

SP Home Run Inc. Shares 7 IT Marketing Techniques that Attract Great B2B Clients (News Release)

Courtesy of the
SP Home Run Inc. Company News Room
<http://news.sphomerun.com>

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Tips Teach IT Business Owners How to Successfully Market Their Computer Services

Seven IT Marketing Techniques that Attract High-paying B2B Clients:

1. Laser-Focus the Marketing Efforts

2. Know that Small Business is Not a Target Market

**a) What Size
Business is
Considered the
Right Fit?**

**b) How Many PCs
Does that
Business Have?**

**c) What is their
Industry?**

**d) What is their
Support
Potential?**

**e) What is the
Service Revenue
Potential?**

3. Pay Attention to Location, Location, Location

4. Recognize that Size Really Does Matter

5. Learn Everything About Prospective Clients

6. Concentrate Only on Leads that Have Been Pre-Qualified

7. Do Businesses in Target Markets with Much in Common

**“While Every
IT Business Owner
Should Take into
Account**

These Seven IT Marketing Techniques

There are Three Critical Ingredients that Must be Considered

Geographic Location, Size, and Industry

**Make Sure all of
Your Firm's
IT Marketing is
Targeted Toward
Businesses**

**That Fall Within
the Specific
Geographic
Locations
You Service,**

**The Company
Size-range
that Can be
Serviced Profitably,**

**And the Industries
in which Your Firm
Excels.**

All Marketing Campaigns Should Include a Compelling Offer

**And Strong Call to
Action.”**

**- Joshua Feinberg,
Business Development
Director of SP Home Run Inc.**

About SP Home Run Inc.

**Helps Small
Business IT Service
Providers Get More
High-paying,
Steady B2B Clients**

By Providing a Suite of Proven Tools & Resources

**That are Available
Exclusively to
SP Home Run Inc.
Members**

Tools & Resources

Focus on:

- **IT Marketing &
Targeted Lead
Generation**

- **Selling
IT Services &
Lead Nurturing**

- **IT Service Contracts**

- **Managed
Computer
Consulting**

- **IT Channel &
Small Business
Technology**

- **and Starting a
Computer
Business**

More Info About SP Home Run Inc. Can Be Found at

[http://www.sphomerun.com/About-
SP-Home-Run-Inc/](http://www.sphomerun.com/About-SP-Home-Run-Inc/)

**For Interview
Opportunities and
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Visit: <http://news.sphomerun.com>

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Top 10
IT Marketing Strategies
For Consistently Attracting
New Business Clients to
Your Small IT Business



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