

Overall VOST

# MSP Focused VOST

## Vision

Aiming to deepen engagement with Managed Service Providers (MSPs), positioning TSIA as a go-to resource. The long-term vision might be to become the leading trusted partner for MSPs by offering tailored insights, resources, and community opportunities.

## Objectives

1. Increase MSP engagement with nurture content (e.g., click rates, downloads) in the next 6 months.
2. Generate more qualified MSP leads by improving middle-of-funnel retargeting efforts, aiming for a measurable increase in conversions.
3. Establish a recurring calendar of MSP-focused events or webinars.
4. Increase number of MSP-focused blogs and social media posts over the next quarter.

## Strategy

Centered on personalization and tailored content. Focusing on aligning all content stages—top, middle, and bottom of funnel—to the needs and language of MSPs, while also broadening outreach channels (**events**, social media) and keeping content fresh.

At a high level, this includes:

- **Segmented Content Experience:**  
Shift from broad, generalized messaging to **MSP-specific narratives** across the entire funnel. This ensures MSPs immediately see themselves in your content, increasing relevance and engagement.
- **Full-Funnel Alignment:**  
Create a **connected journey from awareness to conversion**, where each stage (TOFU, MOFU, BOFU) builds on the previous one with consistent MSP-focused insights, data, and use cases.
- **Value-Led Thought Leadership:**  
Establish authority by delivering **data-backed insights (e.g., Managed Services State)** combined with actionable guidance that MSPs can apply to improve profitability, scalability, and service delivery.
- **Channel Diversification & Community Building:**  
Expand beyond static content into **interactive and community-driven channels** (events, webinars, social engagement) to deepen relationships and create ongoing touchpoints.

- **Always-On Engagement Model:**  
Move from campaign-based efforts to a **continuous engagement engine**, where MSPs regularly encounter relevant content, invitations, and insights across channels.

## Tactics

- Update top-of-funnel email nurture tracks with MSP-specific language and examples.
- Create middle-of-funnel email sequences tied to the Managed Services State of eBook, ensuring follow-up content is highly relevant to MSP readers.
- Plan or sponsor MSP-specific events (online or in-person) to nurture community and networking.
- Develop and publish new blog posts addressing MSP pain points and trends.
- Increase social media output, focusing on MSP keywords and community-building posts.

## Tactics

### 1. Top-of-Funnel (Awareness & Education)

Focus: Attract MSPs and establish relevance early.

- Rewrite and optimize **email nurture tracks** with:
  - MSP-specific terminology (e.g., recurring revenue, SLAs, service packaging)
  - Industry-relevant examples and scenarios
    - Already underway ✓
- Develop **SEO-driven blog content** targeting MSP pain points:
  - Blog | Navigating the Managed Services Identity Minefield
    - April
- Create **social media campaigns**:
  - Short-form insights from research
  - MSP-focused statistics and trends
  - Community-oriented questions and engagement posts
    - Already underway ✓
- Refresh or repurpose **freemium content** into MSP-tailored assets
  - MS ebook
    - Already underway ✓
- Webinar Mini-series tied to FDE topic
  - Planned
- Update Featured Insights “Topics Page”
  - Add MS ebook
  - Add Ms blogs
  - Add Portal content
  - Add Webinar Mini series
    - Planned

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## 2. Middle-of-Funnel (Consideration & Engagement)

Focus: Deepen interest and nurture qualified leads.

- Build **email sequences tied to the Managed Services State of ebook**:
  - Follow-up emails that break down key findings
  - Role-based insights (e.g., MSP executives vs. operations leaders)
    - Already underway ✓ x
- Launch **retargeting campaigns**:
  - Serve MSP-specific messaging to users who engaged with TOFU content
  - Promote deeper assets (webinars, case studies, reports)
    - Already underway ✓
- Create **interactive content**:
  - Webinars or virtual roundtables discussing MSP trends
  - Diagnostic tools or self-assessments tied to MSP maturity
- Introduce **case studies or member success stories** specific to MSPs

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## 3. Bottom-of-Funnel (Conversion & Decision)

Focus: Convert engaged MSPs into qualified leads/opportunities.

- Develop **conversion-focused assets**:
  - “How TSIA helps MSPs solve X challenge” content
  - ROI/value messaging tailored to MSP business models
  - Tied to the mini-series webinar
- Create **targeted CTAs** across all MSP content:
  - Book a discovery session
  - Access premium research
  - Join MSP-focused events
- Implement **personalized follow-ups**:
  - Sales-aligned outreach triggered by high-intent behaviors
- Highlight **membership benefits specific to MSPs**:
  - Benchmarking data
  - Peer networking opportunities
  - Access to MSP-relevant frameworks

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## 4. Events & Community Building

Focus: Strengthen relationships and create ongoing engagement.

- Plan and execute **MSP-focused webinars or virtual events**:
    - Quarterly “State of Managed Services” briefings
    - Expert panels or customer roundtables
  - Explore **event sponsorships or partnerships** within the MSP ecosystem
  - Create **repeatable event series** to build audience expectation and loyalty
  - Leverage events for **content amplification**:
    - Turn sessions into blogs, clips, and nurture emails
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## 5. Content Engine & Cadence

Focus: Ensure consistency and scalability.

- Establish a **quarterly MSP content calendar**:
    - Blogs (pain points, trends, data insights)
    - Social posts (weekly cadence)
    - Email campaigns (aligned to funnel stages)
  - Define **content repurposing workflows**:
    - eBook → blog series → social snippets → email nurture
  - Continuously **optimize based on performance data**:
    - CTRs, conversions, engagement rates
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## 6. Measurement & Optimization

Focus: Tie efforts directly to business impact.

- Track:
  - Engagement metrics (clicks, downloads, time on page)
  - Lead quality and conversion rates
  - Event attendance and follow-up engagement
- Run **A/B testing** on:
  - MSP-specific messaging vs. generic messaging
  - Subject lines, CTAs, and content formats
- Use insights to **refine targeting and personalization over time**

# Events & Community Building

# Events & Community Building (Expanded + Operationalized)

**Focus:** Build trust, authority, and pipeline through *high-frequency, high-touch MSP engagement*

## Strategic Role of Events (Elevated)

Events are not just engagement—they are your **primary wedge into the MSP ecosystem**.

This motion should:

- Position TSIA as **the authority on MSP benchmarking + AI in service delivery**
  - Leverage George as a **visible, everywhere presence** (conference floors, podcasts, roundtables)
  - Turn every interaction into **content, relationships, and pipeline**
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## A. Flagship Event Programs (Owned by TSIA)

### 1. “State of Managed Services” Quarterly Briefings (Anchor Program)

This becomes your **category-defining thought leadership series**

#### Enhancements:

- Add **“State of AI in MSP Service Delivery” angle** (huge differentiator)
- Include:
  - Benchmarking insights (exclusive data hook)
  - “What top-performing MSPs are doing differently”
  - Live polling to generate new data

#### Execution:

- Promote heavily via:
  - Email nurture (MSP segment)
  - Retargeting campaigns
  - Partner channels (CRN, Channel Futures if possible)
- Require registration → **primary lead capture engine**

#### Post-event:

- Turn into:

- Blog series (3–5 posts)
  - Short-form clips (LinkedIn)
  - Sales enablement asset
  - Follow-up nurture sequence
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## 2. MSP Executive Roundtables (High-Value, Small Group)

This is where **real pipeline gets created**

### Structure:

- 8–15 MSP leaders per session
- Invite-only (create exclusivity)
- Topic-driven:
  - AI in service delivery
  - Pricing & profitability models
  - Scaling managed services

### George's Role:

- Moderator + expert
- Builds 1:1 relationships live

### Outcome:

- These should convert directly into:
    - Discovery conversations
    - Membership discussions
    - Advisory board candidates
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## 3. MSP Advisory Board (CRITICAL — from George's notes)

This is your **highest-leverage community play**

### Why it matters:

- Uses your existing 10–50 MSP members as a **growth engine**
- Creates:
  - Social proof
  - Referral pipeline
  - Speaking assets

## **Execution:**

- Quarterly sessions
  - Members:
    - Provide input on TSIA research
    - Share challenges + trends
  - Output:
    - “Voice of the MSP” insights → content + PR
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## **B. Field & Ecosystem Presence (George-Led Motion)**

### **1. “Be Everywhere” Event Strategy**

George becomes **the face of TSIA in the MSP world**

#### **Priority Targets:**

- Channel Partners Conference
- IT Nation (Connect, Evolve)
- DattoCon / Kaseya events
- CRN / Channel Company events
- Regional MSP meetups

#### **Execution Model:**

At every event:

- Speak if possible
- If not speaking → host:
  - Side dinners
  - Breakfast roundtables
  - 1:1 meetings

#### **Key Shift:**

Don't “attend events” → **run micro-events inside events**

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### **2. Podcast & Media Blitz**

George explicitly said he'll do any podcast—this is a massive lever.

#### **Strategy:**

- Target MSP ecosystem podcasts:
  - Channel-focused shows
  - MSP growth/operations podcasts
- Message focus:
  - AI + benchmarking insights
  - “What top MSPs are doing differently”

**Output:**

- Each podcast becomes:
    - Social clips
    - Blog content
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### **3. Strategic Partnerships (Force Multiplier)**

This is one of the most important ideas from the notes.

**Top Targets:**

- CRN / The Channel Company (highest leverage)
- Channel Futures
- MSP tools/platform vendors (Kaseya, ConnectWise, Datto)

**Tactics:**

- Co-host events/webinars
- Sponsored research distribution
- Joint roundtables

**Why it matters:**

You borrow **existing MSP audiences instead of building from scratch**

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## **C. Repeatable Event Series (Build Habit + Brand)**

### **1. Monthly “MSP Growth & AI Series”**

- Predictable cadence = builds audience habit
- Rotating topics:
  - AI in operations
  - Benchmarking insights
  - Pricing strategies

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## 2. “MSP Leaders Exchange” (Community Series)

- Peer-led discussions (not just TSIA-led)
  - Positions TSIA as **facilitator, not just publisher**
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## D. Content Amplification Engine (CRITICAL)

Every event should feed your entire content ecosystem.

### Standard Repurposing Model:

1 event → becomes:

- 3–5 blog posts
  - 10–15 social posts
  - 2–3 nurture emails
  - Short-form video clips
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### Example Flow:

Roundtable on AI in MSP Delivery →

- Blog: “How Top MSPs Are Using AI Today”
  - Email: “What 12 MSP Leaders Told Us About AI”
  - Social: Key stats + quotes
  - Sales: “MSP AI Benchmark Snapshot”
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## E. Pipeline Integration (Make Events Drive Revenue)

Events must connect directly to sales motion.

### Pre-Event

- Targeted invites (ABM-style for top MSPs)
- Personalized outreach from George for Tier 1/2 accounts

## During Event

- Capture:
  - Intent signals
  - Key challenges
- Book follow-ups

## Post-Event

- Segmented follow-up:
    - Attendees vs. no-shows
    - By interest/topic
  - Trigger:
    - Discovery calls
    - Membership conversations
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## F. KPI Framework (Tie to Objectives)

Track events as a **pipeline engine**, not just engagement:

- Registrations → attendance rate
- Event → meeting conversion rate
- Event → opportunity creation
- Content engagement post-event
- Partner-driven leads

Tab 3

**State of MS Ebook** - <https://www.tsia.com/ebooks/state-of-managed-services-2026>

Blog - <https://www.tsia.com/blog/the-managed-services-identity-minefield>

**Free Research:**

Article:

<https://portal.tsia.com/portal/article/5uCILyCuAXp9aH0AbTsD2M/why-advanced-services-are-defining-the-next-era-of-ai>

Framework:

<https://portal.tsia.com/members/framework/2aFjj1EJn2ZVFGvoEXVo57/guiding-msps-through-ai-first-transformation>

Survey Insights:

<https://portal.tsia.com/portal/survey-insight/2ldXsFinA5Zyo3IALeKMDt/ai-adoption-in-msps-for-efficiency-cx-and-data-driven-outcomes>

Article:

<https://portal.tsia.com/portal/article/5kAgnUOU0bJwEis6OXbuZc/why-msps-must-build-a-service-led-foundation-to-reach-ai-first-success>

Framework:

<https://portal.tsia.com/members/framework/4OHPaRIG6LZhA0c4U4phRS/the-strategic-path-to-an-outcome-based-managed-services-2-0>

[https://portal.tsia.com/sign-in/members/report/76ouzByfMzynyNhzhVMTD9/tsia-managed-services-benchmarking?\\_gl=1\\*19y1zz6\\*\\_gcl\\_au\\*MTMwMDQzMTM1Ni4xNzc2MDk4ODk1\\*\\_ga\\*OTAwNjAzNDQ4LjE3NzYwOTg4OTU.\\*\\_ga\\_6JKRY2BMVT\\*czE3NzYxODk2NzMkbzgzZzEkdDE3NzYxOTA0OTYkajE2JGwwJGg4MjYyNzYxMjE](https://portal.tsia.com/sign-in/members/report/76ouzByfMzynyNhzhVMTD9/tsia-managed-services-benchmarking?_gl=1*19y1zz6*_gcl_au*MTMwMDQzMTM1Ni4xNzc2MDk4ODk1*_ga*OTAwNjAzNDQ4LjE3NzYwOTg4OTU.*_ga_6JKRY2BMVT*czE3NzYxODk2NzMkbzgzZzEkdDE3NzYxOTA0OTYkajE2JGwwJGg4MjYyNzYxMjE)

[https://portal.tsia.com/sign-in/portal/article/5kAgnUOU0bJwEis6OXbuZc/why-msps-must-build-a-service-led-foundation-to-reach-ai-first-success?\\_gl=1\\*19y1zz6\\*\\_gcl\\_au\\*MTMwMDQzMTM1Ni4xNzc2MDk4ODk1\\*\\_ga\\*OTAwNjAzNDQ4LjE3NzYwOTg4OTU.\\*\\_ga\\_6JKRY2BMVT\\*czE3NzYxODk2NzMkbzgzZzEkdDE3NzYxOTA0OTYkajE2JGwwJGg4MjYyNzYxMjE](https://portal.tsia.com/sign-in/portal/article/5kAgnUOU0bJwEis6OXbuZc/why-msps-must-build-a-service-led-foundation-to-reach-ai-first-success?_gl=1*19y1zz6*_gcl_au*MTMwMDQzMTM1Ni4xNzc2MDk4ODk1*_ga*OTAwNjAzNDQ4LjE3NzYwOTg4OTU.*_ga_6JKRY2BMVT*czE3NzYxODk2NzMkbzgzZzEkdDE3NzYxOTA0OTYkajE2JGwwJGg4MjYyNzYxMjE)

[https://portal.tsia.com/sign-in/members/article/5FxE3Le5xv5jskjpRvailN/operationalizing-fde-in-managed-services?\\_gl=1\\*19y1zz6\\*\\_gcl\\_au\\*MTMwMDQzMTM1Ni4xNzc2MDk4ODk1\\*\\_ga\\*OTAwNjAzNDQ4LjE3NzYwOTg4OTU.\\*\\_ga\\_6JKRY2BMVT\\*czE3NzYxODk2NzMkbzgzZzEkdDE3NzYxOTA0OTYkajE2JGwwJGg4MjYyNzYxMjE](https://portal.tsia.com/sign-in/members/article/5FxE3Le5xv5jskjpRvailN/operationalizing-fde-in-managed-services?_gl=1*19y1zz6*_gcl_au*MTMwMDQzMTM1Ni4xNzc2MDk4ODk1*_ga*OTAwNjAzNDQ4LjE3NzYwOTg4OTU.*_ga_6JKRY2BMVT*czE3NzYxODk2NzMkbzgzZzEkdDE3NzYxOTA0OTYkajE2JGwwJGg4MjYyNzYxMjE)