



Boost your lead generation: Marketing strategies to drive your growth



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Presented by:

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Today's objective

WHAT YOU'LL LEARN IN THE NEXT 15 MINUTES

How to avoid common marketing pitfalls and simple steps you can take to improve your lead generation



A little bit about me

- Marc-André Fontaine
- Started my own IT company
- VP of Software Engineering
- VP of Sales & Marketing

SherWeb

Your value-added cloud solutions provider



Digital marketing 101

78%

of buyers conduct **research online.**

57%

How far the average B2B buyer has come in their decision-making process **before contacting a sales rep.**

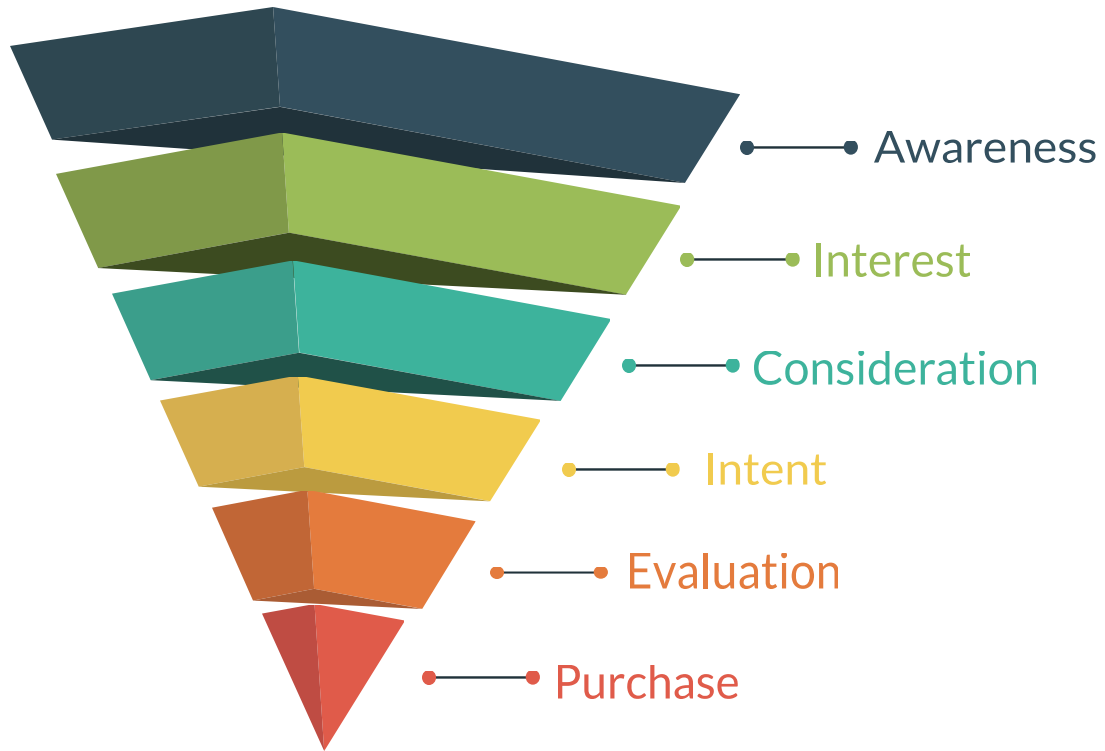
80%

of B2B decision makers prefer to get their **information from articles rather than advertising.**

Top 3 reasons why MSPs fail at marketing

- 1 Too operational and not *strategic* enough
- 2 Inconsistent efforts
- 3 Expecting immediate ROI

Digital marketing 101



- Why is your MSP different?
- What is your unique value proposition?
- Who is your audience?
- Who is your competition and what are they doing?

Lead generation best practices



**GREAT
CONTENT IS KING!**



WEB SITE



SOCIAL & BLOG



EVENTS

Don't focus on you! Focus on how YOUR solutions are solving THEIR issues.

BGR

Supports Non-profit Organizations

Each to his own trade,
our job is to manage your IT.

While you're working to make our world a better place, we're supporting you by ensuring you have peace of mind.

No matter what your mission is, we realize how important it is for you to secure certain information, communicate it effectively, collaborate better and transform your ideas into projects.




BGR Informatique has tailored two Managed Services plans that are specifically



Together, in the Same Mission

We'll support you

You might have a great vision for your organization and you might be confident of the impact of your results. But, if you don't have the support and security of an efficient and flexible IT system, you won't accomplish anything.

The two plans created by BGR take into account the difficulty of saving and sharing certain files, as well as the high number of people in your organization who need access to official or daily information. 

At BGR, we've understood the importance of

Educational events for lead generation

Value-added lunch & learns [Success stories](#)

"The Changing Face of Cyber Security"

194%
potential ROI

14 attendees, added **18K of potential MRR + projects** to their pipeline. Partner works in non-metropolitan areas.

210%
ROI

20 attendees, closed a deal for **10K licenses + Managed Services**, the day after an event hosted at their office.

550%
potential ROI

30 attendees, all organizations with 50+ users, **added 30K+ of potential MRR** to their pipeline. Targeted companies with internal IT.

DO

Think strategically, not operationally
Provide value and educate your audience

DON'T

Buy lists

TOOLS & RESOURCES

SEMRush , Wordpress/Upwork, Click funnels,
Hootsuite

GET STARTED!

Check out our blog:
www.sherweb.com/blog

Contact us for:
Marketing campaigns-in-a-box
Marketing MasterClass videos
Assessment

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(7 being highest!)

4. Write a comment (if you want)

5. Hit Submit!

