Make Use of Technology-Centric Holidays to Market Your MSP

The Quick Reference Guide to Incorporating IT Related Holidays into Your Marketing Strategy

Managed IT services is a fiercely competitive market. Not only does an MSP have to worry about other local business technology solution providers; big data, cloud computing and one-man freelance support providers have obtained a significant market share. Managed IT providers need to take advantage of every option available to them to market their products and solutions. Regardless of whether they're a prospect or a current client, seeking out opportunities to keep your MSP on the top-of-mind will benefit your organization immensely. The question then becomes, what am I going to market about?

Technology themed holidays, anniversaries, and months give MSPs at least one opportunity a month to interact with their audience. From a social media post to commemorate the day to wrapping a full-scale marketing campaign around the month or day, there are dozens of ways that an MSP can utilize these techie-centric celebrations. Here are a few examples of marketing ideas:

Social Media Posts
One of the many reasons that social media posts are an important part of a modern marketing strategy is that it can be used as a stand alone marketing piece, as well as in conjunction with a larger marketing initiative. A few popular types of social media marketing include an image with a caption, a special promotion for one of your solutions, or a link to a related blog, as shown below.

Email Campaigns
Emails are a great way to keep in touch with your clients and the prospects that you have permission to email. You can send out a singular email or series or emails related to a tech holiday that links people to a blog or landing page on your website.

Direct Mail Campaign
Direct mail, like postcards and letters, may be a little more time consuming than other marketing initiatives, but is an effective way to market to businesses that you don't have permission to email. For example, during the month of October, a series of letters and/or postcards could offer tips on data and network security with a link to a landing page on your website that offers more tips of business tech security, as well as a form requesting contact information.

Webinars and Lunch N' Learns
The primary goal of both webinars and lunch n' learns is to educate the audience. Holidays prompting your target audience to take action, like National Clean Up Your Computer Month and World Backup Day, can be a great lead-in for live event promotion. Consider using World Backup Day to help your MSP promote their educational event on business continuity for SMBs.

Show Off Your Company Culture
Video marketing is one of the most effective ways to reach your audience - and hold their attention. As a team, we really enjoy creating short videos. Not only do we have a great time making them, they're a great marketing tool. Videos help humanize your organization, improve brand awareness, and gives the opportunity to show off company culture and ethics. With so much competition for the SMB technology market, the benefits of using video go a long way toward making your MSP stand out!

To help you get started on your technology-centric celebrations and marketing campaigns, we've assembled a list of holidays, major anniversaries in the tech world, and theme months!

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Popular Technology-Related Holidays and Months

Month	Date	Holiday/Theme
January		National Clean Up Your Computer Month
	6th	National Technology Day
	25th	Macintosh Computer Day
	28th	Data Privacy Day
February		
	4th	Facebook's Birthday (2004)
	8th	Clean Out Your Computer Day
	18th	National Battery Day
	24th	Global Engineering Day
March		
	1st	National Day of Unplugging
	14th	π (Pi) Day
	31st	World Backup Day
April		Records & Info Management Month
	4th	Microsoft's Birthday (1975)
	5th	Annual CSS Naked Day
	27th	Morse Code Day
	30th	World Wide Web's Birthday (1993)
May		
	1st Thurs.	World Password Day
	4th	May the 4th Be With You—Star Wars Day
	22nd	Ethernet Invented
	25th	Geek Pride Day
	27th	WordPress Released

Month	Date	Holiday/Theme
June		
	25th	Microsoft Incorporates (1981)
	29th	1st Gen iPhone Released (2007)
July		
	6th	Take Your Webmaster to Lunch Day
	14th	Invention of the MP3 (1995)
	Last Friday	System Admin Appreciation Day
August		National Inventors Month
	12th	IBM Introduced PC Model 5150 (1981)
September		
	7th	Google Commemoration Day
	12th or 13th	Programmer Day (256th Day)
	19th	Talk Like a Pirate Day
October		National Cyber Security Awareness Month
	3rd	Techie Appreciation Day
	16th	Steve Jobs Day
November		
	25th	Update Your Parents' Browser Day
	30th	Computer Security Day
December		National Write A Business Plan Month
	2nd	Kill a Bug Day (The Programming Kind)
	11th	International Shareware Day

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