

# MKC AGENCY

## SCALING NEW HEIGHTS



### CASE STUDY: HOW MKC AGENCY CATALYZED A BOSTON MSP'S REVENUE BREAKTHROUGH



## Background:

A Boston-based Managed Service Provider (MSP) was at a crossroads. With a solid annual revenue of \$3 million achieved through referrals, they found themselves unable to scale further. Specializing in Managed Services, IT projects around infrastructure, cybersecurity, and automation, they offered proactive breach avoidance and swift response times, yet, their growth had plateaued.

## Challenges: Navigating Growth Roadblocks

- Struggled with scaling sales through internal hires, which consistently fell short of expectations.
- Outsourcing to various lead generation agencies failed to deliver the desired growth.
- Invested heavily in sales and marketing without discernible returns, leading to resource drain.

When they brought these problems to Megan, she pinpointed the core issue: "You have to figure out who you are and who you're talking to and create some foundational support for sales and marketing before you hire OR outsource these functions."

## Solution:

MKC Agency offered an unconventional approach, positioning their lead gen services as a collaborative effort rather than a hands-off solution. This philosophy, coupled with MKC's dedication to transparency and joint effort, resonated deeply. The dedicated SDR, Jason, became instrumental, setting numerous meetings and contributing significantly to the qualification process. MKC's insistence on retaining CRM data ownership appealed greatly to the MSP.

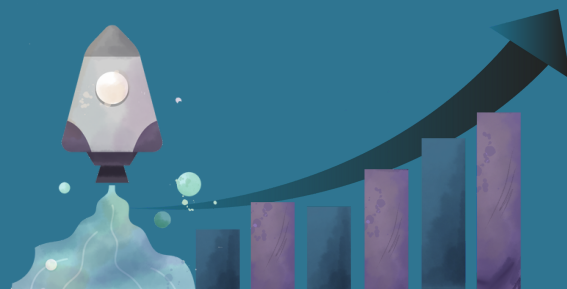


# Implementation:

A thorough 3-session onboarding process challenged the MSP to introspect and redefine their target audience and strategy. Integration of GlassHive CRM with existing systems like HubSpot and ConnectWise was a part of MKC's comprehensive setup. In 6-8 weeks, the MSP saw an influx of meetings and content.

## Results:

The results were striking - over \$850K in new closed Annual Recurring Revenue (ARR) and an additional \$1.2 million in the pipeline, which was expected to close within 9 months. This represented not just an increase in revenue but also a surge in productivity.



## Support and Beyond:

MKC Agency's customer support proved exceptional. A personal crisis highlighted their commitment; when the MSP owner's wife was diagnosed with cancer, MKC stepped in, managing the SDR without charge, and extended personal support.

## Recommendation:

The MSP highly recommends MKC Agency for their professionalism, knowledge, and tangible results. Impressed by the agency's genuine care for clients and commitment to social impact through talent training, the MSP views MKC as more than a service provider but as a partner for continuous growth.

## Future Engagement:

With a relationship cemented by trust and success, the MSP anticipates a long-term partnership with MKC Agency, utilizing their extensive range of services to further their growth and market impact.

**Total Spent:** \$61,650

**Total Return:** \$853,000



### Get Started with MKC Agency

Ready to elevate your MSP or Telco to new heights? Let's discuss your growth goals and how our tailored packages can be the catalyst. **Reach out to us today!**

**Contact MKC Agency at:**  
407-706-4700  
[sales@mkcagency.com](mailto:sales@mkcagency.com)  
[mkcagency.com](https://mkcagency.com)