

Business Growth Optimization

Advanced Prospecting with Live Events

Presented by :

 ITGlue


 Kaseya

 GRAPHUS

 ID AGENT

 UNITRENDS MSP

 RapidFireTools

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One-to-Many Lead Generation Techniques

Lunch 'n Learns, Business Breakfasts, Evening Mixers, Webinars, Speaking Opportunities



Live Events



One-to-many opportunity



Maximize investment in time and marketing dollars



Leverage manufacturer, vendor and distributor partners' MDF and goodwill



Increase credibility and differentiation from your competition

What You Need

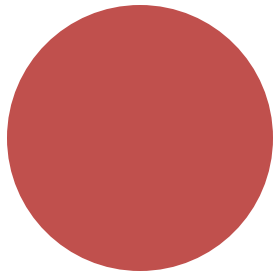
1. A Venue
2. A Theme/Topic
3. Marketing/Demand-generation
4. An Online Registration Page
5. An Incentive To Attend
6. Great Content
7. An Attendee Survey
8. A Follow-Up Strategy
9. A Sales Strategy



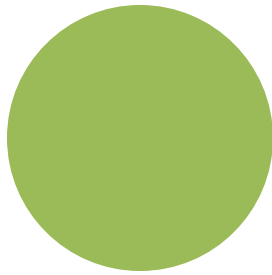
Example Business Breakfast/ LnL Checklist

- Venue – Local manufacturer, vendor or distributor facilities, Chamber of Commerce facility, lodge or hotel
- Topic – Security
- Marketing/Demand Generation – Postcard, Social and Email marketing and call-downs
- Registration – Your Website, SurveyMonkey, ClickToAttend, Cvent, etc.
- Incentive – Content, Breakfast, Networking, Giveaway
- Content delivered by amazing speakers
- Exit Survey – Qualifying Tool
- Follow Up Strategy – Conduct Dark Web Scans and Schedule Analysis Appointments Before Attendees Depart
- Sales Strategy – Follow the MSSP Sales Process

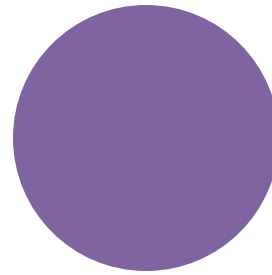
Business Breakfast/LnL Expectation



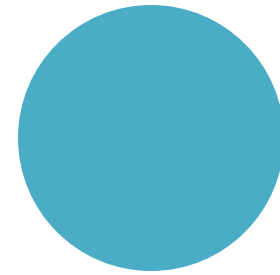
TO WARM UP
ATTENDEES/PROSPECTS



TO BUILD CREDIBILITY WITH
ATTENDEES/PROSPECTS



TO IDENTIFY QUALIFIED
PROSPECTS



TO SCHEDULE APPOINTMENTS
WITH THESE QUALIFIED
PROSPECTS

Marketing for the Event





Source Your Marketing List

Cold List -Determine List Criteria

SIC/NAICS Code

Geography

Number of Staff

Gross Yearly Revenue

Length of Time in Business

Contact Criteria

Warm List

LinkedIn 1st Connections

Referrals

Hot List

Existing Clients



Create Your Invitation

Identify Compelling
Topic

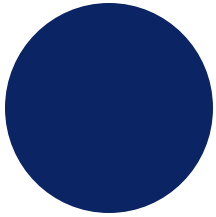
Create Educational
Message and Invitation

Add Takeaways and
Testimonials

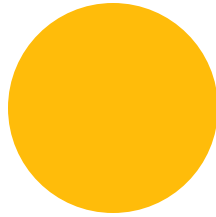
Call to action
REGISTER NOW

NO TECHNICAL
MUMBO JUMBO –
Business Outcomes
Only

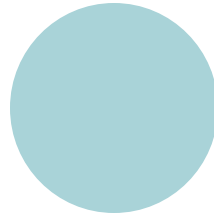
Registration Form



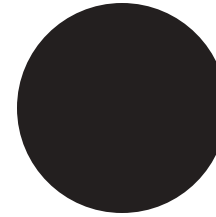
NAME



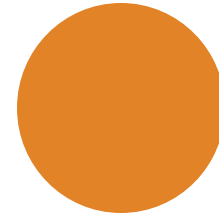
TITLE



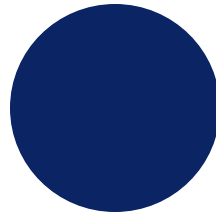
COMPANY



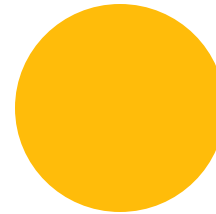
EMAIL



PHONE NUMBER



COMPANY
DEMOGRAPHICS



COMPANY
DOMAINS

Execute The Campaign

1

Determine delivery vehicles

- Direct Mail
- Email
- Newsletters
- Website
- Social Media
- Podcasts
- Webinars

2

Schedule messaging

- Letters
- Postcards
- Constant Contact
- MailChimp
- LinkedIn
- Facebook
- Twitter

3

Follow-up

- Telephone Call-Downs
- Email
- Social Media

Attendee Survey

Contact Info

Please rate the presenters from 1 to 4, with 4 being best

Please rate the presentation content from 1 to 4, with 4 being best

Please rate the venue from 1 to 4, with 4 being best

Did this event meet your expectations?

What do you feel we can do to improve this event in the future?

Are you currently our client?

If you are not our client, do you utilize in-house or outsourced Cybersecurity resources today?

Which of the following are you interested in learning more about (circle all that apply)?

- Free Infrastructure Security Assessment
- Backup and Disaster Recovery
- The Benefits of Cloud Computing
- Increased Uptime, Availability and Business Productivity

May we contact you to have a strategic discussion with you to better understand your business needs?



Quantify Results



Track all deliverables



Calculate costs

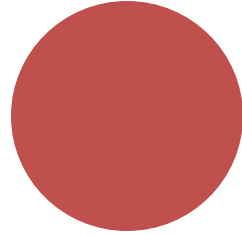


Determine your return

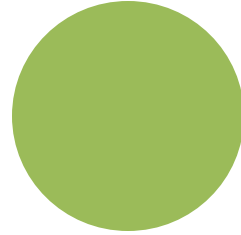


Create a repeatable formula

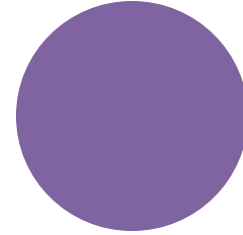
Webinars



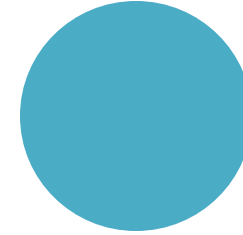
SAME REQUIREMENTS
AS A BB OR LNL
(BESIDES VENUE)



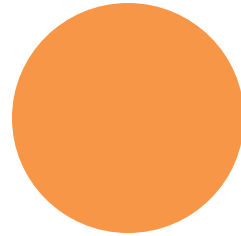
SAME MARKETING
STRATEGY AS A BB OR
LNL



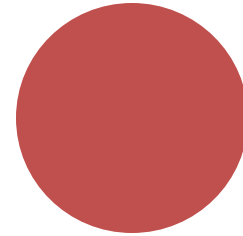
REGISTRATION IS FOR
THE WEBINAR



SAME REGISTRATION
QUESTIONS AS A BB
OR LNL



WEBINAR SURVEYS
REPLACE BB OR LNL
ATTENDEE SURVEYS



SAME FOLLOW UP AS
BB OR LNL



Live 3rd Party Speaking Events

- Create a Speaker's Page on Your Site
- Search for and apply to Calls for Speakers
- Deliver Educational Content
- Don't Sell from the Stage
- Ask for Attendee List from Event
- Give Something Away in Exchange for Business Cards
- Similar Marketing as for BB or LnL
- Send Link to Complete Survey with Raffle
- Same Sales Follow Up as BB and LnL



What Should Be On Your Speaker Page

- Your Experience
- Downloadable Bio
- Client List
- Photos
- Video
- Your Introduction
- Your Headshot & Company Logo
- Your Topics

www.ericksimpson.com/speaking
Experience