DAKOTA RIDGE MARKETING



Is Your IT Marketing Driving Revenue Or Draining Budget?

A 5-Minute MSP Marketing ROI Diagnostic

info@dakotaridgemarketing.com

720.597.3737

5 Diagnostic Zones of the Marketing Flywheel:





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Zone 1:

TRAFFIC & AWARENESS LEAK

Are You Attracting Buyers — Or Just Visitors?

- [ ] We know which traffic sources generate closed deals
- [ ] Our content targets high-intent MSP buyers
- [ ] We track conversions beyond form fills



High traffic + low pipeline = awareness without intent

Low High

Zone 2:

LEAD QUALITY LEAK

Are Your Leads Sales-Ready?

- [ ] Sales and marketing share an agreed MQL definition
- [ ] We track MQL → SQL conversion rates
- [ ] Sales provides feedback on lead quality



Rejected MQLs = misaligned targeting

Low High

Zone 3:

IT SALES & MARKETING ALIGNMENT LEA

“Are Sales and Marketing Operating as One Revenue Team?”

- [ ] Sales and marketing share an agreed MQL definition
- [ ] We track MQL → SQL conversion rates
- [ ] Sales provides feedback on lead quality



No shared KPIs = structural misalignment

Low High

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Zone 4:

REVENUE ATTRIBUTION LEAK

Can You Tie Campaigns to Closed Revenue?

- [ ] We track cost per opportunity
- [ ] We track cost per closed deal
- [ ] Marketing reporting includes revenue metrics

If you only report clicks and impressions, ROI is invisible

Low High

Zone 5:

RETENTION & EXPANSION LEAK

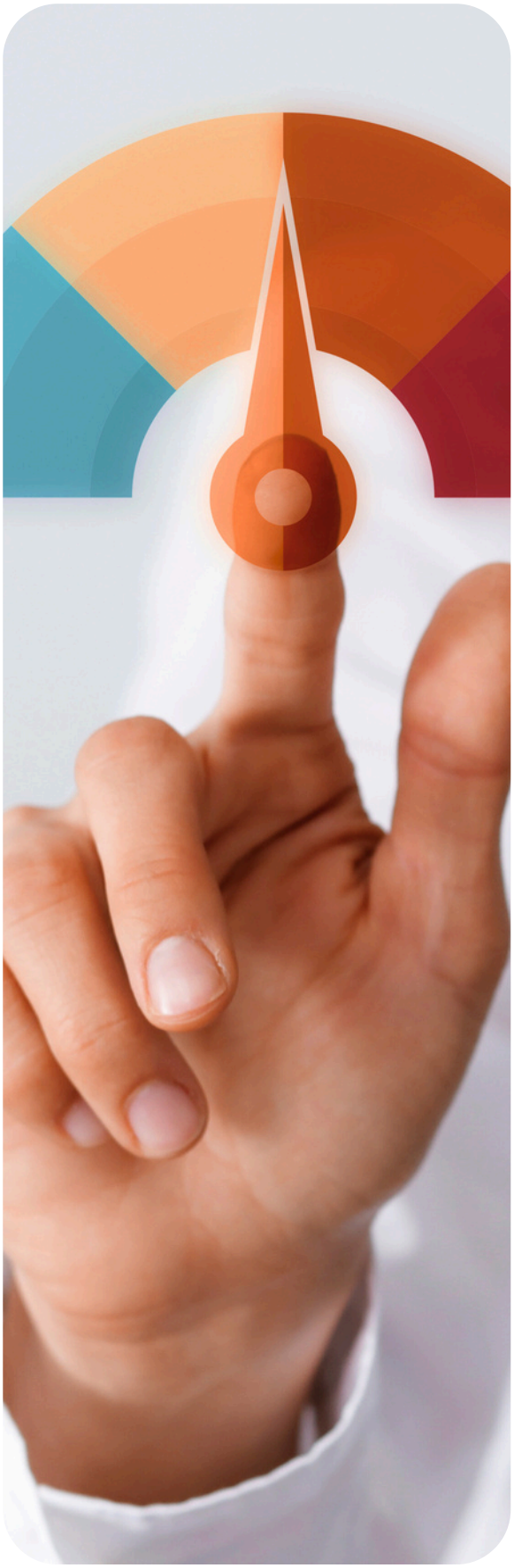
Is Marketing Supporting Client Lifetime Value?

- [ ] We run cross-sell or upsell campaigns
- [ ] We enable referrals systematically
- [ ] Marketing supports onboarding & retention

Ignoring retention caps MSP Marketing ROI

Low High





SCORING FRAMEWORK

Step 1:

Count Your “No” Answers

Display a bold scoring bar:

0–3 No’s
Minor Inefficiencies

4–7 No’s
Structural Misalignment

8+ No’s
Severe ROI Leakage

Step 1:

What Your Score Means

Minor Inefficiencies
Optimization opportunity. Likely channel or messaging gaps.

Structural Misalignment
Revenue handoffs breaking down between marketing and sales.

Severe ROI Leakage
Marketing functioning as a cost center, not a revenue engine.

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Ready to Seal the Leaks?

Dakota Ridge Marketing specializes in aligning Marketing for MSPs with measurable revenue outcomes.

Book a 30-Minute Diagnostic Review

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