

# How To Promote Your Products, Services And Brand To The Most Market-Driven IT Services CEOs In The World



Technology **Marketing** Toolkit  
Partner Book & Media Guide

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## Our Mission

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To build a community of **success-minded** entrepreneurs that **INSPIRES EXCELLENCE**, encourages collaboration and expands the capacity of all members to achieve **GREAT THINGS**.





## Who We Are

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Technology Marketing Toolkit is by far the IT industry's leading provider of sales and marketing strategies, tools, templates and training. We run the largest C-level peer group in the IT services industry and have over 4,600 active members, 12,800+ active clients and our database includes over 52,000 MSPs, VARs and IT services companies. Our events range from small, highly focused workshops of 30 CEOs to our annual event with over 1,200 attendees. Our events attract C-level executives of small to midsize IT services organizations with honest ambition to grow their companies, and who are willing to invest in marketing, sales, leadership and operational excellence.



## What Makes Our Community Unique

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Unlike other events and communities that want to appeal to the masses to sell advertising, we seek to attract and retain only the top 20% of the industry that is genuinely interested in growth, fueling sales and actively marketing their business. We also seek to engage only the C-level executives of our community, not the technical staff, and not all IT managers at any company or organization. Our clients are the owners/operators of MSPs, VARs, MSSPs and IT services companies that deliver outsourced IT services and support to other companies.

## Who Is Robin Robins?

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There is no question about it: Robin Robins has guided more MSPs, VARs and IT business owners to greater profits, success and growth than any other person in the IT channel, period. Robin has been voted a #1 speaker at many industry events, such as ChannelCon (formerly known as BreakAway), System Builder Summit and VARVision, ASCII Success Summits (formerly known as ASCII boot camps), CT Summit and SMB Nation. She is Editor & Chief of our MSP Success Magazine ([www.MSPSuccessMagazine.com](http://www.MSPSuccessMagazine.com)), has been published in VARBusiness, eChannelLine.com, Sales and Marketing Magazine, Selling Power and SMB Partner Community Magazine.



In addition to her extensive experience with IT services firms, Robin has developed marketing strategies for over 1,200 businesses in 14 different industries across North America, Australia and Europe. This includes both online and offline marketing strategies for computer training schools and universities, franchise organizations, software companies (Novell, SurfControl, AVG antivirus and Microsoft), financial services, seminars and events, member organizations and a variety of consumer products and services. This vast experience has given Robin a broad knowledge of hundreds of marketing and sales tactics used by some of the most successful, sales-driven organizations in the world.

## About Our Clients

Our clients are the CEOs/owners of IT services companies (managed IT services, VARs, MSSPs, systems integrators and IT solution providers) that deliver outsourced IT services and support to other small and medium as well as small enterprise businesses. The services our clients recommend, sell and support include (but are not limited to):

- Fully outsourced IT services and support
- Help-desk services
- Backup solutions
- IT security solutions and monitoring
- E-mail and collaboration tools
- Cloud computing
- Computer hardware and devices
- Software
- Phone systems, VoIP
- Printers and office equipment
- Fiber-optic cable, ISP services
- Cyber security solutions
- IT compliance services (HIPAA, PCI, etc.)
- Co-Managed IT



## General Numbers About Our Members

- Over 10,000 clients in 23 different countries
- Over 1,200 active coaching members
- Over 540 MSPs in our Mastermind groups, making ours the largest C-level peer group in the industry
- Database of over 34,200 IT business owner subscribers to our e-zine who have requested more information on marketing and increasing sales in their business





# What Our Clients Say About Our Sponsors

## “Interacting With The Vendors Is A Huge Plus”

“Coming to Robin’s events allows me to network with other professionals like me and walk away with a ton of useful information. Of course, the information learned about new products, services and vendors is also a huge plus.”

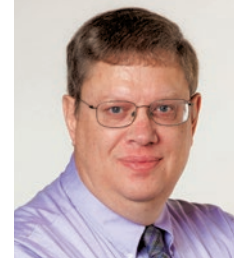
**Christopher Bartosz**  
FVC Technologies, Inc.



## “The Vendors Are Top-Notch!”

“When I come to events, I’ll bring my sales and marketing staff so we’re all onboard with the same great ideas. The content really helped me solidify how to sell my cyber security solution, and the vendors were top-notch, providing new ideas and new products for us to sell as well.”

**Bill Ooms** | Business System Solutions, Inc.



## “The Vendors Are Great!”

“Coming to events and walking the vendor booths gives you the opportunity to find new products for your company and clients, which is important for always staying relevant. You can get with your current vendors about the new things they have going on, which is MUCH easier to do in person than over the phone.”

**Christi Kannapel Thompson**  
BIS, Inc.



## “The Face Time With Vendors Is Valuable”

“Let’s be honest: we all dodge the vendors’ calls when in our office. Being at Robin’s events is a great opportunity to learn about their solutions and how they can help us deliver more value to our clients.”

**Christopher Welty**  
Aragonite Technologies



## “You’ll Meet Vendors That Can Solve A Big, Hairy Problem You’ve Got”

“I come to Robin Robins events for the content, but more important is the networking and group discussions about best practices that solve problems. Then you get to meet that dream vendor whose product or service will solve a big, hairy problem you’ve got. THAT’S why it’s worth every penny to come IN PERSON!”

**Leia Shilobod**  
InTech Solutions



## “It’s A Win-Win For The Vendors And The Partners!”

“I encourage anyone going to Robin’s events to talk to the vendors she brings, and I would also encourage MORE vendors to sponsor. It’s a win-win for the vendors and the partners. I’m far more likely to start using two or more of the vendors at her events BECAUSE they were there, giving me ample time to question them about their services and solutions. I wouldn’t have done that if I were back in my office busy with clients and running the business.”

**Rick Rusch** | Complete Programmed Accounting, Inc.



## “The Vendors You Bring To Us Alone Are Worth It”

“Being at Robin’s events with all of the vendors alone is worth it. You get to see new technologies and different vendors all at once. You can step outside the box and talk with others in your industry. I don’t get to talk this way to others in my area that I consider competition. It makes a big difference. Invest the money, because you’re investing in yourself!”

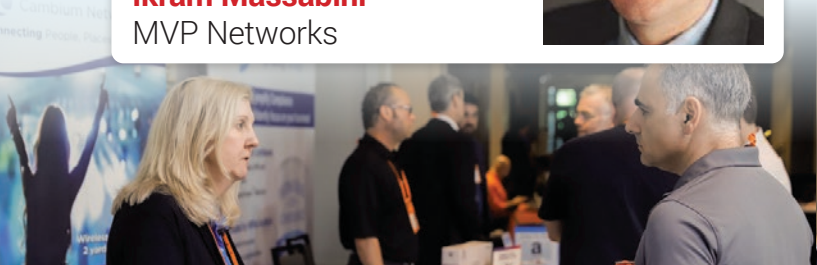
**Ikram Massabini**  
MVP Networks



## “The Peer And Vendor Interaction Is Extremely Valuable”

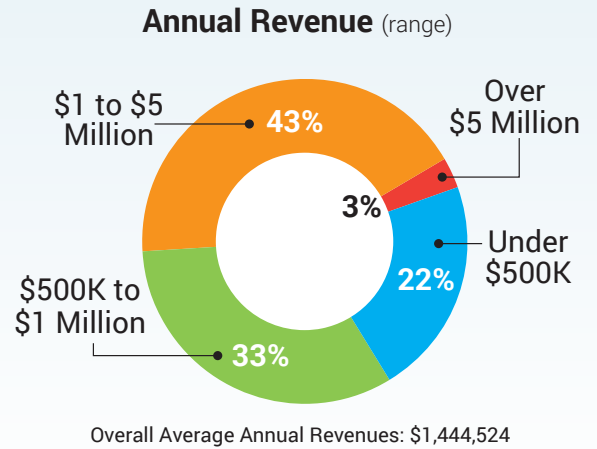
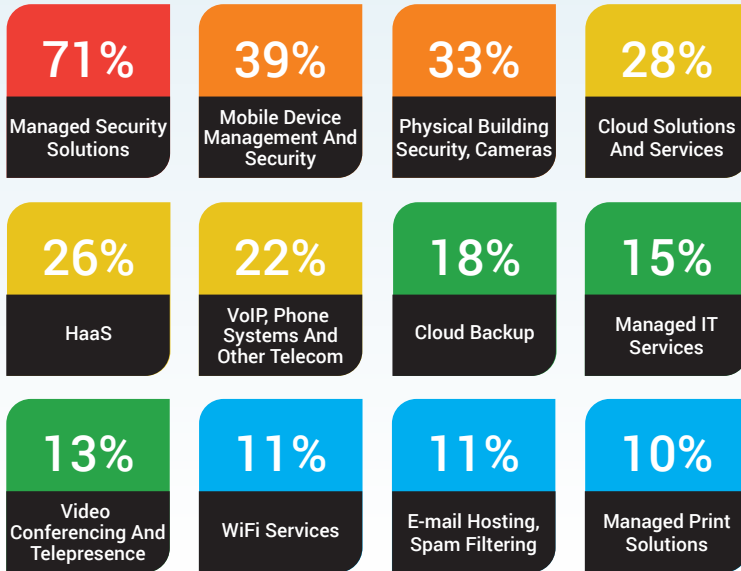
“We have made vendor connections that have helped us close more deals at higher margins, ultimately more than covering the time and expense. Actually, this is not an expense – it’s an investment in you and your company.”

**Bob Mitchie** | Metro MSP

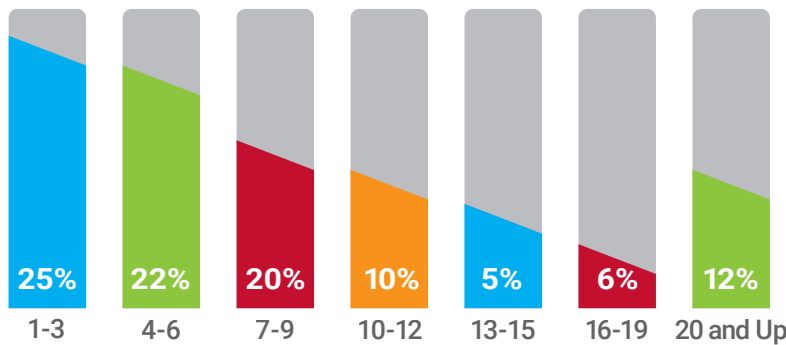


# General Client Profile

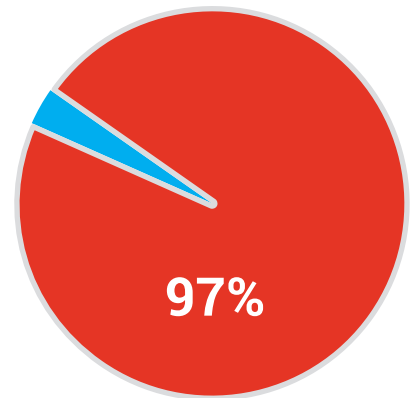
According To A Recent Poll, These Are The Services Our Clients Are Going To ADD To Their Service Offerings:



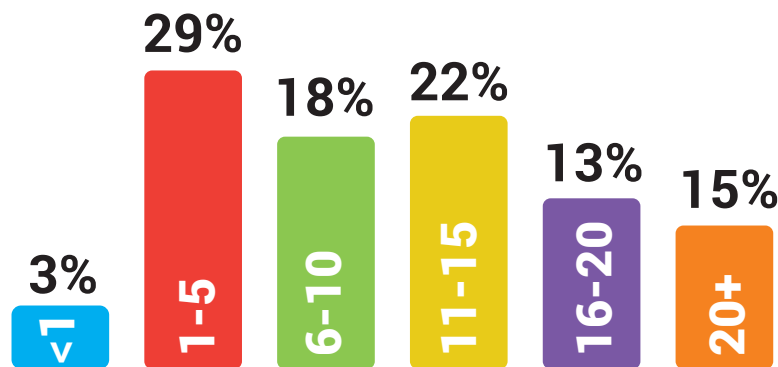
## Range of Number of Employees



## Percentage Of Attendees Who've Formed New Partnerships With One Or More Our Sponsors They Met At Our Events



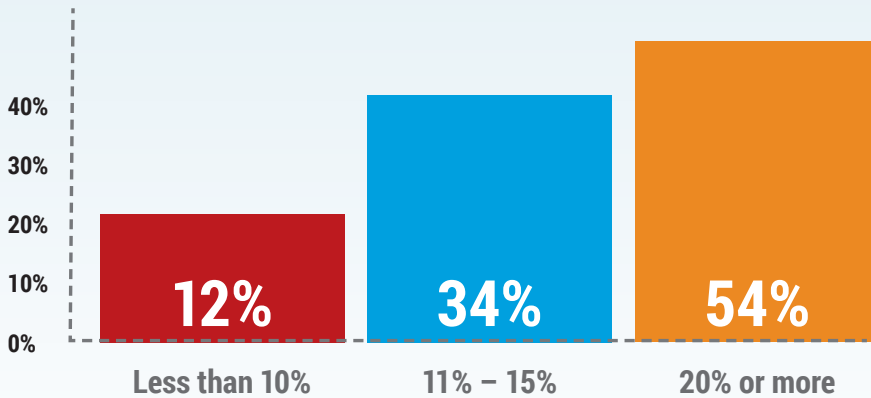
## Years in Business (range)



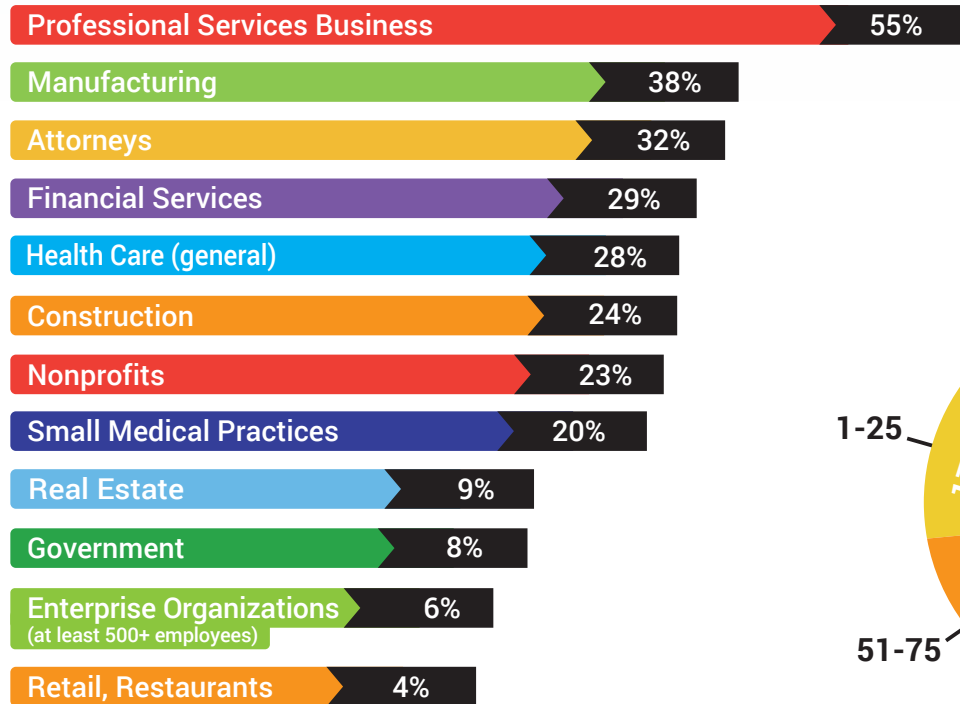
**Please note:** This describes our GENERAL client profile. The profile and demographics of our Producers Club and Accelerators Club members WILL be different than what you see here.

# General Client Profile

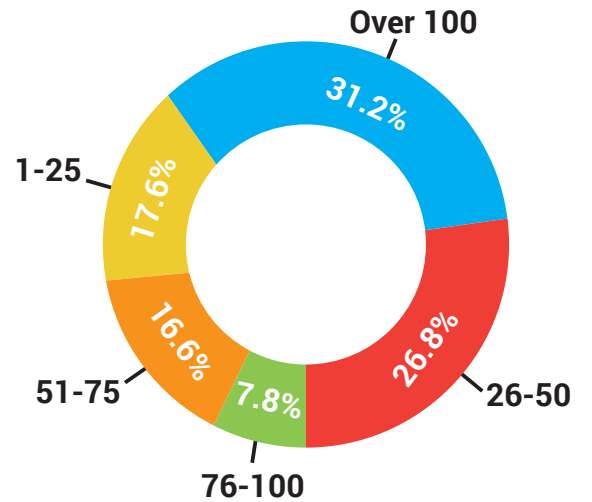
## Our Clients' Anticipated Revenue Growth Over The Next Year:



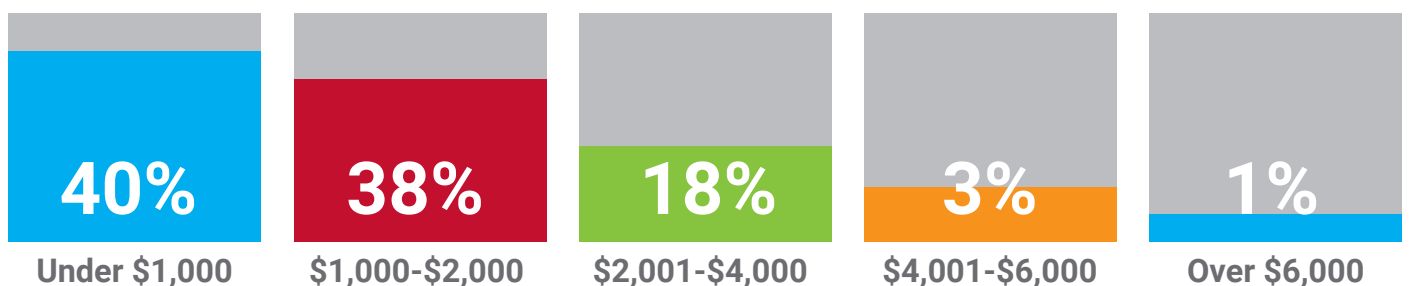
## These Are The Vertical Markets Our Clients Sell To:



## The Number Of Clients Our Members Have:



## Our Members' Average MRR (Managed Recurring Revenue) Monthly Contract:



# Social Media Stats



## FACEBOOK

**4,663** people tracking this page ("Like")



## TWITTER

**5,685** followers



## LINKEDIN

**2,023** members in our  
Technology Marketing Toolkit LinkedIn Group

**14,117** connections



## YOUTUBE

**4,214** subscribers

**471,489** video views



## BLOG POSTS

[www.ToolKitLive.com/VideoBlog](http://www.ToolKitLive.com/VideoBlog)

monthly training videos delivered via a video blog  
with over **10,780** monthly visits



## Our Websites:

Average  
monthly  
site visits:



**21,224**

Average  
unique visitors  
per month:



**12,848**

Average  
monthly  
page views:



**100,190**

Average  
daily  
visits:



**506**

## Featured Articles In:

- MSP Success Magazine
- eChannelLine
- Vertical Systems Reseller
- Channel Pro
- Channel Partners Magazine
- Business Solutions
- MSPmentor Magazine



## The Top 5 Reasons Why You'll Want To Sponsor A Technology Marketing Toolkit Event

- 1 You'll gain access to a UNIQUE and influential group of IT services CEOs (MSSPs, VARs, IT consultants).** They are the MOST INFLUENTIAL resellers of IT services, hardware, software and communication systems, acting as the IT departments for hundreds of thousands of small to midsize businesses from around the world. If your company sells any kind of technology solution to small-medium businesses (SMBs), you need to work with our members!
- 2 You'll get the HIGHEST ROI from our events over any other events you may have sponsored.** That's because our IT services CEO members are serious about growth and have invested serious time and money into marketing, sales and expanding the IT services offerings to their clients. They are ALWAYS eager to discover new tools, software and technology solutions they can resell and recommend to their clients.
- 3 You will be assisted by our senior sponsorship consultants who are dedicated to your success** and who will offer strategies to maximize your sponsorship investment, build brand recognition and generate a solid return on your marketing investment.
- 4 We will work with you to customize the perfect sponsor opportunity to fit your specific goals and brand-building ideas.** Yes, we have standard sponsorship packages that work, but we can also offer any combination of focus groups, technology labs, speaking sessions, lunch-and-learn workshops, plus a wide variety of unique "experiences" that will build name recognition and engagement, and drive sales.
- 5 We consistently deliver the highest quality and quantity of attendees at our events, workshops, webinars and websites.** Our numbers always reflect a true and accurate representation of the audience we attract.



### "We Closed 20 New Partners So Far At This Event!"

"We've been to a lot of other shows, and you never have as much booth time as at Robin Robins' Boot Camp. We have more time to spend with the attendees so we can show off our product, talk and start to build that relationship. The people attending this show are looking for tools to build their business, so when they come out to talk to the vendors, they're not ignoring us. In fact, we found them to be very focused and ready to buy because they are looking to grow their MSP. I anticipate we'll sell a lot after the show as well, based on the conversations we had here. It's been a great experience for us and we can't wait to come back."

– Cynthia Schreiner, Liongard



# What Our Recommended Vendors And Sponsors Say About Working With Us

## “We’ve Never Had A Bad Show With Robin, And Our ROI Is Always Astounding”

“Boot Camp is probably the best show we do all year. It has the right people in the right mindset to implement new cyber security strategies, and that makes our job easier. When they come over, they’re ready to get started with us. We take home plenty of leads but we close a lot on the spot, which is what we hope for.”

Between the premarketing done on the Technology Marketing Toolkit website and the way Robin talks to the audience about the vendors – specifically about how the different products work together – there’s no comparison to the support we receive. It’s a great show.”

**Dana Liedholm** | ID Agent



## “If You Are Looking To Get Into The Managed Services Market, This Is The Place To Be”

“Robin’s members are a very tightly knit, really focused group of MSPs. We get to reconnect with some of our current partners and talk to new partners who are very interested in engaging with us because they are looking for trusted partners.”

**Noah Sessions** | Cytracom



## “Can’t Wait To Come Back Next Year”

“The quality of the partners here at the Robin Robins Boot Camp is great, and the response to Auvik’s network infrastructure RMM has been amazing. We’ve been having so many excellent conversations and can’t wait to come back next year.”

**Jacqui Murphy** | Auvik



## “I Don’t Think We Would Be As Successful In Business As We Are Today Had We Not Partnered With Robin”

“We continue returning to Robin’s events because of the high-level clients she has. These MSPs are knowledgeable and have proven expertise. They talk amongst each other and often come to us with an understanding of our product and their need for it, which creates an opportunity for us to grow with them exponentially. The ROI of Robin’s shows is the highest of any show we go to, and we’ve seen tremendous growth through the Technology Marketing Toolkit events. Our first sponsorship with Robin resulted in 15 new clients. Since then, we’ve acquired over 180 new clients as a direct result of sponsoring her event. I don’t think we would be as successful in business as we are today had we not partnered with Robin.”

**Justin Reinmuth**  
Techrug



## “If Robin Robin’s Team Calls You, RETURN THE CALL!”

“I wish we would have made the decision to sponsor this event two years ago! Never before have we had this much success or such an immediate, positive response to our offer. This was our first event with Technology Marketing Toolkit and it delivered FAR more than we expected.”

**Ryan Goodman**  
ConnectBooster



# Events

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## What Is The Annual IT Sales And Marketing Boot Camp?

Over 1,100 of the most successful, fastest-growing IT business owners in the world will fly to Nashville to invest four days into learning how to become better marketers, grow their business, acquire more clients and substantially increase their bottom line. These decision makers will have paid up to \$2,287 to be there and are highly motivated to increase sales. Unlike other IT conferences, where all of the speakers are technicians, this conference features only business topics focused on helping our clients increase their personal wealth and business success.

## Where Is This Event Held?

The Boot Camp is held in Nashville, TN. Full details for this event can be found at [www.RobinsBigSeminar.com](http://www.RobinsBigSeminar.com).

## Who Should Sponsor This Event?

**Vendors who want to get in front of HUNDREDS of quality prospects! Last year's event SOLD OUT** and this year we anticipate over **1,200 attendees**, with another **200-250 watching virtually**. That's a REAL number of prospects, not an inflated number made up of other sponsors, our staff and non-prospects.

**Companies who want to engage with BETTER quality MSP and IT business owners who KNOW how to market and sell.** Unlike the vast majority, who are whiners and complainers, our clients actually have invested a lot of time and effort into growing their business.



**Rob Rae,**  
VP of Business Development, Datto



### **“Robin’s Group Is Consistently Providing High-Quality Content And Attendees That Contribute To A Very Strong ROI For Datto”**

“Robin’s programs have proven to be one of the most promising investments Datto has made on a sponsorship level. Year after year, we return with high-quality leads that turn into some of our more successful partners. We have found that Datto partners who invested in sales and marketing training consistently have a higher success rate.”

**– Rob Rae, Datto**

# Boot Camp Sponsorship Opportunities

## Speaking Opportunities

One of the BEST ways to sell your products and services is stage time. At Boot Camp, we offer a limited number of presentation spots for our sponsors. This captive audience is often looking for the solution you're selling and is highly motivated to improve their solution offering.

- Choose either the 30-minute or 45-minute breakout session.
- Your session is audio recorded and posted on the Virtual Site along with your presentation, so all attendees can access it after the event.
- Love the spotlight? Our Premier Sponsors will also have the ability to present in the main room (not a breakout room) and have their session streamed LIVE to all virtual attendees. (Ask for more details on this option when you call.)



Breakout Speaking Sessions

## Celebrity Sponsorship

This exclusive sponsorship opportunity includes step-and-repeat photos of attendees with the celebrity, standing in front of a backdrop with your logo. Attendees will post their picture to social media, giving you extended branding and awareness. You'll also receive access to a private meet-and-greet with the celebrity (if arranged), and copies of all celebrity photos will be available to attendees at your booth, driving hundreds of qualified prospects your way!



Peyton Manning



Mike Rowe



Kevin O'Leary



Robert Herjavec



Barbara Corcoran



Buzz Aldrin



## Virtual Boot Camp Sponsorship

We provide attendees with the ability to attend Boot Camp virtually via our livestream and online chat. Approximately 200-250 attendees will participate via the livestream. As a Virtual Boot Camp Sponsor, your company's branding and messaging are provided to all virtual attendees.

You also have the ability to display your company's ads during the LIVESTREAMED event during the breaks to all virtual attendees plus to the ENTIRE conference via the "on-demand" post-show website.

## Book Sponsorships With Best-Selling Authors

Want to drive a massive flood of people to your booth AND gain the goodwill of attendees? Then be a Book Sponsor! Every year at Boot Camp we have several best-selling authors speak.

- As a gift to attendees, we can hold a book-signing at your booth where each attendee will receive a copy of the author's book with YOUR logo on it (we design a sticker for the book with your logo and URL), and you can provide collateral to insert.
- We'll also have a photographer at your booth snapping pictures of attendees meeting the author and getting their book signed, which attendees then post to their social media sites, giving your brand even MORE exposure!
- Private or exclusive author meet-and-greets may be available.

## On A Budget Or Want A Low-Cost Way To Get Involved?

If you're on a budget or if you just want to "dip your toe in" and test out what sponsoring one of our events is like, you can simply be an Exhibitor Sponsor with a booth. This sponsorship includes:

- A 6-foot skirted exhibitor table, 2 chairs and power to your table (call for more details).
- Event Pass for 2 people that includes breakfast, lunch and access to the entire Boot Camp.



**"We Really Get Excited To Be One Of The Celebrity Book Sponsors"**

"The keynote speaker gives out a book and the attendees stop by our booth to pick it up, which gives us the opportunity to talk to everyone. That is always very exciting, with numbers continuing to grow year after year, because this helps us grow our database and partner base, and touch base with our current partners."

**– Erin Shaw-Crowley, Barracuda MSP**





# Additional Ways To Sponsor Our Annual Boot Camp Event

## NETWORKING

Charging Station Lounge

Better Your Best Contest Sponsor

Additional Sponsor Attendee

Party Promo Package

Producers Club VIP Lounge Sponsor

Wellness & Recovery Lounge

Virtual Reality Room

## TRAFFIC DRIVERS

Guest Speaker Book Sponsor

Celebrity Photo Sponsor – George Foreman

Pub Crawl

Push Notification

## MESSAGE DELIVERY

Pre-event Postcard Mailer to Attendees

Main Room Seat Drop

Pre-Conference Workshop

Conference Bag Insert

Hatch Show Print Event Poster

Guest Room Drop

## DIGITAL

Virtual Sponsor

Mobile App Sponsor

Banner Ad on Mobile App

Social Media Post

Digital Signage

## BRANDING

Conference Bag

Lanyard

Carpet Clings

Break Sponsorship

WiFi Sponsorship

Window Glass Clings

Main Stage Sponsor

Guest Room Omni Hotel Key

Guest Room Omni Mirror Cling

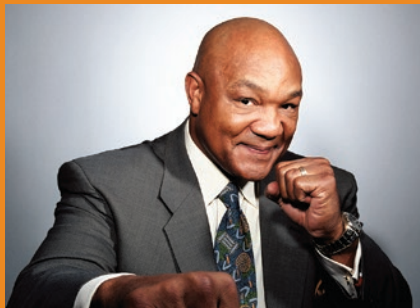
Pillar Wrap

Banner Above Main Entrance Escalator

Banner (Ceiling Hung) Pre-Function

Custom Gobo Display Pre-Function

## Celebrity Photo Sponsor



2020 Boot Camp Guest Speaker World Heavyweight Champion  
And Olympic Gold Medalist George Foreman



For A Complete Event Prospectus And Pricing, Contact Our Senior Sponsorship Consulting Team:  
[Sponsors@TechnologyMarketingToolkit.com](mailto:Sponsors@TechnologyMarketingToolkit.com) • Phone 844-999-0555

## What Is Producers Club?

Producers Club is a C-level peer group of our most marketing-savvy and successful MSPs and IT services clients. With over 320 active members, it's the IT industry's largest C-level peer group. Our members meet quarterly in 2 day events that are focused on business growth, marketing, sales, leadership, hiring and business development. Sponsors tell us repeatedly that Producers Club events are the MOST lucrative and productive events they sponsor.

## Who Attends?

Producers Club members are, without a doubt, our most ambitious members. They are the CEO/owner of an IT services firm (MSP, MSSP, VAR, solution provider or systems integrator) and often attend these events with their business partner and sales and marketing leadership team. That makes this group a VERY lucrative audience for our sponsors because they are decision makers with true entrepreneurial ambition, focused on growth, marketing and improving every aspect of their service delivery and customer service. Because they invest \$15,000 to \$20,000 to be a member, they clearly will spend money on marketing, learning and organizational excellence, and are constantly looking for new products, new services and new vendors who can help them with that growth.

## Where Are These Events Held?

Most of the meetings are held in Nashville. However, if one of the quarterly meetings is during a cold-weather month (December – February), we'll hold the event in a warmer, family-friendly location such as Orlando or Phoenix. For more details and event locations, call our Senior Sponsorship Consultants at 844-999-0555 or email [sponsors@TechnologyMarketingToolkit.com](mailto:sponsors@TechnologyMarketingToolkit.com).



### "Sponsoring The Producers Club Has Really Been A Great Partnership For Us"

"Producers Club members are truly investing in growing their business, and having the opportunity to meet with the group on a routine basis allows us to meet new members and engage regularly with existing partners in the group. As we plan our annual events, this is one we make sure to attend."

– John Tippett, Datto Networking



## Average Increases By All Candidates In The Producers Club "Better Your Best" Competition



**49%**  
Average Increase  
In Revenues



**73%**  
Average  
Net Profits



**63%**  
Average Increase In  
Managed Recurring  
Revenue



**39%**  
Average Increase In  
Managed Recurring  
Revenue Clients

# Producers Club Sponsorship Opportunities

## What Sponsorship Opportunities Are Available?

We have a number of ways for vendors to get involved, from a simple booth and speaking spot to a special after-hours party. Please contact our Senior Sponsorship Consultants for a current prospectus. We will happily work with you to create a unique sponsorship opportunity, but some of the standard offerings we have include:

- Booth sponsorship
- Speaking spots and breakout sessions
- Focus-group dinners
- After-hours party or event
- Room drops, table drops
- Pre-event mailings to the list
- Book signings with our speakers
- Celebrity meet-and-greet photo sessions

## Special Sponsorship Events With Robin

You name it, we can arrange it. Whether it's a special one-off event or a unique add-on to our existing event, we can work to develop a creative sponsorship that will help you reach our customers and provide a truly individualized experience. Some examples are:

- After-Hours Party Or Cocktail Reception
- Dave And Buster's Game Night
- Movie Or Casino Night
- Top Golf Or Bowling Party



### "This Is One Of Our Most Successful Events"

"I have to admit, I spend a lot of time doing trade shows and different events, and this is one of our most successful events. While I was on stage speaking, we actually had people e-mailing us directly, asking to subscribe to our services. I could not recommend any more highly the benefits of being here and actually being proactive and speaking live and really making use of what is the Robin Robins community. We find a lot of the folks are working together, they are sharing the benefits of what they are learning at these events and, ultimately, serving their end clients better. I highly recommend a sponsoring position or at least taking a booth."

*– Marc Haskelson, Compliance Group*



Shark Tank's Daymond John, Celebrity Guest Speaker At Our 2019 Producers Club Meeting

For A Complete Event Prospectus And Pricing, Contact Our Senior Sponsorship Consulting Team:  
[Sponsors@TechnologyMarketingToolkit.com](mailto:Sponsors@TechnologyMarketingToolkit.com) • Phone 844-999-0555



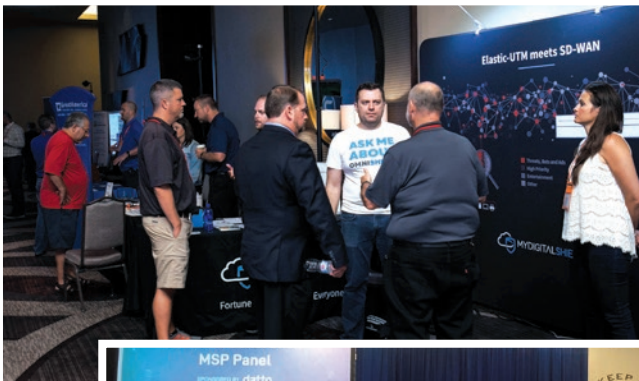
## What Is The Double Your Revenue Roadshow?

This is a 2-day workshop delivered in five major metropolitan cities across the US in the fall time frame (August to October). This years Roadshow is extremely content-rich and focused on showing MSPs how to double their revenue by selling compliance, cyber security and co-managed IT solutions without doubling their client base.

## Who Attends?

This event attracts 750-850 MSPs, MSSPs and IT services CEOs and leaders who are clients of ours.

The majority of attendees are the CEO/owners of the business, who are eager to learn how to MARKET, SELL and DELIVER compliance, cyber security and co-managed IT services. Our title sponsors are also permitted and encouraged to invite THEIR clients and prospects as VIP guests at a reduced rate, to make the event an excellent means of getting face-to-face with their clients and prospects as well.



**Rob Rae, VP Of Business Development Of Datto, Inc., Speaking At Our 2019 RoadShow**



### **“Sponsoring Robin’s Events Is An Opportunity To Get In Front Of The People Who Are Making Decisions”**

“We’ve been sponsoring Robin’s events since our inception in the channel and keep coming back because nearly every attendee is the decision maker. They’re either the owner or they’ve got the capability of purchasing new products and really driving that for their organization. A lot of other shows will attract the techs, or the lower-level employees, so they have to bring everything back home to the owner or the president. At Robin’s events, we always have meaningful conversations with quick ROI right there at the event.”

**– Natasha Boyko, ID Agent**

# Double Your Revenue Roadshow Sponsorship Opportunities

## Dates And Locations Of The 2020 Double Your Revenue Roadshow Events

- **ChampionsGate, Florida**, August 6-7
- **Philadelphia**, August 20-21
- **Dallas**, September 1-2
- **Indianapolis**, September 22-23
- **San Diego**, October 29-30

## What Sponsorship Opportunities Are Available?

- Booth sponsorship
- Main session speaking spots
- Focus-group dinners
- Happy-hour cocktail reception
- Room drops, table drops
- Pre-event mailings to the list



**“We Have Been Sponsoring Robin Robins For Years Now – Every Year We Increase Our Sponsorship Because Of The High-Quality Leads We Get”**

“The leads we get are excellent. We are able to turn many of them into partners and we also meet lots of existing partners within this organization. These events are always extremely well run, with minimal wasted time. One of the things we really like is that all the vendors are presented on equal footing and everyone’s displays are the same size.”

**– Patrick Felicetta, Secure Now!**



**“We’ve Never Had A Bad Show With Robin, And Our ROI Is Always Astounding”**

“Robin Robins’ events are our favorite events time and time again. The quality of the leads here is terrific, and the people Robin puts us in front of are precisely the kind of people we want to partner with. The attendees at Robin’s events are extremely serious about growing their business and invest copious amounts of time and energy to be here. Technology Marketing Toolkit events are designed to let the attendees meet and speak with the sponsors, and many spend quite a bit of time talking with us and about us. This group is a great referral source. We’ve never had a bad show with Robin, and our ROI is always astounding. Since starting with Robin, we’ve grown to almost triple our original size.”

**– Mark Winter, RapidFire Tools**

**For A Complete Event Prospectus And Pricing, Contact Our Senior Sponsorship Consulting Team:  
[Sponsors@TechnologyMarketingToolkit.com](mailto:Sponsors@TechnologyMarketingToolkit.com) • Phone 844-999-0555**

## What Is The Rapid Implementation Workshop?

Our Rapid Implementation Workshop is an intense, highly productive two-day seminar where Robin and her top consultants work with a small group of CEOs (25-40) on implementing a more productive, strategic marketing plan for their IT services business. Topics covered include selecting a lucrative target market, developing a USP (unique selling proposition), lead generation, website and online marketing, and client reviews, e-mail marketing, cross-sell strategies, marketing planning and much, much more.

## Who Attends?

A small, exclusive group of IT services CEOs committed to and focused on rapid implementation of marketing in their IT services business. With a \$4,997 price tag to attend this workshop, the attendees are serious about implementing sales and marketing in their companies and have the money committed to ensure full implementation. This class is made up of companies from start-up to \$20 million in annual revenues. The #1 commonality is a commitment to growth.

## Who Should Sponsor The Rapid Implementation Workshop?

Companies that want to get focused access to a group of MSPs and IT services CEOs who are serious about rapidly growing their IT services business and are looking for products, services and solutions to make that happen. With very limited sponsorship opportunities in this small classroom setting, you are guaranteed to stand out in this crowd. Previous sponsors of the Rapid Implementation Workshop have stated that their best ROI has always been from these small workshops.



### **“Robin’s Rapid Implementation Workshops Consistently Give Us The Highest Return On Our Investment”**

“Out of all the events we sponsor, Robin’s Rapid Implementation Workshops consistently give us the highest return on our investment. The attendees are not only a small, intimate group, but are also highly engaged and there to grow their business. Because these are smaller events, we get to stand out from a sea of vendors and are able to have more productive conversations with the attendees, instantly turning them into productive reseller partners and clients for us.”

– *Continuum Managed Services*

**continuum**  
The Platform for What's Next

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[Sponsors@TechnologyMarketingToolkit.com](mailto:Sponsors@TechnologyMarketingToolkit.com) • Phone 844-999-0555**



# Advertising & Media Opportunities

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## Product Launches

Approximately twice a year we create and launch a new product, like the Cyber Security Toolkit ([www.TechnologyMarketingToolkit.com/cyber-security-marketing-toolkit.php](http://www.TechnologyMarketingToolkit.com/cyber-security-marketing-toolkit.php)) or Million-Dollar Managed Services Blueprint ([www.ManagedServicesBlueprint.com](http://www.ManagedServicesBlueprint.com)).



**The Million-Dollar Managed Services Blueprint**



**The Cyber Security Toolkit**

When we launch these programs, you can participate in the launch in various ways to gain exposure to hundreds of CEOs interested in marketing, selling and learning about the topic of the product. Here are a few of the ways you can participate:

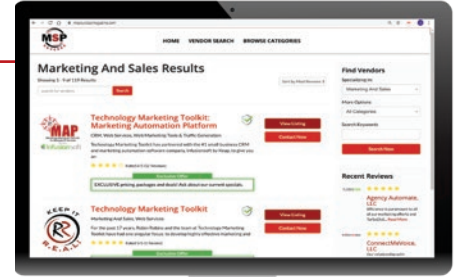
- **As Part Of The Content:** During the launch, you will have the opportunity to deliver a live webinar to the members who have purchased the program. Your webinar will be featured as part of the overall lesson plan and will be part of the product for a minimum of two years for members to watch on demand.
- **Recommended Vendor:** With each product launch, we put together a Recommended Vendor And Resource Guide that contains offers and discounts for our clients. When they purchase the program, we'll give them this book of vendors we recommend and special discounts, freebies and other offers YOU are making available. This will be done both electronically on our member site as well as in the physical product. You'll be able to have an ad with an offer in the printed version.

**For Availability And More Information, Contact Our Sponsor Team  
844-999-0555 OR E-mail: [Sponsors@TechnologyMarketingToolkit.com](mailto:Sponsors@TechnologyMarketingToolkit.com)**



## MSP Success Digital Vendor Directory

**How To Get Your Products And Services Promoted To 15,000+ MSPs, MSSPs And IT Services CEOs For FREE!**



We Have Made It Easy For Our Members And Subscribers To Find Vendors By Searching Our Trusted Network Of Top-Rated Vendors – And We Want To Give You A Free Listing!

Our members and subscribers are the CEOs and executive teams of IT services companies; specifically, MSPs, MSSPs, VARs, solutions providers and IT services companies.

What's unique about this directory will be its focus on go-to-market resources, tools and resources that you and the 800+ vendors in the IT services channel bring. To that end, we want to know HOW you help your partners make more money, attract more clients and close more service contracts, as well as what marketing development funds and marketing assistance you offer, sales training and resources, workshops, events, etc. to help them close more business.

Listing Type	Includes		
<b>Free</b>	About Section	Vendor Listings	Receive Messages
<b>Premium</b>	About Section Vendor Listings	Receive Messages Social Media Integration	Products Review Management
<b>Elite With &amp; 1 Category Boost</b>	About Section Vendor Listings Category Specific Boost	Receive Messages Social Media Integration Expanded Content Displayed In Search	Products Review Management
<b>Manually Processed Packages</b>	Elite Listing - (3 Category Boosts)	Elite Listing - (5 Category Boosts)	

**To Get Your FREE Listing In Our Vendor Directory, Go To: <https://directory.MSPSuccessMagazine.com/about-join>**

## Sponsor Spotlight Video

Sponsor Spotlight is a four- to five-minute video interview with you and Robin Robins. You will not only receive a copy of the video for your own marketing, but it will also be featured on our website, as well as:

- Posting to our YouTube Channel (over 2,500 subscribers – video remains there indefinitely)
- Posting in our invitation-only LinkedIn Group of 2,000+ IT services CEOs and on our LinkedIn feed
- Posting to our company Facebook page
- Home-page posting on our members-only portal, the Dashboard For One Month



**To Get Started With Your Free Listing, Go To: [directory.MSPSuccessMagazine.com/about-join](https://directory.MSPSuccessMagazine.com/about-join) Or For More Information, Call Us At 844-999-0555 Or E-mail [Sponsors@TechnologyMarketingToolkit.com](mailto:Sponsors@TechnologyMarketingToolkit.com)**





## MSP Success Magazine

### What Is MSP Success Magazine?

MSP Success Magazine is a print and digital publication dedicated to helping the CEOs and owners of managed IT services companies build strong, profitable, growth-oriented businesses. Written and published by Robin Robins, founder of Technology Marketing Toolkit, this magazine is uniquely focused on the topics of marketing, client acquisition, sales, profitability, leadership and personal development.



### Why Advertise With Us?

Two reasons. First, unlike all other publications that allow anyone in the industry to subscribe to boast inflated circulation metrics, this publication is only sent to a very qualified list of owners and C-level executives of managed IT services firms who are clients. Therefore, you know you're getting to the REAL decision maker of the organization. Second, since our magazine is focused on success principles, our readers are the top 20% who are inspired to improve and grow. This makes for a smaller circulation, but a far more qualified segment of the industry.

### Distribution

The distribution lists consist of our entire list of over 18,000+ subscribers.

### Advertising Opportunities include ALL of the following:

Print, Digital, eReader and our exclusive website for this publication.

**For More Information On Advertising In Our Print And Digital MSP Success Magazine, Go To: [www.MSPSuccessMagazine.com/advertise](http://www.MSPSuccessMagazine.com/advertise)**

## Facebook Audience Targeting

Laser-target over 12,000 MSP customers for new products, services, promotions and brand awareness for just pennies apiece. Stop using expensive "spray and pray" marketing where most of your advertising budget is wasted. Why not promote your solutions directly to a highly motivated, growth-oriented group of our clients who've purchased Robin Robins' products and services through Facebook?

Grow your channel partners, sell more products and stay in front of exactly who you want, faster and more affordably than ever before, using the Facebook custom audience campaign.



## The Marketing Strategy Brief Newsletter

The Marketing Strategy Brief is a PAID subscription publication dedicated to delivering new marketing, sales and business-building strategies and advice. The brief is both mailed and published on our members-only portal to over 1,650 members. Topics vary but are centered on business improvement and growth, sales and marketing systems, website strategies, CRM, e-mail, direct mail, SEO and other online marketing strategies.

This is a monthly publication for our members. Advertising opportunities include monthly, quarterly or "one-off" ads, inserts and promotions in our "Robin Recommends" insert that mails with every Brief.

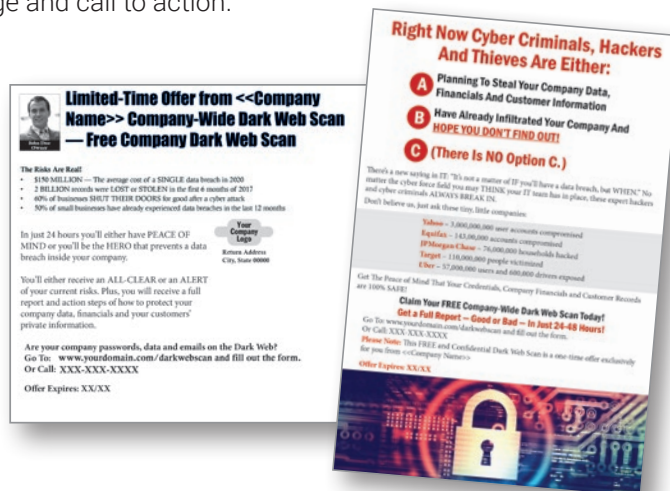


**YOUR AD IN THIS INSERT**

**Over 1,650 Subscribe To The Marketing Strategy Brief Newsletter**

## Postcard Mailer

Target and segment our list of clients (for example, only our Producers Club members) with a customized postcard with your branding, message and call to action.



# Content Marketing That Actually WORKS...Made Simple

## Let Us Create Powerful Lead Generation eBooks, Guides And Reports Designed To Draw In And Convert Qualified MSP And IT Services CEOs To Do Business With You

"Content marketing" and "thought leadership" have become popular corporate buzzwords to drive qualified leads into your sales funnel. However, MOST of the content produced by vendors in the channel does NOT attract, engage and convert visitors to productive, interested leads. **That's because the content must be written to influence and persuade, NOT just "inform."** Further, the author needs to have a deep understanding of the specific audience (prospects) you are trying to attract, what their hot buttons are, what motivates them, how they buy and the objections they have not just the technical aspects of what you sell.

When it comes to marketing to MSPs (and getting them to take action), there's no one in this channel that understands this better than Robin Robins and Technology Marketing Toolkit.



## The Top 3 Reasons To Hire Us To Create Your Next Content Marketing Piece:

1. We actually know how to write content that PERSUADES and influences IT services CEOs to engage with you.
2. Our guides will contain REAL CONTENT, not just high-level fluff that leaves the prospect feeling fooled into requesting a worthless piece of content from you. (Hint: Calling something the "ultimate guide" to something then providing non-specific, worthless ideas breaks trust and makes a prospect feel as though you lied to them and wasted their time.)
3. We can distribute your content to our list of 15,000+ MSPs and IT services CEOs.

## Our Prospect Attraction e-Guide Service Includes:

- A one-on-one Strategy Session with Robin Robins to map out a plan for your content to ensure you get the maximum number of qualified leads.
- Advanced research, including a custom survey of your prospects and partners to determine exactly what content will attract and engage them the most.
- 120-150 pages of content, graphics, tips and research.
- Custom cover design and graphics with your logo and branding.
- Posting of the content on the HOME PAGE of our Member Dashboard portal for 30 days. This is the portal where our 5,400+ members log in to get the content they paid for.
- Posting of the content on all Technology Marketing Toolkits social media channels:
  - o Facebook Page: 4,286 Followers
  - o LinkedIn Group: 1,922 Members

## Investment: \$45,000

OPTIONAL: For an additional \$20,000, we will e-mail our entire list twice in one week to promote the guide (hosted on your website to capture leads). This is a *limited* offer available only to a select few companies.

Call for more details: 615-790-5011



# Custom Keynotes, Webinars, Programs And Seminars For Your Reseller Partners, Clients And Employees

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## Keynote Speech

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Forget about “come away with just one good idea” presentations – Robin will completely transform not only the way your audience thinks about marketing, but how they approach their entire business model, competitive strategy and their role as leader of their organization. Using industry research and studies, Robin will talk about why most IT services companies struggle to acquire more and better-quality clients, and then deliver the solution to the problem by outlining the three component parts of building a powerful, predictable and successful marketing “machine” for any IT services business. Your audience will be furiously taking notes to capture all of the thought-provoking ideas, tips and strategies Robin will deliver in her 90-minute session.

### Get ready for RAVE reviews! This includes:

- A customized 90-minute presentation designed specifically for your audience and agenda.
- Pre-event research to tailor the content to attendees.
- Pre-event promotional videos you can send to attendees to get them excited about your event and provide “teasers” for what’s to come.

## Half-Day Or Full-Day Workshop Seminars

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If you want more than a “taste” for your audience, Robin can deliver a half- or full-day workshop that is certain to deliver extreme value to your attendees. These training sessions are fully customized to the solution your audience is selling or the specific topic you’d like Robin to cover, be it a broader topic, such as how to create a working marketing plan in your IT services business, or more specific topics like online lead generation, e-mail marketing, consultative selling, etc. Attendees will leave with a clear and direct action plan they can put to use, along with relevant examples, templates, case studies, tools and resources for getting a marketing plan IMPLEMENTED in their business. Content can be customized to the specific solution being sold, be it backup, security solutions, managed services, mobile device management, launching a cloud service, etc.

- **Program Length:** 4-8 hours.
- **Materials Included:** Customized workbook and handouts, case studies, examples and worksheets. Robin will conduct pre-event research with your audience to hone the content, examples, topics and deliverables.

## Single Webinars Or Webinar Series

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If you want your attendees to get the information Robin offers in a more convenient form, webinars are ideal. As with all presentations, Robin will customize the content to your specific needs and audience. You may use these webinars as a means of helping your partners to be better at selling a particular solution, to reward your top performers for their loyalty or to get more of your partners onboard and engaged in reselling your services and solutions. Some companies have even used Robin’s webinars as a means of attracting more partners and building their e-mail list. These webinars can be delivered as a single, stand-alone session or in a series for greater impact.

- **Program Length:** 1-6 webinars that are 60-90 minutes in length.
- **Materials Included:** Customized workbook and handouts, case studies, examples and worksheets. Robin will conduct pre-event research with your audience to hone the content, examples, topics and deliverables.

## Are You Looking For A Speaker Who Will Give Your Audience Tangible, Usable Content They Can Take Home And Implement?

If you host events in the IT industry, WHO you get to speak is critical. If the speaker is boring and irrelevant, or if they don't know the audience and don't deliver usable, actionable ideas, tools and strategies, attendees complain and don't come back. That's why hiring Robin to speak to your audience of MSPs and IT services CEOs is a surefire home run.

Robin is by far the IT industry's leading speaker, expert and author on IT services marketing. Her presentation will be filled with ACTUAL case studies, research and campaigns that are being used and are WORKING in the real world.

She will deliver much more than an "inspirational" speech. She'll give your attendees a content-rich session that contains tangible, specific and useful information and strategies that are directly relevant to them. From industry research to specific exhibits and case studies, Robin's session will be chock-full of useful and current case studies, examples and information your attendees can actually use the minute they get back to their office.

All of Robin's sessions are based on her 16+ years' experience in working exclusively with MSPs, VARs, solution providers and IT services businesses for increasing sales, online marketing, branding, demand generation and consultative selling. Every session she delivers is customized for the audience she will be speaking to.

### Topics include:

- Demand generation and attracting quality clients
- Website and e-mail marketing
- Consultative selling strategies for exceptionally high close rates
- Selling at premium prices
- Positioning, target marketing and branding
- Google AdWords for MSPs
- Building marketing oil wells
- Getting prospects to understand the value of IT

**"If You Are Looking For A Dynamic Speaker For Your Next Conference, I Would Recommend Robin Robins"**

"Robin spoke at the WatchGuard Partner Conference and did a great job providing marketing strategies to help our partners grow their businesses."





## Give Your Partners A Marketing Plan That Will Actually Produce RESULTS For You AND Them

Let's face it: while technically proficient, your partners are terrible at marketing, advertising and selling. Because of that, it's much harder for YOU to hit your growth targets and attract more new partners. Maybe you've tried to provide marketing support but quickly discovered they don't use the resources you give them and then complain that you aren't helping them with marketing. That's where we can help.

If you want to give your partners a highly effective marketing system they will actually use, appreciate and get results with, then we can put together custom marketing training, templates, campaigns and seminars to absolutely guarantee your partners see results fast (and THANK you in return with more loyalty, referrals and sales).

### Custom Training Programs Can Include:

- Custom training webinars or a webinar series.
- Live events, seminars and roadshow tours.
- Custom marketing campaigns and toolkits that will help your partners with web marketing, solution selling, social media marketing, Google AdWords, direct mail, telemarketing, seminars, webinars, referral programs and much, much more.
- Providing your partners access to one or more of the proven marketing toolkits we currently have, at a highly discounted rate.

### This Is Ideal For:

- Helping your partners sell and promote a new product or service you've launched or are about to launch.
- Increasing "stickiness" and loyalty to your brand.
- Gaining a competitive advantage against other vendors who do not provide marketing support and sales training (and NONE of them can compete with what we provide).
- Engaging your members for testimonials, case studies and feedback.



### "One Event Generated Over \$83,000 In Revenue For One Of Our Partners"

"Robin truly has the ability to get IT services providers to take action and report results. She knows the channel and goes above and beyond to get results. The MSPs participating in the Mobility and Cloud Seminar program held live events, with one event generating over \$83,000 in revenue for one of our partners. Based on our experience with our first project, we will definitely continue working with Robin."

*– Eric Townsend,  
Director of SMB and MSP Marketing, Intel*



# Done-For-You Marketing Services, CRM, Marketing Automation And Campaign Implementation

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## List Building And Cleaning Services

The single most important ingredient of any marketing campaign is a QUALIFIED list. The cleaner and more accurate your list, the less waste you have in time, money and resources used in responding to people who cannot buy. Yet most companies' lists are horribly out-of-date, missing information and unqualified – which is why one of our most popular services is cleaning, qualifying and building prospect lists. **Our list cleaning and building services will help you to:**

- Build ACCURATE and QUALITY prospect lists for higher engagement and conversion rates.
- Stop wasting time and marketing dollars on unqualified prospects who will never buy, or who you don't want as clients.
- Eliminate duplication and ensure uniformity and uniqueness of your data.

We offer a complete turnkey service with a 90%+ accuracy rate GUARANTEED. We can take an existing list you have and clean it, appending and validating data, or we can assist you in purchasing and validating new lists of prospects. Data appended and verified includes company name, decision-maker name, title, mailing address, phone number, e-mail, company size and industry type (SIC classification). Contact us for a custom quote: [ask@technologymarketingtoolkit.com](mailto:ask@technologymarketingtoolkit.com)

## Custom Partner Newsletter

Why should you publish and send a monthly PRINT newsletter? Because e-mail deliver and open rates are DOWN and continuing to get WORSE. The average open rate for an e-mail is now 18%, which means over 80% of your clients NEVER HEAR FROM YOU. If you want to influence and connect with your clients, partners and prospects, you MUST start incorporating an offline marketing piece – and what better way than a content-rich newsletter they'll look forward to reading every month?

Our turnkey, done-for-you monthly newsletter services take all the hard work out of writing, designing and sending a content-rich, relationship-building marketing piece that will keep you top-of-mind with your clients, as well as cross-promote new products and services, highlight new offerings, promote events and deliver other newsworthy information.

### This service includes:

- Professional writing services to help you fill your newsletter with relevant information, client success stories, company news and highlights, as well as useful content.
- Complete design, proofreading and publishing of your newsletter; we'll do it ALL for you.
- Printing and mailing of your newsletter, as well as a PDF version for you to publish online or e-mail to your list.





## Custom Marketing Toolkits For Your Partners

If you want Robin and our team to create a marketing and sales “toolkit” that goes BEYOND just giving them marketing campaigns and sales strategies that work and INSPIRES them to IMPLEMENT, this is the perfect option for you. These are custom programs that are based on what you’re trying to achieve, what you need, your budget, time frame and the deliverables you select.

Below is a short list of decisions that will drive the ultimate fees for this program. Keep in mind some companies choose to have their PARTNERS pay a percentage of the fees so they have skin in the game:

- Do you need something TRULY custom or can we repurpose one or more of the successful toolkits we have already developed and proven to work? In most cases, we can use proven content with a little bit of tweaking.
- How extensive are the topics we are covering? For example, showing your partners how to implement a truly effective lead generation program that covers all aspects of marketing is a far more extensive topic than simply covering how to do e-mail marketing.
- How do you want the content delivered? Webinars will be less expensive than in-person seminars, but are far less impactful. Some clients opt for a combination of both.
- What tools and templates do you want us to give them? Done-for-you websites are going to be far more elaborate to deliver than a series of e-mail templates.
- How many partners will be trained or given this program? Some companies opt to give this to their top-tier partners while requiring lower-level partners to pay for some or all of it.
- How will you get the word out about this program? Will Robin need to assist you in launching it and “selling” it to your partners?



### “Robin Got Our Partners To Actually Do The Work”

“Robin got our partners to actually do the work, invest their time and money into marketing Office 365 and (most importantly) generate measurable results in new leads, opportunities and sales.”

– Diana Ishak, Senior Manager,  
Partner Channel, US SMB at Microsoft



**For Pricing And Details On Any Of These Advertising Opportunities, Contact  
844-999-0555 OR E-mail: [Sponsors@TechnologyMarketingToolkit.com](mailto:Sponsors@TechnologyMarketingToolkit.com)**



## Microsoft Partner Case Study

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### How Robin Helped Microsoft Partners Sell 2,782 Office 365 Licenses And Generate \$491,107 In Sales In 11 Weeks

Microsoft engaged Robin to develop a program to help their SMB partners sell more Office 365 licenses. The program was launched via webinar to over 1,500 US-based Microsoft partners, with 473 registering for the webinar.

The webinar announced a pilot program for a select group of 25 partners to participate in an 11-week program with Robin to sell more Office 365 licenses and migrations. The partners had to apply to get in the program (155 applied), agree to participate in the biweekly calls and the two-day in-person training, implement the campaigns, report results and pay \$2,500 to be a part of the program.

Robin interviewed customers of the pilot group and developed a series of campaigns consisting of e-mails, direct mail, LinkedIn messaging and call scripts. The program was rolled out over an 11-week period via biweekly webinars and a two-day workshop in our office.

#### Program Results

- Average participant generated 21 new OPPORTUNITIES and closed five new contracts.
- The top six generated an average of 48 leads, 11 closed contracts and \$491,107 in NEW sales in just 11 weeks.
- The top six had \$3,704,855 in the pipeline to close.

We ran a contest to encourage implementation of the campaigns and reporting of results. The contestants submitted essays detailing the number of campaigns implemented, sales generated and Office 365 licenses sold. The first-, second- and third-place winners were recognized onstage at Boot Camp. Robin did a presentation at Boot Camp on the program and shared the contest essays with Boot Camp attendees.



### **"Our Partners Were Getting NEW Opportunities In Day One Of The Workshop Robin Held!"**

"The Microsoft SMB team here in the US was looking for a marketing program that would help our partners to not only IMPLEMENT more marketing for Office 365, but actually get results; Robin Robins and her team delivered just that. For quite some time our partners had been asking us, 'Why aren't you guys working with Robin Robins?' Now I can see why they asked. Robin got our partners to actually do the work, invest their time and money into marketing Office 365 and (most importantly) generate measurable results in new leads, opportunities and sales. In fact, our partners were getting NEW opportunities in day one of the workshop Robin held! Incredible! The partners who have been through this program have raved about how valuable it was – one that we should have been doing a long time ago."

**– Diana Ishak, Senior Manager,  
Partner Channel, US SMB at Microsoft**



## First Place

**Matt Katzer, KAMIND IT**

"We've been wildly successful with the program so far. The best part is that we've learned new ways of growing our business, which was our major goal this year."

**New Leads Generated:** 106

**New Clients Closed:** 18

**Office 365 Licenses Sold:** 909

**Sales Closed:** \$865,378

**Sales In The Pipeline:** \$1,179,166



## Second Place

**Leesa Richardson, Keller Schroeder**

"Going through this process with Robin has caused us to improve many of our internal processes in support of running the Office 365 campaigns, which has made us stronger as a whole with regard to our marketing tools and efforts."

**New Leads Generated:** 69

**New Clients Closed:** 10

**Office 365 Licenses Sold:** 155

**Sales Closed:** \$1,205,905

**Sales In The Pipeline:** \$1,734,535



## Third Place

**Jason Adamany, Adesys**

"I feel like we have only seen the tip of the iceberg as far as results from this program go. We have a process that is getting better tuned every day and we will continue to kick off campaign after campaign to different vertical markets. I am certain there will be more leads and converted leads as a result of this program throughout the year."

**New Leads Generated:** 45

**New Clients Closed:** 15

**Office 365 Licenses Sold:** 162

**Sales Closed:** \$413,460

**Sales In The Pipeline:** \$250,000





## Sponsor Events? Stop Getting Names Of Well-Intentioned MSPs Who Never Do Anything! Instead Turn Them Into Productive And Lucrative Resellers On Autopilot

You love attending the Technology Marketing Toolkit events – potential partners and resellers surround you and many of them sign up with tons of enthusiasm and intention to tell the world about your product or service. But, **far too few of them take action** – they go home, get distracted by their business and fizzle out before they even start.

What if you could provide them a tool? A tool that was part of a system that they *already own, already believe in* and **log in to every single day**... This is where a custom campaign in Robin's Marketing Automation Platform (MAP), designed and built in partnership with the team at Technology Marketing Toolkit, can have an enormous impact and ensure you maximize your sponsorship opportunity.

### What Is Robin's MAP For Managed IT Services?

We've partnered with the #1 small business CRM and marketing automation software, Infusionsoft by Keap, to give our clients pre-built campaigns and marketing workflows that let them focus on closing new business. This enables them to *quickly and easily* launch highly targeted and automated marketing that is templated. We provide templated campaigns that align with both Robin's strategies and the strategies and goals of sponsors like you.

### Is A Custom MAP Campaign The Right Opportunity For You?

IF you NEED your reseller partners to be more productive at marketing and selling, sponsoring a MAP campaign can be one of the most impactful ways to get that done. We not only help them implement and launch the campaign, but we also assist them in list building and give them the tools to get marketing out the door.

### What Sponsorship Opportunities Are There With This Program?

There are a variety of custom MAP campaigns we can design and provide for your MSP clients that will help them sell your product or service. From consulting and design, to the actual build-out of the campaign in Infusionsoft, to end-user training, blueprints on how to use it and ongoing support of the implementation, our packages ensure that our clients are fully equipped (*and excited*) to run your branded, automated and customized campaign.

### Your Custom Campaign Can Include:

- Collaborative Design Between Robin's Team And Yours
- Expert Technology Marketing Toolkit Campaign Build-out
- Your Branding And Contact Information
- Extensive End-User Training And Launch Support
- Ongoing Support Of Campaign By Technology Marketing Toolkit
- Various Forms Of Promotion By Technology Marketing Toolkit (from stage, etc.)



### "Our Clients LOVE The Campaign Tool!"

"Working with the Technology Marketing Toolkit team on the MAP campaign was a collaborative, smooth process. Robin's team are truly experts with Infusionsoft and designed a campaign for our integrated partners that is robust and extremely effective. When we did launch the campaign, the ID Agent and Technology Marketing Toolkit teams presented ourselves as one group to our joint customers, which helped ensure a positive and successful experience."



# Private Marketing Consulting, Seminars, Workshops And Keynote Presentations

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# Robin Robins' Private Consultation Services Menu

These services are for clients who want one-on-one marketing coaching from Robin Robins. Clients are chosen at Robin's discretion, based on scheduling and availability.

## Consulting Day

**\$19,500**

This is a full day of pure, uninterrupted focus with Robin. The day starts at 8:30 a.m. and goes until 4:00 p.m. at Robin's office in Franklin, TN. You can bring up to 14 members of your team and livestream it if you'd like to do that. If you want Robin to travel to your office, your fee will increase by \$10,000 if east of Chicago or Dallas, \$15,000 if on the west coast, plus first-class travel for Robin and one assistant and shipping fees. This includes:

- Pre-meeting call (60 minutes) and preparatory process.
- Catered lunch (if at our office in Franklin).
- Review of numbers and marketing materials sent in advance.
- Sharing of several marketing examples where applicable.
- Recording of the day (if at our office in Franklin).
- One follow-up, 90-minute phone consultation.

## Phone Consulting

**\$3,300 per 90-minute session**

This service includes a 30-minute review of the marketing materials and information submitted in advance of the call. If more time than that is required, the time will be taken from the 90-minute phone consultation. This time may NOT be split into two or three shorter calls.

## 90-Minute Keynote To 3½-Hour Workshop

**\$19,500 + Travel**

The fee will depend on the length of the presentation and topic covered. Robin can provide an excellent presentation on various topics, including:

- How To Double Or Triple The Number Of Leads For Your IT Services Business
- How To Create And Implement An Effective Marketing Plan For An IT Services Business
- How To Market And Sell Cyber Security Solutions (can also be specific to selling managed services, backup and disaster recovery, and cloud solutions)
- How To Staff And Manage Your Sales And Marketing Department
- Success Strategies Shared By The Most Successful, Fastest-Growing MSPs
- How To Close More Sales At Higher Profit Margins (Trust-Based Selling)
- Online And Digital Marketing 101



### **"My Consultation Was A Great Investment That Will Pay For Itself Many Times Over!"**

"After hearing Robin on a GKIC call, I hired her for private marketing consultation. I've long admired her rapid and focused business growth. I'm not in her usual niche of VARs and IT consultants but offer Speak To Influence training for business and sales professionals, as well as audio production services for corporate audio and interactive voice response systems in all languages. Not only did Robin walk me through her lead generation and sponsorship sales process as they would apply to my business, she also offered some great value-added bonuses in the form of a template for a digital Shock-And-Awe package that we'll be able to use immediately in our lead generation and sales. As icing on the cake, she also made her back-office team available to me for further assistance. My consultation was a great investment that will pay for itself many times over."

**– Susan Berkley,  
The Great Voice Company, Inc.**



## Custom Full-Day Seminar For Your Team Or Partners

Starts at \$50,000

This is a full day or multi-day of custom sales and/or marketing training for your team, partners or group. Please note that the final fee is dependent on the specific topic(s) covered and the materials you'd like developed, the number of days/sessions required, number of attendees and if you want follow-up coaching and training beyond the one 90-minute follow-up session included. This fee INCLUDES travel.

- Pre-meeting research and preparatory process.
- Travel to your venue.
- Development of workbooks, examples, exhibits and other materials, NOT printing.
- Preparation and writing of custom training materials for your team.
- One follow-up, 90-minute phone consultation or Q&A webinar.

## Marketing Campaign Critiques And Copywriting

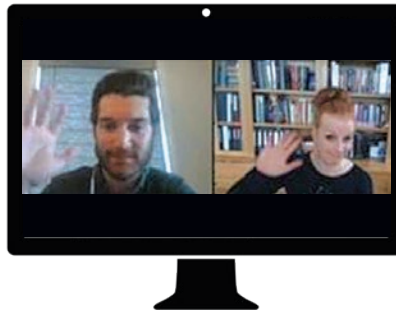
Starts at \$5,000

The fee will depend on the complexity of the material being reviewed and/or the amount of copywriting required. To request a quote, there is a \$500 non-refundable phone consultation fee (15-30 minutes with Robin to look at your campaign and goals and estimate the scope of the project). That fee will be applied to the copywriting and consulting project should you decide to move forward.

## 90-Minute Webinar

Starts at \$10,500

The final fee will depend on the topic, templates and deliverables provided to attendees. You may also want Robin to deliver a series of webinars on a topic, along with marketing campaigns, templates, checklists and workbooks. Topics for webinars are the same as the above list. Please call to discuss what you are looking to accomplish so we can design the perfect webinar for you.



## ► How To Hire Robin

Only a limited number of consulting days are available for purchase. If you would like to discuss a project with Robin personally, there is a \$500 non-refundable application fee to ensure you are serious about engaging as a private client. This application fee will be applied to your project should you decide to move forward. You will also be required to submit a detailed questionnaire prior to the call.

To arrange this, or to speak to someone about these services for free, please contact our office: **615-790-5011** or e-mail [info@TechnologyMarketingToolkit.com](mailto:info@TechnologyMarketingToolkit.com).



### **“Working With Robin Robins Has Really Grown Our Presence In The MSP Community”**

“Of all the shows we do, and we do a ton of shows every year, Robin’s are by far our favorites. They give us a chance to talk to a lot of MSP partners who are very serious about growing their businesses and the technologies they use to manage their practices. For anyone looking to grow their customer base in that market, Robin Robins is someone I would highly recommend working with.”

– Gary Owen, Webroot

### **“The webinar with Robin Robins broke the record for the highest registration number in our company history.”**

“Robin and her team absolutely EXCEEDED our expectations on delivering an educational webinar for our partners. The interaction and positive feedback from our partners were off the charts! If you’re looking for someone who can really deliver a fantastic, high-value session, call Robin and her team.”

– Mark Creamer,  
Senior Channel Marketing Manager,  
Intermedia

# Here Are Just A Few Of The Companies Who've Partnered With Us



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