2026 MSP Marketing Report

Contents

Foreword

The biggest marketing opportunity for managed service providers (MSPs) lies at the intersection of technology and transformation.

Artificial intelligence (AI) is reshaping how the industry delivers services and go-to-market. Across the MSP community, we're seeing efficiency, creativity, and innovation flourish as leaders use AI to streamline workflows across every function of the business, spark new ideas, and personalize engagement at scale.

The shift happening today mirrors one we've seen before—think **Netflix and Blockbuster**. The technology didn't just change the way people watched movies; it redefined the entire experience and created new expectations. The same is happening now with AI. The goal is not to replace people but to automate what slows them down and augment what sets them apart. MSPs who embrace this evolution will build stronger brands, deeper client relationships, and entirely new opportunities for growth. Those who don't risk being left behind by a market that's already moving forward.

The challenge is turning knowledge into action. Budget constraints are real, but complacency is the bigger risk. **The MSPs who win in 2026 will be those who embrace AI as a true teammate—using it to work smarter, deliver faster, and scale with confidence.**

This report was built from your insights, challenges, and ambitions. Inside, you'll find practical takeaways and proven tactics. My hope is that it will help you sharpen your marketing strategy, amplify your brand, and unlock new growth in the AI era.

AI is the new competitive advantage for MSPs ready to lead the change.

Angus Robertson
Chief Marketing Officer, ConnectWise

Introduction

Marketing poses a significant challenge for many companies, and MSPs are no exception. Tight budgets, limited resources, and uncertainty around return on investment (ROI) often make it difficult to prioritize marketing alongside daily operations.

AI is reshaping how many businesses approach marketing. It's enabling smaller teams to create, analyze, and personalize at a scale once reserved for larger organizations.

This year's report analyzes the current state of MSP marketing. You'll gain insight into the most effective marketing channels, the barriers still holding teams back, and the opportunities that lie ahead for those ready to adapt and lead.

SURVEY KEY FINDINGS: BY THE NUMBERS

The Current State of MSP Marketing

AI adoption takes center stage

- 60% of MSPs are using AI to support marketing efforts

- Among those using AI:

    - 81% leverage it for content creation
    - 45% for personalization
    - 37% for marketing strategy development

Limited resources and experiences

Most MSPs remain early in thier marketing maturity

- 18% have more than one dedicated marketing resource in-house (compared to 15% last year)

- 57% have zero or limited experience (down 1% compared to last year)

Lean budgets persist

- 51% have an annual marketing spend of less than $10,000, but nearly 60% plan to invest more in marketing

- Modest budgets continue to limit investment in paid campaigns and advanced marketing tools

Reliance on low-cost marketing channels

- MSPs primarily rely on *referrals, social media, email, events, and SEO as their top tactics*

- 56% do not have a formal referral program in place, though referrals remain a key source of new business

Measuring success remains a challenge, but confidence is improving

- 46% of marketing success is based on customer acquisition, and 29% is based on lead generation; however, 14% are unsure how to measure success

- 46% are not confident or slightly confident that their marketing efforts are delivering results, but 26% are fairly confident or completely confident (up from 20% last year)

The Future of MSP Marketing

Desire to invest more in marketing

- 59% are planning to invest more in marketing in the next 12 months (up from 49% last year), signaling growing recognition that marketing is essential for customer acquisition and business expansion

Looking for additional vendor support

- 23% want more sales enablement tools

- 23% want more education around target audience

- 20% want more marketing materials

- 17% want more vendor support

CHAPTER 1: HOW AI IS CHANGING MSP MARKETING

Artificial intelligence (AI) has quickly evolved from buzzword to business essential, and it's transforming how marketing gets done. Our recent survey reveals that **60% of MSPs are using AI to aid their marketing efforts**, with 81% using it primarily for content creation, 45% for personalization, and 37% for strategy development. followed by personalization (45%) and strategy development (37%).

AI Marketing Trends

According to research from Harvard Division of Continuing Education (DCE), AI is reshaping marketing in four major ways:

Content acceleration	Tools like generative AI speed up copywriting, design, and ideation, allowing teams to produce more with fewer resources.
Automation	Marketers are using AI to automate repetitive tasks like data analysis, email sequencing, and ad targeting, freeing up time for strategy and creativity.
Hyper-personalization	AI enables brands to tailor content and messaging to individual audience segments at scale, dramatically improving engagement.
Predictive analytics	AI models help forecast customer behavior, campaign performance, and emerging trends, enabling smarter, faster decision-making.

Harvard DCE notes that 64% of marketers already use AI to improve efficiency and personalization, and they emphasize the growing importance of data transparency, human oversight, and responsible use of automation as AI adoption rises.

Nearly **four in ten MSPs haven't implemented AI tools** in their marketing efforts. But as competitors leverage AI to create more content, reach new audiences, and analyze results with greater precision, **waiting comes with risk.**

For MSPs, the takeaway is clear: AI isn't just another tool—it's a catalyst for smarter, more strategic marketing. It helps bridge the gap between small teams and big ambitions, turning limited time and resources into more effective storytelling and stronger market presence.

> **Did you know?**
>
> The ConnectWise Partner Program™ helps MSPs apply AI in practical ways that drive growth. Partner Program members have access to the AI Maturity Assessment tool to evaluate client readiness and open new conversations that lead to opportunity. They can expand their knowledge through AI-focused enablement courses and use the Speaker-in-a-Box toolkit to deliver presentations that position them as trusted advisors.

CHAPTER 2: MARKETING ON A LEAN BUDGET

Marketing budget constraints pose a significant challenge for MSPs, as 51% of respondents indicated an annual marketing spend of less than $10,000. According to internal data from Service Leadership, Inc.®, a ConnectWise company, best-in-class marketing budget for MSPs is 1.8% of revenue, which equates to a $18,000 marketing budget for an MSP generating $1 million in revenue.

Despite these constraints, there's a clear shift toward growth and innovation. **Nearly 60% of MSPs plan to increase their marketing investment in the next 12 months** (compared to 49% last year), showing renewed confidence and recognition that marketing is essential to business expansion.

> **Pro tip:**
>
> Leveraging AI helps small teams do more with less. With the right tools, small teams can automate time-consuming marketing tasks and enhance creativity by generating new ideas for campaigns and optimizing keywords.

Together, smarter investment and AI adoption are redefining what "lean marketing" looks like in 2025.

Top 5 Low-Cost Marketing Tactics

Each of these channels can be strengthened through AI-enabled tools, whether it's optimizing email subject lines, generating SEO-rich content, or personalizing outreach on social platforms.

| **Referrals** | **Social Media** | **Email Marketing** | **Events** | **Search Engine Optimization (SEO)** |

> **Did you know?**
>
> ConnectWise Partner Program members receive complimentary access for one GlassHive user license, an AI-powered platform that streamlines campaign creation, branding, and analysis. Features like Magic Branding and an AI assistant make it easy to build polished, lead-generating content across email, social, and events.

1. Referrals

Referrals remain the top-performing channel, with 72% of MSPs citing it as a key driver of business. Yet only 43% have a formal referral program, leaving significant untapped potential.

Among MSPs with referral programs, one in three report that referrals generate more than 50% of their total revenue. This reinforces the need to formalize the process with consistent incentives, automated tracking, and partner-driven programs.

Here are some quick tips on how to implement this highly effective, low-cost marketing tactic.

How to get started:

Ask for referrals

Today, it's all about who you know, and some of the best new clients come from existing customers. You may have been given referrals in the past, but formalizing the process can reinforce the behavior with meaningful incentives—discounts, early access to new programs or services, and more.

Offer an incentive

To motivate your customers to refer others, consider offering incentives that align with the value of the referral lead. These incentives can take various forms, such as discounts, a free month of service, a complimentary add-on, or a monetary reward. The key is to strike a balance between the value of the incentive and the effort required by your clients. If the incentive is too small, they may not bother referring, while an overly expensive incentive may not be sustainable for your business.

Keep it simple

Once you've determined the appropriate incentive, it's crucial to make the referral process as simple and streamlined as possible. The easier it is for your clients to participate, the more likely they are to refer others. Consider creating an easy-to-complete form on your website that clients can access easily. Clearly communicate any terms or conditions, such as receiving the reward only after the referred lead makes a purchase.

💡 Pro tip:

Referrals and testimonials work hand in hand to build trust, attract new customers, and drive business growth.

Testimonials are written or spoken statements from satisfied customers that highlight their positive experiences and act as powerful social proof. Share testimonials regularly on social media to extend their reach, strengthen credibility, and showcase the value you deliver.

AI can elevate this process by identifying potential advocates more quickly based on behavior or engagement, personalizing your outreach requests, and analyzing customer feedback at scale to uncover themes that resonate most with your audience.

2. Social Media

Social media is a powerful tool for building brand awareness, driving lead generation, and boosting overall engagement. According to this year's survey, social media ranks as the second most commonly used marketing tactic among MSPs, just behind referrals. With an estimated 5.42 billion users worldwide, the opportunity to reach and engage your target audience has never been greater.

💡 **Pro tip:**

To grow your online presence and sales pipeline, it's important for MSPs to maintain a company page on popular social media platforms, such as LinkedIn or Facebook. This provides visibility into your business and the solutions you offer, allowing you to engage with your audience and drive sales. Regularly sharing content and engaging with your audience can boost brand awareness, build community, increase web traffic, and generate trust with your audience.

How to get started:

Identify your target audience
It is important to identify the target audience and understand their preferences and behaviors on social media platforms. This will help in selecting the most appropriate platforms to focus on, such as LinkedIn, Facebook, or X.

Define your goals and KPIs

- If your goal is brand awareness, measure impressions, reach, and mentions.
- If your goal is reputation management and community building, measure engagement rate, follower count, and sentiment.
- If your goal is conversion, measure clickthrough rate.

Create content that aligns with your brand guidelines
Follow the 80/20 rule for organic social content; 80% of your content should educate, inspire, and entertain your audience; 20% of your content should be self-promotional.

Content Building Principles

🎯 **Reinforce your mission and vision**
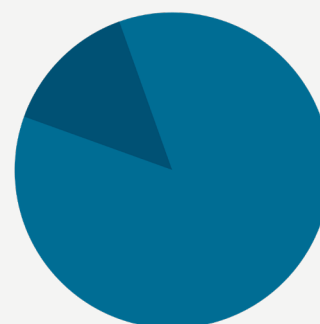
🏆 **Showcase client success**

🤝 **Be helpful**

👥 **Be relatable**

👨‍👩‍👧 **Create community/Spark conversations**

🔀 **Increase sharability**

Follow the 80/20 rule

80%

- **Educate**
- **Inspire**
- **Entertain**

20%

- **Self-Promotion**

Establish a consistent posting schedule
By establishing a regular cadence of posting content, you can build trust and credibility with your audience, while also maximizing reach and engagement.

Platform Focus and Post Cadence

LinkedIn 1–5x/ week

- Industry news
- Thought Leadership
- Education
- Community Building
- Personal and business wins for inspiration

Increase engagement by joining LinkedIn groups to discuss relevant topics

Facebook 1–3x/ week

- Switch from "creator" account to "business" account
- Photo sharing
- Philanthropic efforts
- Humanize your brand

Use Facebook Lookalike Audiences to reach users similar to your audience for better leads and engagement

Twitter 3–5x/ week

- Wit/ Humor
- Share opinions
- Engage in conversations

Boost engagement by using hashtags correctly. Get creative, but choose wisely and be on the lookout for trendy topics

Youtube 1–3x/ week

- Education
- Livestreams

Leverage Youtube shorts to create fun, engaging, and informative, content to boost engagement

Instagram 1–2x/ week

- Your audience IS HERE
- Humanize your brand
- Educate
- Share company news
- Appeal to personal interets
- Engage with partners + prospects

To stand out – share interesting and unique photos to make people stop scrolling and pay attention.

Did you know?

ConnectWise Partner Program members can access a library of brandable social media content in GlassHive that can be customized and published instantly. The platform's AI assistant also helps create consistent, on-brand posts that boost visibility and engagement, while live workshops offer additional guidance on using social channels to generate leads.

Engage, engage, engage!
KPIs such as reach, impressions, clicks, and reactions can measure the impact of your content, but the key to successful social media marketing is to listen, engage, and build relationships.

Monitor and analyze results
Don't forget to closely monitor your KPIs (selected based on your end goal) to gain valuable insights into the effectiveness of your social media efforts.

Adjust strategy as needed
Adapting and adjusting your social media strategy is crucial to ensure success. There are a number of tools that make it easy to A/B test social media such as Hootsuite, Sprinklr, Sprout Social, etc.
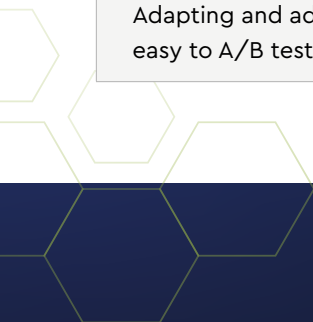
Email

Email remains one of the most reliable and cost-effective marketing tactics for MSPs. In the 2025 survey, 48% of MSPs listed email among their top three marketing channels, second only to referrals. It continues to deliver exceptional returns, generating an average ROI of $36 for every $1 spent, and in the technology sector, that number can climb to $40 for every $1 spent.

As marketing becomes increasingly automated and data-driven, email has evolved from simple newsletters to highly targeted, personalized campaigns. Today, artificial intelligence (AI) allows MSPs to craft relevant messages, optimize send times, and analyze engagement in ways that were once out of reach for smaller teams. When done well, email marketing not only nurtures relationships but also builds authority and drives measurable growth.

How to get started:

Define goals and target audience
Determine the objectives of your email marketing campaign. Some popular email marketing objectives for SMBs include generating leads, promoting new services, or providing educational content. Make sure that you identify your target audience, segment them based on their needs and preferences, and tailor your email content accordingly.

Build an email list
Start by collecting email addresses from your existing customers, website visitors, and prospects. Offer incentives such as exclusive content or discounts to encourage sign-ups. Ensure compliance with data protection regulations and provide clear opt-in and opt-out options.

Choose an email marketing platform
Select a reliable email marketing platform that suits your needs. Popular options include Mailchimp, Constant Contact, and GlassHive—which is available at a reduced rate for all ConnectWise partners, and Partner Program members get a complimentary first-user license. These platforms offer user-friendly interfaces, customizable templates, automation features, and analytics to track campaign performance.

Create compelling content
Craft engaging and relevant content that resonates with your audience. Consider including industry insights, tips, case studies, or updates about your services. Use a mix of text, images, and calls to action (CTAs) to make your emails visually appealing and actionable.

Personalize and segment
Move beyond generic blasts. Use customer data and engagement history to personalize content and timing. AI can help you automatically segment your audience by interest, location, or behavior to ensure every message feels relevant.

Design eye-catching templates
Use the pre-designed templates provided by your email marketing platform or create custom templates that align with your brand identity. Ensure your emails are mobile-responsive, visually appealing, and easy to read.

Test and optimize
Before sending out emails to your entire list, conduct A/B testing to determine the most effective subject lines, content, and call-to-action buttons. Analyze open rates, click-through rates, and conversion rates to identify areas for improvement and optimize future campaigns.

Monitor and analyze results
Track key metrics such as open rates, click-through rates, bounce rates, and unsubscribe rates. Use the analytics provided by your email marketing platform to gain insights into what works and what doesn't. Adjust your strategies based on these insights to continually improve your email marketing efforts.

Remember to always comply with email marketing regulations, such as including an unsubscribe option and respecting privacy preferences (i.e., the CAN-SPAM act).

Pro tip:

If your engagement rates have plateaued, AI can help breathe new life into your campaigns. Modern marketing platforms, such as GlassHive, HubSpot, and Seventh Sense, use machine learning to determine when each contact is most likely to open or click. They analyze past behavior, time zones, and activity patterns to automatically schedule sends for optimal visibility—no manual guessing required.

You can also use AI writing tools such as ChatGPT, Jasper, or Grammarly to enhance your copywriting process. These tools can generate subject line variations, rewrite content in multiple tones, or summarize longer messages into concise, high-impact snippets. Treat AI as a creative partner, not a replacement. Combine its speed and insight with your industry expertise to produce authentic, relevant emails that convert. Over time, these small refinements compound, improving engagement, driving more leads, and increasing your overall ROI.

Did you know?

ConnectWise Partner Program members can access thousands of ready-to-use email campaigns and templates in GlassHive that can be customized and launched instantly. The platform's AI tools simplify tracking, reporting, and A/B testing to improve open rates and conversions. The Partner Program's courses in ConnectWise University™ and live workshops cover email strategy, automation, and performance, while ConnectWise marketing consultants help analyze results and provide recommendations to strengthen future campaigns.

4. Event Marketing

Event marketing is a strategy that includes live or virtual promotional events where audiences interact more personally with a product or brand. Event marketing aims to generate brand awareness, foster customer relationships, drive sales, and enhance brand reputation.

How to get started:

Virtual events
Virtual events can be a great way to dip your feet into the water of hosting events. In fact, **85% of marketers who use webinars say they are crucial for their marketing efforts.** These are also typically a lower-cost investment.

In-person events
In-person events can be a bit more of an investment of your time and money, but **68% of B2B marketers believe in-person events drive the most leads**, and the **average ROI for in-person events is 25–35%**. In-person events typically require more planning and coordination, but you can get creative with what the event is.

Start with a plan
Whether your event is in-person or virtual, you will want to clearly define what your goals are for the event, how you will invite clients and prospects, the content you want to share during the event to generate leads, how you will pay for the event, and how you will follow up on your leads from the event. Having a clear and defined process for each item above will ensure that your event will be successful.

💡 **Did you know?**

ConnectWise Partner Program members can use Event and Speaker-in-a-Box resources, prebuilt campaigns, and best practice guides to host events that generate leads and drive business growth. The Partner Program's courses in ConnectWise University™ cover event planning, execution, and follow-up, while Marketing Development Funds (MDF) can offset event costs. ConnectWise marketing consultants provide guidance on event strategy, and some Partner Program members may also qualify to have ConnectWise subject matter experts co-present at approved events.

5. Search Engine Optimization (SEO)

SEO is a low-cost marketing tactic that can greatly benefit MSPs by improving online visibility and attracting organic traffic to your website.

Unlike traditional advertising methods, SEO allows MSPs to achieve targeted results without breaking the bank. By optimizing your website and content for search engines, you can appear in relevant search results when potential customers are actively looking for your services. This increases the chances of conversion and provides a higher return on investment compared to other marketing channels. However, it's important to keep in mind that SEO is a long-term strategy, and results may take time to materialize.

How to get started:

Keyword research
Identify the keywords and phrases that your target audience is likely to use when searching for your services. Use keyword research tools such as Google Keyword Planner, Semrush, or Moz Keyword Explorer to find relevant keywords with a good search volume and manageable competition.

On-page optimization
Optimize your website's on-page elements to make it more search engine-friendly. This includes optimizing page titles, meta descriptions, headings, and URL structures with relevant keywords. Ensure your content is well-structured, informative, and easy to read.

Technical SEO
Improve the technical aspects of your website to enhance its performance and "crawlability" by search engines. This includes optimizing site speed, ensuring mobile responsiveness, fixing broken links, and creating a sitemap. Use tools such as Google Search Console to identify and resolve any technical issues.

Content creation
Develop high-quality, informative, and relevant content that aligns with your target audience's needs and interests. Create blog posts, articles, case studies, or guides that address common questions or challenges faced by your audience. Incorporate relevant keywords naturally within your content.

> 💡 **Pro tip:**
>
> Use AI to draft SEO optimized blog posts and refine meta titles and descriptions to improve visibility. 81% of MSPs are already using AI for content creation.

Link building
Build a strong backlink profile by acquiring high-quality links from reputable websites. Reach out to industry influencers, partners, or relevant publications to request backlinks. Focus on earning links through valuable content and guest blogging opportunities.

Local SEO
If your MSP serves a specific geographic area, optimize your website for local searches. Create and optimize your Business Profile on Google, include location-specific keywords in your content, and encourage customers to leave reviews.

💡 **Did you know?**

The ConnectWise Partner Program offers a free educational course, Marketing Best Practices: Blogging & SEO, available to all ConnectWise partners via SSO login.

Bonus: Paid Advertising

SEO is a low-cost marketing tactic that can greatly benefit MSPs by improving online visibility and attracting organic traffic to your website.

Unlike traditional advertising methods, SEO allows MSPs to achieve targeted results without breaking the bank. By optimizing your website and content for search engines, you can appear in relevant search results when potential customers are actively looking for your services. This increases the chances of conversion and provides a higher return on investment compared to other marketing channels. However, it's important to keep in mind that SEO is a long-term strategy, and results may take time to materialize.

How to get started:

Social media paid advertising
Organic reach, the number of people who see content from a business on social media without paid promotion, has been declining due to algorithm changes to prioritize content from people vs businesses and increasing pressure for businesses to "pay to play." Platforms like LinkedIn, Facebook, and X offer cost-effective advertising options with precise targeting capabilities. MSPs can set daily or lifetime budgets and reach their target audience based on demographics, interests, and behaviors.

Google advertising
With Google Ads, MSPs can run pay-per-click (PPC) campaigns and only pay when someone clicks on their ads. This allows for better control over the budget and ensures that the ad spend is directly tied to website traffic or conversions.

Retargeting advertising
Retargeting ads display targeted ads to people who have previously visited the MSP's website or engaged with their content. This method helps keep the brand top of mind and encourages potential customers to return and convert.

CHAPTER 3: TAKING ADVANTAGE OF VENDOR SUPPORT

Looking ahead to the future of MSP marketing, 17% of MSPs surveyed express a desire for increased vendor support and access to a wider range of marketing materials. Additionally, 23% of MSPs said they want more sales enablement tools.

Let's explore some opportunities available that MSPs can take advantage of.

Partner Program

A partner program is a mutually beneficial relationship between a company and its customers. It's designed for businesses looking to grow through new offerings and increased revenue. Partner programs take many forms, and each offers specific details that depend on the company and the nature of the program.

One thing is certain: partner programs are game changers for businesses seeking new ways to expand their current reach. These programs enable partners to be the best company possible with access to industry knowledge and educational content, sales and marketing resources, and additional products or services to sell or promote.

Market Development Funds

Of the MSPs surveyed, 70% said they don't use any market development funds (MDF). If you're not currently taking advantage of this resource, you're leaving money on the table.

An MDF is a monetary fund that partners receive to help execute marketing campaigns, events, or initiatives that promote their products or services. Often, these funds come in a one-time allotment and can be used by partners to cover various marketing expenses, including advertising, content creation, lead generation activities, events, and more. MDF enables partners to enhance their marketing capabilities, increase brand visibility, generate leads, and drive business growth.

By leveraging these funds, MSPs can enhance their marketing activities, increase brand visibility, generate leads, and ultimately expand their customer base. This financial support from partner programs empowers MSPs to execute effective marketing strategies and maximize their return on investment.

> **Did you know?**
>
> ConnectWise Partner Program members receive pre-approved marketing development funds (MDF) to launch their first campaign and can earn additional funding through engagement and performance. MDF can be used for campaigns, events, and lead generation, with ConnectWise marketing consultants helping plan activities and track ROI to ensure funds deliver measurable growth.

CHAPTER 4: MEASURING MARKETING SUCCESS

> ❞ "Half the money I spend on advertising is wasted; the trouble is I don't know which half."
>
> **John Wanamaker**

Of the MSPs surveyed, only 26% are fairly confident or completely confident that their marketing efforts are delivering results. At the same time, 59% are planning to invest more in marketing in the next 12 months and 33% intend to invest the same amount.

Measuring marketing success is crucial for evaluating the effectiveness of your marketing efforts, calculating return on investment (ROI), and making informed decisions about future strategies. Let's explore how MSPs can measure success, starting with three common marketing objectives: lead generation, brand awareness, and customer retention.

Lead generation:

Are you looking to expand your customer base? To measure the success of lead generation efforts, MSPs can track key metrics, including the number of qualified leads generated, conversion rates from leads to customers, and the cost per lead. By analyzing these metrics, MSPs can determine the effectiveness of their lead-generation campaigns and identify areas for improvement. Additionally, tracking the source of leads—website, social media, referrals, etc.—can provide insights into which channels are driving the most valuable leads.

Brand awareness:

Do you need to enhance visibility and recognition in the market? Measuring brand awareness involves assessing the visibility and recognition of an MSP's brand among its target audience. MSPs can monitor key metrics, including website traffic, social media engagement (such as likes, shares, and comments), and search engine rankings. Additionally, conducting surveys or focus groups to gauge brand recognition and recall can provide valuable insights. Monitoring online mentions and sentiment analysis can also help assess the impact of brand awareness efforts.

Customer retention:

Is your focus on keeping existing customers satisfied and engaged? Customer retention is a vital aspect of long-term business success. MSPs can measure customer retention by tracking metrics such as customer churn rate, customer satisfaction scores, and repeat business. Analyzing customer feedback through surveys or reviews can provide insights into areas where improvements can be made to enhance customer retention. Additionally, monitoring customer lifetime value can help assess the overall profitability of retaining customers over time.

Key Metrics to Consider

Customer acquisition

Of the MSPs surveyed who are using a metric to measure their marketing success, 47% use customer acquisition.

Customer acquisition cost (CAC) is the amount of money that it costs to gain a customer. It's calculated by dividing the cost of sales and marketing by the number of customers acquired. CAC metrics help companies determine and compare the costs of acquiring different customer types and evaluate acquisition strategies.

By tracking your CAC, you can determine which are the most effective and efficient targets and methods for acquiring new customers for growing your business. You want to keep customer acquisition costs as low as possible to maximize your profit. Monitoring your CAC helps you gauge the cost-effectiveness of your acquisition strategies and tactics.

As a service provider, you should aim to recoup the cost of acquiring a customer within the first 12 months of working with them. Understanding how to calculate CAC is an essential first step toward hitting profitability goals and prioritizing your target audiences.

Customer lifetime value

Customer lifetime value (CLV)—or lifetime value (LTV)—is the total amount of potential revenue a customer could generate throughout their relationship with your company. The "lifetime" refers to the span of your working relationship. In the technology industry, where many service providers rely on a recurring revenue model, LTV is an especially important metric. When evaluated alongside customer acquisition cost (CAC), LTV is a key performance indicator (KPI) that lets your business determine the value of each customer.

To get the full picture, you can look at your LTV to CAC ratio. **The ideal ratio is 3:1.**

- If it's less than 1:1, the client is costin you money—meaning something needs to change quickly

- If the ratio is 1:1, you're breaking even

- When you reach figures like 4:1 or 5:1, those relationships can be too profitable, and you may want to consider investing more of your time and resources into marketing and growth

Did you know?

ConnectWise Partner Program members can measure campaign performance through analytics, benchmarking, and lead tracking tools to evaluate engagement, lead quality, and ROI. Partner Program marketing consultants help interpret results and provide recommendations to refine strategy and increase marketing impact.

CONCLUSION

Marketing can be challenging for MSPs, especially for those just getting started or with tight budgets. Throughout this report, we analyzed the current state of MSP marketing and gave strategies for overcoming the most common challenges MSPs like yours face when it comes to allocating marketing budgets, the impact of limited resources on marketing strategies, and the implications for business growth.

As the marketing landscape continues to evolve, AI is becoming a powerful equalizer, helping MSPs compete at scale by automating repetitive tasks, uncovering insights from data, and enabling more personalized engagement. The MSPs that succeed in the coming year will be those that pair creativity and consistency with the strategic use of AI to tell their story, reach the right audiences, and deliver measurable results.

HOW THE CONNECTWISE PARTNER PROGRAM COULD HELP

The ConnectWise Partner Program™ was created to help partners achieve their most ambitious vision of success by investing in go-to-market strategy, marketing, and sales initiatives that drive measurable growth.

With new insights from the MSP Marketing Survey, we've identified the **top three challenges** in the current MSP landscape that the Partner Program helps address moving forward:

1. Lack of Education in Marketing and Sales Best Practices

The ConnectWise Partner Program gives MSPs access to marketing expertise, AI-driven tools, and educational resources to strengthen marketing performance and accelerate sales growth. Partner Program members gain access to:

- **Marketing consultants** who help plan and execute campaigns, use marketing development funds (MDF) strategically, and optimize performance to generate qualified leads.

- **AI resources and enablement tools,** including the AI Maturity Assessment tool to identify client readiness and AI Speaker-in-a-Box toolkits to support confident client conversations.

- **Access to GlassHive,** an AI-powered sales and marketing automation platform with more than 1,000 brandable assets, 50+ prebuilt campaigns, and ready-to-use social posts that automatically align to your brand.

- **Event enablement resources,** including event best practice guides, Event-in-a-Box campaigns, and Speaker-in-a-Box toolkits that make it easier to deliver compelling client-ready presentations on AI, cybersecurity, and business growth.

- **Educational Resources for ConnectWise Partners**

  - [Course] Marketing Best Practices: Blogging & SEO
  - [Course] Event Basics

  - 12-step Marketing Guide
  - AI Speaker-in-a-Box: Enablement Toolkit

  - Cybersecurity Speaker-in-a-Box: Enablement Toolkit
  - Pricing and Packaging Calculator Overview

4X Faster growth — Partner program members grew 4X faster than partners trying to grow in their own

$75M Annualized growth — Members of the Partner Program generated over $75M in cybersecurity revenue

Learn More about the ConnectWise Partner Program™ »

2. Measuring the Effectiveness of Marketing Efforts

Partner Program members have access to the expertise and technology needed to measure and improve marketing performance. Through GlassHive, members can track analytics, benchmark results, and use the built-in lead calculator to forecast campaign outcomes. ConnectWise marketing consultants provide ongoing guidance to help interpret data, apply insights, and strengthen ROI. Together, these tools help Partner Program members increase lead quality, refine campaigns, and accelerate growth.

3. Low Budgets or Insufficient Funds to Support Marketing Goals

Partner Program members receive marketing development funds (MDF) to activate campaigns and events without the limitations of a small budget. MDF can be used for lead generation initiatives, event marketing, and awareness campaigns, with tracking available in GlassHive to measure results.

Partners in the program

GREW 4X FASTER	ARE 17% MORE PROFITABLE	HAD 10% HIGHER MRR

The Bottom Line

According to this year's survey, many MSPs plan to increase their marketing investment in the coming year. The ConnectWise Partner Program is built to ensure those investments deliver measurable results, combining expert guidance, AI-enabled tools, and financial support to help MSPs market smarter and grow faster.

Just ask our partner, Decision Digital

""With the ConnectWise Partner Program, they gained the tools, automation, and funding to scale smarter, freeing up staff time, expanding their marketing reach, and accelerating growth across their business."

Read their success story >>

Survey Methodology

The survey was conducted by ChannelPro on behalf of ConnectWise to better understand how managed service providers (MSPs) are evolving their marketing strategies amid industry transformation and the rise of AI.

The sample reflects a cross-section of the MSP community, including managed service providers, managed security service providers, and value-added resellers. The majority of the respondents are based in the United States (98%), followed by Canada, Europe and the Middle East, and Asia-Pacific.

Most participants are small to midsized MSPs, with 85% employing 50 people or fewer.

ABOUT CONNECTWISE

ConnectWise is the leading software company empowering managed service providers (MSPs) with the technology that runs small and midsized businesses (SMBs) worldwide. With over 40 years of commitment to partner success, ConnectWise delivers innovative software, services, and an open ecosystem of integrations that drive growth. The ConnectWise Asio® platform offers unmatched scale and AI-backed automation to provide a comprehensive technology stack for MSPs, including PSA, RMM, cybersecurity, and data protection. Discover how ConnectWise is transforming the IT industry at connectwise.com