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)