

Plexa Pulse

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



Quick Takeaway

Make the Most of Marketing Development Funds

Did you know many MSPs have access to Marketing Development Funds (MDF) through their vendors and partners, but most leave this valuable resource untapped? MDF is money set aside by technology vendors to help partners like you run campaigns, host events, or create new marketing materials. If you're not taking advantage, you could be missing out on budget to boost your brand, drive leads, or launch a new initiative – often with little or no cost to your business.

This month, take a moment to review your vendor relationships and ask what MDF is available. Whether it's funding for a webinar, digital ad campaign, or even a new website section, these funds are designed to help you grow. Don't wait for vendors to offer – be proactive and pitch your ideas. If you need help putting together a proposal or want inspiration for what MDF can cover, Plexa is happy to help. Don't let free marketing money go to waste!

Hints and Tips

- 1. Highlight Team Expertise:** Showcase your team's certifications, skills, and experience on your website. Prospects want to know who's behind the service – they trust real people with proven expertise.
- 2. Refresh Your Blog Regularly:** A regularly updated blog signals an active, knowledgeable business. Share recent projects, industry news, or how-to guides to keep clients engaged and boost SEO.
- 3. Optimise Google Business Profile:** Keep your Google Business Profile updated with new photos, reviews, and posts. It's often the first thing prospects see – make sure it reflects your best work.
- 4. Use Interactive Website Elements:** Add live chat, calculators, or booking widgets to your site. Interactive tools improve user experience and can move visitors closer to booking a call or consultation.

Big news

Raising the Bar for MSPs – Our Roadmap: What's New and What's Next

At Plexa, we're always working behind the scenes to help MSPs stay ahead and get more value from their website and marketing. Even if you're not on our Ultimate Care Package, it's worth seeing what's possible when you put your digital presence first.

Here's a look at the Ultimate Care Package roadmap – what's live now and what's coming soon for clients who choose this comprehensive support:

Now Live:

Breaking News Marketing Campaigns

Whenever an industry event or major news story (such as the recent Marks & Spencer cyber attack) presents a marketing opportunity, Plexa now delivers a ready-to-go campaign directly to Ultimate Care clients. There's no need to request – timely, relevant content simply arrives in the inbox, helping MSPs act fast and stay front-of-mind.

Launching September:

New Reporting Suite

From September, Ultimate Care clients will receive early access to a new dashboard on the Plexa website. This suite brings plugin audits, security activity, site performance, uptime/downtime, server response, broken link checks, backup status, and traffic analytics together in one place. It's designed to give MSPs the same level of proactive website health reporting they deliver to their own clients.

Template Portal

Ultimate Care clients will have access to a growing library of business templates. These resources are available to download at any time, and can be branded or customised on request. If a needed template isn't there, clients can request it directly through the portal.



Coming Q1 2026:

Light-Touch SEO

Early next year, the package will include essential SEO basics – meta titles, descriptions, H tags, landing page tweaks, and more – based on the new reporting suite. While not a full SEO service, it covers the fundamentals that keep sites competitive.

1 Hour of Website Work Per Month

From Q1 2026, Ultimate Care clients will also receive one hour of website work each month, perfect for quick updates, new landing pages, or campaign tweaks.

Anyone interested in learning more about these enhancements or how the Ultimate Care Package could benefit their business is encouraged to reach out for a chat.

Book your 15-minute call

BOOK CALL

A word from

Marketing Expert Paul Green

Mastering the MSP Customer Journey – 8 Touchpoints to Win More Clients

Guiding prospects from first contact to loyal client is a journey, not a sprint—especially for MSPs, where trust and credibility are everything. Each touchpoint you create is a chance to build awareness, nurture consideration, and set yourself apart from the competition.

Start with **regular LinkedIn posts** that share insights, stories, or tips—videos and personal anecdotes grab the most attention. **Publish original blogs** on your website, answering real questions your clients ask, then turn these into LinkedIn Newsletters for extra reach. **Use engaging visuals** like infographics or quick explainer videos to make complex topics simple and memorable. **Don't underestimate the power of networking either**; building genuine relationships at events or online can lead to referrals months or even years later.

When prospects are in the consideration phase, **case studies** become your strongest tool—real stories of client success speak louder than any sales pitch. Nurture leads with helpful, **educational email drip campaigns** that never push too hard. Create comparison guides on your site to help prospects see why your MSP stands out. **Finally, run webinars** to showcase your expertise and connect directly with your audience.

Map out these eight touchpoints, focus on consistency, and you'll see your pipeline grow with better-qualified, more engaged prospects.



www.mspmarketingedge.com

Website security remains a top priority for MSPs. Here's what we found in July:

- **WordPress core vulnerabilities reported:** 1
- **Plugin vulnerabilities discovered:** 107
- **Critical plugin issue:** The "AI Engine" plugin (100,000+ installs) had a severe arbitrary file upload vulnerability. The "HT Contact Form" plugin also faced critical issues, impacting over 10,000 sites.

Plexa's own findings from July website reviews:

- **Websites reviewed:** 11

Sites needing urgent attention: 5

These sites had outdated or unsupported plugins, leaving them vulnerable to attack. A lower number of core issues this month is good news, but plugin vulnerabilities are still the main risk. Regular updates and reviews are essential.

Take action: If you're unsure about your site's security, [book a quick review with us](#) for peace of mind.

Current trends



AI-Powered Chatbots for MSPs

AI-powered chatbots are rapidly transforming customer service for MSPs. Today's chatbots can answer common questions, book meetings, and even troubleshoot basic tech problems – saving your team time and offering clients instant support 24/7. They're also a great way to capture leads from your website, as visitors can get help or book a call without waiting for a human response. With platforms like ChatGPT, Drift, and Intercom, it's easier than ever to launch a chatbot tailored to your MSP's services. If you haven't explored this trend yet, now's the time to see how AI can boost your client experience and efficiency.

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

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