



one page summary



speaker

**Paul  
Green**

title

## The #1 marketing channel for MSPs in 2022

### Who's the speaker?

Paul Green, our speaker for this session, is a renowned marketing leader in the MSP space. Paul is an author, podcaster, and the owner of MSP Marketing Edge, where Paul equips MSPs with the marketing tools they need to find success and profitability.

### The core idea

The core takeaway from this session is to give you all the insights you need to get started with LinkedIn as a viable channel for your marketing efforts.

### The breakdown

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

- LinkedIn has become a very important marketing channel over the last few years. It's only going to grow in importance for MSP marketers in 2022.
- Your email database still has value, but with the amount of spam going around, emails are slowly going down as a useful marketing tool in comparison to LinkedIn.
- You need to have a marketing system in place that consistently, systematically keeps building audiences and relationships, and keeps improving how well they're done.

### Action points:

- Invest a little time on LinkedIn each day. The process takes time, but the ROI from it will be worth your time.
- A simple 3-step strategy for your LinkedIn marketing: build multiple audiences, build relationships with these audiences, and commercialize the relationships.
- When you connect with someone, interact with them at as many as touchpoints as possible. The goal is to put your MSP at the top of their list when they decide to move to a new MSP.
- The three C's of LinkedIn you need to focus on: Connections, Content, and Contact.



So that's a marketing machine—a series of tasks, done daily, done weekly, done monthly.