

Plexa Pulse

Your Monthly Dose of MSP Cutting-Edge Marketing tips, Digital Solutions, and Expert Insights

Quick Takeaway

How the Marks & Spencer Cyber Attack Can Help You Position Your MSP as a Cyber Security Leader

The recent Marks & Spencer cyber incident is a stark reminder that even household names can fall victim to security breaches. For MSPs, this is an opportunity to reinforce your value and expertise to clients and prospects. Don't shy away from referencing high-profile breaches in your marketing—use them as a springboard to start conversations about the importance of proactive cyber security. Share insights on what went wrong, how similar risks can be prevented, and the steps your MSP takes to keep clients protected.

Positioning yourself as a trusted advisor who's alert to industry threats not only builds credibility, but also reassures clients that you're ahead of the curve. This month, highlight your security-first approach in your website content, emails, and sales conversations. Remember, when cyber incidents make headlines, your MSP should be the reassuring voice clients turn to for guidance and peace of mind.

Hints and Tips

- 1. Showcase Real Client Success:** Feature recent client testimonials or case studies on your homepage. Authentic stories build trust and demonstrate the real-world impact of your services, helping visitors envision their own success with your MSP.
- 2. Simplify Navigation:** Streamline your website's menu to focus on the most important pages. Clear, intuitive navigation makes it easier for prospects to find what they need and increases the chances they'll take the next step.
- 3. Use Video Introductions:** Add a short, friendly video introduction to your homepage. Seeing and hearing from your team makes your business more approachable, personal, and memorable for new visitors.
- 4. Promote Free Value Offers:** Highlight a security audit or consultation prominently on your site. Offering something valuable with no obligation encourages engagement and starts building a relationship with potential clients.

Big news

Would You Trust Your Own MSP If You Visited Your Website?

When was the last time you visited your own website and saw it through a client's eyes? Your website isn't just a digital business card—it's the foundation of trust for every prospect who finds you online. If your homepage is unclear, your messaging vague, or your imagery generic, visitors may hesitate to engage.

Ask yourself: Does your website explain exactly what you do and who you help? Is it obvious how to get in touch or take the next step? Are your testimonials and case studies up to date, and do they genuinely reflect your expertise?

A neglected website can quietly erode your credibility, while a modern, user-friendly site builds confidence and sets you apart. Even small details—like page speed, mobile responsiveness, and up-to-date content—play a big role in making a great first impression.

If you're unsure how your site stacks up, you're not alone. Many MSPs set and forget their websites, missing out on opportunities to impress and win new clients. The good news? It's never too late for a refresh. If you'd like an honest, expert opinion, Plexa offers a free website review with actionable recommendations—no obligation, just practical advice.

Curious? Book your 15-minute website review and see your site through your clients' eyes.

BOOK CALL



A word from

Marketing Expert Paul Green

The Compound Effect—Small Actions, Big Marketing Wins

One of my favourite books is "The Compound Effect" by Darren Hardy, and its message is powerful for MSPs: small, positive actions, repeated consistently, lead to big results over time.

Think of it like choosing fruit over chocolate after dinner. One night makes little difference, but do it for 1,000 nights and the impact on your health is huge. The same principle applies to your marketing. Imagine you carve out just 10 minutes each day to post valuable content on LinkedIn, instead of getting lost in tickets or admin. Your technicians can't build your brand for you—only you can.

Do this day after day, and your presence grows. Prospects might see your posts, read your newsletters, open the odd email, or watch a video. Maybe you've chatted briefly in DMs or over the phone. When the day comes that they're finally ready to switch MSPs, all those touchpoints add up—they'll recognise you as the expert and reach out.

The compound effect isn't about overnight wins, but about building trust and visibility, one small step at a time. Start today, and let your consistent effort do the heavy lifting for your future growth.



www.mspmarketingedge.com

Website security is non-negotiable for MSPs. Here's what stood out in June:

- **WordPress core vulnerabilities reported:** 2
- **Plugin vulnerabilities discovered:** 56
- **Critical plugin issue:** The "WP Statistics" plugin (600,000+ active installs) had a vulnerability allowing unauthorised data access. "Elementor" and "Contact Form 7" also received urgent security updates.

Plexa's own findings from June website reviews:

- **Websites reviewed:** 9
- **Sites needing urgent attention:** 4
These sites had poor security or were running outdated/obsolete plugins, putting them at risk of attack.

Take action: Don't leave your site exposed. [Book a quick security review with us](#) and get peace of mind.

Current trends



Current Trend: Podcasts as a Marketing Channel

Podcasts are fast becoming a go-to marketing tool for MSPs and service businesses. They offer a unique way to build trust, showcase expertise, and reach new audiences in a personal, engaging format. With more people listening to podcasts during their commute or downtime, sharing actionable advice or insightful interviews can set your brand apart.

Consider launching a podcast or being a guest on industry shows to expand your reach. Not ready to start your own? Sponsor relevant podcasts or share episodes that align with your values—either way, it's a trend worth exploring.

Transform Your MSP Website into a Lead-Generating Machine

Discover 5 quick wins to boost your MSP's website lead generation. These are straightforward, actionable steps tailored specifically to your business.

Many MSP websites resemble neglected storefronts: dirty windows, peeling paint, and dead lights. If this hits close to home, it's time for a change.

Feeling embarrassed by your website? Frustrated it's always on your "to-do" list with no results?



Book your 15-minute video call to discover your 5 quick wins and start generating leads!

BOOK CALL

pleXa.