



# Best IT Support Marketing Company - UK

**MKLINK Ltd is an IT support marketing firm based in Cheltenham. We invited Mike Knight to tell us more.**

Over the last few years, UK businesses have experienced a momentous shift towards cloud based IT services. This has enabled IT support providers to operate in a completely different way compared to just a few years ago and offer more add-on services than ever before. (Security is just one obvious huge growth area).

However, providing services which are largely cloud-based can also have pitfalls, not least of which is the fact that global competition now means that other providers – from all around the planet – are also able to provide many (if not all) of the services that a typical IT support company provide, often for a significantly reduced price. For this reason, it's more important than ever to ensure that clients are 'ring-fenced' against competition both from home and abroad. Mike explains how these developments were identified by MKLINK and how it worked to find a solution to the challenges the industry faces.

"A survey we conducted a while ago told us that key personnel working within IT support companies are working longer hours than ever before for, while margins were being squeezed. Overwhelm, erratic support management and a general lack of direction and focus were blamed for the marketing function

being mismanaged or neglected completely.

"Put simply, we found that most companies are very reactive in terms of dealing with their client support issues and consequently they often don't have enough time, resources or knowledge to put effective marketing systems in place that help them attract new clients via an automated, systemised 'pipeline'.

"This is compounded by the fact that the industry typically has a long sales process. It can take months or even years for a potential IT support sales lead to eventually convert into a paying client. Very often, any marketing that produced the sales lead(s) in the first place were abandoned long before they came to fruition, which is a vicious cycle and self-defeating.

"Most (ideal) potential IT support clients typically have an incumbent supplier and they can be loath to change their provider, even if they are not particularly happy with their existing service. Which means there are a lot of potential clients around that could be acquired, if the message was compelling enough.

"Our findings show that most IT support providers lack the resources to systematically acquire more leads and clients. But what if you could double your referrals?"



Therefore, the firm has worked to develop a solution which meets its client's needs. Mike discusses the firm's service offering and how it has been created specifically to ensure that clients have the quality of life they need.

"After a period of testing with various companies around the UK, we now provide a proven service that demonstrably helps them to acquire new sales leads and simultaneously strengthens their relationships with existing clients. Given the positive results our clients have experienced, we are now offering a risk-free trial of the service so there is no barrier for an IT Support company wishing to test it and ensure that it actually generates sales for their company. After all that, for me, business is not just about money, it is largely about quality of life.

"In the same way that I wanted to ensure I had enough time to work on other projects and spend time with family when we were

abroad, we are now looking for ways to provide not-for-profit help to under-privileged or vulnerable UK individuals who may not have the same level of technological help and support as the rest of us. The photo was when we donated a few boxes of general-interest magazines to the geriatrics ward in Cheltenham general hospital last Christmas. They had nothing decent to read, let alone access to the web.

"If you are interested in getting involved with this project or would like to know more about how we're helping IT support clients all around the UK generate more sales for higher fees, just get in touch via [mike@mklink.com](mailto:mike@mklink.com) or calling 01242 690586."

Company: MKLINK Ltd  
Contact: Mike Knight  
Contact Email: [Mike.Knight@mklink.com](mailto:Mike.Knight@mklink.com)  
Address: 31 Chapman Way, Cheltenham, GL51 3NE, UK  
Phone: 01242 690586  
Website: [www.mklink.com](http://www.mklink.com)