

■ FREE 8-STEP PLAN · 15 PAGES · Q4 2026

The 8-Step MSP Marketing Plan

Win new clients and grow existing ones from one plan, with a 90-day content calendar and the numbers to track each week.

By Salesbuildr



Victor Raessen
Founder



Micha Bos
Sales Director Europe

8

steps, from audit to weekly measurement

2

engines: new clients and expansion

90

day content calendar to fill in

■ THE 8-STEP FRAMEWORK

What's inside

Ten sections from revenue math to a weekly rhythm, plus a 13-week calendar you can fill in this afternoon.

01 Introduction

Marketing stopped being a knowledge problem.

02 Why MSP marketing fails

Six failure modes, including execution capacity.

03 Business goals & audit

Steps 1–2: revenue math and inventory.

04 Target market & personas

Steps 3–4: verticals, ICP, positioning.

05 Channel strategy & content

Steps 5–6: channels that fuel growth.

06 The AI execution engine

Build the entire asset stack in a day.

07 Execution & measurement

Steps 7–8: consistency and KPIs.

08 Key takeaways

Ten principles for sustainable growth.

09 About Salesbuildr

CPQ, PSA and whitespace in one system.

10 Tools and next steps

The tools this guide names, and what to do this week.

A1 Step 7 in practice

Owners, a weekly rhythm and tools for an MSP with no marketer.

A2–A3 90-day content calendar

Week by week, with a slot for every post, email and review.

■ CHAPTER 01

Why Most MSP Marketing Fails

Six failure modes to understand before you build the framework. The knowledge gap has closed. The real gap is now execution capacity.

01 The execution-capacity gap

Nobody has the hours. The owner sells, the techs deliver, and marketing waits for a quiet week that never comes.

02 The AI-slop problem

Generic AI posts aimed at nobody. Readers scroll past them because they could come from any MSP.

03 Scattered tactics

A 60-day push, then silence. Random results, and the team concludes marketing doesn't work.

04 Referral dependency

In ScalePad's 2025 survey of 1,300+ MSP staff, 53% named referrals and word of mouth as their top growth channel. You can't plan or speed up growth that waits on who your clients talk to.

05 "We tried ads once"

Budget without a clear offer, audience and landing page isn't a fair test.

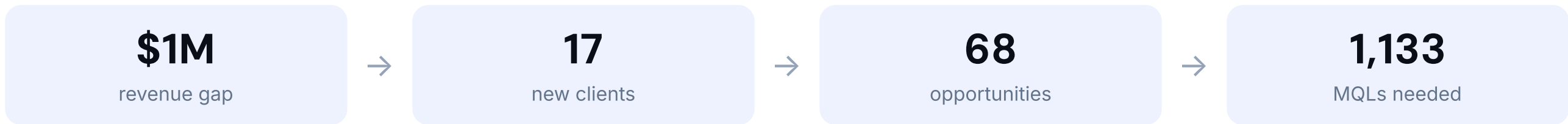
06 Neglecting existing customers

Of MSPs expecting growth, 35% expect it from existing clients (ScalePad, 2025). Yet most marketing plans only talk to strangers.

Business Goals & Marketing Audit

Steps 1–2: define revenue targets, then take inventory. Both are now largely automatable.

STEP 1 · WORK BACKWARD FROM REVENUE



At \$60K ACV, a 25% close rate and a 6% MQL→opportunity rate (broad baseline; 8–12% strong), you have a plan you can resource and measure.

STEP 2 · AUDIT YOUR CHANNELS

- Website: when last updated?
- Search: top 5 keywords + city
- Email: list size & open rate
- Social: platforms & frequency
- Content: posts, cases, guides
- Referral program: formal or informal?

INDUSTRY BENCHMARKS

Visitor → MQL		2–5%
MQL → opportunity		5–7%
Opportunity → client		25%
Cost per lead (search)		\$75–200
Email open rate		20–25%
Sales cycle (SMB)		30–90 days

CHAPTER 03

Target Market, Personas & Competitors

Steps 3–4: get specific about who you serve. The research is now free.



The Overwhelmed Business Owner

Runs a 30-person company wearing the IT hat. Ready to hand off, but nervous about cost and control.



The Strategic IT Director

Needs a partner for specialised projects. Evaluates on technical depth and response times.



The Compliance-Driven Executive

In a regulated industry. Values documentation and reporting; buys on risk reduction.

MAKE YOUR POSITIONING UNMISTAKABLE

“

The cybersecurity-first MSP for financial services in the Southeast

“

Proactive IT management for multi-location healthcare practices

“

The MSP that guarantees 15-minute response times, in writing

CHAPTER 04

Channel Strategy & Content Planning

Steps 5–6: choose 3–5 channels where buyers live. Review them over 90 days. The full week-by-week calendar is in appendix A2–A3.

01 Website: the hub

Every channel drives back here. Clear value proposition, proof, conversion points.

02 SEO + GEO

Own search results and AI answers. Local pages, plus AI-search visibility.

03 Founder-led LinkedIn

Personal brand first. 3–5 value posts a week from key team members.

04 Email nurture

Segmented sequences that move a reader from first download to a booked call.

CONTENT TYPE	CADENCE
Blog posts	2–4 a month
Case studies	1 a quarter
Lead magnets	4 a year
Email sends	Weekly
Social posts	Daily

A 90-day content calendar

Use the cadence above as the frame. Appendix A2–A3 turns it into 13 weeks with a theme, three posts, one email and a review slot each week.

The AI Execution Engine

Build the entire acquisition asset stack in a day. Strategy stays yours; production gets delegated.

THE WORKFLOW, END TO END

- 1

Research first: players, targets, whitespace
- 2

Find your angle: positioning frameworks
- 3

Write the copy: direct response, your voice
- 4

Build landing pages: one per audience
- 5

Lead magnets as tools: audits, calculators
- 6

Generate traffic: programmatic SEO + ads
- 7

Ad creative at scale: 100+ variations
- 8

Monitor AI-search visibility: track GEO
- Appear where AI answers: [promptwatch.com](#) (AI search visibility & GEO) · [is-agentic.com](#) (AI-agent readiness score)

THE ECONOMICS

	TRADITIONAL AGENCY	AI EXECUTION ENGINE
Monthly cost	\$5–15K retainer	A few hundred in tools
Time to first funnel	6–8 weeks	A day to a weekend
Landing pages	2–3	20+ variations
Ad variations	A handful	100+ across formats

Execution & Measurement

STEP 7 · EXECUTE WITH CONSISTENCY

- Assign ownership
- Build a weekly rhythm
- Use the right tools

STEP 8 · MEASURE THE FUNNEL, STAGE BY STAGE



An opportunity = verified problem, serviceable scope, credible timing and an agreed next step. A booked call doesn't count. Proposals are presented after qualification.

MQL→opportunity: 4-7% broad · 8-12% good · 12-18% strong
 · opportunity→proposal: 50-75% · 70-85%

THE ROI DASHBOARD: FOUR NUMBERS, MONTHLY

- 01 Leads generated
- 02 Pipeline created
- 03 Deals closed
- 04 Revenue attributed

GEO · AI-SEARCH MONITORING

Appear in ChatGPT, Perplexity & Gemini.

promptwatch.com

AI search visibility & GEO

is-agentic.com

AI-agent readiness score

■ KEY TAKEAWAYS

Ten takeaways

Ten principles that separate MSPs that grow from those that stall.

1 Referral dependency is a risk

53% of MSPs name referrals as their top channel (ScalePad, 2025). Add channels you control.

2 Start with revenue math

Work backward to the leads and deals you need.

3 Get specific about who you serve

Verticals and personas beat competing on price.

4 Build a channel mix

3–5 channels, led by a website that converts.

5 Execution capacity is the real bottleneck

Name an owner and block the hours, or nothing ships.

6 AI without strategy is slop

What you put in front of the AI decides the output.

7 Content is fuel, but only when relevant

Write for one vertical and one buyer at a time.

8 Marketing doesn't end at the lead

A fast, professional handoff is where deals are won.

9 Measure everything, iterate quarterly

Cheap testing: test a hundred, keep the winners.

10 Grow the clients you have

They already trust you. Market to them first.

Turn leads into closed revenue

Two engines, one loop: Salesbuildr turns AI-generated leads into proposals in minutes and finds the expansion revenue already in your client base.

Hundreds

MSPs use Salesbuildr

50+

Distributor feeds

2–4

Weeks to go live

92%

Faster proposals

€50K+

Revenue per quarter

300%

ROI in 6 months

THE PEOPLE BEHIND SALESBUILDR

Meet the team behind the platform and this framework.



Victor Raessen
Founder



Micha Bos
Sales Director Europe

Ready to accelerate your MSP growth?

Book a demo. Proposals, accurate pricing, and whitespace discovery are built in.

[Book a demo](#)

■ TOOLS

The tools behind this plan

Grouped by the job they do. Start with the CRM and one channel, and add a tool when a job in the weekly rhythm keeps slipping.

01 AI-search visibility

PromptWatch (promptwatch.com) tracks whether your MSP shows up when buyers ask ChatGPT, Perplexity or Gemini. **is-agentic.com** scores how ready your website is for AI agents.

02 Search and SEO

Google Analytics and **Google Search Console** show which pages and searches bring in leads. **DataForSEO** pulls keyword volumes, rankings and site audits, so you can see which searches to target and what to fix.

03 Social posts

LinkedIn is where the founder and team posts go out. **AuthoredUp** is for writing and scheduling them.

04 Outbound and data

Instantly sends cold email sequences and follow-ups. **Clay** finds and enriches contact and company data before a prospect goes into a list.

05 CRM and design

HubSpot is the CRM: every lead, contact and deal in one place. **Pen** is the design app for ad creatives and sales collateral.

06 Website visitor ID

Salesbuildr Prospecting names the companies visiting your site, scores their fit against your ICP and turns the best ones into deals and quotes.

07 Booking

Calendly or a Google booking page, so a qualified lead books a call straight away.

08 Call recording

Fireflies records sales calls. Mine them for the questions buyers ask and use those as post hooks.

09 Paid ads

LinkedIn Campaign Manager and **Meta Ads**, targeted with lists uploaded from HubSpot.

10 Quoting and proposals

Salesbuildr turns a new lead into an on-brand proposal from your own templates and live distributor pricing, and shows you when the prospect opens it.

■ NEXT STEPS

Start this week

Pick the smallest version of each step and put it in the calendar before Friday.

1 Do the revenue math

Fill in the step 1 funnel with your own close rate and contract value. Write down the number of leads you need a month.

2 Name one owner

One person owns marketing, even if it is 4 hours a week. Put the hours in their calendar now.

3 Fill in weeks 1–4

Use the calendar in appendix A2. Plan four themes and twelve posts before you write any of them.

4 Make the handoff fast

When a lead arrives, the quote should go back the same day. Slow quotes waste the leads marketing paid for.

How Salesbuildr helps

Salesbuildr turns new leads into on-brand proposals from your own templates and live distributor pricing, so the handoff in step 4 takes minutes. You can see when a prospect opens a proposal and follow up at the right moment.

Used by hundreds of MSPs. 2–4 weeks to go live, with a 30-day money-back guarantee and an ROI guarantee.

Book a demo

salesbuildr.com · bring your last three proposals and we'll rebuild one live.

Execute with consistency when nobody is your marketing person

Most MSPs run marketing part time. That works if each job has one owner, a fixed slot in the week and a rule for what happens when the week goes wrong.

WHO	OWNS	HOURS A WEEK
Marketing owner (often the owner or a sales lead)	Calendar, approvals, weekly numbers	3–4
Part-time helper or agency	Drafting posts, emails and pages	4–8
Founder and one senior tech	One LinkedIn post each a week, one story a month	1 each
Sales	Same-day follow-up on every lead	As needed

Tools

A shared calendar (the A2–A3 grid in a spreadsheet), a scheduler for LinkedIn, your email platform, and the CRM or PSA where leads land. Add tools only when a job is slipping.

DAY	WHAT HAPPENS
Monday	15-minute planning: this week's theme, three posts, one email
Tuesday	Write and schedule posts; founder records one story
Wednesday	Email send; update the website or one landing page
Thursday	Follow up every lead from the week; ask one client for a referral or review
Friday	10-minute numbers check: leads, booked calls, proposals sent

When a week slips
Skip the blog, never the email. Post one client story instead of three posts. Two missed weeks in a row: cut the plan to one post and one email a week until the hours come back.

Your 13-week content calendar

An example plan for a general MSP. Swap the themes for your vertical, then fill the third post slot each week with whatever came up in sales calls.

WEEK	THEME	POST 1 (FOUNDER)	POST 2 (TEAM)	EMAIL	REVIEW
1	Who we help	Our vertical and why	Founder intro post	Welcome / what to expect	Set up tracking
2	Their top problem	Cost of downtime in their words	Short client story	The one problem we fix first	
3	Proof	Before and after of one client	Tech's lessons learned	Case study teaser	
4	Offer	What onboarding looks like	FAQ post	Invite: free review call	Month-1 review
5	Security	Insurer and MFA demands	Myth vs fact (plain)	Security checklist download	
6	Cost	Predictable IT budget	Behind the scenes	How our pricing works	
7	Existing clients	What clients add in year 2	Client spotlight	Quarterly review invite	

Your 13-week content calendar

Each month ends with a 30-minute review: leads, booked calls and proposals sent. Keep what produced calls; drop the rest.

WEEK	THEME	POST 1 (FOUNDER)	POST 2 (TEAM)	EMAIL	REVIEW
8	Lead magnet	Launch lead magnet 2	Carousel from the guide	Lead magnet email	Month-2 review
9	Compliance	Audit prep in their vertical	Q&A from a sales call	Compliance guide	
10	Switching	How a provider switch works	Day-1 onboarding photo	Switching checklist	
11	Team	Meet the service desk	Founder story	Referral ask	
12	Results	Numbers from one client (with permission)	Lessons from Q	Case study	Month-3 review
13	Plan next quarter	What worked	Thank-you post	Survey: what should we cover?	Quarter review and reset

Blog posts (2-4 a month) and the website update go on Wednesdays; write them from the week's theme. Example themes only.