



CLIENT

# SUCCESS STORY

BUSINESS NETWORK SOLUTIONS (BNS)



## How BNS gets more results with Pronto's core MSP Marketing solution

Business Network Solutions (BNS), a managed IT services firm in Conway, Arkansas, has served customers since 2001. Striving to understand the unique needs of all businesses they work with, BNS is on a mission to provide them with reliable, prompt and competitively priced software and services.

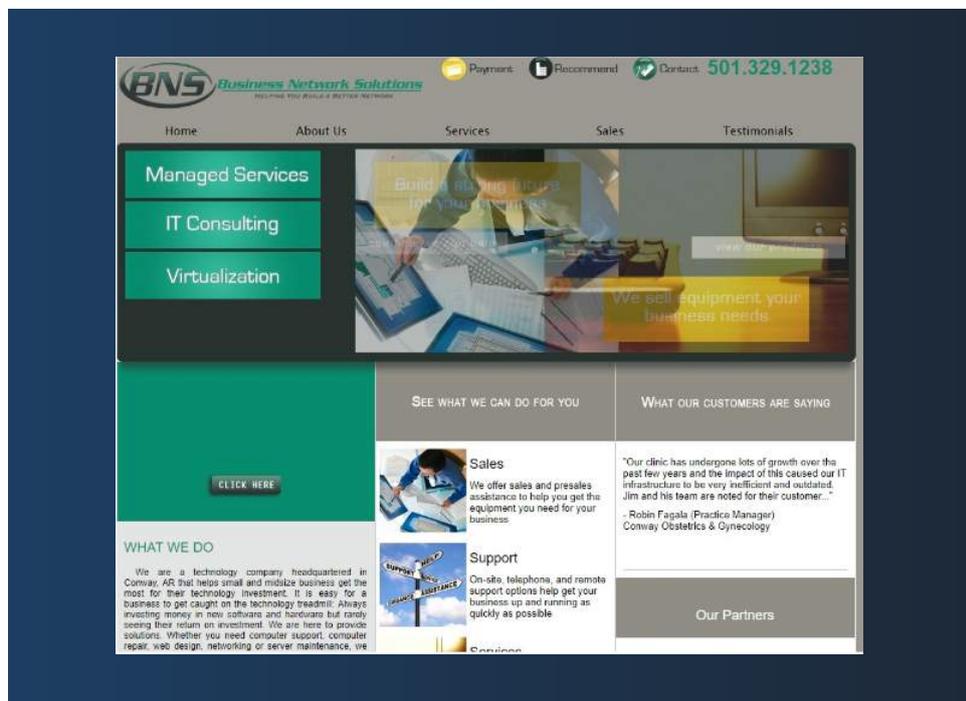
With a business model based on five fundamental components -- including advice and support, leading-edge technology, order convenience, fast order delivery, and competitive cost -- BNS is acutely aware of the impact of technology on their clients. They strive to provide the best possible experience in every interaction.



## The Challenge

In order to get more business inquiries, BNS knew they had to update their website's content so it could reflect all the services they offered. And they knew the content had to resonate with their diverse client base, comprised of small businesses, doctors, and local government organizations.

To improve their website, they wanted to find a partner with specific expertise in working with Managed Services Providers (MSPs), and who could not only build a new website, but also manage everything related to it: copywriting, graphic design, web development, and ongoing maintenance and updates.



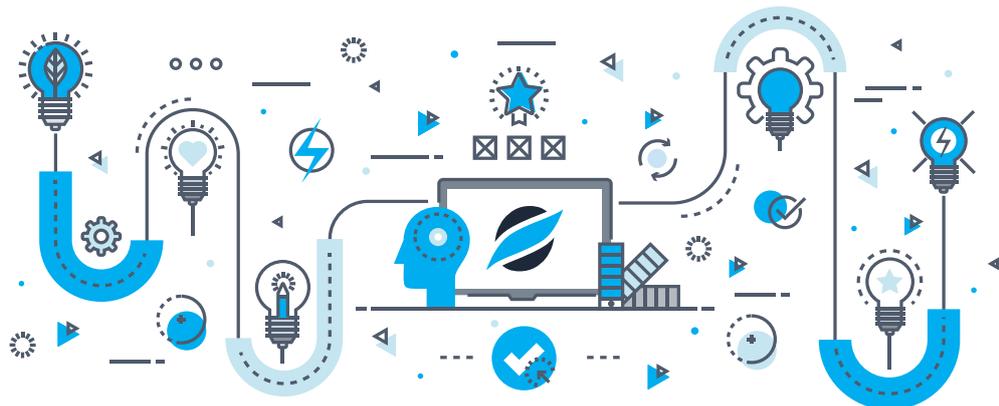
**Original Business Network Solutions website**

## Why Pronto?

Given Pronto's track record in delivering **results** for MSPs, BNS was confident that we could help them refresh their website and create the right foundation for their online marketing efforts.

Pronto's done-for-you business model was ideal for BNS because they wanted to spend their time focusing on serving customers. Marketing is not their core competency, so they sought a partner they could fully rely on to take ownership over this part of their business.

In addition to their unique experience working with MSPs, Pronto's managed monthly model offered significant cost savings compared with other traditional full-service marketing agencies with large retainers.



## The Plan

BNS needed to quickly reboot their online presence. They looked to Pronto's done-for-you production process to deliver results, fast. Prospects as well as existing customers stood to benefit.

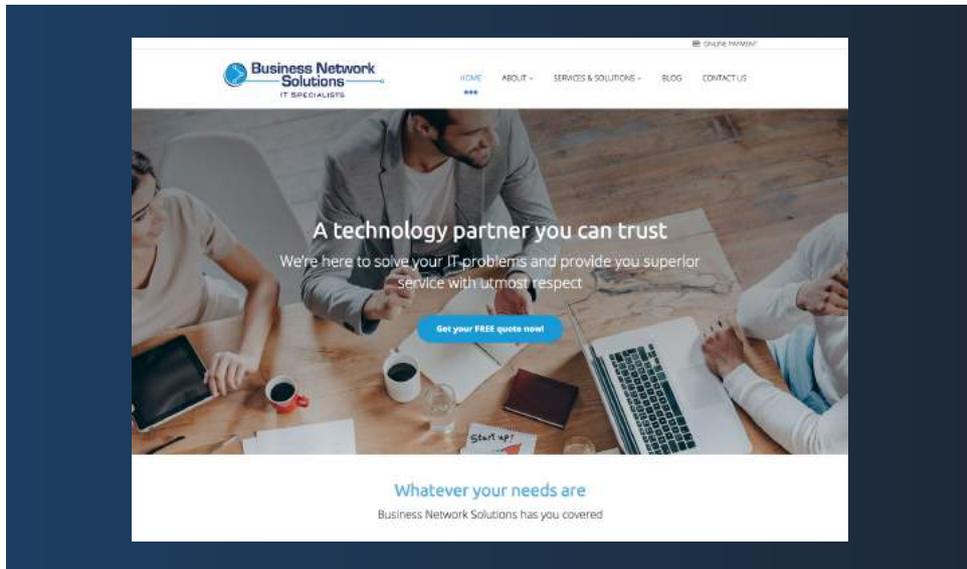
The following plan was executed in order to deliver BNS's new website, blog, and newsletter:

- 1 Onboarding Form** – Before starting, BNS completed Pronto's detailed questionnaire to collect information needed about their service offerings, and ensure a smooth project.
- 2 Build** – The development process focused on building out a site structure, mocking up their new homepage and design, and then integrating the content and features needed by BNS for their customers.
- 3 Launch** – The new site was launched, and Pronto worked to ensure that it was easy to use and that it met all expectations.
- 4 On-going Service** – Pronto has provided ongoing support and services in the form of website management and updates, email newsletters, and greeting card services for marketing purposes.

BNS worked closely with Pronto throughout this process to ensure the website and marketing materials produced would match the tone of the company and fit the specific needs of their prospects in Arkansas.



## The Results



### ***New and improved Business Network Solutions website***

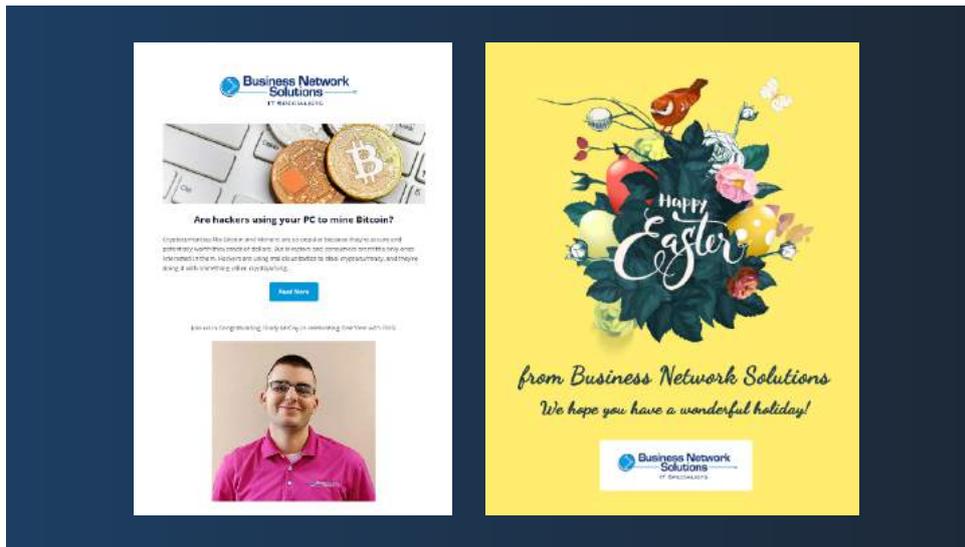
Upon completion of the website, BNS started to receive phone calls and emails from prospective clients who were now able to find them online. They were finally able to position their value and describe their services to potential customers earlier in their research process.

The website effectively served as a way for prospects to "interview" BNS before having to pick up the phone, which led to more and better sales conversations.

*“The Pronto guys are great. Thanks for everything you do to make me look like a rock star Managed Services Provider, keep up the good work!”*

**Jim Hays, President of BNS.**

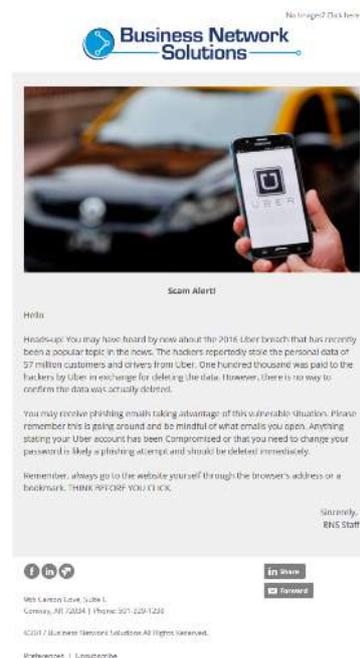
In addition to website development, BNS signed up for newsletter and greeting card services for their clients. This allowed them to ensure continual communication with their client base to keep them up to date on the company, as well as industry trends and possible threats.



They send out news blasts when these threats are discovered now, helping eliminate potential viruses and reduce the risk of a breach.

A new website, coupled with effective marketing services, helps BNS stay in constant communication with existing clients. Ultimately, this has meant a more robust public-facing front.

It has also helped BNS reach a wider audience, improve relationships with existing clients, and start new sales conversations -- all of which they'll leverage to build their business in the future.



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marketing

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