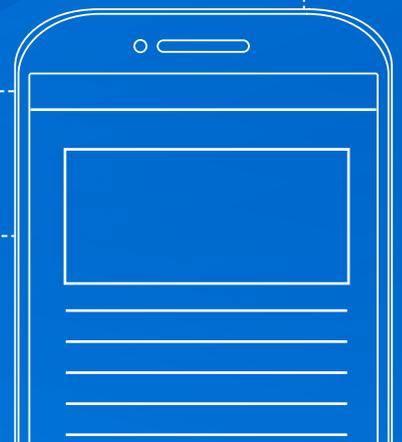
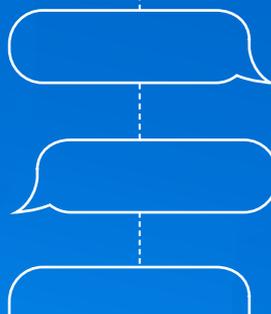




# How to Grow Your Business with Proper **IT Service Management**

5 ideas for attracting new business (and better serving your existing customers).



A growing dependence on IT means that there has never been a better time to be in the managed IT services business.

But that doesn't mean it's simple, either. Despite there being so many potential new customers out there, attracting them is a constant battle.

Competition is fierce and resources short – so managed service providers need to think long and hard about where to invest their time and money. It's very easy to waste what little resources you have without achieving any growth at all.

Here, we share five low-cost ideas to help your business get started. Some are incredibly simple. Others may require a change in the way you do business. The great news is – they have all worked for managed service providers in the past.



*low-cost ideas to help your business get started*



# 1. COLLECT AND PUBLISH CUSTOMER REVIEWS AND TESTIMONIALS

Word of mouth is still the most powerful sales tool available. Marketers may spend thousands of dollars on advertising campaigns, but a humble endorsement from an existing customer is still more convincing than a glossy TV spot.

Your account managers should already be talking with customers regularly to manage outstanding issues and ensure support is being delivered as promised. Take the opportunity to ask these customers if they will comment “on the record.” This will provide you with a testimonial – or even a case study that shows how your business helped theirs.

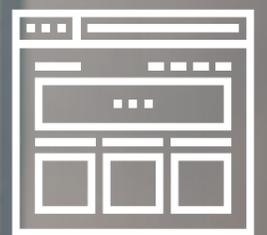
Testimonials can be published almost anywhere – your company website, brochures, newsletters, company social media accounts, and more.

Particularly keen customers might even be encouraged to leave reviews on a reputable, independent platform like [Trustpilot](#) which will have some positive effect on your appearance in Google search results.

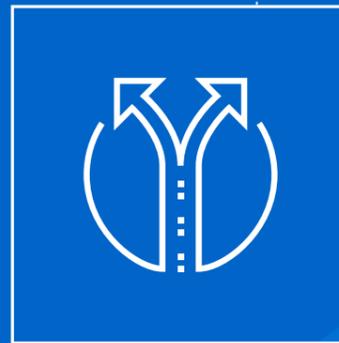
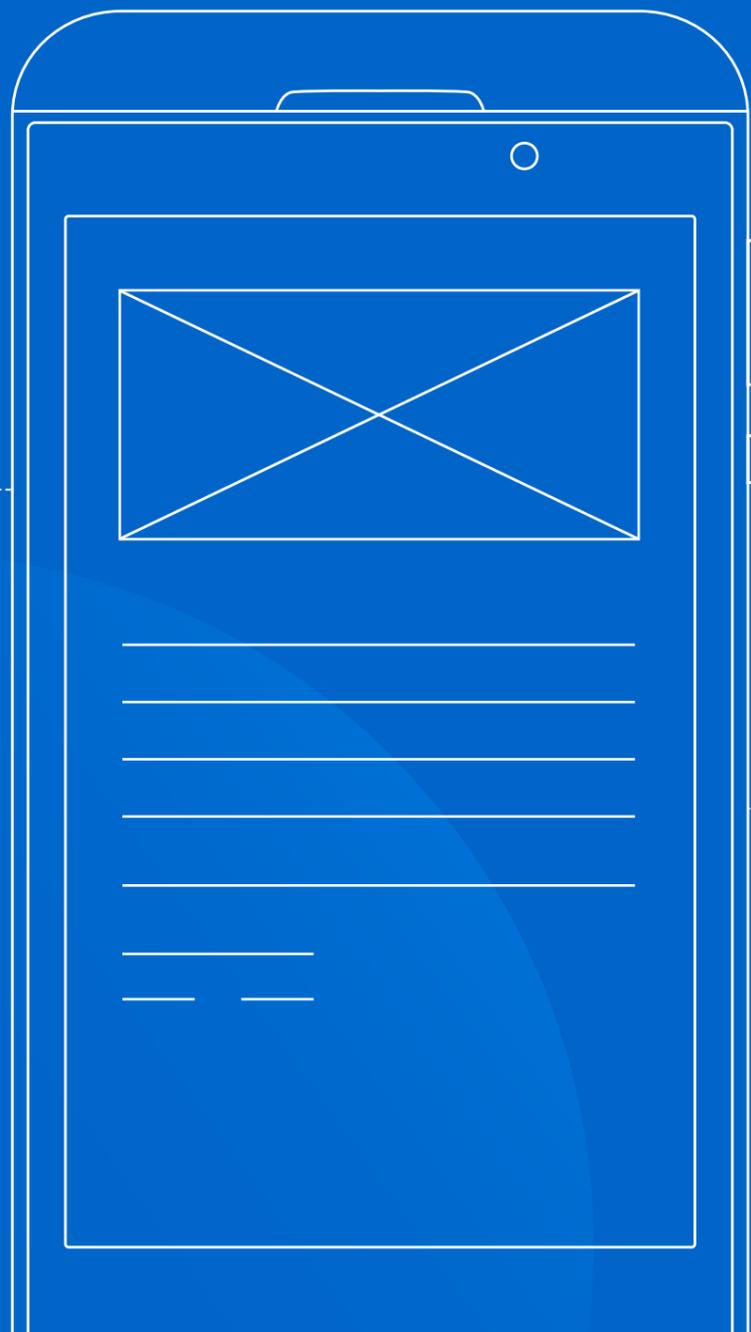
And when you receive negative feedback from customers (yes, it will happen), use it to improve your service – for all your clients. Turning a complaining customer into a brand advocate is perhaps even more powerful when it comes to recommendations.



**Testimonials**  
*can be published almost anywhere.*



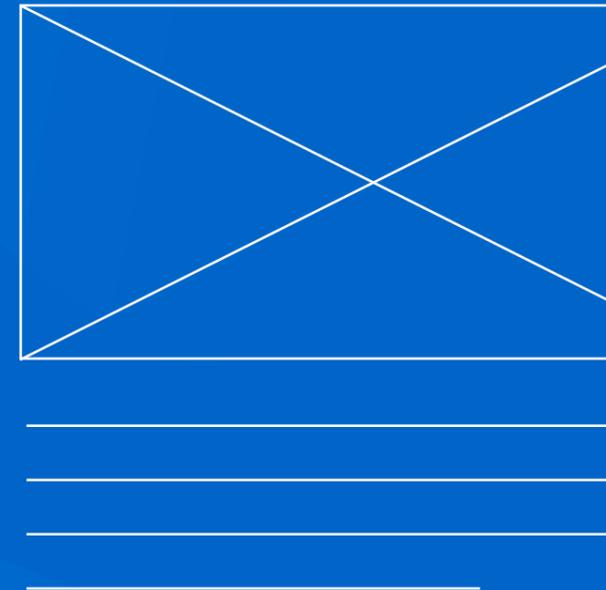
## 2. SET UP AN **EMAIL NEWSLETTER**



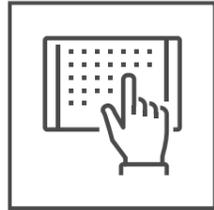
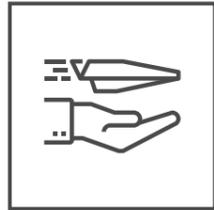
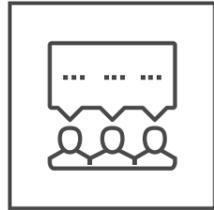
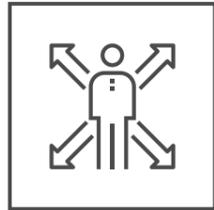
Newsletters are a useful channel for passing on general information to customers (and other interested parties) on a regular basis.

Thanks to email, sending out a newsletter is incredibly cheap – which is why your inbox is full of them most days.

To stand out from the crowd, your newsletters need to contain a mix of articles targeted at the specific interests of your subscribers.



That means you can put virtually anything in there.  
Among topics to consider are:



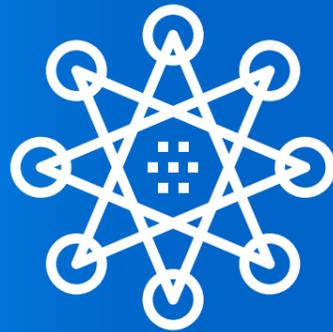
General IT news that may affect your customers' operations — like the new General Data Protection Regulation by which any business holding EU citizens' data is bound by.

Recent developments within your business — particularly any investments or programs that will improve the service you offer customers.

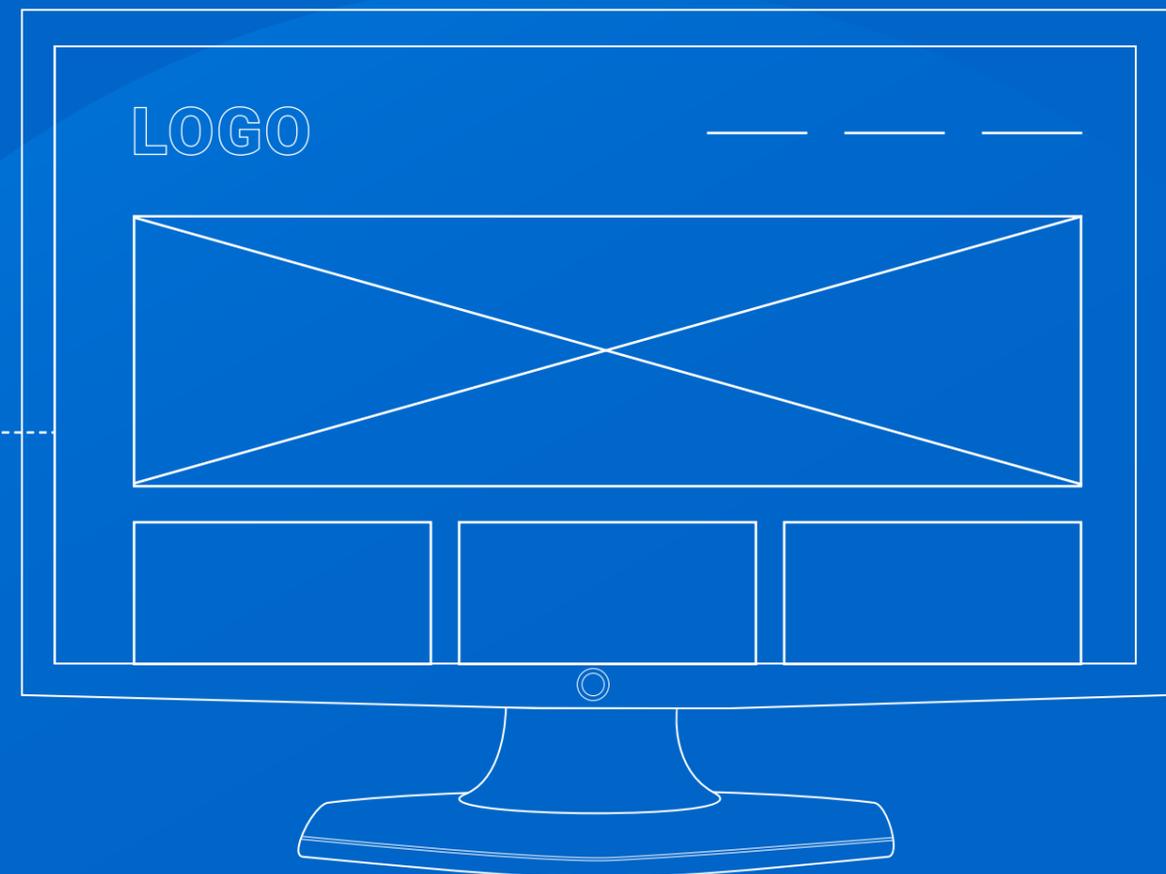
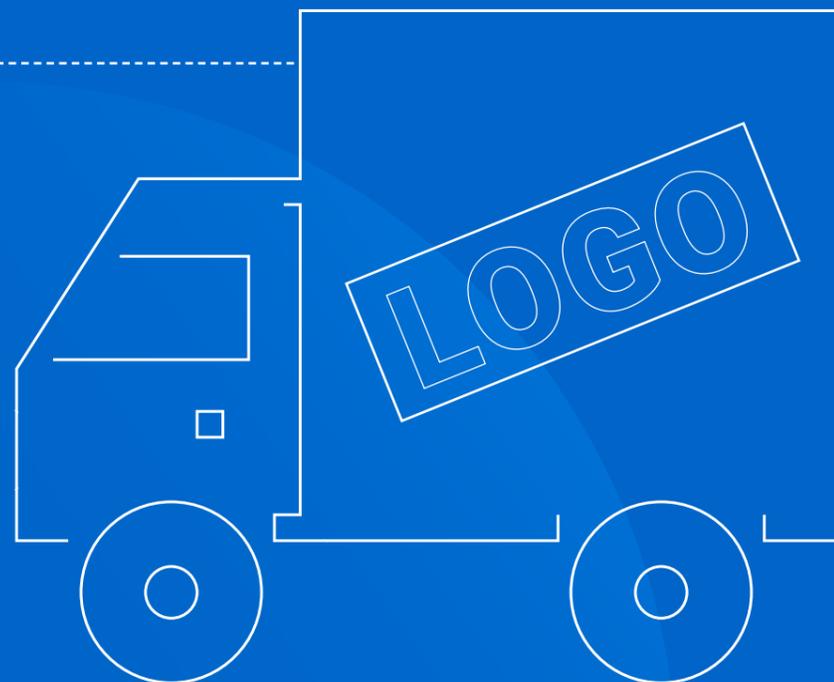
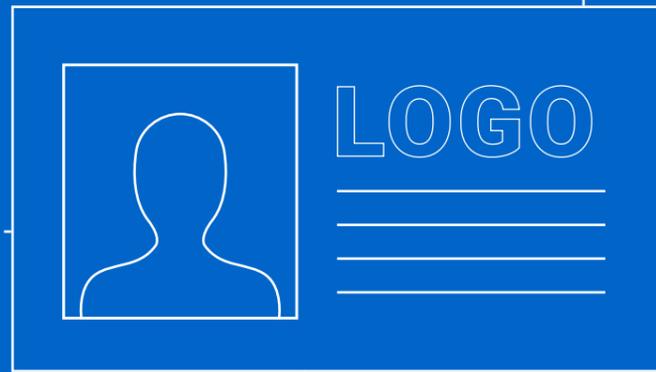
Testimonials and case studies.

Any new products or services that you have introduced.

Something light-hearted to give readers a smile. Even if they don't act on any of the other articles, you want to make them feel the time spent reading your newsletter was worthwhile. That way they are more likely to open the next one.



There is no magic formula for successful newsletters unfortunately — but you can always ask your existing clients what they would be interested to read about. And don't forget to keep growing your mailing list to increase the reach of your message (and sales pitches!).



### 3. **BRAND** EVERYTHING

The more people see your name and/or logo, the more they will come to associate your business with managed IT services. Marketers use the phrase “top of mind” to describe the business which most people think of first within their sector. Ask someone to name the biggest soda brand for instance – there’s a good chance they will say Coca Cola (or Pepsi!).

You may not have the same budget as Coca Cola, but there's no reason you can't spread your company name far and wide. Anything - physical or virtual - can be branded, including:



### EMAILS

make sure your corporate emails all feature your logo, brand name, and contact details.

### BUSINESS CARDS

if you don't have any, order some.

### WORKWEAR

a branded polo shirt is a low-cost walking advertisement.

### COMPANY VEHICLES

if your engineers travel to customer sites, make sure they do so in branded trucks and vans.

### SOCIAL MEDIA ACCOUNTS

to create consistency across all your communications channels

It is easy to get carried away though. Make sure you keep a close eye on the budget!

## 4. FOCUS ON **CUSTOMER SERVICE**

Finding new customers is crucial to your growth plans, but you must ensure existing clients are given exceptional service throughout. After all, they're the ones helping to pay your day-to-day bills.

Investing in your current customer base actually makes perfect sense too. Adobe reports that seven new customers must be found to equal the revenue of a single repeat client.<sup>1</sup> Keeping existing clients satisfied is crucial to profitability and reducing churn.



***Keeping existing clients satisfied is crucial.***

<sup>1</sup> The ROI from Marketing to Existing Online Customers – Adobe - [http://success.adobe.com/assets/en/downloads/whitepaper/13926.digital\\_index\\_loyal\\_shoppers\\_report.pdf](http://success.adobe.com/assets/en/downloads/whitepaper/13926.digital_index_loyal_shoppers_report.pdf)

Your business needs to identify and invest in ways to improve the quality and efficiency of IT support. Any investment, large or small, that improves customer experiences will yield long-term benefits. You should consider:



Upgrading your IT support toolkit. Choose a platform that allows you to respond to every support call quickly, effectively, remotely. Robust, feature-rich tools will make you more productive on behalf of your customers.



Introduce proactive monitoring and maintenance to resolve IT issues before they impact on operations. Use automated analysis to further improve response times.

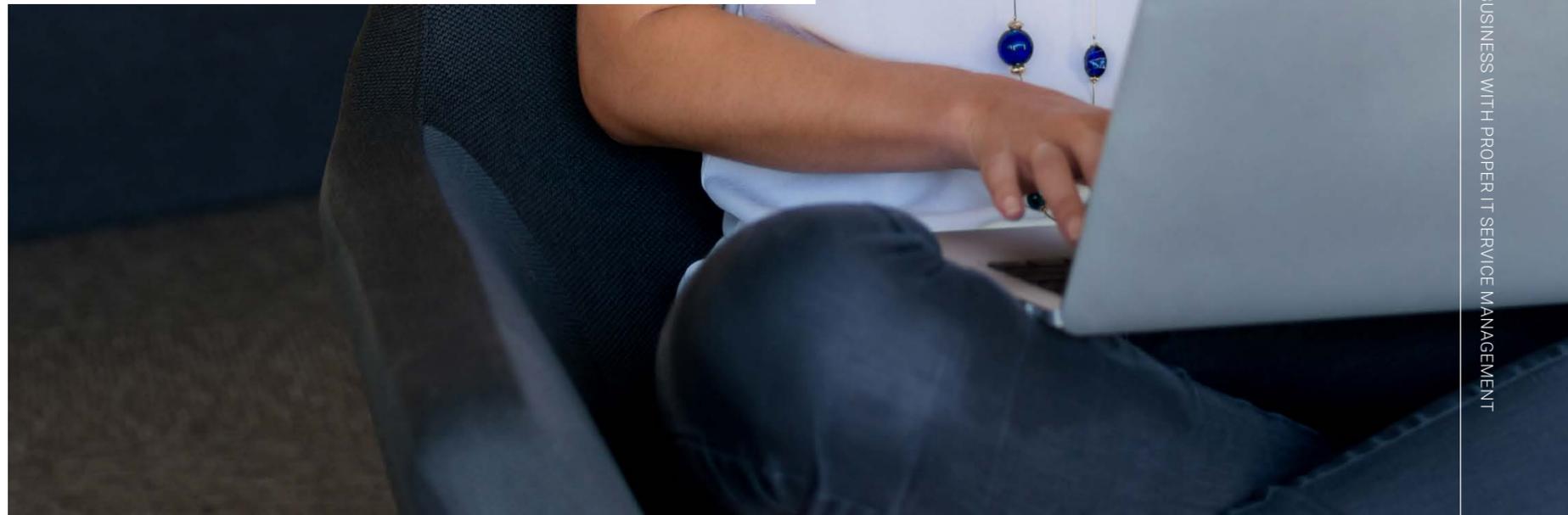


Regularly training staff to keep skills sharp and up-to-date.



Ensure that every call is followed up to confirm that the issue has been resolved to your customer's satisfaction.

Your account managers can help identify where investments can be best targeted to meet the needs of your customers. Remember, you are not only trying to keep customers on-board, you are also trying to convert them into brand advocates willing to recommend your services to their colleagues.





# 5. STRENGTHEN YOUR SERVICE OFFERING

The needs and preferences of your customers are constantly evolving. So, as their trusted IT partner it's up to you to stay ahead. As you become aware of new technologies and services, you must try to discern how they could benefit your customers.

New trends provide additional opportunities to diversify your portfolio of services, so you can offer even greater value to clients. Consider BYOD (Bring Your Own Device), which was once reserved for enterprise-class organizations that could afford complex security provisions to protect internal data and resources. Now that the benefits of BYOD are better understood, businesses of all sizes want a piece of the action.

In addition to helping your customers configure their personal mobile devices for corporate access, your business

can offer additional value-add services to assist. Asset tracking enables you to keep tabs on customer mobile assets and to confirm that security safeguards are being properly applied, for instance. You can also deploy anti-malware to connected devices remotely. This can help dramatically reduce the risk of their network becoming infected.

Obviously you will need to educate customers on why they need these additional services – and a monthly email may be the perfect tool for raising awareness.



*Asset tracking enables you to keep tabs on*  
**customer mobile  
assets.**

# THINK **CUSTOMER** FIRST

The five ideas outlined here are just some of the ways in which you can encourage business growth.

At the heart of any long-term success story, is a steadfast commitment to existing customers. If you can consistently deliver an outstanding IT support experience to your customers, they will power your growth through recommendations, and by purchasing additional value-add services that allow them to better serve their customers.

As their partner, you can help them grow – and your business will prosper as a result.



# TAKEAWAYS



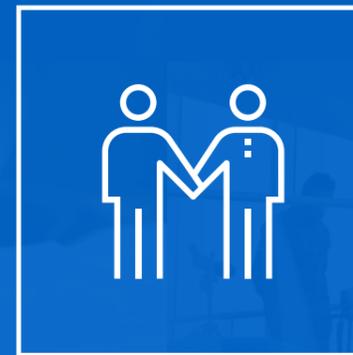
Reviews and testimonials are free – and powerful.



An email newsletter keeps customers – new and old – connected to your business.



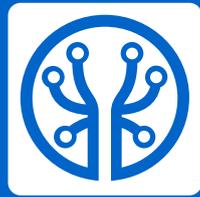
Don't waste branding opportunities – especially when they are free.



Focusing on existing customers will yield long term returns – and steady growth.



Routinely add new products and services that will meet the changing needs of your clients.



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