

Vendor-Focused Social Media Programs

from
Karl W. Palachuk

2024



It's all about . . . Engagement!

Do you need to be introduced to Managed Service Providers and other IT Service Providers?

Do you need to meet **more** MSPs and ITSPs?

Let Karl Palachuk introduce you to his friends – hundreds of thousands of technology consultants all over the world. It's a never-ending, always-changing conversation that's been going on for more than twenty years.

With a “warm introduction” from Karl, your company and slide right into the conversation.

Karl W. Palachuk

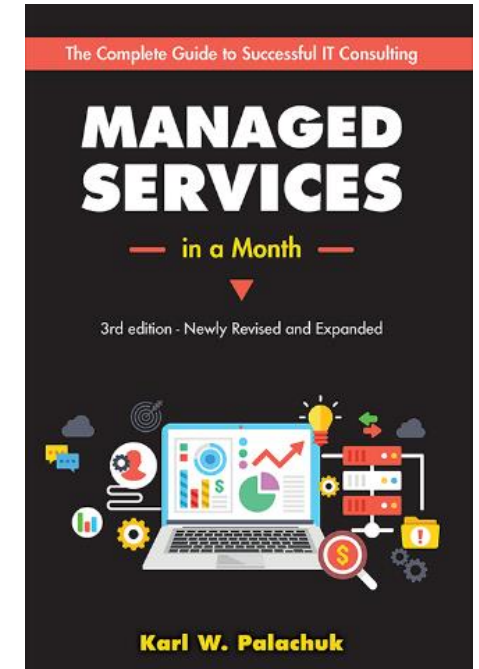
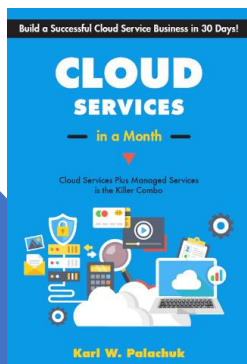
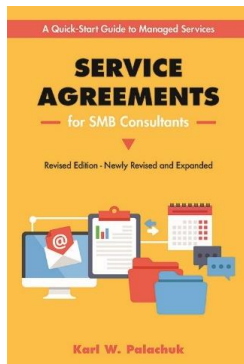
The Most Widely Published Authority on Managed Services

Karl W. Palachuk is an author, opinion leader, and community builder who has trained technology consultants and business owners all over the world. He has been a technology manager and consultant since 1993.

He's the author of more than twenty books, including ALL of the best-selling books on the topic "managed services."

Karl is one of the true founders of the worldwide SMB IT community, and of the Managed Service business model. He continues today as one of the most widely recognized community builders and authorities on business models for IT Service Providers.

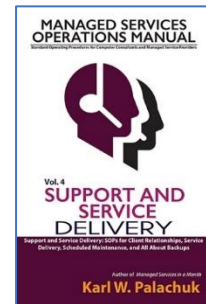
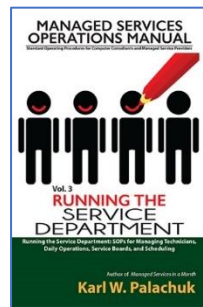
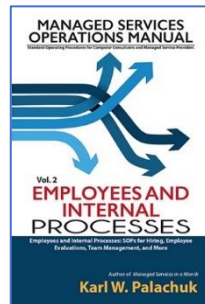
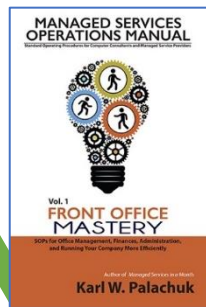
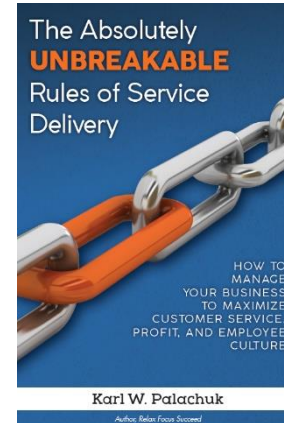
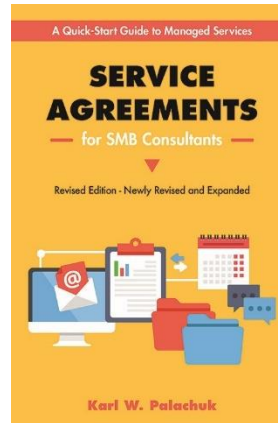
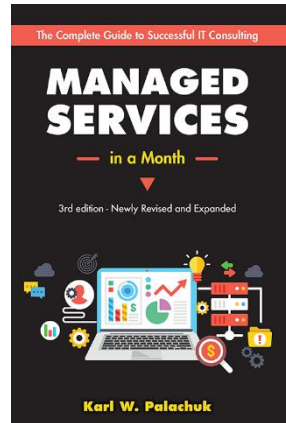
Karl established the Small Biz Thought Technology Community in 2018 and the National Society of IT Service Providers in 2021. Both the Community and the NSITSP have Members from all over the world.



The best selling book on managed services, ever.

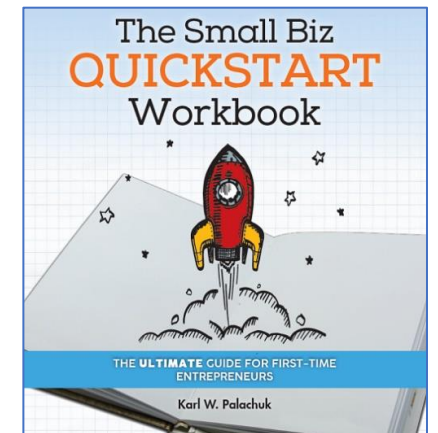
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Plus:

- *Relax Focus Succeed*
- *The IT Consultant's Year of Intention*
- *The Network Documentation Workbook*
- *The Network Migration Workbook*
- *The Nonfiction Book Publishing Plan*
- *Publish Your First Book*
- *The SAN Primer for SMB*
- *Business Plan in a Month*
- ... and More!



Karl's Connections



Newsletter

10,000
Subscribers

2,500 + opens
per week

VERY Engaged



Podcasts

Karl manages
two of the most
popular and
influential
podcasts in the
SMB space!



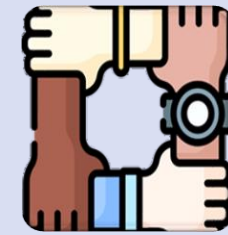
Blogs

Karl writes four
blogs, including
Small Biz
Thoughts, with
over 2,000 posts
going back to
2012



Social Media

Karl has one of
the largest social
media channels
in the SMB IT
community
worldwide



Community

The Small Biz
Thoughts
Technology
Community has
hundreds of paid
members looking
to improve their
business

And
More!!!

Focus: Newsletter

- 10,000 Weekly subscribers
- **30-40% Open rate** – unheard of!
- This is the heart of Karl's ongoing conversation with MSPs

Focus: Web Sites

- We maintain about 30 web sites that feed into our primary sites
- Monthly visits across our primary sites: 13,000

Focus: Social Media

YouTube

- 9,200 subscribers
- Over 725,000 views
- Top 10% percent of all Education channels on YouTube
- Top 15% of all YouTube channels in the U.S.

One Social Media Blast,

With Newsletter, Blog, and Podcasts,

Reaches **over 50,000 IT consultants** in
ONE POST

LinkedIn

- 14,600 Connections
- 1% Industry SSI Rank
- 76% SSI score

Facebook

- 5,000 friends
- + 6,200 followers
- Plus various brand pages with 2,137 followers

Plus . . . Instagram, Pinterest, and more . . .

- A thousand here, a thousand there, and pretty soon it adds up to a lot of consultants!

Engagement Programs

Of course we're always happy to create a customized program to introduce you to more SMB IT partners. Here are three programs to get you started.

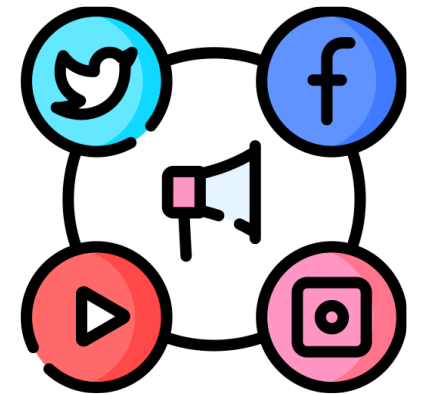
- **Influencer Program** – A great program for introducing you to the SMB IT Community worldwide
- **Promoter Program** – Designed to give you an introduction and a power boost
- **Ambassador Program** – Combine an ongoing online presence with in-person appearances at your company events

Read the details and contact us to get started today!

Influencer Program

Includes:

- One social media mention, promotion, or appearance per week
 - e.g., Blog, Facebook, LinkedIn, Instagram, or video
- Additional "Friendly Mentions" as appropriate
 - Weekly newsletter
 - Additional social media posts
 - Mentions inside the Small Biz Thoughts Tech community
 - Your in-person events highlighted in our calendar



Investment: \$1,500 per month – 3 month minimum

Promoter Program

Includes all elements of "Influencer" Program, plus:

- One webinar per quarter
 - Either you provide content and we provide audience, or
 - You provide audience and we provide content
- Your company landing page on our web site
- One "Open Q&A" meeting per quarter
 - Karl will show up on your online event and answer all questions



Investment: \$3,000 per month – 3 month minimum

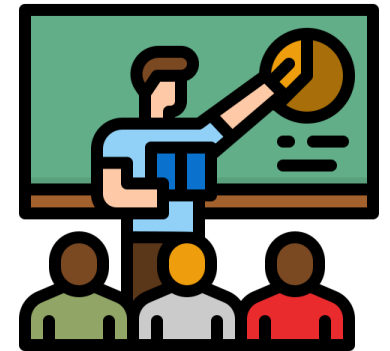
Ambassador Program

Includes all elements of "Promoter" Program, plus:

- Speak at your live events (up to 4/year)*
 - Report live from your events*
- Co-Author one white paper/year
- Newsletter ad - 1/3 rotation
- One highlighted video per quarter
 - In our newsletter and
 - As special promotion across social

* Travel and hotel expenses not included

Investment: \$5,000 per month – 12 month minimum



Programs Compared

Benefit	Influencer	Promoter	Ambassador
Weekly Social Post	X	X	X
Friendly Mentions in Regular Activities	X	X	X
One Webinar per Quarter		X	X
Branded Landing Page		X	X
One "Open Q&A" Per Quarter		X	X
Speak at Your Live Events			X
White Paper			X
Newsletter Advertising			X
Promotional videos			X
Commitment	\$1,500 / mo. 3 mo. minimum	\$3,000 / mo. 3 mo. Minimum	\$5,000 / mo. 12 mo. Minimum

Contact us today!

Email Sales@smallbizthoughts.com

We're happy to talk about these programs and all the other opportunities to we have to introduce you to new IT consultants!

2024

