



From \$22M to \$350M

How an integrated marketing function helped scale a PE-backed MSP into an industry leader

\$22M → \$350M

REVENUE GROWTH

140 → ~2,500

EMPLOYEES

17X

GROWTH IN FIVE YEARS

20+

ACQUISITIONS SUPPORTED

CLIENT

A PE-backed NextGen MSP/MSSP delivering managed IT, cybersecurity, cloud, and networking services to small and mid-market organizations. Through organic growth and an aggressive acquisition strategy, it became a national technology organization.

Challenge

The company had strong technical expertise, loyal customers, and an established reputation. Its next stage of growth required more than individual campaigns.

The challenge was not finding more marketing vendors. It was bringing brand, messaging, website, content, demand generation, sales enablement, PR, events, and acquisition integration together under one strategy.

When marketing is divided among separate agencies, someone inside the company still has to manage them:

- Strategy becomes fragmented
- Messaging varies
- Data lives in different places
- Sales receives disconnected materials
- Leadership cannot connect marketing to growth

The company needed one integrated marketing function aligned with sales, leadership, and its growth strategy.

Solution

Marketing became a strategic part of the business, owning both strategy and execution rather than operating as a collection of disconnected vendors. The program brought together:

- Brand strategy, messaging, and positioning
- Website and digital strategy
- Demand generation and targeted campaigns
- Content and thought leadership
- SEO and digital marketing
- Vertical and audience-specific marketing
- Sales enablement and collateral
- Customer marketing and communications
- PR and industry visibility
- Events and webinars
- Marketing analytics and measurement
- Acquisition marketing and brand integration

Each discipline supported the others. Brand strengthened demand generation. Content supported search, thought leadership, and sales. Campaigns targeted priority markets. Sales enablement helped convert opportunities. Customer communications supported retention and expansion.

Scaling Marketing Through M&A

As acquisitions accelerated, marketing took on another role: integrating acquired companies into a unified brand and go-to-market strategy.

Each acquisition brought its own customers, employees, brand, website, and market presence. Marketing determined what to retain, what to change, and how each organization would become part of the larger company.

THIS INCLUDED ALIGNING

- Brand and positioning
- Websites and digital presence
- Customer and employee communications
- Cross-sell opportunities
- Sales collateral
- Campaigns and content
- Market messaging
- Overall go-to-market strategy

The goal was not simply to acquire companies. It was to create one stronger, more recognizable organization as the business scaled.

Results

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FIVE-YEAR
GROWTH

20+

ACQUISITIONS
SUPPORTED

The organization evolved from a regional MSP into a national managed services provider.

Marketing grew with the business, supporting brand expansion, demand generation, sales, customer engagement, and acquisition integration.

The Experience That Built OMS

OMS was built from firsthand experience leading marketing inside MSPs and technology companies through periods of significant organic and acquisition-driven growth. **That matters.**

We understand how recurring revenue is sold, how sales and marketing work together, and what channel programs, technical buyers, and M&A integration actually require.

OMS is built specifically for MSPs and technology companies, so clients are not paying for a team to learn their business first.

You Don't Need More Marketing Vendors. You Need a Marketing Department.

SEO
Company

Website
Firm

Content
Writer

HubSpot
Consultant

PR
Agency

Graphic
Designer

Lead-gen
Company

Managing all of those vendors does not give you a marketing department. It gives you another job.

OMS functions as your outsourced marketing department, and marketing is measured against what matters: qualified leads, pipeline, customers, and revenue.

One strategy. One team. Predictable, measurable growth.



Outsourced Marketing Solutions

OMS builds and runs the marketing function for MSPs and technology companies. Strategy, execution, and measurement, all under one accountable team.

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