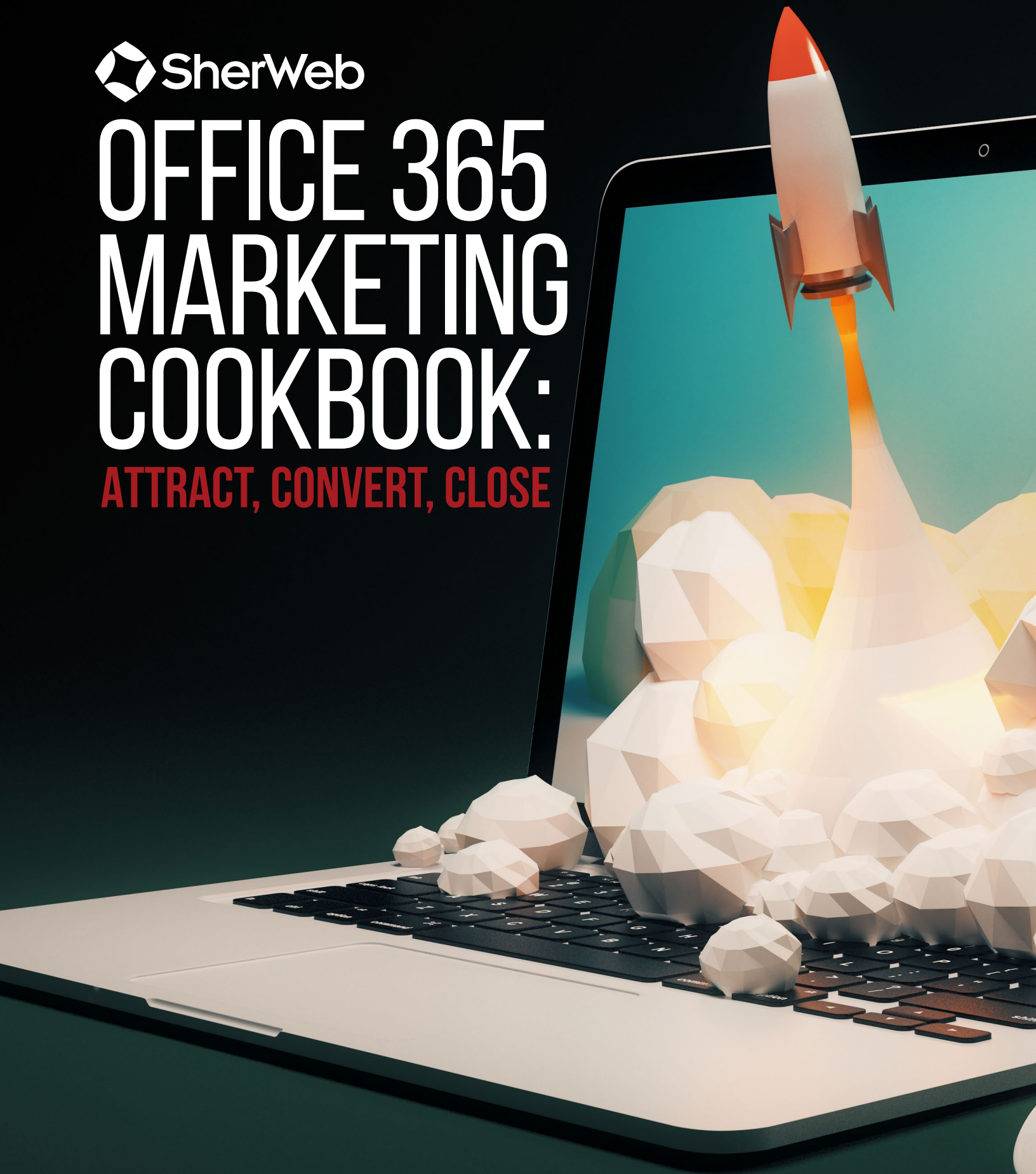




# OFFICE 365 MARKETING COOKBOOK:

**ATTRACT, CONVERT, CLOSE**



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# INTRODUCTION

**One of the key ingredients to having a successful business is marketing, but for some MSPs it can be a painpoint.**

Do you offer a specialized service? Great! You've cleared the first hurdle.

However, it doesn't matter how reliable or revolutionary your service is. You'll never reach your full potential if your marketing is off-point or lackluster, because you won't be attracting the right clients. This second hurdle can sometimes be what makes or breaks a business.

Whether you want to kick start a new venture, expand an existing business or simply grow your current customer base, this guide is a turnkey solution to help MSPs attract, convert and close more leads.

An aerial photograph of a city with a river, overlaid with a green-tinted network of glowing nodes and connecting lines, symbolizing digital connectivity.

# HOW TO STAY RELEVANT IN THE DIGITAL WORLD

How do you currently attract customers? Word of mouth? Expensive advertising? **If the answer isn't through your online presence, you're missing a trick.**

Before the evolution of the digital world, customers were generally uninformed and their journey was set out for them by the company's carefully planned out purchase path. The only way you reached out to them was with cold calls and advertising.

**Today, this type of customer and their buying journey are extinct.** Buyers are in control. They are well-informed, they conduct their own research and compare you directly with your competitors. In fact, 78% of internet users conduct their research online<sup>1</sup>, so if you're not creating online content you probably don't exist to the customers you are trying to reach.

The buyers' journey is now distracted and fragmented, which can make it difficult for you to keep track of where they are in their journey. The best way of dealing with this is to think carefully about the information potential customers are looking for at all stages of their journey, as well as the information you want to give them. Make it easy for them to find.

In addition to the shifts in buyers' journeys that have affected all businesses, there have been further changes specifically to the IT market. The move from selling hardware to services involves a different marketing altogether from the one used by other channel businesses, such as VARs; you can't sell a managed service in the same way you would a piece of hardware.

As the landscape around you evolves, you must align your marketing strategy accordingly. With some thoughtful planning and a couple of marketing tricks up your sleeve, you'll have no problems generating more leads.

<sup>1</sup> <https://www.thinkwithgoogle.com/consumer-insights/the-changing-face-b2b-marketing/>



# WEB MARKETING: THE BASICS

The first step you should take is to define your business's personalized marketing blueprint. Who is your target customer? What are your goals? Why should someone bring their business to you?

# GREG

## YOUR PERSONA

**Role:** IT Business owner (SMB - 10 employees)

**Age:** 45

**Revenue:** 70 000\$

**Location:** Montreal, Canada

**Demographics:** Married, home owner, 1 child



**Objectives:** Grow business, want as many services as possible from a single source, balance between family and business

**Education & Work Sector:** College degree – Management, Professional

**Generation:** Gen X

**Personality:** Decision maker, tech-savvy, adaptive and goal oriented

**Challenges:** History of over spending time and money on infrastructure projects, having to wear too many different hats

**How we can help:** One-stop shop, expertise, lower maintenance costs, more security

A persona is a profile of your ideal customer. Based on facts, it describes the primary target for your product, messaging and content. If you have the time, build your persona from scratch using real data and interviewing current clients. If this isn't an option for you, make general notes on demographics, interests or consumer verticals to build a semi-realistic profile.

Don't fall into the trap of writing for yourself, or who you want your customer to be. Knowing exactly who you're talking to makes it easier for you to directly address them in your marketing.

# YOUR GOAL

The best goals to set for yourself are SMART goals. Take the time to make sure they are **S**pecific; **M**easurable; **A**chievable; **R**ealistic and **T**ime-oriented. The more defined you can make your goals, the more achievable they become.

**“GET MORE LEADS”**

is **not** a **SMART** goal.

**“GET A LEAD CONVERSION RATIO OF 15% BY THE END OF Q4”**

is a **SMART** goal.

**“GET MORE TRAFFIC TO THE WEBSITE”**

is **not** a **SMART** goal.

**“INCREASE ORGANIC TRAFFIC BY 20% IN THE NEXT 3 MONTHS”**

is a **SMART** goal.

**“IMPROVE EMAILS”**

is **not** a **SMART** goal.

**“HIT AN EMAIL OPEN RATE OF 20% BY THE END OF Q2”**

is a **SMART** goal.



# YOUR UNIQUE VALUE PROPOSITION (UVP)

**A UVP is a statement that sums up what's great about your company.**

It's not a slogan, it's why a client should choose you. More often than not, a customer has decided on the product before even speaking with you. What they want to know is why they should get it from you. What sets you apart from the competition? Why should they trust you?

## EXAMPLES OF SLOGANS:

**L'ORÉAL: BECAUSE YOU'RE WORTH IT.**

**MCDONALD'S: I'M LOVIN' IT.**

## EXAMPLES OF UVPS:

**HUBSPOT: CREATING MARKETING PEOPLE LOVE. USE HUBSPOT'S INBOUND MARKETING SOFTWARE TO CONSISTENTLY GENERATE MORE VISITS, LEADS AND CUSTOMERS.**

**SKYPE: WHEREVER YOU ARE, WHEREVER THEY ARE — SKYPE KEEPS YOU TOGETHER.**

The good news is that once you are clear on your basic strategy, you don't need to be a digital marketing expert to get it off the ground. Limited knowledge or resources will no longer hold you back.





**YOUR 3-STEP GUIDE:  
A RECIPE  
FOR SUCCESS**

# 01. HOW TO ATTRACT LEADS

A strong online presence is a staple ingredient to attracting new leads. The most effective way to increase your digital presence organically is with web pages and a blog. This is a great way to serve up quality content to your customers.

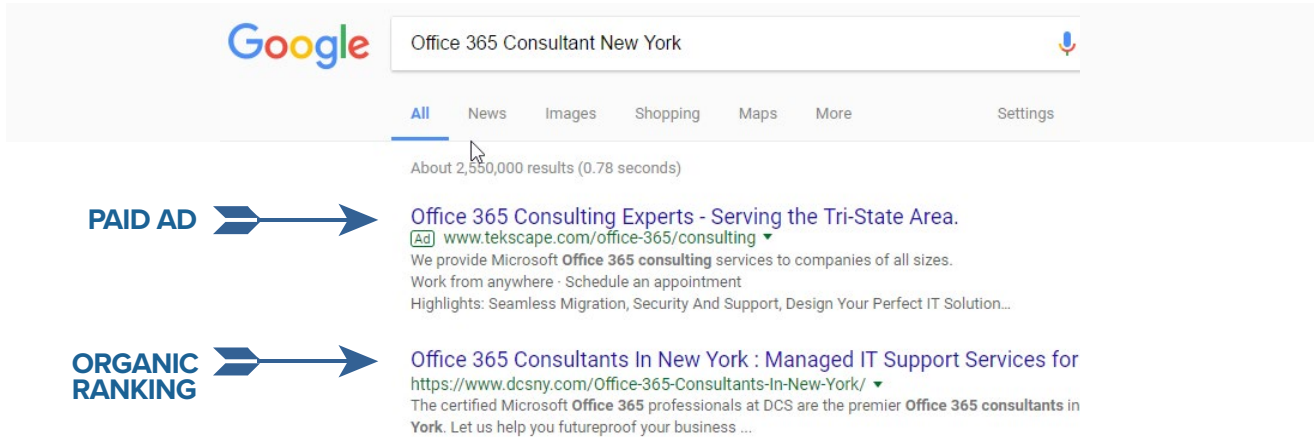
DID YOU KNOW?

## 70% OF THE LINKS SEARCH USERS CLICK ON ARE ORGANIC NOT PAID

However, you shouldn't discount paid tactics straight away either. It's a common myth that paying for search or social media ads is a waste of time and money. The truth is that without spending much you can easily gain bigger, better leads.

# WEBSITES

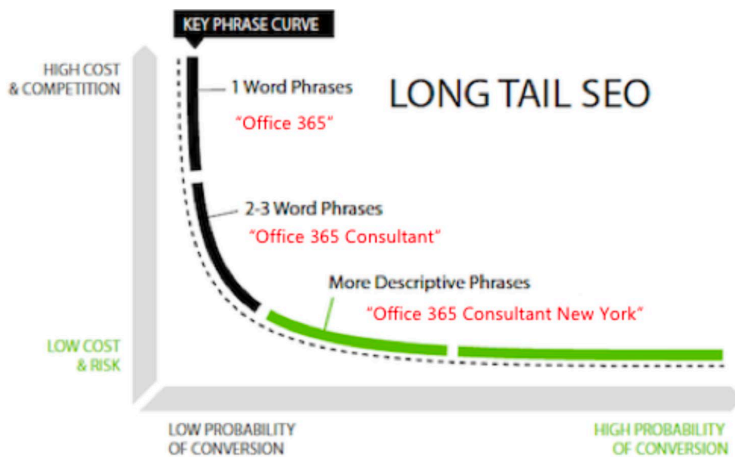
Basic search engine optimization is fundamental in ensuring your website can be easily found by someone in the buying process. When building your site, you must give the search engines the relevant information so that they're able to recommend your website for related searches. A big factor in the success or failure of your content can lie in your use of keywords; by curating your content with them in mind it will be easier to target your marketing.



It isn't just organic ranking that can push you to the top of a search engine, you can also pay.

The cost of this type of advertising depends on a number of factors, for instance the popularity of the keyword. But you do only pay for the clicks your ad receives, not just for how many people have viewed it. So make those clicks count by rewarding them with worthwhile content.

You want to be as specific and localized as possible when paying for targeted keywords. Short tail keywords (3 words or less) are general terms which can drive high volumes of traffic to your site, but are costly and have a low conversion rate. Long tail keywords (more than 3 words) bring in less traffic overall, but are very targeted as they focus on specific terms. Competition is usually low, so they are more affordable too.



Once you have made it as simple as possible for your potential customers to find you, don't fall into the trap of overwhelming them with prices and plans as soon as they get on your page. The layout of your site should give them the best possible chance to see who you are, what you have to offer and outline the problems you can solve for them. Once you have them hooked, then you can provide the finer details.

# BLOG

A blog is a great source for long-term organic ranking. **To make the most of a blog, the URL should be yourdomain.com/blog.** This way it is an extension of your main site and ensures that all inbound links to blog pages give your corporate site the opportunity to rank higher.

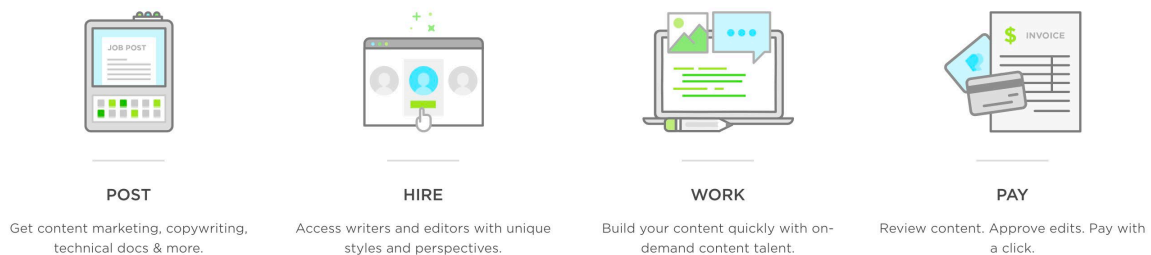
Don't worry about style at first, content should be your main priority. Keep it punchy, informative and engaging. Avoid using the blog as a place just to put press releases and company news. If you're stuck for inspiration, think about the questions you're most frequently asked by customers and use these as a basis for your posts.

## DON'T HAVE TIME TO CREATE CONTENT?

Perhaps you don't have the resources to regularly post content, or you just don't have a flair for writing. Well, fear not. You still have options. Keep your eyes peeled for great content online that you can personalize, or check out one of the many sites where you can hire freelance copywriters, proofreaders and designers to help you. A great one to look at is [UpWork](https://www.upwork.com/cat/writing/). Here you'll find a network of experts who you can contract to help you develop your content marketing.



### How it works



# SOCIAL MEDIA

DID YOU KNOW?

# 44%

OF B2B MARKETERS HAVE  
GENERATED LEADS VIA  
LINKED IN.

Once you have built up your online presence, you can't just sit back and expect it to look after itself. It needs constant care and attention to flourish. Periodically promote your blogs and content across as many channels as possible. This is a great way of continually driving traffic to your website. Also, take the time to think about how you want your audience to interact with your content and nurture the community you are creating by encouraging conversation.

**MORE THAN HALF OF MARKETERS  
WHO HAVE BEEN USING SOCIAL  
MEDIA FOR AT LEAST TWO YEARS  
REPORT IT HELPED THEM IMPROVE  
SALES.**

For businesses, one of the best platforms to position yourself on is LinkedIn. It's ideal to reach decision makers as they flock to its groups to exchange ideas and leverage thought leadership. It's also the place to make contacts and network to gain trust. As you build up a community you will be able to find first-and second-degree contacts of your current or ideal customers.

When paying for social media ads, knowing your targeted persona is critical. Position yourself on the same channels your potential customers use and offer your content front and center. There is no point investing heavily in Facebook if you don't have a following or continuing to pay for ads if they are not converting well.



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# ADVERTISING

Another option is to keep part of your budget for display advertising. This is an online form of advertising that communicates a corporate message visually, via banners on websites. However, make sure you avoid sites that are only broadly related to your business interests, you want to be targeting very specific, niche, sites that you know your customers visit.



# NETWORKING EVENTS

Attending events is a fail-safe way of getting your name out into your community. Get in touch with your local Chamber of Commerce and see how to sponsor events or engage directly with people by hosting your own tailored events, such as online webinars or small scale business breakfasts. Keep track of who shows interest or gets involved and follow up with them after.



## 02. HOW TO CONVERT LEADS

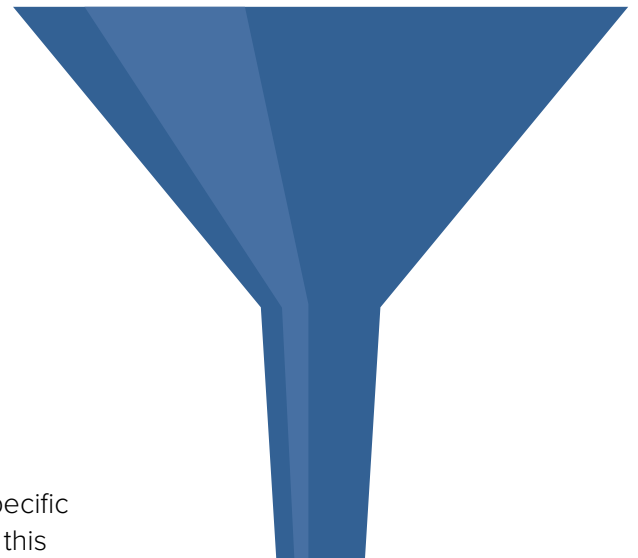
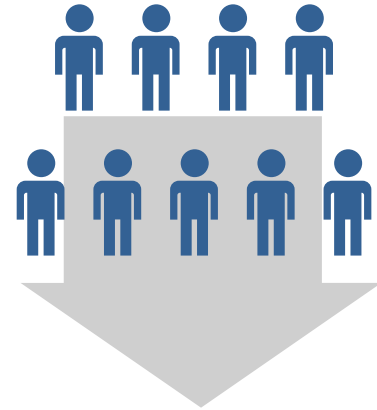
You should be using your content as bait to attract customers; offering your valuable solutions, expertise or insight as leverage for sign ups.

### DID YOU KNOW?

**54% MORE LEADS  
ARE GENERATED  
BY CONTENT THAN  
PAID MARKETING.**

A form on a homepage or generic page will get very few conversions. You should aim to convert people on very specific content: "Fill in our form and in exchange we will give you this valuable document that will help you for free." The best way to garner interest in this type of gated content is by using a topic as a qualifying question.

For example, let's say one of the products you're selling is Office 365. Create some downloadable content, such as a PDF document or an eBook, on *5 ways to boost your business productivity with Office 365 Business Premium*. Now you know that anyone who downloads this could be a qualified lead.





## 03. HOW TO CLOSE LEADS

You've followed the first two steps of the recipe down to the finest detail, and the end is in sight. So far, so good. You know the buyer is interested, but they just aren't quite ready to commit. How do you stop them from slipping through your fingertips at the very last moment?

Chances are you're not the only business that the lead has been talking to, so it is critical that you respond with follow up emails and calls. You still need to race to beat the competition! If you follow up via email, make sure it is a personalized message so whoever is receiving it feels their business is important to you.

DID YOU KNOW?

**THE OPEN RATE FOR  
EMAILS WITH A  
PERSONALIZED  
MESSAGE WAS 17.6%  
COMPARED TO 11.4%  
WITHOUT.**

<https://www.hubspot.com/marketing-statistics>

Always remember to talk about content not services when trying to convert a lead. It's a common mistake to jump straight in to a monologue about your business. Slow down and ask instead how you can help: "I see you have downloaded our eBook on *5 ways to boost your business productivity with Office 365 Business Premium*, can I help you with the challenges you're facing when it comes to finding an appropriate solution?"



# HAVE YOUR CAKE, AND EAT IT TOO

You should look at building your digital marketing strategy like you would baking a cake. Start off with good quality staple ingredients; you'll need an online persona supported by keywords and SEO, and base this on a well planned marketing blueprint.

Once you have that solid base to work from, you can get creative with how to decorate it. Without that base, your masterpiece will more than likely end up in the bin.

Now you have all the ingredients to prepare your own successful marketing campaign. How many new leads can you cook up?



# TOOLS SUMMARY

## PLUGINS

[Yoast SEO](#): The #1 WordPress SEO plugin.

[Visual Composer](#): Page builder for WordPress (easy WYSIWYG editor for design).

[Wix](#): A free website builder.

[Upwork](#): Programmers, proof-readers and marketing writers available to help you.

[SEMRush](#): All-in-one Marketing Toolkit.

[Google Analytics](#): Marketing analytics and measurement to gain customer insights.

[HotJar](#): Analytics on visitor's behavior.

[CrazyEgg](#): Analytics on behaviors.

[Disqus](#): Allows visitors to comment on your blog.

## SOCIAL MEDIA

[HootSuite](#): Social Media Marketing and Management dashboard.

[TweetDeck](#): A tool to track, organize and engage on Twitter.

[Sprout](#): Social Media Management Software.

[Social Report](#): Social Media Management Platform.

[Bitly](#): Shortens URLs for social media and lets you track them.

## KEYWORDS

[Google Webmaster](#): Tool to track your site's search performance.

[Google Keyword Planner](#): A keyword research tool.

[Moz](#): A tool to help you with SEO.

## EMAIL

[MailChimp & MailChimp for WP](#): Marketing automation.

[MailPoet for WP](#): Marketing automation.

## CTA

[Scroll Triggered Box](#): Creates flexible Calls-to-action.

[Canva](#): Simple graphic design software.

## LANDING PAGES WITH FORMS AND LEAD COLLECTION

[Hubspot Free](#): Free Lead Generation Software.

[Unbounce](#): Builds landing pages and website overlays.

[LeadPage](#): Landing page creator.

[Gravity Form](#): Forms to embed on web pages.

## OTHER

[Drift](#): Instant messaging for website visitors.

[Hubspot CRM](#): free customer relationship management system.

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