

# MKC AGENCY MANAGED SERVICES GROUP (MSG)



## Managed Services Group (MSG) Overview

Managed Services Group (MSG) is a medium-sized MSP (Managed Service Provider) that provides business technology solutions and cybersecurity. They step in as the IT department for medical, construction, and other central Florida companies, acting as an extension of their business team. They offer IT support services, software development and process operations, remote monitoring, remediation, preventive maintenance, and vendor management.

The industry is experiencing rapid growth, and the company needed help quickly and effectively communicating its USP to capture more of the market. The team at MSG wanted to share the success rates our other clients experienced and partnered with MKC Agency to improve branding and SEO ranking and revamp their marketing strategy. We helped them develop their unique brand and reach their target market.

## Challenges and Obstacles

The MSP space has grown, and the industry is crowded and highly competitive, especially in the Orlando, Florida, local market. They needed to stand out, which meant they needed a solid brand. Branding has become essential for all companies.

Even with the best solutions and services, a company needs a recognized brand, cohesive messaging, and an attractive and user-friendly website to communicate this with its target market. They needed a strong brand that would display just how unique they were. The MSG team felt they were chasing their tails with branding and the website and needed more traffic.

They didn't rank for any of the services they offered, leaving prospective clients unable to find them. The company also sought help from other companies that couldn't help them achieve the desired results. Frustrated with prior experiences, they received an email from Megan at MKC Agency that resonated with them and moved them to take action; they immediately reached out for the help they needed.

MKC Agency took the time to understand MSG's company goals. The company chose MKC Agency due to its experience and competitive pricing. They also connected immediately with the MKC Agency team, feeling they "got them."



# Solutions

The implementation process with MKC Agency involved several meetings to review the company's desired outcome and define its values and niche to help them personify its brand. Once we helped them identify their brand, we worked to develop their brand voice and create content to communicate their USP. MKC Agency helped MSG develop a new website, including installing Google Analytics to help them with vital information to measure their website's work and the company's strides.

The process was complex, requiring internal agreement and organization, but the MKC team held their hand. The company's initial reaction to the new website was excitement, and they immediately began pushing it on social media and updating their branding. MKC Agency provided excellent customer support, with Nathalia as the dedicated account manager. The company had several instances where MKC Agency went above and beyond to resolve issues and ensure they understood the marketing process.



## Results

The company highly recommends MKC Agency to colleagues and other companies, praising the team for making them look and feel better about their brand. The company plans to continue working with MKC Agency for additional projects, features, and services.

MSG took its website and promoted it on social media, updated all branding, and experienced great results. Their **traffic improved by ten times month-over-month** and **19 times year-over-year**. Additionally, **the company 4xed its pipeline in less than three months**.

MKC Agency also developed and implemented an outsourced marketing package to improve its ongoing content and marketing efforts. MSG experienced increased productivity and significantly increased profits. They saw a 12X increase in following on social media. CEO Mark says "all our partners and clients ask who's doing our new marketing. It's miles above what we were doing before."

## Future Goals

MSG will continue its partnership with MKC Agency with an outsourced marketing package to allow them to continue to improve their marketing and content. Throughout the process, MKC Agency provided excellent customer support, with Nathalia as the dedicated account manager. She not only implemented positive changes but is also helping them move forward on their own.

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## Testimonials

“Nearly daily, we sent in questions that they were not contractually obligated to answer. We had a package just for content, but they also helped with strategy and ideation. They really went above and beyond to make sure we understood marketing. MKC Agency will make you look better and feel better about your brand, plus they are incredible people.”

- **Jennese Grullon**, COO, Managed Services Group

“Megan Killion receives my highest recommendation. She is brilliant. She is creative. She has spunk. She is very direct and more importantly, asks good questions. Did I say she is brilliant? Yes, Megan receives my highest recommendation. Yes indeed.”

- **Mark Fugett**, CEO, Managed Services Group

