**Purpose:**

The purpose of this write up is to present, in written form, organized campaign initiatives that approach **TECH COMPANY** market through several angles that target separate niches.

**Strategy at a Glance:**

About **TECH COMPANY**:

**TECH COMPANY** is a Managed Network Provider that focuses on giving real estate developers a higher ROI while simultaneously working with other niches for their projects.

Based on in depth market research, our team found that there are 2 major platforms where **TECH COMPANY** can spend its time and digital marketing efforts to get a higher ROI while minimizing CAC – LinkedIn and Google.

Each of these platforms serves its own purpose and unique strategy.

**LinkedIn:** $2,000/Month Budget

LinkedIn is one of the best platforms to have a presence on as a managed network provider.

Our first month on LinkedIn we will be running 3 with an optional 4 campaigns in tandem with each other, however, each campaign has a different strategy and goal.

We chose this route for two reasons:

Reason 1: We can gather audience data which helps us narrow in our messaging and targeting

Reason 2: We’ll be able to speak a different language to different segments

Here are the 3 LinkedIn Campaigns our team will be managing:

**Industry:**

For this campaign, we will be targeting decision makers in the top industries that frequently use MSP’s.

Based on our market research, we found the top industries to be:

* Hospitality
* Manufacturing
* Health care
* Multifamily real estate developers

Based on our research, we believe that targeting these industries will give **TECH COMPANY** more swings and help build their bottom line.

**Developers and Lookalikes:**

For this campaign, we are going to be scaling an area where **TECH COMPANY** is already successful.

We will take real estate companies that look like existing clients and expand our reach so that our messaging resonates.

We will be targeting companies like:

* Birkdale Village apartments
* Langtree
* Oakhurst Village

Based on our research, we believe that targeting companies that look like existing customers will give **TECH COMPANY** an easy path to win because of the credibility they already have in this space.

Their existing customers are also to replicate.

**Groups:**

For this campaign, we will be finding groups where existing customers are having conversations as well as other MSP’s.

This will give **TECH COMPANY** more swings and potentially pick up an industry partner to increase revenue.

\* OPTIONAL\* Competitive:

For this campaign, we would be tapping into the pipeline of large and local competitors with strong brand names to gain market share.

We would do this by targeting people that follow the follow competitors such as:

* IBM
* Accenture
* OnPar Technologies

And more.

Based on our research, whole the targeting for this is hard, it’s well worth it as they have an existing database of potential customers.

**Google:** $2,000/Month Budget

Google is the largest search engine in the world. To add to that, there is also thousands of searches every month for Managed Network Providers and the competition is low.

Our strategy on Google is simple and two-fold – drive targeted search traffic from key phrases such as “managed network providers” while also grabbing competitive search traffic.

To do this our team will be creating 2 campaigns:

**Managed Network Provider Search:**

For this campaign, we will be including key phrases with low – mid competition, a positive 3 month change in search volume, and at least 20 monthly searches.

The reason why we chose this campaign is because it allows us to capture search demand for MSP

**Competitive:**

For this campaign, we will be including key phrases of competitors to capture demand from their searches and gain market share before it reaches competitors’ sites.