

Getting into a new campaign can seem overwhelming. All this great content, but what to do with it? In this checklist, we go over how to use these campaigns effectively!



## PAIN POINTS AND OPPORTUNITIES

- 1 SPECIFIC INSIGHTS OF MATURE MSPS:** The Pain Points and Opportunities document is based specifically on feedback that we have received from MSP owners. The pain points help to zero in on significant issues that businesses go through with each campaign topic, and the opportunities are main ideas that serve as great lead-ins.
- 2 DON'T BE AFRAID TO SUGGEST:** These pain points and opportunities are the framework of every campaign we create, so any that you can share that you have heard of or utilized in the past lead to even more high-quality content for each campaign!



## SOCIAL MEDIA SCHEDULE

**MONDAY:** Share a Blog from your website

**TUESDAY:** Video - Tuesday tech tip, Live Action Video, your own custom video

**WEDNESDAY:** Campaign specific post. Pull the graphic, motion graphic, infographic or E-Book to post

**THURSDAY:** Throwback Thursday: Our target market LOVES nostalgia. Remind them of dial up internet or old school computers. Something that will connect them to your brand by tapping into their emotion.

**FRIDAY:** Humor post. Be funny! Either share from a different page, come up with something or original, or pull from our humor pack at MSP Camp.



## BLOGS

- 1 SELECTION:** Pull the blog that you want to add to your website based on Campaign or preference.
- 2 ADD TO YOUR SITE:** Copy and paste the text from the provided Word document and add it to your website backend.
- 3 BEGIN FORMATTING:** Read through the blog and add in relevant content to your MSP. Take advantage of the defined sections and topic to plug your services or other resources on your website. Linking to other places on your site and externally will improve the blog.
- 4 BREAK UP SOME OF THE TEXT:** We recommend adding in relevant infographics, provided in each Campaign folder, to improve the flow of the blog.
- 5 FINAL TOUCHES:** Add your preferred method for readers to reach out and contact your MSP at the bottom of the blog. Link directly to your contact page and give them specific ways to ask questions and engage with the content they just read through.



## EMAIL MARKETING

- 1** Schedule the email pack for that campaign to go out weekly to email subscribers and prospects.



## E-BOOKS

**REBRAND:** Download the Source File of the E-Book you want to utilize and add your logo into the included brandable areas, as well as your contact information on the last page.

**MAKE SURE TO COMPRESS:** We recommend exporting your finalized E-Book as a PDF. If the file is too large, using a free pdf compressor online is an easy way to compress your files without losing any quality. We personally use PDF2Go's "Compress PDF" feature with great success, especially using the "Printer" quality preset.



## INFOGRAPHICS

- 1 REBRAND** a chosen infographic.
- 2 INCLUDE** in your blogs to keep users engaged with the page.
- 3 POST** on social media during campaign specific days.
- 4 ADD** to your “Presentation Folder” to send out via email when replying to prospects.



## REMARKETING

- 1 ENSURE** your Google Remarketing tag is on your website.
- 2 REBRAND** Remarketing Display ads.
- 3 UPDATE** your remarketing to include the display ads and the motion graphic video for the campaign you’re running.



## MOTION GRAPHIC VIDEO

**ADD YOUR BRANDING:** These motion graphic videos are designed to be utilized without any branding, but we recommend that you add on a custom outro for the highest quality content.

You’ll notice that we have added blank areas at the end of each motion graphic video for you to replace with your outro or contact information: make sure to take advantage of this space and leave viewers with a connection to your MSP.

**MAXIMIZE THE VIDEO:** Add the motion graphic to your YouTube straightaway and save it in a place where you will remember to send it out to clients and leads.

Sending this content at the right time may be the final push that closes a deal.



## TELEMARKETING SCRIPTS

- 1 UPDATE** your CRM with the campaign or vertical specific campaign.
- 2 ENSURE** your caller is trained on the service and has relevant content and links to more information on your site (try to get people to your site even if they don't agree to appointment to tag them with remarketing).
- 3 BEGIN** the 8-step telemarketing process.



## PREMIUM DIRECT MAIL

- 1 REBRAND** your source file and send the updated design / contact list to [brandon.s.langton@rrd.com](mailto:brandon.s.langton@rrd.com).
- 2 RRD** will send out to your contact list and provide confirmation when sent.
- 3 FOLLOW UP** with your prospects soon after your receive confirmation.

## ADDITIONAL GUIDANCE AND TIPS



### REMARKETING TIPS

We have primarily used Google remarketing over the years, but Facebook and LinkedIn remarketing is another powerful strategy to ensure your campaign is communicated effectively.

Instructions to fully set up your MSP remarketing, with step-by-step instructions: <https://support.google.com/tagmanager/answer/6106960?hl=en>

\*You are going to be tempted NOT to do this since it's the most technical piece, but don't let that little voice in your head win. Set this up one time and it will automatically track.



## INFOGRAPHIC TIPS

When you get a question from a prospect or customer, having an infographic or E-Book to better describe what can be a complicated service makes you look better than the competition. Trust me on this one!

Infographics hold the viewers attention so incorporating them into blogs will keep users on the page longer and improved your on-page SEO.



## EMAIL MARKETING TIPS

Make sure you have lead scoring set up in your CRM (Hubspot, Active Campaign, etc). A certain number of points for opening an email and 4X the number of points for clicking. Points should begin to drop off every 6 months to keep the score fresh.

If a cold contact has 0 points after 6 months, remove them from the email list and fill with fresh contacts. Over time this continues to refine the contact list until you have lots of contacts that are all engaged!

In addition to the quarter specific campaign, we run a weekly tech tip email as well. This has had proven results over the years so we keep them going all the time.



## SOCIAL MEDIA TIPS

You don't have to post every day. Quality is always better than Quantity.

We have recommended hashtags, but you may find additional hashtags to use.

Always upload videos natively to the platform (or scheduler like Publer or Hootsuite) social media platforms will limit your reach if you try to send them off their platform to a YouTube video for instance.

The content that performs best on your social media can be shared again every 90 days! There is no penalty for this and will increase your engagement over time.



## E-BOOK TIPS

E-Books are excellent pieces of marketing, so make sure to save this rebrand and add it to your collection of sales sheets and presentation material. These are great to send out when asked relevant questions or when you need a great piece of content to wow a potential client.

E-Books can also be used as whitepapers or downloads for relevant advertising campaigns you may be running. We only create an E-Book when we know the audience will receive value. For instance, trying to create an E-Book on password managers is a near impossible task because no one is actually going to care about reading it!



## MOTION GRAPHIC TIPS

To take your exposure to the next level, add motion graphics to your responsive remarketing campaigns and any social media advertising that you are running. If you aren't running any yet, motion graphic video is a fantastic and engaging piece of content to start with!

