

Kaseya®

EBOOK

MSPeasy: Marketing and sales playbook for growing MSPs



Winning new customers has become one of the biggest challenges facing MSPs today. According to the [2026 Kaseya State of the MSP Report](#), 71% of MSPs identify customer acquisition as their biggest business challenge, ranking it above profitability, cybersecurity and revenue growth. One of the main reasons is that many MSPs lack a clear strategy for attracting, converting and retaining customers.

Without a structured sales and marketing plan, even well-established MSPs can be overlooked and lose deals to less capable competitors.

This playbook is designed to change that. You'll learn best practices for defining your ideal customer, building a repeatable sales process, creating marketing that generates demand and demonstrating value that resonates with key decision-makers. You'll also learn how [Kaseya MSP Success](#) helps turn these proven strategies into sustainable growth.



The value proof gap: Why prospects don't buy

You can't sell what you can't prove

Delivering exceptional IT services is no longer enough to win new business. Today's buyers are more informed, have more choices and expect clear proof of business value before making a decision. They want to know how you'll improve their business, what results they'll achieve and why they should choose you over another MSP.

Kaseya's 2026 State of the MSP Report found that nearly 20% of MSPs struggle to quickly demonstrate their value, which is almost double the 10% reported the previous year. Additionally, 17% struggle to create and maintain consistent client documentation, making it harder to communicate business outcomes and build buyer confidence.

Your prospects want evidence in four key areas:

1 Clear business outcomes

Shift your messaging from technical features to business outcomes so decision-makers clearly understand the value of your services.

Your buyers want to know the business results they'll achieve, such as reduced downtime, stronger security, predictable IT costs, higher productivity and lower business risk.

2 Meaningful differentiation

Differentiate your business with clear messaging that explains why your approach is different, not just what services you offer.

When every MSP claims proactive support, cybersecurity expertise and responsive service, buyers struggle to understand what actually makes one provider different from another.

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3 Relevant proof

Your prospects need proof that you can deliver on your promises.

Build trust through educational content, customer success stories, testimonials and thought leadership articles that demonstrate expertise before the first sales conversation.

4 Industry understanding

Your prospects want a partner who understands their business challenges and goals, not just someone who manages their IT infrastructure.

Reinforce your expertise with proof assets, such as ROI calculators, assessments, case studies and standardized documentation, that help every salesperson communicate value consistently.

When prospects can clearly see the value you deliver, conversations move beyond price to business impact, making it easier to win new customers.



The sales strategy: Finding and converting prospects

A systematic approach to consistent growth

According to Kaseya's 2026 State of the MSP Report, 33% of MSPs say slower new client acquisition is a major business challenge. Winning new business in today's competitive market requires more than luck — it requires a structured sales process.

Define your ideal customer profile

Start by identifying and defining your ideal customer profile (ICP). Look for common traits such as industry, company size, location, growth stage and business challenges. A well-defined ICP helps you target prospects who are more likely to buy and become long-term clients.

Build a repeatable sales process

Create a clear path from lead generation to close. Identify prospects that match your ICP, qualify their needs and readiness to buy, conduct discovery conversations, demonstrate how your solutions or services address their specific challenges and guide them through the buying process.

Measure what matters

Track every stage of your sales pipeline using a CRM or PSA platform. Monitor key metrics such as lead volume, sales activities, proposals and conversion rates. Regular pipeline reviews and measurable goals keep your team accountable and reveal opportunities for improvement.

Invest in sales skills

Strong technical knowledge alone doesn't close deals. Equip your team with formal sales training and define clear roles throughout the sales process. Engineers should find technical opportunities, while sales professionals focus on building relationships, communicating business value and closing new business.

The marketing strategy: Building visibility and demand

Getting in front of prospects who don't know you yet

Even the best sales team can't close deals without a steady flow of qualified leads. Marketing builds awareness, establishes credibility and attracts prospects before they ever speak with your sales team.

Attract prospects with valuable content

Create blogs, eBooks, webinars, videos and other resources that address your ideal customer's biggest challenges. Focus on business outcomes rather than technical features and use gated content to capture leads. For example, "How a small brewery avoided a \$50K ransomware attack" is more compelling than "New firewall features."

Reach your audience proactively

Complement inbound efforts with email campaigns, paid advertising, social media, industry events and targeted outreach. Meeting prospects across multiple channels increases brand recognition and keeps your business top of mind.

Be easy to find

Optimize your website for both traditional search (SEO) and AI-powered search (GEO). Use the keywords and natural language your ideal customers search for and publish practical, trustworthy content that AI tools are more likely to reference.

Build trust through thought leadership

Share insights on industry trends, business challenges and solutions to overcome pressing issues through blogs, webinars, speaking engagements and social media. Consistent, helpful content positions your MSP as a trusted advisor instead of just another service provider.

Marketing generates demand. Sales converts that demand into customers. Sustainable growth requires both.

The missing piece: Solving the growth problem comprehensively

The problem isn't technology — it's business growth

As highlighted earlier, customer acquisition remains the biggest challenge for most MSPs (71%). The issue isn't a lack of technical expertise or better IT tools. It's about building a robust system to attract and win new customers.



Many MSPs face the same challenges: limited marketing expertise, an inconsistent sales process, little time to focus on growth and few opportunities to learn from peers who have solved these challenges.

That's where [Kaseya MSP Success](#) comes in.

Kaseya MSP Success is an integrated growth platform that brings together key programs designed to help MSPs succeed, including **MSP Success Digital Marketing**, **MSP Success Peer** and the **Kaseya Community**.

Built to support faster, more effective growth, MSP Success combines marketing tools, peer insights and community resources into one streamlined experience focused on delivering real business results.

The MSP Success Digital Marketing platform equips MSPs with the tools to build professional websites, create SEO-optimized content, manage email campaigns, schedule social media and strengthen their online reputation, all without the cost of hiring an agency. Higher-tier plans also include support from a dedicated Marketing Success Specialist to help maximize results.

Beyond marketing, MSP Success connects providers through a peer network and the MSPSuccess.com community hub, offering access to proven frameworks, shared best practices and valuable insights from industry leaders and peers.

At Kaseya, helping MSPs grow is our core mission. Every solution, resource and program is designed to help MSPs win more customers, operate more efficiently and build stronger, more competitive businesses.

[Explore](#) how our industry-leading solutions can help your MSP business grow.

Ready to see what growth looks like in practice? Explore the MSP Success Digital program and see how MSPs like you are winning more customers and scaling faster with Kaseya.

Explore MSP Success Digital





Kaseya is the leading global provider of AI-powered IT management and cybersecurity software. Kaseya delivers a unified technology platform to manage infrastructure, secure endpoints, back up critical data, and streamline operations for more than 40,000 MSP and SMB customers around the globe. To learn more, visit www.kaseya.com.

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