

Gradient MSP Launches MSP Studio+: Marketing Made Simple for MSPs

MSP Studio+ combines professionally designed and ready-to-use marketing content with rebranding automation and social publishing in a single solution for MSPs.

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[Gradient MSP](#) today at their [MSP Marketing Masterclass](#) announced the launch of [MSP Studio+](#), a new way for Managed Service Providers (MSPs) to

take the stress and hassle out of marketing. For the first time, MSPs can get access to professionally designed and ready-to-use marketing content that is rebranded with their own logo and details automatically then scheduled for social media posting in one single solution.



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*Colin Knox, Co-founder & CEO,
Gradient MSP*

Time is tight when running an MSP and marketing often gets pushed aside. MSP Studio+ changes that. With just a few clicks, MSPs can pick a post from the content library, have it automatically rebranded with their logo, and scheduled for publish straight to LinkedIn, Facebook, Instagram, and X in less than 12 seconds.

No more late nights trying to design graphics or edit stock photos. No more toiling over and blanking on what to post. No more logging in and out of different social platforms in a copy/paste routine to publish.

“We built MSP Studio+ to give small and mid-size MSPs the same quality and consistency of marketing that big companies have, but without the high cost or time sink,” said Colin Knox, Co-founder & CEO of Gradient MSP. “Now, any MSP can look professional, build authority, and stay in front of clients and prospects without losing focus on service delivery.”

Building on the Success of MSP Studio

MSP Studio+ builds on the success of MSP Studio, the free marketing resource hub Gradient launched in January 2025. In less than a year, MSP Studio has grown to more than 1,500 active MSP members, giving them access to quality content they can edit and distribute themselves.

The free version is not going away. MSPs who want to continue editing and managing content on their own will still have access to MSP Studio's free library. MSP Studio+ is the next step up, built for those who want more speed, automation, and professional polish.

MSP Studio+ Benefits:

- Professional content: Graphics, social posts, blogs, emails, and more, all ready to go.
- Easy rebranding: Your logo and details applied automatically.
- Social media integration: Publish to LinkedIn, Facebook, Instagram, and X in seconds.
- Time saved: Schedule a week's worth of content in under 5 minutes.

For MSPs who want even more, Gradient also introduced the Prestige plan. Prestige gives MSPs access to Gradient's own creative marketing team, who will plan and fully manage their content calendar. This includes creating and posting social content, blogs, newsletters, lead magnets, and landing pages, all professionally custom designed for each MSP.

What MSPs Are Saying

"I love that Gradient has made it easy for us to kickstart our marketing efforts without having to spend thousands of dollars each month for minimal results. With MSP Studio+, we finally have an affordable way to get high-quality content out to our audience and see real impact."

— Hal Abramovitch, Director of Technology, Live Oak IT Partners

"MSP Studio+ is a breakthrough for MSPs without a solid marketing strategy to show up and promote themselves on social media. Unlike standard platforms where content can look repetitive, Gradient's Prestige plan ensures content is unique and tailored to us and our audience, helping us stand out."

— Matthew Nikraves, CEO, Solarus Technologies

"Gradient's MSP Studio+ is a great product to address the need for MSPs like us to reach more into marketing via social media. The challenge many of us face is the expense and resources to develop marketing content, post on social media, and keep track of performance. MSP Studio+ from Gradient provides a much simpler and automated process to do it all."

— Blake Britton, Vice President, Axxys Technologies

Pricing & Availability

MSP Studio+ is available now starting at \$199/month for a one-year membership. The Prestige

plan is available to a limited group of MSPs who want full done-for-you marketing.

About Gradient MSP

Established in 2020 by industry veteran and serial entrepreneur Colin Knox, Gradient MSP offers tools that help MSPs run better businesses. From marketing enablement and automation to billing reconciliation and financial reporting, Gradient gives MSPs the power to save time, drive profits, and grow with confidence.

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