

LIFT OFF TO SUCCESS MARKETING CAMPAIGN

Put your MSP Website to work with these simple, service specific campaigns! These campaigns are available to assist you in marketing your services, as well as driving traffic to your website.

We hope that you are ready to get your new website kicked off! To assist you in announcing your services, we've put together a campaign kit for you to use to promote your services. These educational email/postcard series highlight the services you offer and help to drive traffic back to your website. Pick and choose what works best for you. They are designed to send to both current clients and prospects!

The campaign includes emails and postcards about the following topics:

- **Business Continuity**
- **Cloud Computing**
- **Managed Services**
- **Network Security**
- **VoIP**

We've also included a couple of social media posts to help your promotion efforts!

You can use these pre-written, mini campaigns "as-is" or edit them to best suit your needs. We recommend that if your PSA has the ability to build tracks (to send automated emails), you use it to make life easier on you.

If you need help with setup or fulfillment of the campaign let us know, we'd be happy to help. Congratulations on your new website!

To Brand Files:

The files are saved in both Microsoft Word and Publisher files. You'll need those programs to open and edit the files.

1. To brand the postcard template open the file and make sure you have the following: your logo, your company colors, your service page url
2. Resize your logo and place it in the location of the Logo place holder
3. Highlight the text to change to your company colors, navigate to the A sitting over the black bar, select custom colors and place your RGB and select ok. The color will change!
4. We recommend using a third party, like bitly.com, to take your service page url and shorten it. Be sure to make the url stand out by bolding it!
5. Use QRstuff.com to create a new QR code leading to your service page and place in the place holder image location.

Need help? For a small fee fulfillment is available! Reach out to us!

WHAT'S INCLUDED

5 different brandable mini campaigns covering topics important to your end users, helping you to not only educate your audience, but create awareness:

Business Continuity:

- 2 Emails
- 1 Postcard Template
- 3 Social Media Posts

Cloud Computing:

- 2 Emails
- 1 Postcard Template
- 3 Social Media Posts

Managed Services:

- 2 Emails
- 1 Postcard Template
- 3 Social Media Posts

Network Security:

- 2 Emails
- 1 Postcard Template
- 3 Social Media Posts

VoIP:

- 2 Emails
- 1 Postcard Template
- 3 Social Media Posts

