



OVERVIEW:

FULLY MANAGED IT SERVICES SALES & MARKETING TOOL KIT

The sales and marketing assets in this tool kit are designed to communicate the benefits to a small business of working with a managed services provider. Some company leaders – especially leaders of smaller, less mature businesses – must be convinced of the value of the fully managed IT model. This campaign helps present a strong case that partnering with your MSP for comprehensive IT care is invaluable to their business.

Make these materials your own! Be sure to update each piece with your company branding and contact information before distributing. Click the links below to access the materials.



BLOG POST: WHAT IS MANAGED IT SERVICES?

This blog is a high-level overview of managed IT services. Use the content as a starting point and add details specific to your MSP's services. Publish the blog to your website and use it as a tool to earn the trust of prospective customers and drive interest to your business.



SOCIAL MEDIA CONTENT: FULLY MANAGED IT SERVICES

This campaign contains copy for six social media posts that can be published as the rest of your campaign progresses. Note that posts one through five include a call to action (CTA) linking to one of the “sell sheet” briefs in this campaign. The sell sheets will need to be customized with your company logo and information before sharing.



MARKETING EMAILS: FULLY MANAGED IT SERVICES

The messaging in these emails aims to educate prospective customers about the benefits of fully managed IT and position your company as the qualified partner the customer can trust. Note that all emails include a call to action (CTA) linking to one of the “sell sheet” briefs in this campaign. The sell sheets will need to be customized with your company logo and information before sharing.

- Email 1: Comprehensive IT security requires in-depth network access and control
- Email 2: A subscription IT support billing model your CFO will love
- Email 3: Fully-managed IT support – see what's included
- Email 4: Accurate IT budgeting starts with comprehensive IT services



SELL SHEETS: FULLY MANAGED IT SERVICES

Each sell sheet brief serves as a comprehensive summary of your fully managed IT services offering for prospective customers to gain a better understanding of the value of working with your MSP. These sell sheets are used as calls to action (CTAs) in the social media posts and marketing emails in this tool kit. Either sell sheet can also be shared with contacts individually to provide information as the prospect evaluates their purchase decision. Each sell sheet must be customized to include your company logo and contact information.

- **SELL SHEET 1:** Leverage Predictable, Budgeted, Fully Managed Business Technology
- **SELL SHEET 2:** Lock Down Your IT Support Expenses and Scale with Confidence



IMAGE LIBRARY: FULLY MANAGED IT SERVICES

These images are provided to enhance the other content in this tool kit and can be used at your discretion.

