

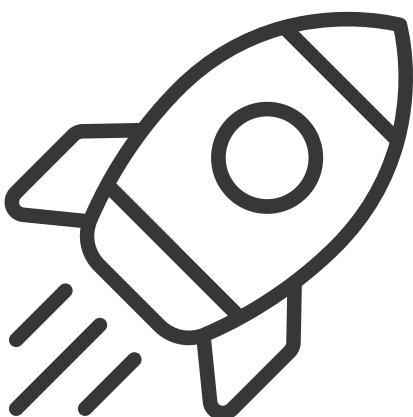
\$48K IN **REVENUE** GENERATED FOR **MSP AND CYBERSECURITY** **CONSULTANT** WITHIN **3 MONTHS**



OVERVIEW

The client, a leading cybersecurity consultancy and managed IT service provider, partnered with Annex IT Marketing to drive growth and secure high-value projects. Through Annex IT's data-driven strategies, the client landed a \$48,000 managed IT service contract in just 3 months.

Annex IT leveraged in-depth market research, tailored PPC marketing, and personalized outreach to identify the best-fit opportunities for the client's expertise in managed IT services and cybersecurity consulting. The collaborative approach enabled the client to showcase their thought leadership and deliver tangible value to clients.

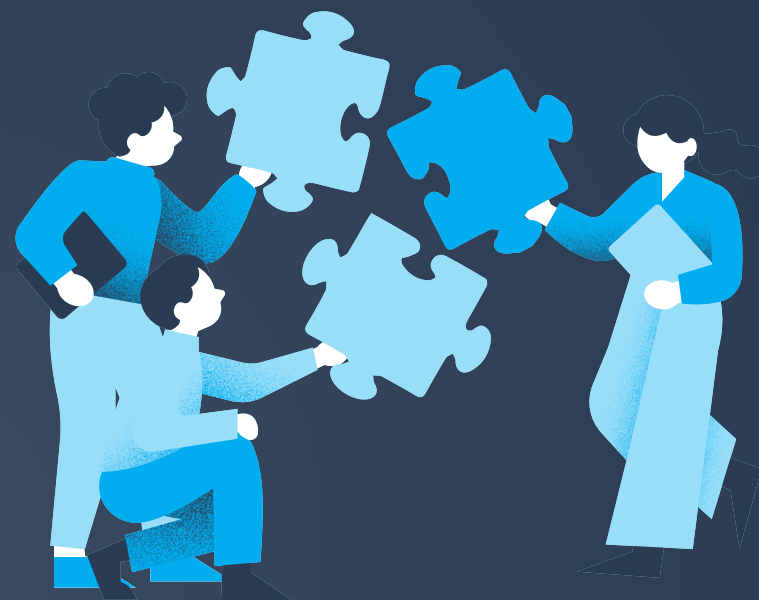


INITIAL SITUATION

The client specializes in cyber security consulting and managed IT services. They sought to secure high-value consulting and managed IT service projects (\$5-6 figures) in addition to strengthening their online presence.

OUR APPROACH

We focused on PPC advertisements, and building a sustainable acquisition pipeline by leveraging their strengths and competitive advantages. This allowed us to create a scalable marketing channel for them outside of referrals and their network.



OUR PROCESS

01

Account audit

02

Marketing plan

03

Strategy session

04

Final marketing plan

05

Campaign restructuring

06

Competitor Analysis

07

Keyword research

08

Creation of ad copy

09

Creation ad extensions

10

Additional campaign restructuring

11

Account / campaign optimization

12

Ongoing campaign management

RESULTS



15 initial meetings in 3 months



4 proposals sent



\$48k in revenue within 3 months



The successful engagement with the client demonstrated **Annex ITs' ability to quickly drive significant revenue growth for its clients.** This case study highlights **Annex IT's expertise in navigating the complex B2B sales landscape and positioning niche consulting and managed it services for maximum impact.**

CLIENT FEEDBACK

“ We have increased acquisition capacity due to Annex ITs PPC management and marketing strategies.”