



## OVERVIEW:

# IT SUPPORT ESSENTIALS SALES & MARKETING TOOL KIT

This sales and marketing tool kit is designed to help service providers attract attention to their baseline IT support services and explain to less mature businesses the value of outsourcing mission-critical IT management, security, and backups.

These materials can be customized and used in a mix that works for you. Be sure to review all content before distributing to verify the services promoted align with your business's offering, and update with your company branding and contact information.

Click the links below to access the materials.



### **SOCIAL MEDIA CONTENT: IT SUPPORT ESSENTIALS**

This campaign contains copy for four social media posts that can be published as your marketing campaign kicks off and progresses. Note that posts 1 – 3 include a call to action (CTA) linking to the “sell sheet” brief in this campaign. The sell sheet will need to be customized with your company logo and information before sharing – see details below.



### **MARKETING EMAILS: IT SUPPORT ESSENTIALS**

The messaging in these emails aims to educate prospective customers about the importance of having baseline IT management. Note that all emails include a call to action (CTA) linking to the “sell sheet” brief in this campaign. The sell sheet will need to be customized with your company logo and information before sharing – see details below.

- Email 1: What are the IT support essentials?
- Email 2: You can benefit from IT support essentials
- Email 3: How IT support essentials can help improve a company's cybersecurity posture

Be sure to customize each email to reflect your company's information and offering.



### **SELL SHEET: IT SUPPORT ESSENTIALS**

This sell sheet brief serves as a comprehensive summary of your IT support essentials offering, for prospective customers to gain a better understanding of the value of working with your MSP. This sell sheet is used as a call to action (CTA) in the social media posts and marketing emails in this tool kit but can also be shared with contacts individually to provide information as the prospect evaluates their purchase decision. The sell sheet must be customized to include your company logo and contact information.



### **SALES BATTLE CARD: IT SUPPORT ESSENTIALS**

The battle card is designed as an internal resource to support your sales professionals in their customer conversations about IT support essentials. The battle card includes an overview of the solution, customer pain points, useful statistics, the benefits of partnering with an MSP, and so much more.



### **IMAGE LIBRARY: IT SUPPORT ESSENTIALS**

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



### **BONUS: HOW TO GET STARTED WITH EMAIL MARKETING**

A well-planned email marketing strategy can help build customer relationships and drive sales. Use the steps in this guide to get started.



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