



one page summary



speaker

**Schellie
Percudani**

title

Setting up the MSP sales and marketing engine

Who's the speaker?

Schellie Percudani, our speaker for this session, is the Vice President of Client Relations at Contango IT. With her expertise and knowledge, Schellie empowers businesses on cybersecurity, compliance, IT infrastructure, and more.

The core idea

The core takeaway from this session is to help you put reliable sales and marketing engines in place for your MSP.

The breakdown

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

- A focus on sales and marketing diversifies your lead sources, helps solidify your brand image, and lets prospects relate with your values as a business.
- The more content you put out, the more you create visibility for clients to learn about the good things you do and make them come back to your website.
- It's a good idea to rebrand and market yourself if you feel like your growth is plateauing. Having a great team to support you can help you focus on getting the business back on track.

Action points:

- Hire quality copywriters. Start by getting the message out there through content that adds value to your clients.
- Stay committed to any marketing efforts that you start. It'll take time, but you need to be consistent to build momentum and start seeing results.
- Reach out to mentors and field experts to learn and understand things better. Things constantly keep changing, and if you hesitate, you risk being left behind.
- Pick a medium of communication that resonates and reaches your audience most. Start creating content, and engage with your audience freely.
- Keep up with current events. Combine your experience with these events to educate clients on things that are happening outside, and enable them to make wiser decisions.



Consistency in content is key. The more they can see, the more they get to know you, and the more they'll want to come back.