NSITSP Marketing Plan

## 2/1/22 First Discussion: How to drive new members

### Long Term Goals

* See Marketing Committee Charter
* Build a brand
* Build a social media audience
* Regular cadences of emails, posts
* Other ideas

### Messages:

* + Come join NSITSP, why?
	+ New members welcome! - For everyone, You are invited to join.
		- Make your voice heard
		- Protect your business interests
		- Improve the quality of our industry
	+ Be a founding member of NSITSP
	+ **Bring a friend!**
* Why1: Why we need NSITSP. We need a voice, at both state & fed.
* Why 2: Why you should join: We need people to do this! Expand your voice. Opting out is not an option.
	+ Taglines:
		- “Don’t you want your voice to be heard.”
		- “It’s not an if, it’s a when!”
		- What state regulation would keep you up at night:
			* MSP’s need a degree (like a lawyer or psychiatrist)
			* MSP’s need to prove financial viability
			* MFA or bust

### Goals, metrics

* + Grow from ~250 to ~500 members by May 1st
	+ Grow to 1,000 by September 1st

### Persona’s & Membership Types

* Paid, voting members
* Non-paid, non-voting

### Communication Targets:

* + MSP’s (Owners, C-levels, Techs, etc.)
	+ VAR’s, SI’s,
	+ Vendors
	+ Communities
	+ Press & Industry Analysts

### Communication Outlets:

* + LinkedIn - Need to tag, comment, like, share, within 2 hours (Steve)
		- Add NTITSP a hobby in LinkedIn.
	+ Facebook Groups (need list,
		- ITBOG-Scott Sanders,
		- ITMSP-Chris Wiser
		- MSP Sales revolution - Jennifer Bleem
		- CMMC4MSP - Tim Golden
		- MSP Initiative
		- IT Owner Compass - Lori Tisnai
		- Everything MSP
		- There are more :) i’ll get links
	+ Twitter (Andy & everyone, @channel)
	+ Ascii Group (Rob)
	+ SLACK, (MSP Geek,IT Pool Party)
	+ Discord (Tim Golden)
	+ Reddit (Monday post), MSP group - Andy
	+ YouTube channel (Andy)
	+ Others?
* Hashtags: #MSP, #MSSP, #serviceprovider, #II, #NSITSP
* Email Lists
	+ NSITSP lists: ~550 names
	+ Others?

### Next Steps

* + Create a new logo
	+ Draft social media posts
		- Need images!! Or a Memes
		- Need a video? (Owner: Amy) - 20-30 seconds
	+ Create video (or audio) testimonials. (Like NPR)