



# **The Technology Marketing Toolkit Marketing Roadmap**

**A Step-By-Step Guide To Implementing A  
Powerful, Effective Client-Attraction Marketing  
System For Your IT Services Business**

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## Who Is Robin Robins And Why Is Everyone In The IT Industry Talking About Her?



**There is no doubt about it:** Robin Robins and her team have helped more MSPs, VARs and IT services providers to attract new clients, increase sales and implement EFFECTIVE marketing systems than any other sales and marketing consultant in the channel. She currently runs the largest and fastest-growing marketing consulting firm in the world for IT services businesses and has more documented client success stories than any other marketing agency or consultant to the IT services industry.

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Marketing Blueprint. To date, over 7,500 IT businesses from all over the U.S., Canada and dozens of other countries have learned, used and benefited from the marketing systems and strategies she has created. Many of the campaigns she's developed have generated hundreds of millions of dollars in NEW IT services sales, opportunities and revenue streams for her clients.

Robin has interviewed, consulted with and shared the stage with a variety of highly successful entrepreneurs, celebrities and athletes including *Shark Tank* sharks Robert Herjavec and Mr. Wonderful, Kevin O'Leary, as well as Mike Ditka, Lou Ferrigno, Bill Rancic, Mike Wolfe of *American Pickers*, four-star General Stanley McChrystal, Buzz Aldrin, Diana Nyad, Sheryl Crow and *Dirty Jobs*' Mike Rowe.

She has also keynoted for audiences as large as 2,000 and has been voted a #1 speaker at many industry events, such as BreakAway, System Builder Summit, VAR Vision, ASCII's boot camps, CT Summit, SMB Nation, IT Nation, Kaseya's user conference and many more. She's been quoted and published in the *Wall Street Journal*, VAR Business, eChannelLine.com, Sales and Marketing Magazine, Selling Power and SMB Partner Community Magazine.

**To Learn How Robin Can Help Your Consulting Firm Attract More Clients, Increase Sales and Help You Sell Profitable Managed Services Contracts, Visit Her Online:**

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## 3 Essential Marketing Systems:

Client Attraction & Lead Generation	Lead Conversion & Qualification	Maximizing Client Value
<p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>Positioning rather than prospecting</li> <li>Educational direct response</li> <li>Lead generation magnets</li> <li>Message to market match</li> <li>Niche your services</li> <li>Copy and messaging</li> <li>Multimedia marketing</li> </ul> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Joint ventures</li> <li>SEO, Google AdWords</li> <li>Sequential mailings</li> <li>Irresistible offers</li> <li>Teleseminars, webinars</li> <li>Public speaking</li> <li>Articles, blogging</li> <li>Authoring books</li> <li>Trade shows, networking</li> <li>Referral strategies</li> </ul>	<p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>Education marketing</li> <li>USP/value proposition</li> <li>Social proof</li> <li>Guarantee</li> <li>Takeaway selling</li> <li>Drip marketing systems</li> </ul> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Well-documented sales conversion process</li> <li>Shock and Awe</li> <li>Master sales letter (web)</li> <li>Written, audio and video testimonials and case studies</li> <li>Direct mail follow-up</li> <li>Newsletters</li> <li>E-mail and voice broadcasts</li> </ul>	<p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>Continuity income</li> <li>Cross-sell</li> <li>Upsell</li> <li>Delighting the customer</li> <li>Referral systems</li> <li>Premium pricing</li> </ul> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Managed services</li> <li>Seminars/teleseminars</li> <li>Referral rewards, contests</li> <li>Client appreciation events</li> <li>Newsletters, blogging</li> <li>E-mail and voice broadcasts</li> <li>“Shiny new penny”</li> </ul>

### How Would A Tiny Improvement In These Areas Impact Your Business?

You Generate 2 More Qualified Appointments Per Month:	24 Leads Per Year
You Increase Your Close Rate By 10%	%
You Increase Your Average Sale By 10%	\$
What Does That Represent In NET NEW Revenue?	\$
What Does That Represent In PROFITS?	\$



## 4 Essentials To A Successful Marketing Plan

If you don't have a **consistent** way to bring in new clients and don't know where to start in building a marketing plan you can feel confident in, **THIS** is where you begin. Below are the four essential pillars of any great business and marketing plan.

1. **Market:** Specifically, WHO is your ideal client? WHO is most likely to buy your services? WHO is in need of what you sell? You must have absolute CLARITY on who your client is in order to build a business or marketing plan. Your client not only defines your marketing plan but also your services, how you package, price and deliver your services, the type of vendors you resell and the talent and teams you build to serve them. Next, you have to understand your CLIENT on a deep level, not just surface facts such as their title, size of company and geography (most IT firms will tell me their ideal client is "any" business with 10 to 100 computers). **To quiz yourself, go to page 7 of this document and see if you can answer those questions. If you cannot, then you don't truly understand your target market.**
2. **Message:** Once you have defined your target market, you need to be able to answer the question "Why should a prospective client choose YOU over all the other options available, many of whom are offering cheaper services?" The answer to this question is your USP, or unique selling proposition. If you cannot articulate the answer to this question in a relevant, clear and compelling way, you will struggle to win business from cheaper competitors and will find it extremely difficult to get appointments with new prospects.
3. **Media:** When you have a well-defined target market and a tight, compelling marketing message, THEN and ONLY then you go to selecting media. Media is simply the means by which you deliver your marketing message to your target market. Most IT firms START here before clarifying their market and message and/or choose media that is free, cheap or easy. BOTH are huge mistakes and why so many IT firms generate less than two appointments per month with qualified prospects. For example, if your target market is the CEO of a hospital, is Facebook REALLY the best place to invest your marketing dollars and time? Is the owner of a busy and growing manufacturing plant even going on LinkedIn to read your blog post about antivirus software? Probably not. While I love e-mail, many CEOs' legitimate e-mail addresses aren't available for rent, and IF you were to come by their e-mail in some other way, is that REALLY the best way to introduce yourself? Will they welcome a spam e-mail from someone they've never heard of or requested information from? And finally, you need MULTIPLE ways to communicate your message to be truly effective, INCLUDING offline media such as



direct mail, telemarketing, trade shows, networking, referrals and the like.

4. **Math:** Finally, once you have the above essentials correct, you need to incorporate sufficient REACH and FREQUENCY for your marketing to be effective. Most IT providers' marketing is based on random acts and hope, which is why they never get to creating systems and processes that ultimately deliver greater ROI and efficiency. Here's a fact – most companies don't switch IT providers but every three to five years. That's because switching providers is painful and filled with uncertainty. **Remember, no one is going to leave something or someone that is good for someone *potentially* better.** Therefore, if you only send out a random flyer when you're desperate for business, you might as well not send anything at all. You need repetition to build trust – and you need to send your campaigns with enough frequency in order to increase your chances of marketing to them the moment they make the decision to start looking for an alternative IT provider.



# Basic Questions You Need To Be Able To Answer Well To Be Effective At Marketing And Selling

If You Don't Know The Answers To These Questions, You Can't Possibly Have An Effective Marketing Plan For Acquiring More Clients

1. Who is MOST LIKELY to buy? What's their situation right now? Who are they buying from right now?
2. What is the current market size available for you to sell to? Is it growing or shrinking? Why?
3. When prospects initially start looking to buy what you sell, what are the top 3-5 "events" (problems, situations, etc.) that trigger them to start looking?
4. Where or how do they start looking (shopping) to buy your services?
5. What is/are the first question(s) they ask themselves when looking to buy your services?
6. What are the top 3-5 most important factors or criteria they look for in a solution or provider when buying what you are selling? Why are those factors or criteria important to them?
7. What are their beliefs and biases about what you sell or about your "type" of company/person?
8. What are the top 3 biggest frustrations they have pertaining to their job/company overall? If different, what are the top 3 biggest frustrations or problems they have that you can directly solve or at least impact? (**Note: These may be one and the same, but sometimes they aren't.**)
9. How would your ideal target client describe (exact language) their frustrations, problems or dissatisfactions?
10. What are the key frustrations, problems and disappointments they have with other vendors providing the same services you provide, OR their situation (if they aren't currently buying your type of products or services)?
11. HOW do they buy your services? What is the decision-making process? Who's involved?
12. What's the single biggest benefit you deliver to them? What are they REALLY buying?
13. What is your product or service's USP (unique selling point)? In other words, why is YOUR solution better, faster, cheaper or more advantageous for them to buy over other providers'?



14. Who else is selling to them, and how are they selling it?
15. What regulatory/government actions are impacting how they do business, or WILL impact how they do business?
16. What trends are going on in their industry?
17. What are the top 3-5 events they attend? What are the top 3-5 web sites they visit or read, or publications they subscribe to?
18. Who are the key influential people in their industry that they respect and follow?
19. Who are the top 10-20 vendors selling other services to them (non-competitive with what you do)?
20. What industry association(s) do they belong to?
21. Do they have their own language? What are key acronyms or buzzwords they use?
22. Are they web and technology savvy?
23. What social media sites do they frequent, if any?
24. How do they get paid to do what they do?
25. What applications, data or systems are critical to them delivering services/products to their customers?
26. What are all the critical applications they use to run their business?
27. What's their average annual revenue? Growth rate?
28. What KPIs do they MOST pay attention to?
29. What's the fastest and easiest inroad (product or service) for you to gain access?





## The Marketing Roadmap:

Below is a guide to the marketing steps, systems and strategies you need to have in place to implement a highly effective marketing system for your IT services business. Level 1 Marketing Fundamentals should be completed BEFORE moving on to Levels 2 and 3; however, many people start implementing one or more Marketing Oil Wells (like the newsletter, e-mail campaigns, telemarketing, canvassing, webinars, etc.) before fully completing Level 1. That's okay, but keep in mind your results may not be as good initially until you've fully mastered Level 1 Marketing Fundamentals. Once you have all of these Levels in place, you can say you have implemented a complete "Robinized" marketing plan. To use the Roadmap, read each segment and circle whether it is "True" or "False" for you. Next, GRADE yourself on how thoroughly you've implemented that strategy or how effective that particular system is for you (A – F). Ultimately you want to get all "As," but at a minimum you should have a "B" in each section.

### Level 1 Marketing Fundamentals You MUST Have In Place

Time Frame For Implementation: 1-3 Months

Item	True or False?	Grade
You have a good, fundamental understanding of educational direct response marketing and what a good marketing campaign is (the 10 Commandments of Great IT Services Marketing).	True/False	
You have a clear and narrowly defined target market and, if pressed, could easily convey both the demographic and psychographic makeup of that market.	True/False	
You can clearly and CONFIDENTLY define what you do better than any competitor and have a convincing argument as to why a prospect should choose you over the other options available to them.	True/False	
You can back up your marketing claims with client (or reference) testimonials (at least a dozen or MORE) that outline the specific results you delivered.	True/False	
You have a CRM in place for capturing, tracking and communicating with your customers and prospects and are CONSTANTLY building your list, adding new, qualified prospects through various direct response marketing campaigns – <u>not just buying cold lists</u> .	True/False	
You have a basic "branding" package that includes a logo and design that is consistent in all your communications such as your website, newsletter, business cards and other collateral, van wrap, logo shirts, proposals, etc.	True/False	



## Level 2 Items You MUST Have In Place

Time Frame For Implementation: 4-12 Months Plus

Item	True or False?	Grade
Your web site is a powerful “master sales letter” that effectively converts visitors into leads and causes prospects to want to do business with you.	True/False	
You have a solid online “foot print” that includes claiming your business on Google, positive online reviews, a quality LinkedIn profile, etc. so that a prospect can not only find you when they search, but also builds confidence and trust.	True/False	
You have a referral marketing <u>system</u> in place to ask for, reward and follow up on referrals.	True/False	
You have a <u>documented</u> Sales Playbook for following up on a new lead and closing a sale that enables you to close 75% or more of the <u>proposals</u> you generate. At a minimum, this would include: <ul style="list-style-type: none"> <li>○ A qualification script and process to make sure the appointments are qualified.</li> <li>○ A Shock and Awe package or other pre-sales meeting materials sent in advance.</li> <li>○ A process for clearly understanding the customer’s buying criteria.</li> <li>○ A succinct way of explaining your fees and overcoming “The price is too high.”</li> <li>○ A scripted sales presentation that overcomes common objections in advance.</li> <li>○ A process for asking for the order (closing) that builds urgency to buy now.</li> </ul>	True/False	
You are launching new services and products to your client and prospect list at least once a quarter, if not more; these are also known as cross-sell promotions.	True/False	
You have at least one “stay-in-touch” marketing system (like a newsletter) that you send out at least once a month, preferably both online and offline, to both your clients AND prospects.	True/False	
You are using Google AdWords or other PPC and/or SEO campaigns to capitalize on prospects <u>already searching online for your services right now</u> .	True/False	
You have started (not perfected) 1-3 Marketing Oil Wells on a consistent or semi-consistent basis. This may include referral campaigns, telemarketing, Google AdWords, direct mail, seminars, webinars, strategic partnerships, trade shows, networking groups, canvassing, advertising, radio ads, online search, social media, etc.	True/False	



## Level 3 Items You MUST Have In Place

Time Frame For Implementation: 12-24 Months Plus

Item	True or False?	Grade
You have 5-6 <b>PRODUCTIVE</b> Marketing Oil Wells in place that are generating new leads on a <b>MONTHLY</b> basis. This may include referral campaigns, telemarketing, Google AdWords, direct mail, seminars, webinars, strategic partnerships, trade shows, networking groups, canvassing, advertising, radio ads, online search, social media, etc.	True/False	
You have created a social media presence including a Facebook Fan Page, LinkedIn profile and company page, etc., and are consistently working on building a following and online footprint via social media. (NOTE: If you're selling to home users, or if you are <b>CONFIDENT</b> your target market heavily relies on social media for buying what you sell, then move this up to Level 2 with your website strategy.)	True/False	
You have a JV marketing plan outlined and are aggressively seeking new JV (strategic) partners, as well as maximizing the relationship you have with current JV partners.	True/False	
You have implemented an SEO marketing plan to get into the top 5 SERPs (search engine results pages) for your top 5-10 keywords.	True/False	
You know and track critical key performance indicators such as: <ul style="list-style-type: none"> <li>○ Sales pipeline, closing percentage</li> <li>○ Average transition size of a customer</li> <li>○ Allowable cost per lead</li> <li>○ Allowable cost per customer</li> <li>○ Lifetime value of a customer</li> <li>○ Conversion and ROI of various marketing campaigns (leads and sales generated)</li> </ul>	True/False	
You are testing new media like radio, TV, banner and trade publication ads, newspapers, etc.	True/False	