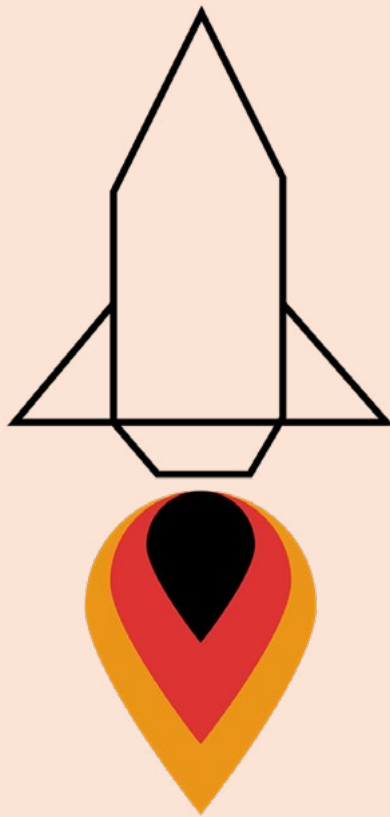




THE LITTLE BOOK OF MARKETING

for ANZ MSPs

Why? What? How?



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CHALLENGE: MSPs HAVE A LOT ON THEIR PLATE

With constant changes in technology, competition and vendor landscapes, it's a real challenge just keeping up with day-to-day operations.

So, for many small and medium-sized practices, it's no surprise that a lack of time, resources and know-how means marketing often takes a back seat.

However, in a competitive market, where acquiring new customers and retaining and growing existing ones is critical, **opting out of marketing simply isn't an option.**

The good news? There *are* tried and proven methods – mixed with a dose of strategy and creative thinking – that take the hard slog out of marketing and even make it fun!

We crafted this **Little Book of Marketing** to help ANZ MSPs better understand

Why marketing matters, *What* is truly important and *How* to maximise impact and ROI without exhausting your precious internal resources.



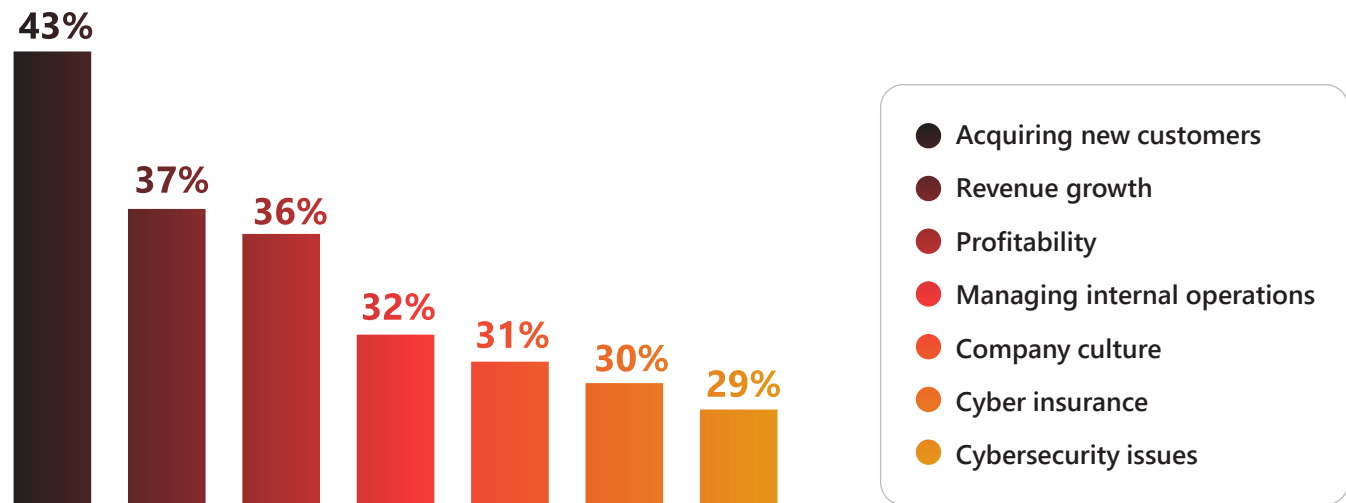
THE LITTLE BOOK OF MARKETING

#1 REASON WHY NOT MARKETING IS NOT AN OPTION

The latest Datto research, tells the evolving story of tech leaders across 1000 MSPs globally, revealing their experiences, challenges and aspirations for 2025.

Amongst everything else going on, acquiring new customers is the #1 business issue keeping MSPs awake.

Issues MSPs are facing



*Respondents were able to select multiple response options



Despite optimistic revenue trends, MSPs face a variety of challenges that reflect the competitive nature of the industry and the internal pressures of maintaining a successful business... as they navigate growth, profitability and client demands."

Datto, State of the MSP Industry 2025 Look Ahead: Trends, Growth and Strategies for Success

3 MORE REASONS *why* NOT MARKETING IS NOT AN OPTION

Techreviewer surveyed small and medium IT service providers globally (with 36% from ANZ) to understand their marketing budgets, activities, challenges and plans for the year ahead.

The top 3 marketing and sales challenges are:

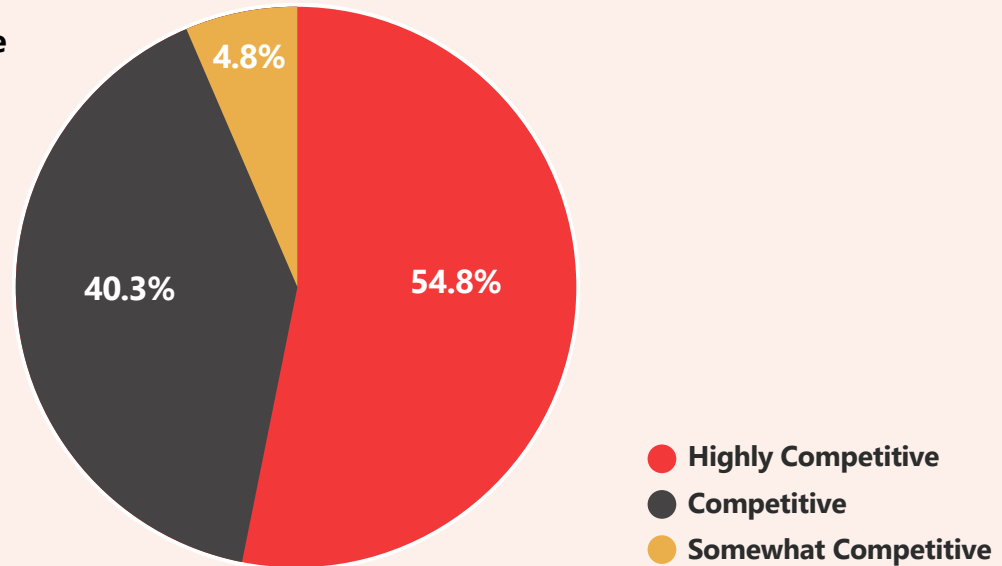
- 1. Generating leads**
- 2. Long sales cycles**
- 3. Increasing competition**

(most feel the market is intensely competitive)

“ *IT service providers in 2025 face significant barriers in initiating customer relationships and converting leads into clients, driven by a competitive environment and the challenge of differentiating the company's offerings. **The challenge of lead generation and long sales cycles suggests that IT vendors should look for effective IT marketing strategies.**”*

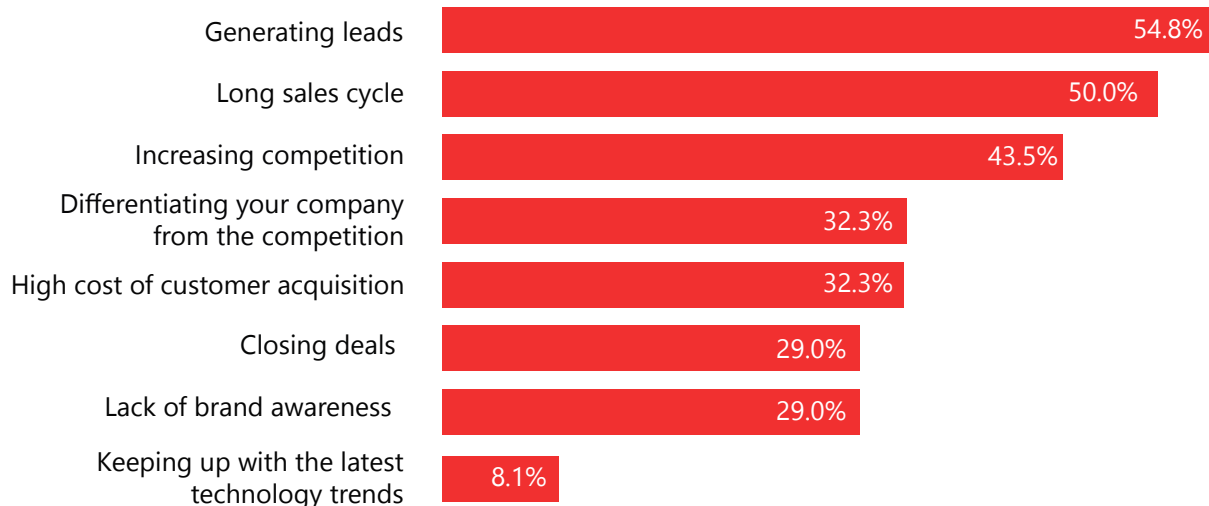
Techreviewer Research, May 2025, Main Marketing Channels of IT Services Companies in 2025

Current market state



Techreviewer Research, May 2025, Main Marketing Channels of IT Services Companies in 2025

The biggest challenges in attracting new customers



Techreviewer Research, May 2025, Main Marketing Channels of IT Services Companies in 2025

What **MATTERS MOST: 5 PRIORITIES THAT MAKE A BIG IMPACT**

Rome wasn't built in a day – and neither is a strong marketing program. But if you nail the basics, you'll already be well ahead of most competitors.

1. Define your value:

Craft a unique value proposition and narrative that can stand the test of time.

2. Refresh existing content:

Apply your value proposition to your website, proposals, marketing materials and social media.

3. Pick low hanging fruit:

Before getting fancy, look for easy revenue wins such as:

- Leads you have generated but not followed up effectively
- Cross-sell or upsell opportunities within your loyal customer base
- Testimonials or case studies that have been agreed but not created

4. Optimise your website – it's your 24/7 salesperson

Does it communicate what you do, who you do it for and why you're different?

Can people easily find what they are looking for and connect with you?

5. Build on a strong foundation:

With the basics covered you are ready to scale your marketing efforts and grow your business. But first, prepare a marketing plan, including:

- Measurable goals
- What has (and hasn't) worked in the past
- Competitor activity and where you can win
- Market context and audience needs
- What you can teach your audience about their own needs and experiences that can naturally lead to your solutions and services
- Relevant channels and costs



****CUSTOMER ACQUISITION TIP****

To keep costs low, start with your own network, partnerships and affordable channels. For example industry associations can offer engaged audiences, less competition and bonus marketing opportunities for content that offers genuine value to their members.

How TO GET CRACKING IF YOU LACK TIME AND EXPERTISE?

Meet Rocket Science, a team of senior marketing specialists 100% focused on the B2B technology sector. We have deep experience working across the whole IT ecosystem from distributors and vendors to partners and independent solution providers.

We think differently and strive for excellence in everything we do. **Our clients call us unicorns.** We partner with you, whether you need a:

1

Virtual marketing manager:

A dedicated and affordable marketing specialist to support your team and drive your day-to-day needs.

2

Marketing strategy:

We work with you to unpack complex challenges, develop a value proposition and build an effective and sustainable program of activity.

3

Full-service agency:

We cost-effectively and expertly create and execute campaigns – catering for all sized projects, across all channels.

OR

you may need a combination of these any given day – whatever your situation, we have you covered.



THE LITTLE BOOK OF MARKETING

1 *How* TO HAVE A MARKETING MANAGER WITHOUT HIRING ONE

Meet Sofia, a proven marketing specialist with the hands-on skills and knowledge to support your team and drive your day-to-day marketing needs from concept to execution.

Sofia is a marketing professional with over a decade of experience driving brand growth and delivering long term value. For the last 8 years she has been 100% focused on tech B2B supporting leading brands including Microsoft, Palo Alto Networks, HP, Aruba, NetApp, Alcatel and more.

She thrives on building and delivering integrated multi-channel campaigns that combine end-to-end execution and program management across digital, partnership, and sponsorship channels – always with a focus on efficiency and measurable results.

Prior to joining Rocket Science, Sofia was the Senior Marketing Manager at Arrow for 3.5 years.



Sofia is a talented marketer and can lead program strategy and execution. Her strengths include a great ability to multitask, excellent attention to detail and solid understanding of the partner channel."

– Sonya Aboudargham, Head of Marketing
Microsoft, Dicker Data.



For tech people, marketing can seem like hard work but it doesn't have to be."

– Sofia Gonzalez, Senior Partner Manager,
Rocket Science

[LinkedIn](#)

Sofia@rocketscience.com.au

1 *How* A VIRTUAL MARKETING MANAGER CAN GROW YOUR PRACTICE

A virtual marketing manager can be an ideal fit if you don't have any dedicated marketing resources, or if your in-house team needs an extra pair of hands or advice from an experienced professional.

Benefits:

- Hands-on day-to-day virtual marketing support
- Only pay for resources you need / flexibility to switch on and off
- Mentoring and upskilling for junior marketers
- Backed by the full Rocket Science team who can provide comprehensive strategy through to execution across all channels

Typical roles:

- Understand the current and upcoming marketing activities and content required
- Provide a first point of contact for the senior team and others with marketing and communications requirements across the business
- Create and map all activities into a comprehensive marketing plan with robust processes
- Identify key priorities and projects that can be effectively created / managed internally (keeps costs down)
- Brief creative projects into the broader Rocket Science team as needed
- Run weekly WIPs and manage internal approvals as needed etc.
- Provide vendor, partner and/or distributor support
- Help maximise access to eligible funds, rebates and benefits



THE LITTLE BOOK OF MARKETING

2 *How* TO CREATE A MARKETING STRATEGY THAT BOOSTS THE BOTTOM LINE

Marketing strategy to unpack complex challenges and build programs

Rocket Science Founder and Strategy Director, [Mel Johnstone](#), has crafted and refined a unique and proven strategic process with teaching at the core.

Why teaching? Because a decade of Gartner research found that teaching prospective buyers' something new or surprising about their own business is the most statistically significant driver to winning high quality B2B deals.



[View Successful GTM Strategies](#)



Mel just gets it and more importantly, gets it done! Her knowledge and experience is second-to-none, her strategic planning and leadership is thorough, realistic and delivers!"

– **James Bright**, ICT Marketing Strategist & Leader



A solid strategy helps MSPs define a unique value proposition and robust narrative that will last for years, and lays the foundation for future GTM activity."

– **Mel Johnstone**, Founder and Strategy Director,
Rocket Science

[LinkedIn](#)

melj@rocketscience.com.au

3 *How* TO CREATE AND EXECUTE END-TO-END MARKETING CAMPAIGNS

Rocket Science is a full-service agency with a refreshingly flexible attitude. Whether we're working with you on a strategic program, or a small solution brochure, we put in the same amount of love and care.

Our experienced tech B2B creative team will craft compelling messaging and content that makes your unique value proposition and offering stand out amongst the crowd.

Your dedicated senior project manager will support you every step of the way from concept to approval and they will also manage the distribution through the agreed GTM channels.

Our robust processes and work in progress (WIP) tracker manage the status of every deliverable across every project – so any issues are quickly identified and addressed. We also track, report on and optimise performance over time.

[View Creative Work Examples](#)

Client Comms Brief

Cost Estimate for Approval

Creative Brief & Timeline

Creative Team Briefing

Copy/Approval

Design/Approval

Distribute in Market

Mel and the team at Rocket Science went well and truly above and beyond to ensure our launch was a success. I have never worked with a more dedicated, passionate and capable team."

– Tamika Sercombe, Global Chief of Marketing and Strategy





READY FOR LIFT OFF?

Get in touch

0410 463 557 | mej@rocketscience.com.au

rocketscience.com.au