NSITSP General Meeting Marketing Plan

## Short Term Plan: Drive new members to Feb 09 2022.

* Drive new members to NSITSP all hands meetings
* Targets:
  + MSP’s (Owners, C-levels, Techs, etc.)
  + VAR’s, SI’s,
  + Vendors
  + Communities
  + Press & Industry Analysts
* Invitations push to
* Post schedule
  + First drop - target date Jan 27
  + Second drop - Feb 2 (Groundhog’s Day)
  + Day before - Feb 8
  + Hour before - Feb 9
* Posting locations:
  + 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?
  + Post schedule - align with email drops
  + Hashtags: #MSP, #MSSP, #serviceprovider, #IT,
* Email Lists
  + NSITSP lists: ~550 names
  + Others?
* 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
* Next Steps
  + Draft invitation email (Steve)
    - Get accept to email distribution list, email [Karl Palachuk](mailto:karlp@nsitsp.org)
    - Send out email sequence (or have staff do it)
  + Draft social media posts (owner Andy)
    - Need an image!! Or a Meme. (Owner: Marnie)
    - Need a video? (Owner: Amy) - 20-30 seconds
  + Create video testimonials. (Like NPR)