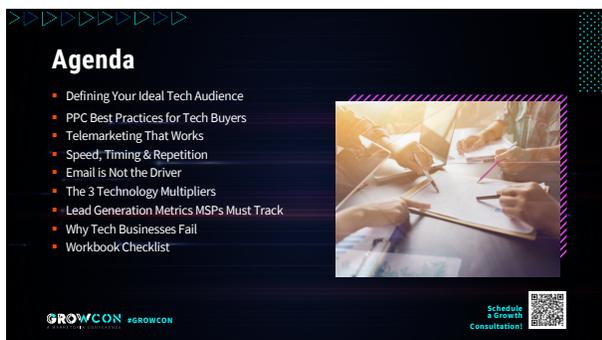




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3

Defining Your Ideal Tech Audience



- Your best leads are not everyone; they're aligned by size, stack, and urgency
- Most MSPs target too broadly, wasting budget
- A strong ICP drives higher conversion and lower CPL

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PPC Best Practices for Tech Buyers

- 1** Search ads must align with real intent: security, cloud, help desk.
- 2** Landing pages must match the search term and offer value.
- 3** Avoid waste with negative keywords and tight targeting.
- 4** Always track conversions, not clicks.

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Telemarketing That Works

The core drivers of telemarketing success:

- Speed**
- Timing**
- Repetition**

These 3 factors determine whether you ever reach the prospect.

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Speed: Your #1 Competitive Advantage

- Call every form fill immediately
- Leads go cold in minutes
- Faster calls = higher connection rates
- Respond within 5 minutes whenever possible



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Timing: Call When Prospects Answer



- **Peak call windows:**
 - 8:00 AM – 10:00 AM
 - 11:30 AM – 1:00 PM
 - 4:00 PM – 5:30 PM
- Calling during these windows increases live answer rates

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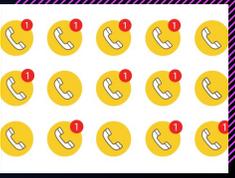
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Repetition: Keep Calling Until They Answer

- Most MSPs under call
- **Best practice:**
 - 2 calls Day 1
 - 1 call Day 2-5
 - Weekly calls after
- Consistency beats creativity



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Why Tech Businesses Fail

- Using PPC without landing pages causes high spend and low conversions
- Running ads without follow-up calling wastes pipeline opportunities
- Targeting everyone instead of an ICP increases cost and reduces quality
- Buying tools without building a lead process creates chaos
- No retargeting means you lose warm buyers to competitors



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Workbook Checklist

<input type="checkbox"/> Is your Ideal Client Profile clearly defined?	<input type="checkbox"/> Do you track CPL and conversion rates monthly?
<input type="checkbox"/> Do your ads match the services you want to sell?	<input type="checkbox"/> Are retargeting campaigns active?
<input type="checkbox"/> Do you have dedicated landing pages for key services?	<input type="checkbox"/> Is telemarketing aligned with your digital messaging?
<input type="checkbox"/> Does your team follow up within minutes, not days?	<input type="checkbox"/> Is your CRM capturing every lead and touch?

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THANK YOU

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