Colorado, has a landing page that asks for a name and email address in exchange for a free t-shirt.
- » Don't distract from the conversion point. As we've mentioned, to successfully funnel prospects toward your conversion point, you need to clear away anything that may distract them—out-bound links, excess imagery, irrelevant text, etc.

## Has this guide been helpful?

**:: CLICK HERE TO GET THE REST ::**

### **What's inside**

Detailed instructions on using email to nurture prospects  
Link-building strategies for search engine optimization  
Guidance on driving traffic with Google's Local Business Center  
Web site forms: How to use them to capture visitor info  
Using seminars, webinars and special events to generate leads  
Strategies for converting more of your leads into new customers

### **PLUS**

Free worksheets with suggested PPC keywords and instructions on mapping them to your web site.



[Download the rest of 'How to Build an MSP Marketing Machine'](#)