

A hand in a grey sweater sleeve points with a pen at a bar chart on a document. The chart shows an overall upward trend with some fluctuations. The background is a warm, orange-toned office setting with a laptop and papers.

# MSP Marketing Engine

Ready-to-Go Programs

**pronto**  
marketing

MSP owners understand the increasing importance of digital marketing to help with business growth. What is less clear however, is where to start. Between social media, email campaigns, SEO and PPC advertising, there are so many marketing channels available.



Common questions include:

- What can I do to make the phone ring?
- What are my competitors doing that I'm missing?
- Which marketing channel will get me the most leads?

The reality is that there isn't one marketing tactic that stands above all others. To capture new clients, you've got to be doing a lot of things right - especially when the lifetime value of a new client is so high.

Your marketing needs to run like an engine, with multiple marketing channels working together to operate at peak performance. That's where Pronto can help!

# Value of a Marketing Engine

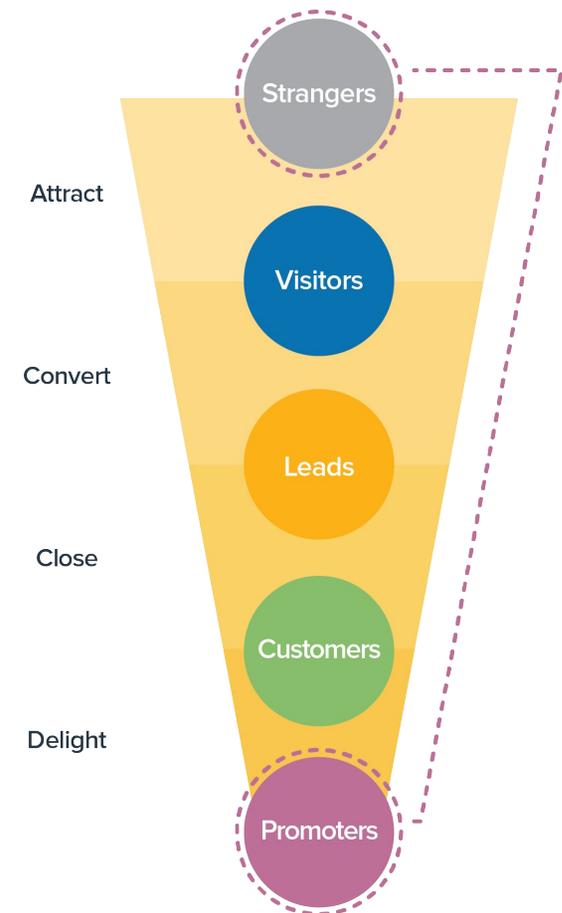
To develop an effective marketing engine, it's important to think about the journey that your prospects must go through to become a customer. The goal should be to move them through your sales funnel and the tactics used will depend on which stage of the funnel they are in.

SEO and advertising can be effective for attracting more visitors to your website, but you can't stop there. Only a minority of visitors will be ready to pick up the phone or fill out a contact form. That's why it's important to include other offers on your site which encourage visitors to share their contact details.

Once you have captured the lead, monthly email newsletters and targeted emails can be used to enhance your brand credibility and authority. This will make it easier for your sales team to turn those leads into happy customers because they'll be better primed for your services and solutions.

Ready-to-Go Marketing Engine Programs bring together our most popular add-on services to help attract more visitors to your site and convert them into leads. With everything is working together, your site can become even more effective at filling up your sales funnel so you can focus on closing the deals.

We developed 3 marketing engine programs based on your goals and marketing budget. Not only that, but each program includes a special discount to boot!



**Now let's take a look at these Ready-To-Go Programs!**

# MSP Marketing Engine Programs

MSP Marketing Engine  
Ready-To-Go Programs

Service	Goal	Essential Conversion	Plus SEO	Pro SEO + Advertising
Advanced SEO	Attract		Level 1 2 links / month	Level 2 4 links / month
Custom Blogging	Attract		Basic 2 posts / month	Pro 4 posts / month
Google AdWords Pro *	Attract			Pro
Retargeting *	Convert	✓	✓	✓
Ready-to-Go MSP eBooks	Convert	✓	✓	✓
Social Media Basic	Engage	✓	✓	✓
Call Tracker	Analyze	✓	✓	✓
Setup		\$400 <b>FREE!</b>	\$400 <b>FREE!</b>	\$1,200 <b>FREE!</b>
Monthly Savings		\$25/m	\$150/m	\$300/m
Monthly Investment		<b>\$179/m</b>	<b>\$799/m</b>	<b>\$1,449/m</b>

- ★ AdWords and Retargeting require advertising budgets to be paid directly to the advertisers (ie: Google, Adroll)
- ★ All programs have a 3 month minimum commitment, but we are confident you'll stay active much longer!

## Who it's for:

If you're just getting started or are already driving traffic to your website and want increase the chance that you capture leads from your current visitors, the **Essential Program** is sure to get you on the right track.

## What's Included?

*More details about each service can be found on pages 9-15.*

- ✓ **MSP eBooks** - Capture leads by offering free eBooks in exchange for contact details
- ✓ **Retargeting** - Re-engage and advertise to individuals who already visited your website
- ✓ **Social Media** - Stay active with your audience with social media status updates
- ✓ **Call Tracker** - Track incoming calls to analyze the effectiveness of your marketing

**Setup:** ~~\$400~~ **FREE!**

**Monthly Savings:** \$25/month

**Monthly Investment:** \$179/month + retargeting budget

Sign Up

Speak with a marketing consultant

## Who it's for:

If you're ready to really enhance your SEO, we will add custom blogging and inbound links to the mix with the **Plus Program**. Content is king, and publishing unique content to your site and getting mentioned on other websites are key for an effective inbound marketing strategy.

## What's Included?

*More details about each service can be found on pages 9-15.*

- ✓ **Advanced SEO** (2 links) - Increase keyword rankings by improving your online reputation
- ✓ **Custom Blogging** (2 posts) - Drive organic traffic with unique blog posts on your site
- ✓ **MSP eBooks** - Capture leads by offering free eBooks in exchange for contact details
- ✓ **Retargeting** - Re-engage and advertise to individuals who already visited your website
- ✓ **Social Media** - Stay active with your audience with social media status updates
- ✓ **Call Tracker** - Track incoming calls to analyze the effectiveness of your marketing

**Setup: \$400 FREE!**

**Monthly Savings: \$150/month**

**Monthly Investment: \$799/month + retargeting budget**

Sign Up

Speak with a marketing consultant

## Who it's for:

When it's time to get really serious about SEO, the **Pro Program** is your best option. We'll create more inbound links and publish a new blog post on your site every week. Not only that, we'll manage your Google AdWords campaign to drive more qualified traffic to your site.

## What's Included?

*More details about each service can be found on pages 9-15.*

- ✓ **Advanced SEO** (4 links) - Increase keyword rankings by improving your online reputation
- ✓ **Custom Blogging** (4 posts) - Drive organic traffic with unique blog posts on your site
- ✓ **Google AdWords** - Drive traffic with ads appearing *above* Google's organic search results
- ✓ **MSP eBooks** - Capture leads by offering free eBooks in exchange for contact details
- ✓ **Retargeting** - Re-engage and advertise to individuals who already visited your website
- ✓ **Social Media** - Stay active with your audience with social media status updates
- ✓ **Call Tracker** - Track incoming calls to analyze the effectiveness of your marketing

**Setup: \$1,200 ~~FREE!~~**

**Monthly Savings: \$300/month**

**Monthly Investment: \$1,449/month + retargeting and AdWords budgets**

Sign Up

Speak with a marketing consultant

Get started with your MSP Marketing Engine Program by signing up below. We'll will work with you to ensure everything is in place to start your marketing efforts as soon as possible so you can start capturing leads and seeing results.

	Essential <i>Conversion</i>	Plus <i>SEO</i>	Pro <i>SEO + Advertising</i>
<b>Setup</b>	<del>\$400</del> <b>FREE!</b>	<del>\$400</del> <b>FREE!</b>	<del>\$1,200</del> <b>FREE!</b>
<b>Monthly Savings</b>	\$25/m	\$150/m	\$300/m
<b>Monthly Investment</b>	<b>\$179/m</b>	<b>\$799/m</b>	<b>\$1,449/m</b>
	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>

[Speak with a marketing consultant](#)

If you'd like to dig deeper into what's included for each specific service, additional information is included in the following pages.



## Overview:

Ready-to-Go MSP eBooks capture leads from your website. When users request to download your eBooks, they must enter their contact information. Additionally, your eBooks are branded to match your company which can help enhance your credibility with new visitors.

## Main Features:

- ✓ **Branded eBooks** - Every 3 months we'll create a new eBook relevant to your business.
- ✓ **On-site promotion** - We'll add a new section to your homepage, CTAs throughout your website, and a landing page with the eBook description and a contact form to capture leads.
- ✓ **Email campaign** - Once each eBook is ready, we'll announce the release in 2 emails to your contact list.

To learn about all of the features, [click here](#) to visit the service page.

## Process:

Every 3 months we'll create an eBook based on the most popular MSP topics. You'll have a chance to review and edit the content before we design your eBook to match your logo and color scheme. The eBook will be added to your website and announced to your clients and prospects via your current email list.

	Essential Conversion	Plus SEO	Pro SEO + Advertising
Which programs include this service?	✓	✓	✓



## Overview:

Have you ever visited a website and seen ads for that business follow you to other websites? That's retargeting at work! It allows you to display ads directly to people who have already visited your site, giving you a second chance to convert those visitors into leads.

## Main Features:

- ✓ **Campaign planning** - We'll work with you to determine the best pages and services to focus on for your retargeting campaign.
- ✓ **Creative ad sets** - Our designers will create 2 sets of ad designs. Each set will be adapted to 5 different image dimensions so your ads can be displayed on multiple websites.
- ✓ **Monthly reporting** - We'll send a report every month which shows the performance of your campaign including the number of times your ads were displayed and clicked.

To learn about all of the features, [click here](#) to visit the service page.

## Process:

Our team will start preparing mockups of your creative ad sets and will send them to you for review. We'll upload your ads to our retargeting platform, set your campaigns to target your regional location, segment your audience based on your website visits and start running your ads. Each month you'll receive a report with details about your campaign performance.

	Essential Conversion	Plus SEO	Pro SEO + Advertising
Which programs include this service?	✓	✓	✓



## Overview:

We'll create customized banners and backgrounds for your Facebook, Twitter, LinkedIn and Google+ profiles. Our syndicated content feed ensures your profiles are regularly updated with relevant status updates that your clients will find informative and engaging.

## Main Features:

- ✓ **Banner design** - Our design team will create banners for Facebook, Twitter, LinkedIn, and Google+ which match the look and feel of your website.
- ✓ **Syndicated status updates** - Every month, we'll post industry-relevant status updates to your Facebook and Twitter feeds.
- ✓ **RSS blog integration** - We'll link your social media accounts to your blog so any time a new blog is published to your website, it will automatically be posted to your social media feeds.

To learn about all of the features, [click here](#) to visit the service page.

## Process:

We'll prepare mockups of the new banner designs for each of your social media pages. Our team will schedule regular status updates for you. On average you'll get 8 status updates per month on Facebook and Twitter. Each month we'll email you a report that tells you exactly how your social media is performing for you.

	Essential Conversion	Plus SEO	Pro SEO + Advertising
Which programs include this service?	✓	✓	✓



## Overview:

How visitors arrive at your website can be easily tracked through analytics tools, but as soon as they pick up the phone all that information disappears. Call Tracker bridges that data gap by giving you information about how callers found your business and interacted with your site.

## Main Features:

- ✓ **Track web traffic sources** - Our tracking platform will tell you how your callers found your website, whether it be organically, PPC advertising, or offline methods.
- ✓ **Call recording** - Calls that are routed through the call tracking numbers will be recorded in MP3 format for easy reference (500 minutes / month).
- ✓ **Instant email notifications** - When a new call comes through, you'll receive an email notification which shows the traffic source and general location of the caller.

To learn about all of the features, [click here](#) to visit the service page.

## Process:

Sign up and tell us about your preferences for phone numbers. We'll integrate our call tracking system with your website so your tracking phone numbers are automatically displayed to the appropriate website visitors. You'll receive an email notification whenever someone places a call from your website through our call tracking system.

	Essential Conversion	Plus SEO	Pro SEO + Advertising
Which programs include this service?	✓	✓	✓



## Overview:

Our search and advertising experts navigate the complexities of SEO so you don't have to. We work with you to optimize your website, strengthen your brand and make sure you're well represented in search results.

## Main Features:

- ✓ **Guest blog posts** - We'll take care of writing and publishing blog posts on other websites, which will include keyword-specific links that point back to your site.
- ✓ **Press releases** - A press release will be written and sent through a press release distribution network twice a year.
- ✓ **Ongoing reporting** - We'll closely monitor how the new links impact your keyword rankings and organic search traffic.

To learn about all of the features, [click here](#) to visit the service page.

## Process:

Our SEO team will dig through your current ranking and traffic data, conduct keyword research and develop an SEO strategy to cover the next few months. From there, we'll start building links to your website and at the end of each month we'll send you a detailed report including data about keyword rankings, traffic and leads.

	Essential Conversion	Plus SEO	Pro SEO + Advertising
Which programs include this service?		✓ 2 links / month	✓ 4 links / month



## Overview:

Our talented writers create content that will engage your prospects by getting to the heart of topics they care about. You'll receive an editorial calendar with publication dates, links to article drafts, and future titles so you never feel disconnected from your content.

## Main Features:

- ✓ **Unique blog articles** - We'll write quality content that is relevant to your business which help establish you as a leader in your industry. Each post will be 600-800 words.
- ✓ **Dedicated editor** - You'll work directly with a member of our editorial team to plan and execute your content strategy.
- ✓ **Custom editorial calendar** - We'll prepare a content calendar which includes the topics for each post and the estimated publish date.

To learn about all of the features, [click here](#) to visit the service page.

## Process:

Your editor will reach out to you to discuss potential topics to cover. Once the topics are set, we'll prepare a content calendar showing you the target publish date for each article. After each article is written, we'll submit it to you for review. You'll then have an opportunity to request changes to the article. Upon your approval, we'll post the article to your blog.

	Essential Conversion	Plus SEO	Pro SEO + Advertising
Which programs include this service?		✓ 2 posts / month	✓ 4 posts / month



## Overview:

AdWords puts your business in front of potential clients right when they're looking for you. With this service, you also have the option to target highly lucrative keywords that would normally be very difficult to rank for organically.

## Main Features:

- ✓ **Campaign planning** - We'll work with you to establish your target demographic and get your AdWords account ready for your new campaign.
- ✓ **Ongoing management** - The AdWords team will proactively check on your campaigns and respond to performance data to make sure they're always improving.
- ✓ **Monthly reporting** - You'll receive a report detailing the performance of your campaigns and get additional information about the ongoing strategy and planned adjustments.

To learn about all of the features, [click here](#) to visit the service page.

## Process:

Our team will start researching keywords and preparing ad copy to send to you for review. Upon your approval, we'll add everything to your AdWords account and launch your campaigns. We'll actively monitor your campaigns and make adjustments to improve performance. Every three months, you'll receive a detailed report and have a call from one of our AdWords experts.

	Essential Conversion	Plus SEO	Pro SEO + Advertising
Which programs include this service?			✓

## General Questions

### **Can I start with one program now and change to another later?**

Absolutely! You can easily upgrade your account to a higher level program at any time. If you need to downgrade, we only require that your current program is active for at least 3 months.

### **Are there any contracts or commitments?**

We only require that you stay with a program for at least 3 months, but we are confident that you'll want to stay much longer than that!

### **Do the prices for these programs include the management of my website?**

These programs are only available to Pronto clients who are subscribed to the MSP Managed Website service. The prices do not include the cost of a managed website.

### **Are there any additional fees I should be aware of?**

Please budget at least \$200/m for retargeting campaigns. This will be paid directly to the advertisers who display your ads. If you're subscribed to the Pro program, we recommend that you budget at least \$1,000/m for Google AdWords ads, which are paid directly to Google.

### **Can I have a custom program with a different set of marketing services?**

We created these programs to be well balanced and believe one of them will be a good fit. However, if you're planning to purchase over \$500 in marketing services, we can certainly work out a custom program for your specific needs.

## Advertising Questions

### **How much do I need to budget for retargeting ads?**

Retargeting ads are only displayed for individuals who have visited your website, so the recommended budget depends on your website traffic. Your budget needs to be at least \$200/m but the total won't be finalized until the number of display ads has been tallied, which is often less than the maximum amount in a budget.

### **How much do I need to budget for AdWords ads?**

The cost-per-click for AdWords ads depends on your region and competition. As a general rule, we recommend at least \$1,000/m for MSPs but we can work with you to determine what makes the most sense for your particular case.

## SEO Questions

### **What's the difference between Custom Blogging and Guest Blogs in Advanced SEO?**

Blog posts from Custom Blogging will be published on your website to help engage with your audience and improve your on-site SEO. Advanced SEO guest blog posts are published on other websites and include links to your website, which will increase your off-site SEO.

### **What's the difference between Advanced SEO level 1 and level 2?**

The difference is the number of guest blog posts published each month and the authority of the websites where the guest posts are published. The Level 2 program will have more impact on keyword rankings because of the increased quantity and authority of the inbound links.

## Call Tracker Questions

### How does it work?

We add a script to your website that replaces your phone number with "tracked" phone numbers. Each site visitor sees a unique phone number. When they contact you, the number they dial will tell you how they arrived at your site, the page they landed on, and if they took any actions.

### How many traffic sources can I track?

By default, our system will track online traffic sources such as organic, paid search, and email. If you'd like to track offline sources like a direct mail campaign, just let us know. We can allocate up to 2 of the 10 tracking phone numbers for offline uses.

## Ready-to-Go MSP eBook Questions

### Can I make revisions to my eBooks?

Absolutely! We will already have the content and structure in place for the eBook, but you can certainly make your own edits before your eBook is branded and added to your site.

### How often will a new eBook be added to my website?

To ensure the eBook is always fresh, we'll release a new one every 3 months. The new release will also include a new landing page and email announcements to keep your prospects up-to-date.