



# Marketing & Advertising Opportunities



For More Information On Sponsorship Opportunities, Contact Us:

 (844) 999-0555  [Partners@BigRedMedia.com](mailto:Partners@BigRedMedia.com)

 [www.BigRedMedia.com](http://www.BigRedMedia.com)

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### LEADERBOARD AD

**Week In Review | Volume 87**
[Get The Magazine](#)

**Do you want others to sell your products?**

**What Should REALLY Scare You This Halloween**  
 Most MSPs are scared of the wrong things when it comes to their business. Find out if this is YOU.  
[Read More>](#)

**Marketing**  
**5 Ways For MSPs To Create Marketing That Can't Be Ignored**  
 Implement these actionable strategies for growing your business and you will win new clients.  
[Read More>](#)

**FREE – Live Security Webinar For MSPs!**  
**The 3 Most Common DNS Misconfigurations That Can Decrease Your Clients Cybersecurity Protection By Up To 33%!**  
[Reserve My Seat!](#)

## Digital Lead Generation

One of the biggest drivers for any growing business is getting high-quality, qualified leads from decision makers. And if recent history has shown us anything, it's that we can't rely on in-person events or a single type of media to accomplish often lofty goals.

In order to provide a steady source of highly qualified leads, we've created a Done-For-You Lead Generation service that takes advantage of our wide variety of media assets so that you choose what you want and we **GUARANTEE** results. From start-ups or new products and services with smaller budgets, to companies that want hundreds of leads delivered every single month, we can help you meet or exceed your goals.



### "The Quality And Quantity Of Leads You're Looking For"

"I've found that Big Red Media's digital lead generation program is more creative, flexible, and gives us warmer leads than some of the other MSP channel lead gen programs that we've participated in.

Their team has worked collaboratively with Dell to come up with creative campaigns that target the specific niches within the MSP market that fit our program and goals. If you're on the fence about this program, give the Big Red team a chance. They'll get you the quality and quantity of leads you're looking for on time and on a fixed budget!"

– **Alicia Bowling**  
**Dell Expert Network Program Manager**



### "A Custom Lead Gen Program That Meets Our Needs And An ROI We Can Count On"

"Working with a company that understands the MSP space is important. It also saves us time and energy not having to educate an outside marketing firm on who exactly we're trying to attract. The Big Red Media knows the MSP market and how to attract the right best fit prospects for channel focused businesses.

They fully understand our need to show a true ROI to management for every marketing dollar we spend. The work they put in enables us to show our value to management.

Big Red Media has plenty of options. Start small and figure out what works best for your company. They're more than willing to work with you to customize a program to fit your exact needs! "

– **Christy Meaney**  
**Cambium Networks**



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## MSP Success Webinars

The MSP Success Magazine team will host and promote a custom webinar to our entire database. You will provide topics, slide decks and any other content needed for the webinar. Our team will provide project management, marketing and registration efforts, as well as host and produce the live webinar on our platform.

After the webinar is over, you will receive a recorded version to use in your own marketing efforts. We will also host the webinar forever in our resources section of the website.

**Webinar Length:** 60 Minutes **Guaranteed Leads:** 125



## “ We Were Extremely Satisfied With The Conversions”

“I'd recommend Technology Marketing Toolkit Dashboard Ads to anyone who is on the fence! We were extremely satisfied with the conversions we received throughout our campaign.”

– Liz Dinan, ThreatLocker



**THREATLOCKER**

## MSP Success Digital Vendor Directory

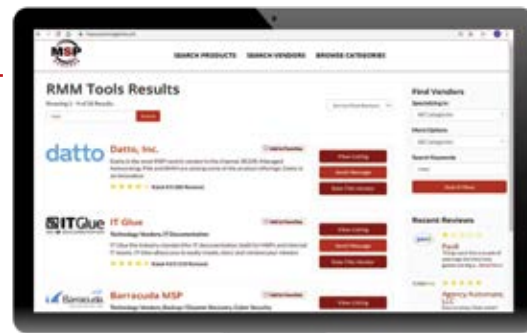


**How To Get Your Products And Services Promoted To 15,000+ MSPs, MSSPs And IT Services CEOs For FREE!**

**We Have Made It Easy For Our Members And Subscribers To Find Vendors By Searching Our Trusted Network Of Top-Rated Vendors – And We Want To Give You A Free Listing!**

Our members and subscribers are the CEOs and executive teams of IT services companies; specifically, MSPs, MSSPs, VARs, solutions providers and IT services companies.

What's unique about this directory will be its focus on go-to-market resources, tools and resources that you and the 800+ vendors in the IT services channel bring. To that end, we want to know HOW you help your partners make more money, attract more clients and close more service contracts, as well as what marketing development funds and marketing assistance you offer, sales training and resources, workshops, events, etc. to help them close more business.



**To Get Your FREE Listing In Our Vendor Directory,  
Go To: <https://directory.MSPSuccessMagazine.com/about-join>**

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## MSP Success eNewsletter

Get your company's message delivered right to MSPs' in-boxes.

MSP Success Magazine has a weekly newsletter that is sent out every Friday to more than 8,600 engaged subscribers seeking to improve their business.

We will deliver a report detailing your ad's performance when the campaign has ended.

A great way to keep your brand on MSP owners' minds. Gain maximum reach by utilizing this prominent location with a 728px X 90px ad above our top news story.

Gain great value by placing your ad just above our MSP Spotlight or Hot Tech section of our eNewsletter. Utilize this

728px X 90px ad space to get your message to our engaged subscribers.



## LEADERBOARD AD

The newsletter preview features a red header with the 'MSP' logo, 'Week In Review | Volume 87', and a 'Get The Magazine' link. Below the header is a blue banner with the text 'Do you want others to sell your products?' and a 'YES' button. The main content area includes a photo of a boy at a laptop with the headline 'What Should REALLY Scare You This Halloween' and a 'Read More>' link. Below that is a 'Marketing' section with a photo of people around a table and the headline '5 Ways For MSPs To Create Marketing That Can't Be Ignored' with another 'Read More>' link. At the bottom is a large blue banner for a 'FREE - Live Security Webinar For MSPs!' with the subtext 'The 3 Most Common DNS Misconfigurations That Can Decrease Your Clients Cybersecurity Protection By Up To 33%!' and a 'Reserve My Seat!' button. A laptop icon with a play button is also shown.

## MSP Success Homepage Video Pop-up

One of the most impactful methods of bolstering your influence in the channel is through visual content. Your branded video will appear as a popup when someone visits MSPSuccessMagazine.com, viewed by almost 4,000 unique visitors a month.



## Facebook Audience Targeting

Laser-target over 12,000 MSP customers for new products, services, promotions and brand awareness for just pennies apiece. Stop using expensive “spray and pray” marketing where most of your advertising budget is wasted. Why not promote your solutions directly to a highly motivated, growth-oriented group of our clients who’ve purchased Robin Robins’ products and services through Facebook?

Grow your channel partners, sell more products and stay in front of exactly who you want, faster and more affordably than ever before, using the Facebook custom audience campaign.



**“Every time we turn an ad on we get amazing results!”**

“In advertising, the money is in the list. You can have the best ad in the world but if you show it to the wrong people, it’s money out the window. Facebook ads can be very effective, but the challenge is hitting the right people. Big Red Media solved that problem. Highly recommend using them if you’re even thinking of running digital ads. Every time we turn an ad on we get amazing results”

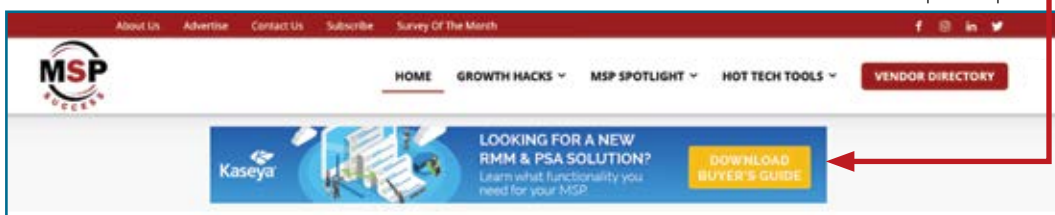


**– Mike Brooks, audit Sales Presentation System**

## Website Banner Advertising

Get the attention of qualified partners by promoting your high-value content through native advertising opportunities on our website, [www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com).

**LEADERBOARD AD**  
728px X 90px



**SIDEBAR AD**  
250px X 250px





## Sponsor Spotlight Video

Sponsor Spotlight is a four- to five-minute video interview with you and Robin Robins. You will not only receive a copy of the video for your own marketing, but it will also be featured on our website, as well as:

- Posting to our YouTube Channel (over 2,500 subscribers – video remains there indefinitely)
- Posting in our invitation-only LinkedIn Group of 2,000+ IT services CEOs and on our LinkedIn feed
- Posting to our company Facebook page
- Home-page posted on our members-only portal, the Dashboard for one week
- Limited Availability! Only 1 sponsor spotlight available per month.



## “If You Are Looking To Get In Front Of, Have A Conversation With, And Ultimately Sell Your Product To MSPs, This Is The One Organization You Do Not Want To Overlook”

“Last year alone we worked 37 different live events with just about 3% of people actually interested enough to have a follow up. This is the first time we’ve worked with Robin and her team as a vendor and not only did her team work around the clock to make sure we were well prepared for the virtual event, but we ended up with 72 booked first time appointments and 300 plus leads. Money well spent!”

– Bruce McCully, Galactic Advisors



## Technology Marketing Toolkit Membership Dashboard Digital Ads

Get daily exposure to our highest-level and most-engaged clients and members by advertising on the client-only dashboard. With over 12,338 average monthly ad impressions, this is the best way to get, and stay in front of the people you want to reach most.

YOUR AD HERE

## Product Launches

Approximately twice a year we create and launch a new product, like the Cyber Security Toolkit ([TechnologyMarketingToolkit.com/cyber-security-marketing-toolkit.php](http://TechnologyMarketingToolkit.com/cyber-security-marketing-toolkit.php)) or Million-Dollar Managed Services Blueprint ([www.ManagedServicesBlueprint.com](http://www.ManagedServicesBlueprint.com)).

In 2021, we are considering the launch of either a VoIP Marketing Toolkit or a Compliance Marketing Toolkit. If you're interested in either of these opportunities, contact our Senior Strategic Alliances Team: [Partners@BigRedMedia.com](mailto:Partners@BigRedMedia.com) or 844-999-0555



**The Million-Dollar Managed Services Blueprint**



**The Cyber Security Toolkit**

When we launch these programs, you can participate in the launch in various ways to gain exposure to hundreds of CEOs interested in marketing, selling and learning about the topic of the product. Here are a few of the ways you can participate:

- **As Part Of The Content:** During the launch, you will have the opportunity to deliver a live webinar to the members who have purchased the program. Your webinar will be featured as part of the overall lesson plan and will be part of the product for a minimum of two years for members to watch on demand.
- **Recommended Vendor:** With each product launch, we put together a Recommended Vendor And Resource Guide that contains offers and discounts for our clients. When they purchase the program, we'll give them this book of vendors we recommend and special discounts, freebies and other offers YOU are making available. This will be done both electronically on our member site as well as in the physical product. You'll be able to have an ad with an offer in the printed version.

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## Robin's Marketing Automation Platform (MAP)

### Sponsor Events? Stop Getting Names Of Well-Intentioned MSPs Who Never Do Anything! Instead Turn Them Into Productive And Lucrative Resellers On Autopilot

You love attending the Technology Marketing Toolkit events – potential partners and resellers surround you and many of them sign up with tons of enthusiasm and intention to tell the world about your product or service. But, **far too few of them take action** – they go home, get distracted by their business and fizzle out before they even start.

What if you could provide them a tool? A tool that was part of a system that they *already own, already believe in* and **log in to every single day**... This is where a custom campaign in Robin's Marketing Automation Platform (MAP), designed and built in partnership with the team at Technology Marketing Toolkit, can have an enormous impact and ensure you maximize your sponsorship opportunity.

### What Is Robin's MAP For Managed IT Services?

We've partnered with the #1 small business CRM and marketing automation software provider, Keap, to give our clients prebuilt campaigns and marketing workflows that let them focus on closing new business. This enables them to *quickly and easily* launch highly targeted and automated marketing that is templated. We provide templated campaigns that align with both Robin's strategies and the strategies and goals of sponsors like you.



#### "Our Clients LOVE The Campaign Tool!"

"Working with the Technology Marketing Toolkit team on the MAP campaign was a collaborative, smooth process. Robin's team are truly experts with Infusionsoft and designed a campaign for our integrated partners that is robust and extremely effective. When we did launch the campaign, the ID Agent and Technology Marketing Toolkit teams presented ourselves as one group to our joint customers, which helped ensure a positive and successful experience."



### Is A Custom MAP Campaign The Right Opportunity For You?

IF you NEED your reseller partners to be more productive at marketing and selling, sponsoring a MAP campaign can be one of the most impactful ways to get that done. We not only help them implement and launch the campaign, but we also assist them in list building and give them the tools to get marketing out the door.

### What Sponsorship Opportunities Are There With This Program?

There are a variety of custom MAP campaigns we can design and provide for your MSP clients that will help them sell your product or service. From consulting and design, to the actual build-out of the campaign in Infusionsoft, to end-user training, blueprints on how to use it and ongoing support of the implementation, our packages ensure that our clients are fully equipped (*and excited*) to run your branded, automated and customized campaign.

### Your Custom Campaign Can Include:

- Collaborative Design Between Robin's Team And Yours
- Expert Technology Marketing Toolkit Campaign Build-out
- Your Branding And Contact Information
- Extensive End-User Training And Launch Support
- Ongoing Support Of Campaign By Technology Marketing Toolkit
- Various Forms Of Promotion By Technology Marketing Toolkit (from stage, etc.)

For More Information On Robin's Marketing Automation Platform (MAP), Visit: [www.MSPMarketingCRM.com](http://www.MSPMarketingCRM.com)

## MSP Success Magazine



### What Is MSP Success Magazine?

MSP Success Magazine is a print and digital publication dedicated to helping the CEOs and owners of managed IT services companies build strong, profitable, growth-oriented businesses. Written and published by Robin Robins, founder of Technology Marketing Toolkit, this magazine is uniquely focused on the topics of marketing, client acquisition, sales, profitability, leadership and personal development.



### Why Advertise With Us?

Two reasons. First, unlike all other publications that allow anyone in the industry to subscribe to boast inflated circulation metrics, this publication is only sent to a very qualified list of owners and C-level executives of managed IT services firms who are clients. Therefore, you know you're getting to the REAL decision maker of the organization. Second, since our magazine is focused on success principles, our readers are the top 20% who are inspired to improve and grow. This makes for a smaller circulation, but a far more qualified segment of the industry.

### Distribution

The distribution lists consist of our entire list of over 18,000+ subscribers.

**Advertising Opportunities include ALL of the following:** Print, Digital, eReader and our exclusive website for this publication.

## Direct Mail To Our Client List

Target and segment our list of clients (for example, only our Producers Club members) with a customized postcard with your branding, message and call to action.



## The Marketing Strategy Brief Newsletter

The Marketing Strategy Brief is a PAID subscription publication dedicated to delivering new marketing, sales and business-building strategies and advice. The brief is both mailed and published on our members-only portal to over 1,650 members. Topics vary but are centered on business improvement and growth, sales and marketing systems, website strategies, CRM, e-mail, direct mail, SEO and other online marketing strategies.



**YOUR AD IN THIS INSERT**

This is a monthly publication for our members. Advertising opportunities include monthly, quarterly or "one-off" ads, inserts and promotions in our "Robin Recommends" insert that mails with every Brief.

**Over 1,650 Subscribe To The Marketing Strategy Brief Newsletter**

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## Done-For-You Partner Magazine Service

### Why should you publish and send a magazine to your clients?

Because e-mail deliver and open rates are DOWN and continuing to get WORSE. The average open rate for an e-mail is now 18%, which means over 80% of your clients NEVER HEAR FROM YOU. If you want to influence and connect with your clients, partners and prospects, you MUST start incorporating an offline marketing piece – and what better way than a content-rich magazine they'll look forward to reading every month?

Our turnkey, done-for-you magazine service takes all the hard work out of writing, designing and sending a content-rich, relationship-building marketing piece that will keep you top-of-mind with your clients, as well as cross-promote new products and services, highlight new offerings, promote events and deliver other newsworthy information.

### This service includes:

- Monthly, Bi-monthly, quarterly magazine production
- Professional writing services to help you fill your magazine with relevant information, client success stories, company news and highlights, as well as useful tips for your readers (8 pages)
- Complete design, proofreading and publishing of your magazine; we'll do it ALL for you
- Printing and mailing of your magazine, as well as a PDF version for you to publish online or e-mail to your list





# Here Are Just A Few Of The Companies Who've Partnered With Us



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