

A
**CONTENT MARKETING
STRATEGY
FOR MSPS**

***The 4-Step
Framework for
Creating Content***

**THAT DRIVES
CONVERSIONS!**

**A Guide to Attracting Leads and Driving
Real Business Growth**

Content Marketing Matters!

Creating content without seeing any tangible results can leave you feeling frustrated and deflated.

Maybe you're generating some interest, but the leads are low quality. Your messaging isn't landing, and your pipeline is nothing but dregs. Or maybe you're inconsistent with your marketing efforts.

This is a common scenario for MSPs deploying employees in a marketing role. You're not short on ideas or activity — you're short on results.

Without focused content or a digital strategy that generates consistent leads, you miss out on opportunities to generate a healthy flow of revenue and fail to scale your business.

Without an effective marketing strategy, your business might fail altogether.

The Purpose of Content Marketing



Content marketing matters because it's how your business gets discovered. In the online space, content helps prospects to find you, enables you to build trust with your audiences, and influences buying decisions.

By consistently providing relevant information that offers real value, you position yourself as the go-to expert, attract the right audience, and turn awareness into qualified enquiries and long-term clients.

The 4-step framework presented to you in this document will enable you to lay the foundations of your content strategy.

Writing content for YOUR audience.

GRAB A PEN AND PAPER

LET'S GO!

Rewards Outweigh Risks

The biggest risk for business owners is that the products and services they pay for do not satisfy their needs. Nobody wants to throw money at nothing.

They want rewards | Outcomes. Benefits.

Therefore, your content should explain what they can expect from partnering with you – **not** by telling them what solutions and features you offer!

The **GOLDEN RULE**  of Content Writing
Marketing is **NOT** what you do.
It's about **WHAT THEY GET!**

MSPs should shift messaging
from “we provide IT support”

To

“We help [your business]
achieve [outcomes you want].”

High-performing content isn't random. It follows a deliberate structure that guides the reader from initial interest to action.

The most effective content consistently moves through a defined flow:

**Capture attention → Address a specific →
Present a solution → Reinforce the outcome →
Call-to-action**

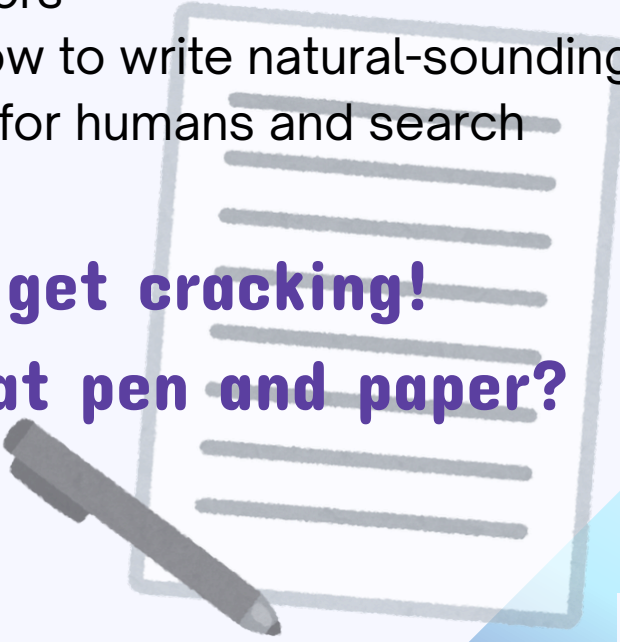
When this structure is applied well, your content becomes more persuasive, engaging, and effective. Nail your writing skills, and you can turn attention-grabbing into action-taking.

In short, the following 4-step content marketing framework will help you to move qualified prospects towards a purchasing decision.

**You will
learn
how to:**

- Attract the right audience by honing in on your preferred ideal clients
- Shape your brand identity by defining your value as a thought-leader and an authority in the field of IT support
- Build credibility that converts browsers into buyers
- Learn how to write natural-sounding content for humans and search engines

**Right, let's get cracking!
Have you got that pen and paper?**



Step One

Select A Preferred Ideal Client (PIC)

There are many businesses in many industries. If you try to reach all of them, you set yourself up to fall short and may not snag any at all — primarily because your audience does not realise they are your audience!

You need to tell them — if you know who they are!

The first step of this framework is to decide who is your:

preferred ideal client (PIC).

Choosing your PIC?

Your preferred ideal client is someone who is drawn to your brand personality. They resonate with you because they are like you. So naturally, you enjoy working with them!

Now you know that, it all makes sense, right?

Step one, then, is dial in your PIC and write an elevator pitch which tells people they are your kind o' people.

Your elevator pitch must satisfy the following conditions:

- Who you want to speak with -- decision makers; owners, executives or IT managers
- The type of businesses you help
- Size – how many employees they have
- The principal problem you can resolve
- The outcome/benefits your PIC can expect

EXERCISE: IDENTIFY YOUR PIC

Answer the following questions

1. Who are your top five PICs?

Write a list of the people and the companies you enjoy working with from your existing client base. Narrow it down to five.

2. From your list, which industry do you most enjoy working with?

Choose one! Cross out the other four companies. Congratulations, you have found your PIC!

3. How many employees does your PIC have?

Are you targeting start-ups, small businesses, SMEs or corporations?

4. What problems does your PIC experience?

List 3-5

5. What does your IC need, and how can you fix their problems?

List at least one problem and one solution from your list. The problem should either be the most pressing and common issue your PIC experiences, or a unique proposition that other competitors do not offer.

**Who is
your PIC ?**

Crafting the Elevator Pitch for your PIC?

Your elevator pitch should tell your PIC what you can do for them in a single sentence.

Take each of your answers above and write a brief paragraph that defines your ideal customer and what you can do for them.

Note

This paragraph will sit in pride of place on your website and social media accounts, so it needs to be precise and to the point!

Remember

Don't talk about yourself; address your audience and pain points, and how you can help.

EXAMPLE

We help partners of solicitor firms with 50+ employees save money and protect data with super secure and stable IT environments that deliver a 99.99% uptime.



Qualifying Your PIC

You may have identified your preferred ideal customer in terms of industry and size, but you can still waste time and energy attracting the wrong clients.

This next task in Step One eliminates companies that do not meet your criteria. This exercise aims to qualify your PIC by filtering out clients who are not a good fit.

What does your ideal customer need to have?

Take each of your answers above and write a brief paragraph that defines your ideal customer and what you can do for them.

EXAMPLE

- A minimum budget of ££££?
- At least one IT manager in-house?
- Store critical data on-site?

EXERCISE

Write a list of 5-7 qualifying criteria you would prefer in an ideal client. This list will be displayed on the homepage of your website and in the About section of your LinkedIn page.

Locate Your PIC

Now you know who your PIC is, the next step is to meet them where they are.

Where does your IC spend their time online, and how do they look for solutions?

This may feel like a tedious task, but it is an important and necessary step that ensures your marketing is focused and designed in the right format.

By identifying the right channels — search engines, LinkedIn, referrals, or offsite platforms — you can position your business directly in front of decision-makers and:

- increase visibility
- improve lead quality
- drive more meaningful enquiries

Have you considered building an online presence on any of these platforms:



All of these sites have a good reach and give you a platform to establish your brand as an insightful, knowledgeable and helpful authority in your field.

- **Reddit**
- **Quora**
- **Medium**
- **Substack**
- **Just Answer**
- **TrustPilot**

Step Two | Problems Solutions

Effective content shows that you recognise the specific challenges, frustrations, and risks your PIC is currently experiencing. Creating content involves the simple matter of identifying problems and offering solutions.

When you demonstrate that you feel somebody's pain, it gives them more confidence that you have the remedy.

However, presenting a solution alone only tells your PIC about you.

Do you remember the golden rule of marketing?

Yes, your PIC wants to know what's in it for them. You explain the what by listing the outcomes.

Grab your pen and paper. You have another...

EXERCISE

Before you start writing a piece of content, answer the questions below:

What problems does your PIC have that you can solve?

List as many problems as possible — because these pain points will be used to generate multiple pieces of content. Think of this as a brainstorming exercise!

EXAMPLES

The examples given in each section below are the lists I created when identifying typical pain points for MSPs.

Use these for inspiration and gear them towards your PIC.

Example Problems (MSPs)

- Low quality and inconsistent leads mean revenue is unpredictable
- Struggle to convert — prospects are reluctant to pay for outsourced expertise because it is seen as an expense, not an investment
- IT executives prefer to keep data in-house
- Not enough time to create content and a digital strategy
- IT decisions often involve directors, finance, and operations. Consensus takes time. Deals stall or break down while internal stakeholders “review options.”
- Most MSPs struggle to stand out from the crowd because they offer similar services: Microsoft 365, Cybersecurity, Helpdesk support, etc.
- Potential risk of collapse of business and laying off staff
- The business could fall into administration and the owners no longer have an income

Why is your PIC experiencing these pain points?

Example Pain Points (MSPs)

- Low or no online visibility
- Ineffective marketing strategy
- Inconsistent marketing activity
- Poor positioning and messaging
- No trust or authority score with search engines or prospects
- Generic brand voice
- AI-generated content with zero passion
- Over technical content using industry slang
- Poor SEO
- Underutilising off-site platforms
- MSPs are often seen as ‘just IT support guys’ and not a strategic partner

How do your solutions eliminate problems?

Once the problems and the pain points are clear, demonstrate how your service directly addresses and removes these challenges practically and believably.

EXERCISE

Write a list of solutions that address your PICs pain points. What results can you deliver?

Describe the outcome.

Outcomes deliver benefits.

Benefits give people more buyer confidence.

Confidence leads to conversions!

Example Solutions (MSPs)

- Improve website with readable, engaging and entertaining content
- Provide informative and helpful content that attracts and retains clients
- Expand online profile for wider reach and more visibility
- Develop brand personality and change the perspective of decision-makers
- Establish PIC as an authority in the field and earn trust with professionals and search engines
- Enhance brand reputation and credibility to improve authority
- Establish trust with search engines and professionals to increase conversions
- Increase conversions and grow your business
- Set realistic KPIs to continuously improve marketing efforts and achieve better ROI

What outcomes and benefits do your solutions deliver?

Now you have a list of problems and solutions, you have the material you will use in the bulk of your marketing material; blogs, social media ads, paid ads etc.

However, simply stating your solutions does not satisfy the golden rule of marketing. To take your marketing to the next level, list the outcomes and benefits your PIC can expect to enjoy.

Remember

Before people buy anything, they want to know:

**What's in
it for me?**



Therefore

Therefore, when describing the solutions you offer, always mention:

- the outcome you deliver and
- the benefit the outcome provides
- or vice versa (state the benefits you get from the outcomes)

EXERCISE

For each solution in your list above, write down the outcomes and demonstrate the benefit.

Example Outcomes (MSPs)

- High-quality and relevant content consistently published drives traffic and increases online visibility. More traffic and more conversion leads to business growth.
- Elevate search engine rankings and attract more visitors
- Content and digital strategy attract prospects, convert into customers and retain clients — more revenue
- Adapt messaging to change the perspective of business owners who see outsourced IT as an expense rather than an enabler
- Provide relevant and authoritative information which highlight eliminates fears over risks, costs and security
- Free up time for employees to focus on the work you employed them to do
- Develop a brand personality that helps MSPs to stand out from the crowd
- Establish blog and socials as a go-to resource by tackling topics the competition is not talking about

Step Three

Content Creation

Now that you understand your audience and the pain points caused by their problems, you're ready to take your insights and apply them to creating content that is specifically designed to speak to your PIC.

Good content is not just informative — it's structured to guide the reader from paying attention to taking action.

Good content features:

- An attention-grabbing headline
- A relevant introduction which presents the problem to solve
- The pain points the problem causes
- Your solution to the problem
- The benefits of the solution
- A call to action



Attention Action

In this next section, you will learn some of the techniques that help to transform your writing from a piece of content into a tool for generating leads

First, let's talk about...

Structure

1. Headline




The key to writing headlines is to capture the attention of your audience.

Headlines don't have to be sensational or clickbait, but they **should address a topic your readers want to know about.**

Use Clear, Outcome-Driven Headings

This is why it's useful to know your audience and understand what they want to know!

Which topics grab their attention?

-  Focus on a specific problem/outcome
-  Keep information simple and direct
-  Avoid vague or generic titles



HEADLINE EXAMPLES

Instead of: “The Benefits of Managed IT Services”

Use: “How to Prevent Downtime and Protect Your Business from Cyber Threats”

Instead of: “Is Your Network Secure From Cybercriminals”

Use: “Cybercriminals are Hacking Small Businesses Using These Methods”

2. Introduction

The opening line, or opening paragraph, should ideally pull the reader in and make them want to continue. If your audience does not feel understood within the first few lines, they will leave.

Your introduction should quickly show the reader that you understand them and their situation.

- ✓ Highlight the problem
- ✓ Reinforce the problem with pain points
- ✓ Mention the impacts the problem could have if it's not resolved?



PRO TIP: A good introduction makes an emotional connection. It makes the reader say ‘This content is for me. I want to know more.’

3. Body

The goal of the body is to educate the reader. This allows you to present solutions and position yourself as an expert.

Your content should deliver useful, easy-to-digest information.

- ✓ Break the content up with subheadings every 4-6 paragraphs
- ✓ Focus on solving one problem at a time
- ✓ Use simple language—avoid unnecessary technical jargon
- ✓ Explain why it matters, not just what it is

For MSPs, this means:

- ✓ Translating technical concepts into business impact
- ✓ Explaining risks, outcomes and benefits

4. Call To Action (CTA)

Every piece of content should end with an instruction. A call to action tells the reader what to do next on the journey from attention to action.

A CTA should be aligned with the stage of the marketing journey that your clients are on.

A typical customer journey from attention to action is:

Attention/Awareness →
Interest/Engagement →
Consideration/Evaluation →
Intent/Decision →
Action/Conversion (or download)

CTA EXAMPLES

- ✓ Get in touch
- ✓ Book a consultation
- ✓ Download a guide
- ✓ See our article on _____

Writing Content

Now that you know the structure for an effective piece of writing, can you see that your content follows a clear progression:

Problem → Pain Points → Solution → Outcome → Benefits

- Emphasise risk, value and results.
- Avoid vague claims, technical jargon, and complex or specialist tasks.

Do you want to go deep-diving?

Here are some pointers to include...

Problems & Pain Points

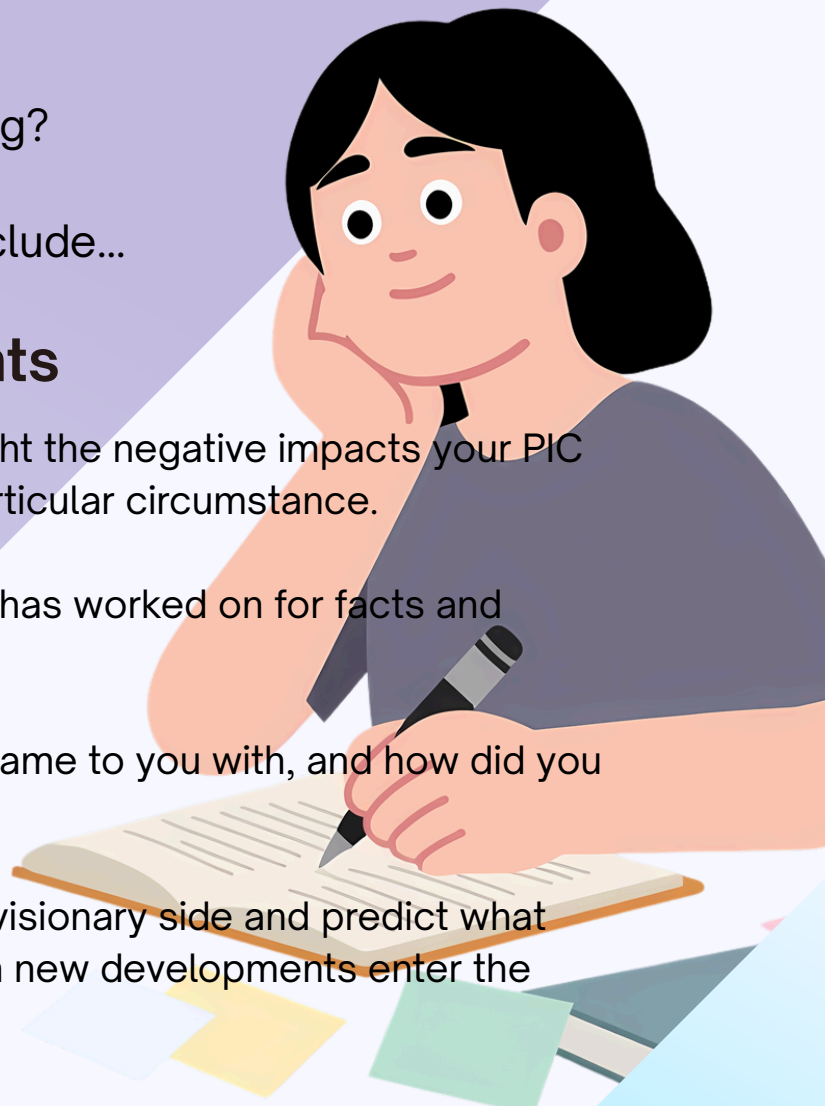
Problems and pain points highlight the negative impacts your PIC is experiencing because of a particular circumstance.

Use real case studies your MSP has worked on for facts and inspiration.

What was the problem a client came to you with, and how did you solve it?

Alternatively, demonstrate your visionary side and predict what could potentially go wrong when new developments enter the landscape.

For example, how will a regulatory change impact businesses?



The first part of your content should answer the following questions:

1. What are the problems, or potential problems, you intend to address?

- Systems fail, servers crash, or networks go offline
- Cybersecurity threats
- Lack of in-house expertise
- Poor decision-making
- Misaligned technologies
- Inefficient network and processes
- Unable to meet regulatory requirements
- Scalability challenges
- Backup and disaster recovery issues
- No strategic direction or guidance

2. What frustrations are your audience experiencing today which may lead to the fears of tomorrow?

- Disrupted operations
- Loss of productivity
- Missed opportunities
- Login issues
- Frustrated staff
- Damage to reputation
- Unpredictable IT costs

3. What do they fear could go wrong?

- Loss of revenue due to client drop-off or onboarding issues
- Data breach — loss of credibility, penalties, legal costs
- Permanent data loss
- Top talent may leave
- Staff redundancies
- The business will fail
- No family holidays
- Sell their car
- Lose their house

4. What are the future aspirations of your PIC?

- More customers, higher revenues
- Innovation
- Security
- Network stability and smooth experience
- Employee satisfaction
- Success
- Grow the business
- Respect
- Financial freedom
- Sense of achievement

Solutions & Benefits

The bulk of your content unfolds the solution you offer. Don't try to sell your services. Simply explain what prospects can expect from them.

Outcome & Benefits

(*remember the golden rule!)

Describe your solution, explain what it does and the outcome it delivers. Your explanation should demonstrate how to resolve your PICs' problem and eliminate or ease the pain points.

The remainder of your content should focus on answering the following questions:

- How do your services resolve your PICs' problems
- How do your solutions ease their pain points?
- State a specific outcome
- What is the benefit?

Step Four | Create A Brand Personality

To stand out in a crowded space, your business needs to build a strong brand that oozes personality.

An identity and A voice.

In other words, how you look and how you sound!

For MSPs, developing a brand personality should transform how your audience perceives you — from being seen as “they’re just IT support” to being recognised as “a strategic partner that helps my business to grow!”

So what’s what?

Brand identity =
how you look and the
value you’re perceived to
offer; i.e. support
business growth

Brand voice =
how you communicate
and your perceived
personality; i.e
authoritative yet
entertaining



Developing A Brand Personality

1. Stand out

Become incomparable to your competitors by discussing critical topics they don't. Whilst you can't do this for every post, the less talked about topics your PIC may not know, but needs to know helps you to drive traffic and become a credible source

CONTENT EXAMPLES

- ✓ The latest techniques cybercriminals are using to hijack data
- ✓ How new legislation or regulatory updates can affect businesses
- ✓ Which new software has limitations with legacy networks



PRO TIP: Think of your blog as a magazine. It has specific categories which feature a wide variety of stories of different lengths.

2. Define Your Core Message

This foundation of both your brand identity and your brand voice is your messaging. The words you choose define how you are perceived in the market.

The fact of the matter is that people are drawn to personalities over what is actually being said.

Think about it. Why do you like some celebrities and not others, even if the others make more sense?

- **What personality traits do you want your brand to have?**
- **How do you want your brand to be perceived in the market?**
- **Why should a client choose you?**

MESSAGING EXAMPLES

- ✓ Shift from: “Reliable IT support”
- ✓ Revert to: “Proactive IT that prevents problems and protects business continuity.”



PRO TIP: Focus on the outcomes features deliver, and not the features themselves. Businesses don't buy IT – they buy reliability, security, and peace of mind.

3. Develop Your Brand Voice

Your brand voice is how you communicate — and how you sound when somebody is reading your content. It is the strength of your voice — your writing — that gives your brand a personality your PIC will listen to.

Your brand voice should be consistent, readable, and aligned with the clients you want to attract.

It is your brand voice that helps you to stand out, build trust faster, and communicate your value in a way that drives engagement and enquiries.

Your brand voice should be:

- ✓ Professional but not corporate
- ✓ Entertaining but clear (not creative/poetic)
- ✓ Authoritative and confident
- ✓ Advisory and helpful



PRO TIP: Write as though you are talking to someone in the same room. Then tidy it up through edits. Don't make sentences too long and use short sentences to emphasise points.

Wrap Up

Effective marketing guides prospects through your sales funnel — from grabbing their attention to taking action and signing a contract.

Selling IT support services does not involve pushing for a sale, but providing information that provides value.

Highlighting the outcomes your solutions deliver and the benefits your PIC can expect when they partner with you.

The **GOLDEN RULE**  of Content Writing
Marketing is **NOT** what you do.
It's about **WHAT THEY GET!**

What Next?

I trust you will find the information, strategy and pro tips presented to you in this introduction to content marketing will help you to attract more qualified leads and guide PICs to the buy button.

If you need help with crafting professional content and developing a brand voice — either because you don't have time or can't find the right words — get in touch. I'm happy to help!

Not only that, but I can help you to implement an entire digital strategy, score quick wins and secure long-term gains.

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