

9 Ways MSPs Can Make the Most of Global MSP Day

A practical guide for turning one industry awareness day into real client engagement, community visibility, and sales momentum.



Global MSP Day is more than a hashtag.

It is a chance to show clients, prospects, and your community what managed services really makes possible.

Most MSPs are busy delivering the work. Global MSP Day gives you a reason to pause, tell the story behind that work, and turn an industry awareness day into a business-building opportunity.



**The goal is not to
celebrate louder.**

**The goal is to
celebrate smarter.**

A one-post strategy wastes the day.

The MSPs that get the most from Global MSP Day are not always the ones with the biggest budgets. They are the ones that show up with a clear message, a useful offer, and a follow-up plan.

Use the day to:



Educate your market



Strengthen client relationships



Start new sales conversations



Build visibility beyond one social post

Celebrate customer outcomes.

Make the invisible value of managed services visible.

Most clients don't wake up thinking about your tools or tickets. They care about what you help them achieve. Show them.



Prove the value you deliver

Share threats stopped, downtime prevented, tickets resolved, or projects completed.



Tell the story in their terms

Turn one measurable client win into a short story or social post.



Focus on business impact

Highlight outcomes, not outputs. Skip the technical jargon.



PRACTICAL MOVE:

Pick one client success from the past 30 days. Turn it into a metric, a quote, or a short story—and share it.

Thank the clients **who trust you.**

Use Global MSP Day as a reason to reach out without selling.



Send a personal thank-you from leadership.



Offer a small value-add, such as a complimentary IT health check.



Recognize long-term clients or key accounts with an extra personal touch.



Practical move:
Create one appreciation touchpoint for every active client.

Educate the market.

Many businesses still don't understand what an MSP actually does.

Help prospects get it—without a sales pitch. Educate, inform, and make complex topics easy to understand.



Explain proactive IT support in plain language.

Focus on prevention, not just problem resolution.



Create a checklist, blog post, or short video for non-technical decision-makers.

Keep it practical and jargon-free.



Help prospects understand when they have outgrown break-fix IT.

Position managed services as the next step forward.



Demystify security, cloud, and other complex topics.

Build confidence by making the complicated feel manageable.



PRACTICAL MOVE:

Publish one helpful resource this month that answers a common question your prospects ask. Keep it short, useful, and easy to share.

Put your people front and center.



Managed services is built on expertise, reliability, and trust.

Show the real people behind the work. It builds credibility, strengthens relationships, and differentiates you from the competition.



Feature your team members

Technicians, engineers, service managers, and leadership. People build trust.



Showcase milestones

Share team certifications, work anniversaries, or project wins. Celebrate progress.



Highlight the human side

Share what drives your team and the impact they make every day. Make it relatable.



Share their expertise

Use quotes, quick tips, or short videos to put your team's knowledge on display.



PRACTICAL MOVE:

Profile one team member this month. Share their story, role, and a tip they want clients to know.

Lead with cybersecurity.

Show clients you're ahead of threats—and have their back 24/7.

Security leadership builds confidence, strengthens trust, and opens the door to important conversations.



Highlight today's threat landscape

Share timely insights on current risks and what businesses need to know to stay safe.



Share how you keep clients safe

Highlight your security stack, monitoring, processes, and proactive approach in simple terms.



Offer practical security tips

Give your audience actionable steps they can take to improve their security today.



Invite conversations that matter

Use the day as a reason to check in, review security posture, and identify opportunities to reduce risk.



PRACTICAL MOVE:

Post one security insight, tip, or client success story this week. Make it educational, not salesy.

Give back locally.

Use your platform, time, and resources to strengthen the communities you serve.

Giving back builds goodwill, deepens relationships, and reminds people you're more than a service provider.



Support local causes

Volunteer, sponsor, or donate to organizations making a difference in your community.



Engage your team

Involve your team in volunteer activities that reflect your values and bring people together.



Amplify the impact

Share what you're doing and encourage others to get involved or support the cause.



Uplift local businesses

Partner with and promote other local businesses whenever you can.



PRACTICAL MOVE:

Choose one local cause or organization to support this week. Share how your team is getting involved.

Join the industry conversation.



Add your voice, share your expertise, and help move the industry forward.

Active participation raises your visibility, builds credibility, and connects you with peers and opportunities.



Engage in key conversations

Join discussions on LinkedIn, industry forums, and in community groups. Share thoughtful perspectives.



Share your expertise

Post insights, lessons learned, or trends you're seeing. Teach, don't just sell.



Support and amplify others

Celebrate wins, comment on posts, and uplift peers and partners. Strong communities create more for everyone.



Leverage the day's momentum

Use Global MSP Day to spark conversations and show you're an active, invested part of the industry.



PRACTICAL MOVE:

Comment on one industry post or share one original insight this week to join the conversation.

Turn the day into a campaign.



One day of recognition can spark months of momentum. Keep the energy going.

A focused campaign extends your message, deepens engagement, and maximizes the impact of Global MSP Day.



Plan before the day

Build a content plan around Global MSP Day. Tease what's coming and invite your audience to join in.



Create a series, not a single post

Share a mix of content before, during, and after the day—tips, stories, videos, and spotlights.



Engage across channels

Use LinkedIn, email, your website, and other channels to reach your audience where they are most active.



Measure and build on it

Track engagement, celebrate wins, and use insights to make next year even stronger.



PRACTICAL MOVE:

Map out a simple 2–4 week content plan around Global MSP Day. Repurpose content to keep the momentum going.

Start something bigger.

Use Global MSP Day as a launch point, not a finish line.

The content you create and the conversations you start can drive momentum long after the day is over. Build on what worked and keep going.



Repurpose the content

Turn the day's content into emails, blogs, videos, and social posts.



Build a 90-day plan

Choose the strongest idea and turn it into a focused follow-up campaign.



Review what worked

Look at engagement, conversations, and responses to see what resonated most.



Create a repeatable playbook

Document the best ideas so next year's campaign starts stronger and faster.



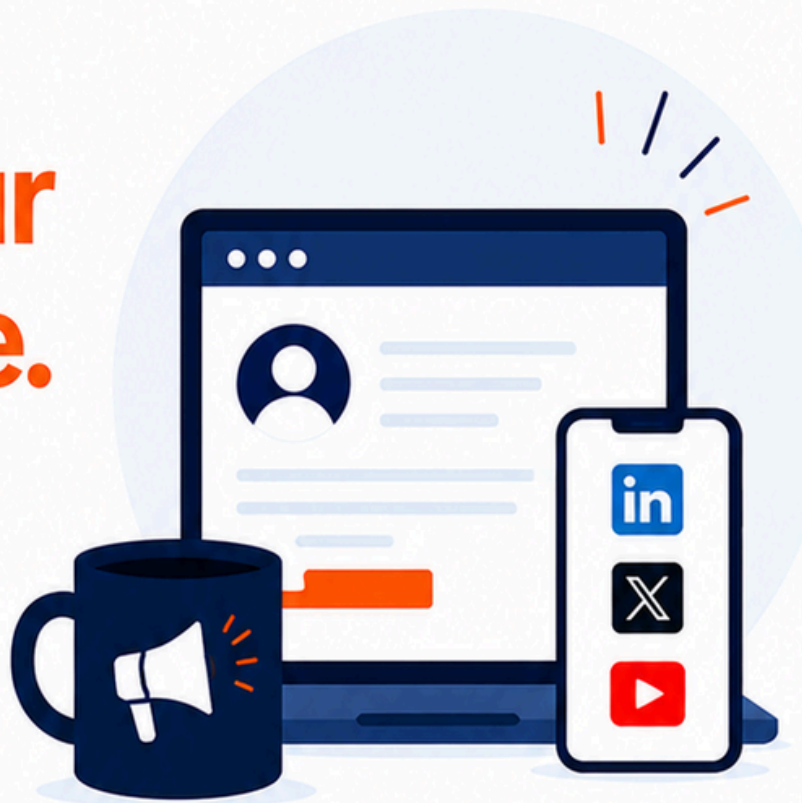
PRACTICAL MOVE:

Choose one idea from Global MSP Day and turn it into a 90-day follow-up plan.

Show up where your clients are.

Be visible in the places
your clients already trust
and engage.

The right visibility builds credibility,
starts conversations, and keeps
you top of mind.



Share valuable content

Post tips, insights,
and how-to content
that solves problems
and demonstrates
your expertise.



Engage in conversations

Comment, answer
questions, and
participate in groups
and forums where
your clients are.



Host or participate

Webinars, roundtables,
or local events help
you connect, educate,
and strengthen
relationships.



Build strategic partnerships

Partner with vendors,
associations, and
other trusted advisors
to expand your
reach and referrals.



PRACTICAL MOVE:

Choose one channel your ideal clients use most.
Commit to showing up consistently with helpful, relevant content
and meaningful engagement.

Earn and show social proof.

Reviews and testimonials build trust faster than anything you say.

Happy clients are your best advocates—make it easy for them to share their experience.



Ask at the right time

Request a review after a win or successful project milestone.



Make it easy

Provide direct links and clear instructions so clients can leave reviews quickly.



Show it off

Feature testimonials on your website, proposals, and social channels.



Keep it fresh

Continuously collect and update reviews to stay relevant and credible.



PRACTICAL MOVE:

Ask one satisfied client for a review or testimonial this week. Share it where your ideal clients will see it.

Celebrate their wins.

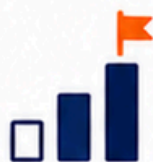
Recognize milestones
and achievements that
matter to them.

Acknowledging progress shows
you're invested in more than
just the next project.



Acknowledge milestones

Recognize birthdays,
company anniversaries,
product launches,
or major wins.



Highlight their success

Share their achievements
(with permission)
in your content,
newsletters, or
social posts.



Say thank you often

A simple thank you
goes a long way
in building loyalty
and goodwill.



Make it personal

Tailor your message
to what matters
most to them
and their team.



PRACTICAL MOVE:

Identify one recent win from a client and send a quick note
congratulating them this week.

Keep adding value.

Be a resource, not just a vendor. The more value you provide, the stronger the relationship.

Helpful ideas today lead to bigger opportunities tomorrow.



Share useful insights

Send articles, reports, or tips that help them solve problems or stay ahead.



Offer fresh ideas

Proactively suggest ways to improve results or overcome challenges.



Provide tools and resources

Templates, checklists, or frameworks make you more valuable every day.



Think long term

Look for ways to support their goals—not just your next project.



PRACTICAL MOVE:

Send one helpful resource, idea, or tool to a client this week with a quick note on why it might help.

CTA options.



Choose the right call to action for your audience and your goals on Global MSP Day.

Pick one or more that fit what you're offering.



Book a meeting

Invite prospects to schedule a discovery call or strategy session.



Access a resource

Offer a guide, checklist, template, or assessment in exchange for contact details.



Watch or attend

Drive registrations for a webinar, live demo, or in-person event.



Start a conversation

Encourage replies, questions, or consultations to open the door.



Join or subscribe

Grow your email list, newsletter, or community for ongoing value.



Try or start

Invite your audience to try an offer, trial, or pilot program.



Make it easy. Make it clear.

Then follow up on every signal of interest.

FOX & CROW

Let's make it impactful.

We help MSPs turn Global MSP Day into real-world results—with strategy, content, and campaigns that connect.

Ready to plan something that gets noticed and drives value? We're here to help.

- ✓ Strategy that fits your goals
- ✓ Content that tells your story
- ✓ Campaigns that engage
- ✓ Results you can measure

Let's start the conversation.

Choose the best way to connect.



Book a call

Schedule a quick discovery call to talk through your ideas.

[Book now →](#)



Email us

Send us your goals and we'll reply within one business day.

[Email us →](#)



Download resources

Get templates, checklists, and campaign ideas to get started.

[Explore now →](#)



Start a chat

Ask a question or share your challenge with our team.

[Chat now →](#)



Connect on LinkedIn

Follow us for insights and MSP marketing ideas.

[Connect now →](#)

Global MSP Day is your moment.

Let's make it count.