

CAMPAIGN DEVELOPMENT AND IMPLEMENTATION WORKBOOK

UNDERSTANDING YOUR TARGET MARKET

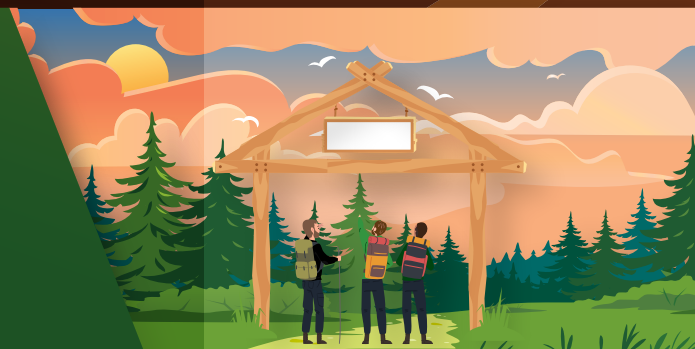
- What vertical are you targeting (if any)?
- What service are you looking to sell?
- What geographic region will you run this campaign?

INTERVIEW #1 WITH YOUR TARGET MARKET

- 1. How did you feel about the technology at your organization before working with us?
- 2. What challenges did you face that you no longer have to deal with?
- 3. Do you have any current challenges or problems that you want to communicate?
- 4. How did you feel after we implemented X? How did that change your work life?
- 5. What do you believe is very unique to your business or industry that you would be willing to share?



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SPECIFY PAIN POINTS AND OPPORTUNITIES

PAIN POINTS OF YOUR TARGET MARKET:

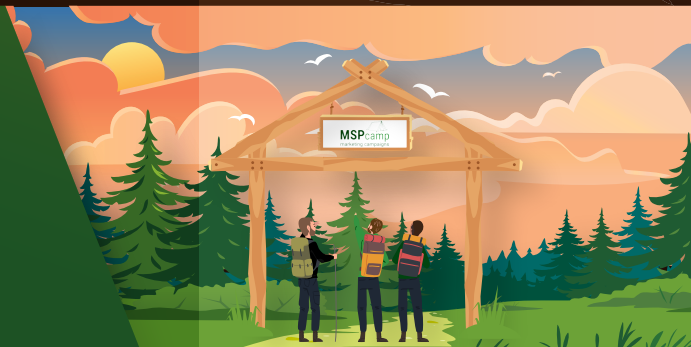
- Businesses are not using a lot of the offerings **included** in their subscriptions.
- Customers feel that their **licenses are all over the place**. They're not sure what licenses should be used when.
 - They feel like they are **paying for licenses they are not using**.
- Customers don't feel like they are using M365 to its **full potential** and missing out on value.
- Customers don't know what each subscription comes with.
 - Their IT teams **don't provide training** on M365 products.
- Customers are paying for services that could be **consolidated** with M365 – Encryption, Archiving, Anti-virus.
- Customers don't like that Microsoft **"owns"** their data.
- Setting up a new user is a challenge at times. **It's not standardized**. Sometimes employees have Teams downloaded, sometimes they do not. Some users use applications that others do not.
- Some businesses still email documents and communicate internally via email. This just clogs up their inboxes and **makes things messier**.
- Customers have field workers and are concerned about security. **They don't need field workers to have the same access as everyone else**.
- These field workers also use their **personal mobile phones**.

OPPORTUNITIES TO ADDRESS THEIR PAIN:

- Remoting in can be a hassle**. In a M365 SharePoint environment, there is no need to remote in anywhere. Your work comes with you wherever you go – securely.
- We provide Microsoft 365 training for all users to **maximize your subscription through webinar trainings and M365 Tips**.
- We provide an **employee onboarding and offboarding checklist** to ensure users are set up with the correct license from the get-go, based on their role in the company. Offboarding ensures the licenses are properly converted.
- Microsoft 365 backup **ensures that data can't be removed from SharePoint**, either accidentally or maliciously.
- Most businesses are using 10% of their subscription** – email and office products. To get the most out of their investment and maximize productivity, they should review each application, get training from us, and implement over time.
- Get a M365 audit**. What licenses are you using and why? What other services are you using? Can these be consolidated within the M365 suite?
- Putting all of your eggs in one basket is not the best route. SharePoint and OneDrive provide a "keep on this device" option which keeps it on your local drive as well. In addition, a third-party backup will ensure your data is always protected. **Missing or deleted files can easily be recovered by our team**.
- M365 Business Premium can **limit access** to files and folders on personal devices.
- You can **lock down** certain features for certain users based on their role and license type.



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CAMPAIGN INGREDIENTS

Review the “ingredients” that can make up your campaign. After having a conversation with your target market and understanding their pain points and opportunities, you can pinpoint which of these tactics you want to bake into the campaign pie! Check the box next to each tactic you plan to deploy.

 Social Media Posting

 Google Pay Per Click


 Direct Mail

 Events

 Webinar Series

 LinkedIn Prospecting

 Public Relations

 Tradeshows

 Center of Influences

 Reputation Management

 Email Marketing


 Telemarketing

 Video Creation

 Google Remarketing

 Facebook Remarketing

 LinkedIn Remarketing

 Search Engine Optimization

 Networking Events



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BUDGET

It's important that we have realistic expectations when starting a campaign. We must invest in marketing if we ever want to see a return. Some businesses spend upwards of 20% of their GROSS revenue on marketing... yet most MSPs are closer to 2%. Scared money does not make money in the world of MSP marketing.

Identify a realistic budget based on the results you are looking to achieve:

TACTIC #1	_____ with a budget of \$XXX per month
TACTIC #2	_____ with a budget of \$XXX per month
TACTIC #3	_____ with a budget of \$XXX per month
TACTIC #4	_____ with a budget of \$XXX per month
TACTIC #5	_____ with a budget of \$XXX per month
TACTIC #6	_____ with a budget of \$XXX per month
TACTIC #7	_____ with a budget of \$XXX per month
TACTIC #8	_____ with a budget of \$XXX per month
TACTIC #9	_____ with a budget of \$XXX per month
TACTIC #10	_____ with a budget of \$XXX per month

TOTAL MONTHLY BUDGET: \$XXX



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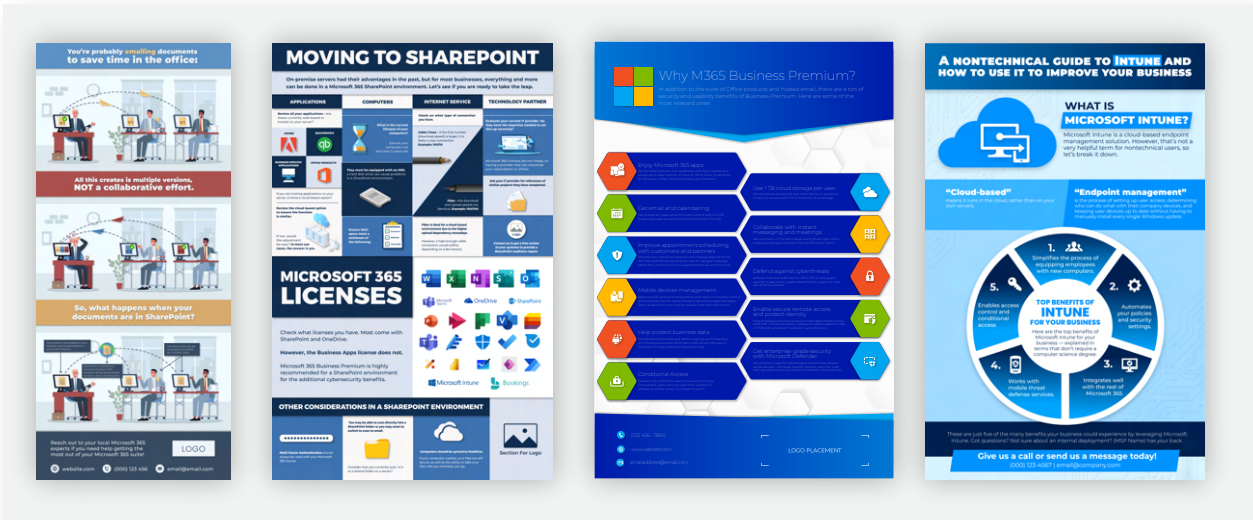
CONTENT IS KING

The best structured campaign in the world will fail if the content sucks.

Make sure virtually all of the content you create in some way speaks to the pain points or opportunities identified in part one.

Here are some examples of creative ways to think of content.

Hint: Not everything is trying to sell! Get the attention of your target market and work them down the funnel.



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Here are the M365 Apps You're Familiar With...



Here are all the ones you aren't.



YOU'RE USING IT WRONG. FIND OUT WHY NOW >

Here are the M365 Apps You're Familiar With...

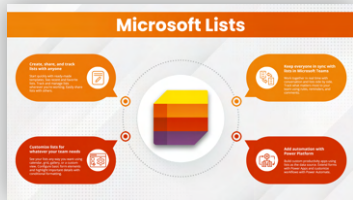


Here are all the ones you aren't.



YOU'RE USING IT WRONG. FIND OUT WHY NOW >

Microsoft Lists



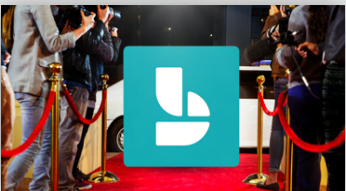
Microsoft Delve



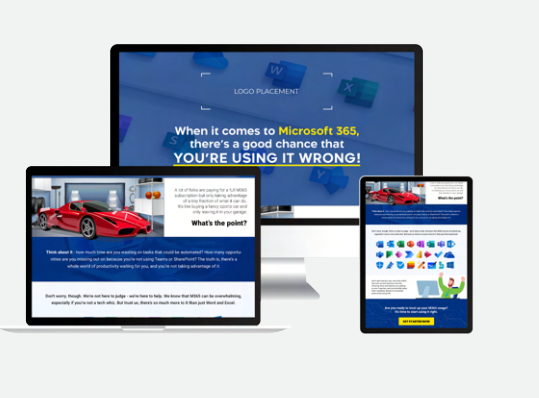
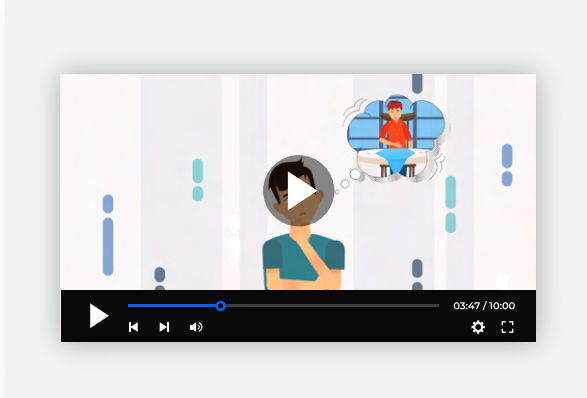
Microsoft 365 OneDrive Icons

- Green Tick Icon**: Indicates a file is successfully synced.
- Green Check Icon**: Indicates a file is available offline.
- Blue Cloud Icon**: Indicates a file is only available online.
- OneDrive Sync Icon**: Indicates a file is in the process of syncing.

WHAT YOU PAY FOR vs WHAT YOU USE

When it comes to Microsoft 365, there's a good chance that YOU'RE USING IT WRONG!


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CAMPAIGN TIMELINE AND DELIVERABLES

	January	February	March	April	May	June
Tactic #1						
Tactic #2						
Tactic #3						
Tactic #4						
Tactic #5						
Tactic #6						
Tactic #7						
Tactic #8						
Tactic #9						
Tactic #10						



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RESULTS AND ROI

Below info

of leads from campaign:

Current pipeline from campaign:

Closed MRR from campaign:


Closed Projects/Hardware sales from Campaign:

A FEW POINTS:

- Results can take time and can be delayed from **start/end date** of campaign
- Return goes up the **more** campaigns you run
- Hard dollars is the best gauge and the gold standard – **We put in X and received \$X MRR**

PUTTING IT ALL TOGETHER:

- Know your target market **inside and out**
- **Craft a strategy** to meet them where they are with content that doesn't suck!
- **Consistently execute** on the strategy!
- You may have more than one campaign/strategy going at one time. If you have the time and bandwidth that's great! Just make sure the **checklist for each** is getting executed on.
- **Analyze and improve**
- Give it time and **track all results**

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marketing campaigns