



How This Managed Service Provider Attracted a Large Real Estate Management Company

About the Client

Founded in 1999, Single Point of Contact is an emerging Managed Services Provider MSP with several key differences that distinguishes the firm from their competitors. They started off as a low cost solution for small businesses and then applied that same concept to medium and enterprise class customers.

Most MSP organizations practice an all offsite and reaction based solution. Single Point of Contact takes that model a step forward and includes several additional services, such as on-site presence, SaaS based application support, Preventative procedures and creation for the basis of an IT policy within the organizations they serve including: Google, Ports of America, Shorenstein Realty, Lens Vector and Ditech Networks. While the company was driving business off LinkedIn® – they failed to drive business on LinkedIn®.

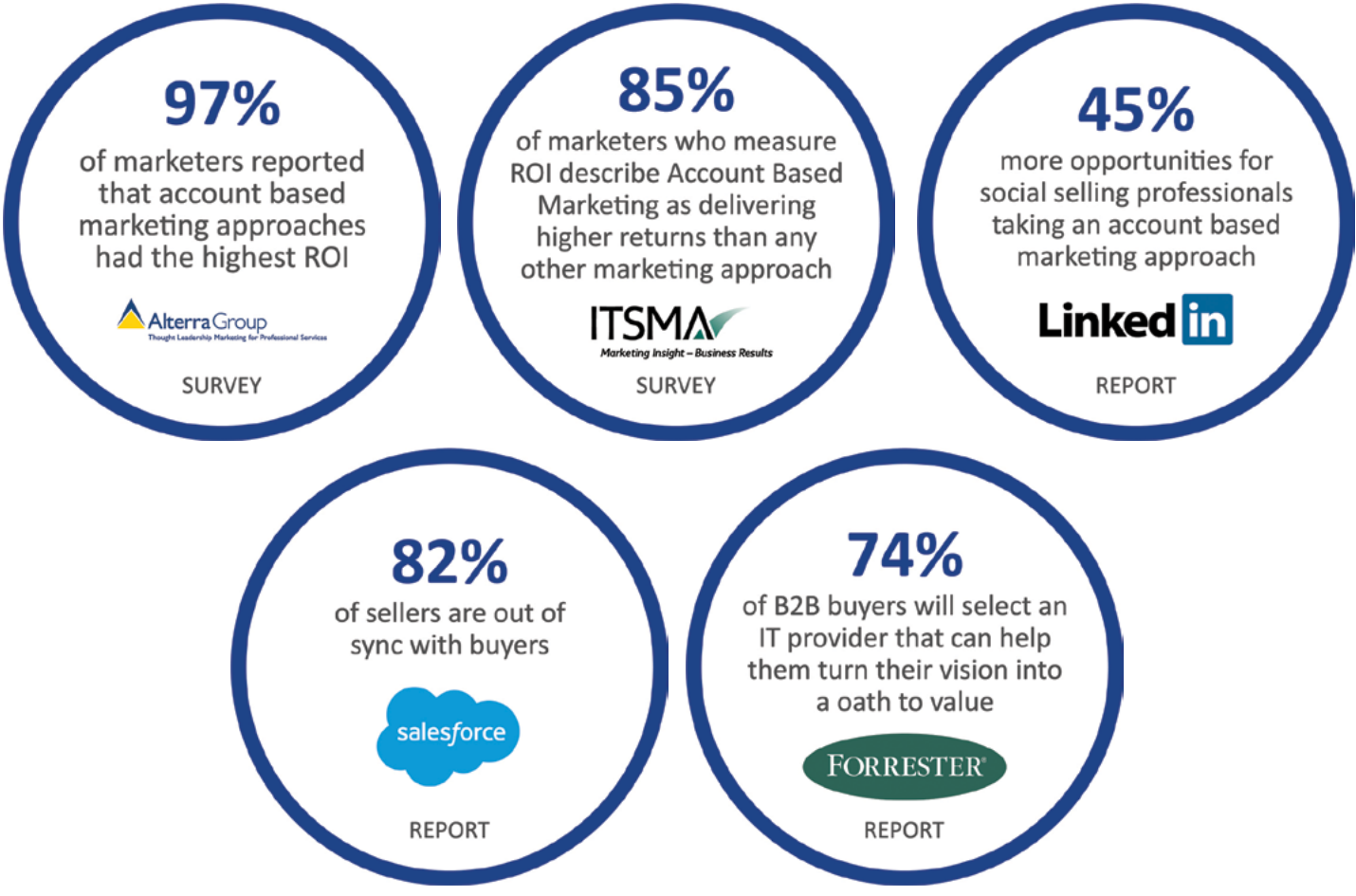
The Challenge

The firm’s sales and marketing team was failing to take an account based marketing approach to demonstrate their relevance to very specific, targeted audiences. Their email and direct mail communications to targeted prospects, such as IT leaders in a large real estate management firm in the San Francisco Bay area were generic with the same promises of reduced IT savings, increased security and other claims that other managed service providers are also discussing.

On LinkedIn, the profile of their VP of Business Development, was mostly a resume and there was no quantifiable, specific value being communicated to their targeted audiences. The firm had no case studies that they can use on their profile and in their nurturing efforts to targeted prospects. The blog content was general in nature and did not show prospects that the firm understood their specific issues and circumstances. There were no stories to show how Single Point of Contact has helped companies just like the ones they want to target on LinkedIn®.

This is the biggest issue that we’re finding with managed service providers. They are speaking to everyone with the same generic benefits, so there is no differentiation. They’re not giving prospects a real reason to connect and establish a relationship. Most importantly, they are not giving IT buyers the three things these buyers are looking for:

- ◇ A demonstration that they understand their buyer’s specific business issues and and that they can clearly articulate how to solve them.
- ◇ Help in thinking differently about how to solve their business problems.
- ◇ Insights that have not been considered before.



Our Approach: Foundation Building + Content Strategy + LinkedIn® Strategy

Step 1: Building the Foundation

Fernando Leon, VP at Single Point of Contact, was finding it a great challenge to connect with key decision makers and have them wanting to learn more since IT buyers don’t care about your work history and accomplishments as a business, sales, marketing or business development leader.

So here’s what we did:

We shared Fernando’s unique story in his summary and discussed the results that his clients have gained under his direction. These results include how he helped Shorenstein Realty, the largest, oldest, most respected real estate management firm that was spending upwards of \$750,000 on their IT infrastructure, cut IT OPEX by 43%. We discussed how he helped the Ports of America save 41% the 1st year and 48% the following year. And, we talked about how his team has helped Google deploy, monitor and manage 500 devices in the city of Mountain View at 1/3 of the price that competitors quoted.

With the experience section, we share stories. For example, you’d learn how before, coming to Fernando for a managed IT solution, one of his clients relied on one individual to support an enviroment that relies on virtualization software. The administrator went on vacation along with the keys to the kingdom. And, there was no way to reach him in case of an emergency as there was no cell phone or email access. As a result, the company’s technology was down for 4 days - as they had no backup. They lost millions of dollars within that 4 day period. The VP of Operations almost lost his job as a result of not having a strategy and backup plan in place. We then show an alternative.



That’s a real risk that his prospects can identify with. You can’t just talk about the business value that prospects will receive, you need to show them a concrete risk of not building a relationship with you.

We made Fernando’s profile including the experience section case study based. You see, marketers mention that case studies are one of their most effective tools, yet most LinkedIn profiles are not result-driven and case study based. Instead of job history in the experience section, you’ll find positions that speak to different audiences with different needs and are case study driven. You’ll see how Fernando saved LensVector, Ditech Networks & Shorenstein

Realty Services 40+%. In the projects section, we included teasers for recent projects completed by Single Point of Contact in which Fernando educated the IT leaders. From there, we drove prospects to the Single Point of Contact website for a more complete case study. Of course, the case studies we featured were similar to the companies and situations our client was targeting.

By making Fernando’s profile case study based, we show his relevance and how he is in tune with his buyer’s needs. By talking about Shorenstein Realty within his profile and multiple spots – an IT leader within a local SF Bay real estate management firm reached out to Fernando to connect and asked specific questions based on the content found inside Fernando’s LinkedIn profile that dealt with Shorenstein Realty and they asked for a complete case study. This is why it’s important to have LinkedIn profile content that’s relevant to specific audiences you’re targeting – and why you need to have a case study driven LinkedIn profile.

Attracted Large Real Estate Management Company Immediately After Profile Makeover



“Because, I now have a LinkedIn profile that is based on case studies and is results-driven, I immediately attracted a large real estate management company to Single Point of Contact immediately after getting a LinkedIn Profile Makeover. The prospect emailed me asking for a case study with further information on how I helped one of the largest, oldest, most respected real estate management firms cut their IT expenses in half. He asked me about information that was only on the LinkedIn profile - so I know that the prospect came to us from LinkedIn.”

- Fernando Leon, VP of Business Development at Single Point of Contact

Step 2: Creating the Social Content Strategy

Now, building the foundation was only the first step. Single Point of Contact needed the content to further nurture relationships with interested parties. For example, as Single Point of Contact’s VP’s profile piqued interest by talking about his work with Shorenstein Realty, the company needed case studies to continue the conversation.



Now, on the Single Point of Contact website, you’d learn how they helped an international electronic manufacturer with 23 production sites on 4 continents complete a wi-fi reconfigure and build. You’d learn how in just 48 hours wireless tools would once again become useless, printing become operative, shipments go from on hold to being delivered and for communication to resume in the warehouse. In another case study, you’d see how Single Point of Contact supports the broadband industry (another target market for the managed service provider). You’d see how they helped a law firm save \$24,000 with just 1 fix (another big target market).

Along with case studies, we provided them with blog post and LinkedIn publishing platform posts that would challenge IT leaders and provide them with an eye-opener and an alternative approach rather than the same old tips that every other managed service provider is offering. Now, the VP is providing alternative answers to unique challenges that his prospects are facing.

Step 3: LinkedIn® Strategy & Group Engagement

Now, in many cases, your LinkedIn profile and your content will not drive demand enough to produce the ROI you want. It’s the next step actions you take. For each piece of content, we provided Single Point of Contact with a strategy on how the content should be used. They received a strategy for how they should be connecting and building relationships within specific key decision makers within the targeted accounts that they wanted.

We had Single Point of Contact join the exact LinkedIn groups where their targeted audience was going to – and provided them with a strategy for how they should be engaging within those communities to attract their targeted audience. By challenging common assumptions, asking questions that open their prospects minds and providing proof that supports their claims, our client was able to have their targeted audience raise their hands and self-identify themselves as potential sales opportunities.

Results

Besides attracting a large real estate management company (when all previous attempts to gain their attention failed), our LinkedIn profile makeover and strategy program provided **Single Point of Contact** with:

1. Engagement Driving Visibility
2. Access to Higher Quality Leads Who Saw the Managed Service Provider’s Business Value
3. Increased Lead Conversions As IT Buyers Saw How Single Point of Contact Can Help Them Overcome IT Challenges and Create a Path to Value
4. A Strong Foundation to Build Key Relationships with Enterprise Decision Makers

About Our Firm