

CASE STUDY

TRANSFORMING SALES AND REDUCING COSTS FOR A NORTHERN LOUISIANA MSP



Background:

A **Northern Louisiana Managed Service Provider (MSP)**, specializing in IT support, cybersecurity, and cloud solutions, faced significant challenges with its growth. Despite generating \$1.5 million in annual revenue, the company was unknowingly overspending on ineffective lead generation services.

Andrew, the MSP's CEO, had been paying \$10,000 per month to a marketing agency and \$2,500 per month to a cold email agency. Over 18 months, these services yielded only 2 unqualified appointments and 1 deal closed in 2 years.

With a Customer Acquisition Cost (CAC) of \$35,000 and no clear path to growth, Andrew needed a new strategy to reduce costs and generate qualified leads. However, he didn't realize the extent of the problem until he partnered with MKC Agency.



Challenge:

The MSP's primary challenges included:

- Overspending on lead generation services without realizing it.
- High CAC and low conversion rates.
- Lack of internal sales and marketing structure, relying on ineffective external agencies.
- Stagnant growth with no clear path to scalability or long-term success.

Andrew's goals were to reduce CAC, optimize lead generation, and prepare the business for a future exit.



Solution:

After bringing on Megan from **MKC Agency** as a fractional **Chief Revenue Officer (CRO)**, the first priority was to identify the source of the MSP's overspending and underperformance.

Megan immediately calculated the true CAC and recommended cutting the underperforming agencies, saving the company \$12,500 per month. She then worked on bringing sales and marketing functions in-house to improve efficiency and ROI.



» Key Solutions Delivered:

- **Cutting Fluff and Optimizing Costs:** Megan eliminated the ineffective lead generation agencies and reduced unnecessary expenses.
- **Building Apollo Sequences:** She implemented custom outbound sequences using Apollo, costing only \$1,200 per year, which performed 20% better than the previous agency's cold email efforts.
- **Hiring and Training an SDR:** To handle the new lead generation system, Megan assisted in hiring and training a Sales Development Representative (SDR) to manage lead qualification and follow-ups.
- **Developing a Go-to-Market (GTM) Plan:** Megan created a robust GTM plan, guiding the MSP through hiring a salesperson and marketing coordinator to support internal sales and marketing efforts.

Local Philanthropy and Referral Program: MKC helped build a local referral program tied to charitable initiatives and engaged in community sponsorships like youth sports teams and golf tournaments, enhancing the MSP's brand reputation.



» Implementation:

The implementation of **MKC's strategy** was swift and thorough. With Megan's hands-on guidance, the MSP quickly adjusted its sales and marketing structure. The Apollo sequences were set up and monitored by the newly trained SDR, and the referral program tied to local philanthropy further solidified the MSP's place in the community. Over time, the MSP built an efficient, cost-effective sales and marketing team capable of driving long-term growth.

» Results:

MKC's strategy delivered transformative results for the Northern Louisiana MSP:

- **Total Spent:** \$140,900 over 18 months
- **Total Saved:** \$225,000 by cutting underperforming lead generation agencies
- **Total Return:** \$2,150,000 in revenue, reflecting 86% growth in 18 months
- **CAC Reduction:** From \$35,000 to \$500 (even when factoring in baseline costs, CAC now ranges between \$1,500 and \$2,500)

Additionally, MKC helped the MSP navigate a partnership with a larger MSP group, positioning the business for a successful exit—a key goal for Andrew.



CLIENT TESTIMONIAL:



"I didn't realize how much we were overspending on lead generation until Megan stepped in and calculated our true CAC. She streamlined everything, cut the fluff, and helped us build an efficient system that works. Thanks to MKC, our costs are down, and we're finally seeing the growth we've been striving for."

- Andrew, CEO of Northern Louisiana MSP

Future Engagement:

As the MSP continues its growth trajectory, MKC remains a strategic partner, helping Andrew and his team prepare for their future exit. The work done by MKC has laid a solid foundation for the company's continued success.

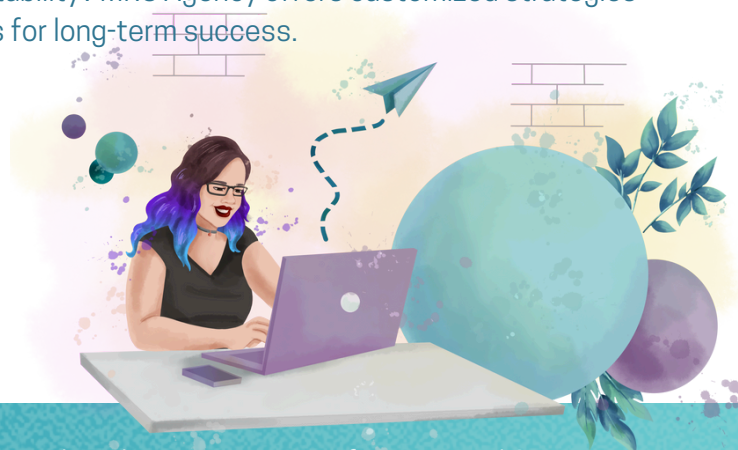
Get Started with MKC Agency:

Are you ready to take control of your MSP's growth and profitability? MKC Agency offers customized strategies that drive results, optimize costs, and position your business for long-term success.

Let us help you transform your sales and marketing efforts.



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About MKC Agency: MKC Agency specializes in tailored sales and marketing strategies for Managed Service Providers (MSPs) and Telcos. By leveraging data-driven approaches and personalized solutions, MKC helps businesses optimize their growth, reduce costs, and achieve measurable success. From fractional CRO services to sales training and marketing strategy, MKC is dedicated to transforming your business.