

MSP Sales Funnel Optimization Guide

Get the most out of your marketing efforts with an effective sales funnel that can help you convert.

By Pronto Marketing

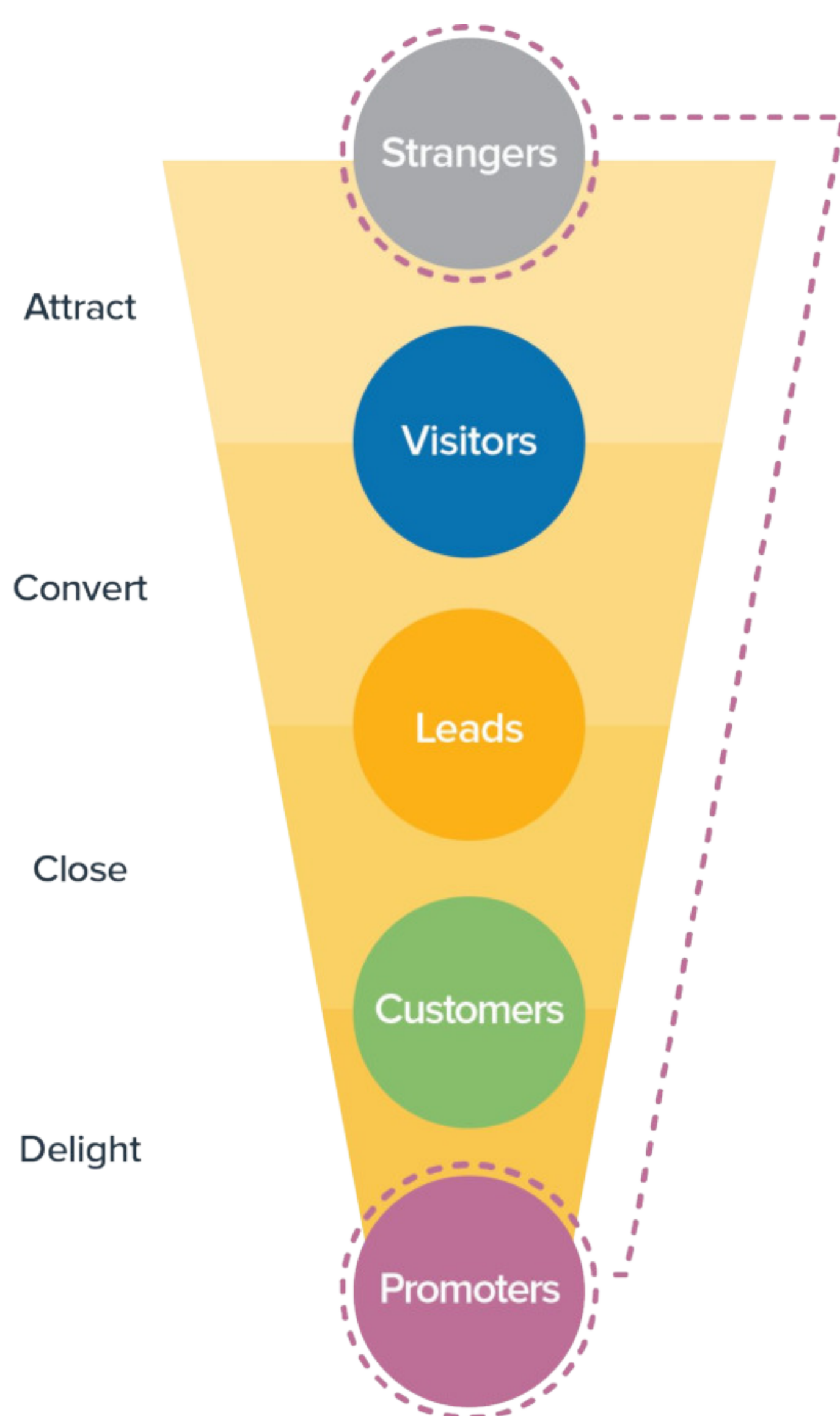


What is a sales funnel and why is it important?

Simply put, a sales funnel illustrates the ideal journey that your prospects go through on their way to becoming customers.

While you may market your services to thousands of people, only a small percentage will become clients. By improving each stage your sales funnel, you'll be able to improve your client acquisition rates.

We use a four-stage sales funnel that prospects move through as they make a buying decision:



Attract – Marketing and advertising which bring visitors to your website.

Convert – Offers that inspire visitors to share their contact information.

Close – Efforts which encourage leads to close and become paying customers.

Delight – Quality service that keeps your clients happy and inspires referrals.

There isn't one marketing tactic that stands above all others. To capture new clients, you've got to be doing a lot of things right - especially when the lifetime value of a new client is so high.

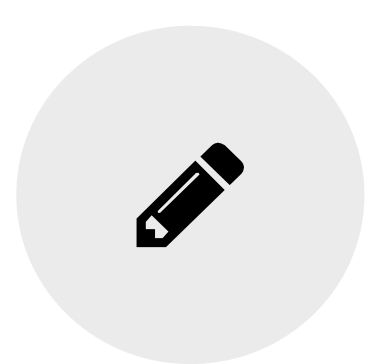
Your marketing needs to run like an engine, with multiple marketing channels working together to move strangers through your sales funnel.

Attract

Marketing and advertising which bring visitors to your website.

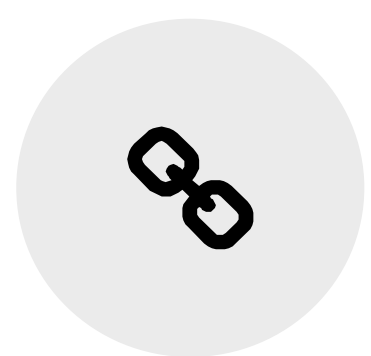
Attract starts with building the content your prospects are most likely to need and then making sure they can find it. Do this right and you can greatly increase the volume of people who find your website.

Tips for attracting visitors



BLOGGING

Publish a unique blog post on your website at least every other week. Your posts should answer common questions that your clients and prospects ask, even if it's not technology specific.



OFF-SITE SEO

Reach out to relevant local and industry websites to see if you could be featured on their site. Getting links from credible and relevant websites can improve your keyword rankings.



GOOGLE ADWORDS

Run an AdWords campaign so you can display highly targeted ads specific to your region and services. Your ads will show up *above* the organic search results in Google.



SOCIAL MEDIA

Promote your blog posts on social media platforms such as LinkedIn. You may also consider running paid advertisements on the social media platforms as well.

Convert

Offers that inspire visitors to share their contact information.

Once prospects reach your website, you need to capture their information. To do this, you need a multi-tiered selection of options. The average MSP website has only a contact or consultation request form. By adding additional conversion points higher in the funnel, you can convert a higher percentage of traffic to your website.

Tips for converting visitors



EBOOKS & WHITEPAPERS

Offer high value content on your site which can be downloaded for free if visitors provide their contact details.



NEWSLETTER SUBSCRIPTION

Request email addresses to provide a regular newsletter with news and updates.



RETARGETING

Run a retargeting campaign so you can recapture lost traffic by displaying ads that follow visitors who demonstrate interest in your services.



PROFESSIONAL PHOTOS & VIDEOS

Capture professional photos of your office and employees and include them on your site. These will differentiate you from the many sites that use only stock images.

Close

Efforts which encourage leads to close and become paying customers.

Once you have captured a leads information, your sales team takes over and must work to prove the value you offer customers and close the deal. Often times there are variables at play that you might not even be aware are influencing the decision of your prospects.

Tips for closing leads



REGULAR FOLLOW-UP

For those who have only downloaded an eBook or watched a video, you can automate follow-ups that move them toward requesting a consultation or a quick call.



SHOWCASE YOUR DIFFERENTIATORS

Stay active in the community at local events and speaking opportunities. Being well known in the community will provide additional credibility.



HIGHLIGHT TESTIMONIALS

Gather testimonials from as many clients as possible and feature them on your website and in your marketing materials. Live or recent testimonials are best.

Delight

Quality service that keeps your clients happy and inspires referrals.

The last stage of the sales funnel takes place after the sale. This is where a lot of companies drop off, neglecting to follow up, engage with customers, or ask for feedback. These things can make all the difference in high retention rates, referrals, and testimonial gathering. It's a lot easier to keep a current customer happy than to go out and find a new one.

Tips for delighting clients



INVITE CLIENTS TO YOUR OFFICE

Periodically invite clients to your office to show off your top of the line equipment and hardworking team.



PROMOTE YOUR REFERRAL PROGRAM

Remind your clients about your referral program by including it in your email signature and mentioning it during the sales process.



OFFER VALUE-ADD PROGRAMS

If you regularly participate in local events, or hold training or webinars, share them with clients as a value add to their service plans.



CONDUCT CLIENT SURVEYS

Learn which clients are so happy and which require additional assistance. This will reduce customer churn and provide an opportunity to gather fresh testimonials.

**Let's bring this all
together ...**

Sales Funnel Worksheet

Review the strength of your sales funnel to determine the areas that can be improved. Next, prioritize the open items and plan to take action those you marked as high priority.

Goal	Tactic	Status	Priority
Attract	Blogging		
Attract	Off-Site SEO		
Attract	Google Adwords		
Attract	Social Media		
Convert	eBooks		
Convert	Newsletter		
Convert	Retargeting		
Convert	Pro Photos		
Close	Follow-up		
Close	Differentiators		
Close	Testimonials		
Delight	Office Visits		
Delight	Referral Program		
Delight	Value-Add		
Delight	Surveys		

Ready-to-Go MSP Marketing Programs

Did you know that Pronto offers marketing programs specifically for MSPs that are designed to strengthen your sales funnel?

Ready-to-Go MSP Marketing Programs bring together our most popular add-on services to help attract more visitors to your site and convert them into leads.

We developed 3 marketing programs based on your goals and marketing budget. Not only that, but each program includes a special discount.

Service	Goal	Essential Conversion	Plus SEO	Pro SEO + Advertising
Advanced SEO	Attract		Level 1 2 links / month	Level 2 4 links / month
Custom Blogging	Attract		Basic 2 posts / month	Pro 4 posts / month
Google AdWords Pro *	Attract			Pro
Retargeting *	Convert	✓	✓	✓
Ready-to-Go MSP eBooks	Convert	✓	✓	✓
Social Media Basic	Engage	✓	✓	✓
Call Tracker	Analyze	✓	✓	✓
Setup		\$400 FREE!	\$400 FREE!	\$1,200 FREE!
Monthly Savings		\$25/m	\$150/m	\$300/m
Monthly Investment		\$179/m	\$799/m	\$1,449/m

To learn more about Ready-to-Go MSP Marketing Programs, [click here](#) or [schedule a call](#) with the team.



Get in touch

One of Pronto's marketing specialists is happy to look at your current marketing and see how we can help.

1

CALL

[Click here](#) to schedule a call with the team..

2

EMAIL

sales@prantomarketing.com
support@prantomarketing.com

3

CHAT

Click the blue chat box in the lower right corner of our [website](#).

**WE'RE LOOKING
FORWARD TO HEARING
FROM YOU!**