



one page summary



speaker

**Nigel
Moore**

title

Underrated marketing strategies for the modern MSP

Who's the speaker?

Nigel Moore, our speaker for this session, is a man of many things. Nigel a bestselling author, keynote speaker, investor, and founder of The Tech Tribe. With 20+ years of experience under his belt, Nigel is passionate about helping emerging MSP owners better run their business.

The core idea

The core takeaway from this session is to equip you with underrated, powerful marketing strategies that can create visibility and better ROI.

The breakdown

Now, let's break the session down into its best bits and highlights:

- There's a gap that's constantly growing between MSPs who don't focus on marketing and the MSPs who have nailed their marketing strategies. This gap is only going to grow wider in 2022.
- There's success to be found in Google Ads. It's an expensive investment, but the upside is that you're targeting clients in real need of your services.
- The best marketing strategies bring predictability into your business. It's a reliable, repeatable engine, and you know exactly what your ROI is, with a lot of room for growth.

Action points:

- If you're going to do Google ads, do it well. Get yourself a really good copywriter, design specific campaign landing pages, take digital marketing courses, and spend enough money.
- Dive into some old-fashioned, traditional methods, they still work! Send direct emails, printed newsletters, and make phone calls. There's space to make a LOT of impact.
- Pick a marketing channel, double down, and consistently fine-tune your marketing strategy.
- Be patient with your marketing efforts. Bring in quality people. Stay consistent in your marketing strategy.
- If you're starting an MSP in 2022: leverage networking groups. Invest in genuinely building relationships and you'll have people readily referring you to their connections.
- When you're intentional about giving in any relationship, you'll receive far more in return. Learn to give referrals, if you want to get referrals from your network.



If you want to be a greater MSP, you can't do it by just being good at tech anymore. You have to be intentional about building a marketing engine.