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Your Feedback at Work: Monthly Content Change to MSP Websites

We have spoken to several partners about the monthly content added to each MSP Website monthly and have made some significant changes.

1. Content will be posted to an article category and hidden menu called MSPW Library.

This will help organize a separate the content for easier management.

2. The ticket update will now contain a direct link to the article for you to easily review.

Watch for the monthly ticket and simply reply back if you'd like the content posted to your site!

About JoomConnect

We have been in the IT industry for over 20 years with our parent company Directive. We use our ConnectWise integration and marketing services with our MSP!

Visit us **online** at:
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Give Your Business a Real Edge when Using Social Media



When it comes to taking advantage of social media marketing, there are some tips that can be applied across the board, regardless of which social media outlet you're using! These are 12 tips on giving your social media marketing a boost over your competition!

1. Look the Part – Most B2B relationships don't start until between 70% - 90% through the sales process. Often, a prospect won't even contact you until they're confident of your experience, knowledge and authority in your specialized field. That means, you should always,

no matter what, put your best face forward. Having an unbranded business profile will only hurt your chances for being selected by your potential leads.

2. Check Spelling and Grammar – Use your spell check. Read it out loud a few times to make sure that it sounds right to you.

3. Don't Be a Wimp – Despite the fact that you have the potential of being seen by thousands, even millions of people, there are very few social media snafus that you won't recover from. Always strive for your best, but don't be too hard on yourself. Stay away from social hot buttons, like religion and politics, and handle any criticism or complaints openly in a timely fashion and you'll be alright.

4. Avoid Just Spewing Information – Social media's purpose is to interest and engage customers. Avoid sounding like a textbook or infomercial. You don't get your audience's atten-

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The Power of Your Words



As a decision maker for an IT company, your opinions and ideas affect a lot more than just you. As you and your managers make decisions, those choices and thoughts trickle down through the entire company and, eventually, to your clients. It should come as no surprise that the words you speak, the tone you use and the manner in which you address people can have a huge impact on the quality of your work, productivity of co-workers, and overall, the atmosphere of your business.

"I think I can."

Do you find yourself using phrases such as "I can't do this." or "I'll never get all of this work done." on a regular basis? If so, you might be unknowingly ruining your chances of meeting the goal that you're complaining about. Especially in an office setting, placing limitations on yourself can be part of the reason you're not meeting your goals and deadlines.

Optimism can be a powerful tool. A positive state of mind can be the difference between reaching your goal or falling short. Many of you will remember the children's book 'The Little Engine that Could', the story of a little train engine that is able to accomplish a task that larger engines couldn't. Most of the time, your external world will reflect what you are thinking internally, so take advantage of this reality for your business.

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Give Your Business a Real Edge when Using Social Media Marketing!

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tion for long. You need to make them want to learn more about your company.

5. If at First You Don't Succeed, Try Again and Again – Just like with anything, it's unlikely that you'll be a social media sensation overnight. Don't worry. You'll find your stride and learn the best way to engage.

6. Be Informal, but Sincere - Giving your business a little personality is the best way to catch the attention of your followers on social media. While you may want to avoid phrases like 'I can haz computer fix?', your posts shouldn't be written as though you were writing a PhD. thesis on theoretical geometry.

7. A Picture Says 1000 Words – Adding an image can be amazingly beneficial to a social media posting's engagement. The numbers speak for themselves: More than three-quarters (77%) of brand posts shared on Facebook are photos. (Source: SocialTimes) Tweets

With Images Get 18% More Clicks, 89% More Favorites And 150% More Retweets. (Source: Buffer)

8. Don't Just Sell, Sell, Sell – You probably have a website that is loaded with information on your services. Your social media profile should not be a miniature version of your website. The best social media include free, helpful tips, company announcements, or pictures that show off your company culture, just to name a few.

9. All Roads Lead to Your Website – Ideally, when someone looks at a post you've made on social media, (when possible) include a clear link back to your website. Ideally, they'll click the link, head to your website and continue to get to know you and your business. It may not always happen, but you should still make it as easy as possible to drive traffic back to your website. 87% of buyers say online content has a major or moderate impact on vendor preference and selection. (Source: B2B Marketing Insider)

10. Share the Load – You don't have to burden one, dedicated person to do all of your social media. Create a team of people who are authorized to post on the company's behalf.

11. No Such Thing as Bad Likes/Followers – Okay, so your primary audience is not the 13 year old boy who liked your page because Facebook recommended it to him. But – when it comes to social media, everyone counts. Not only is the like or follow helpful to your page's statistics, but you never know who has a business that suffers from a terrible case of bad IT support.

12. Boost It! Boost It Good – Boosting posts on Facebook can be a good way to have your posts seen by more people in a specific demographic. It doesn't have to be an expensive endeavor, starting at \$5.00 for a boost. It's a good way to target members of your community.



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Social Media: You Only Get Out, What You Put In



There are very few circumstances and systems that deviate from this one life principle: you only get out of

it what you put into it. It's just how the world works with nearly every situation. Whether you're dealing with something as meaningful as your marriage, as minute as cutting the grass, or as important as eating, the quality of your input will determine the quality of your output. The same principle is applied to your business' social media marketing efforts.

Many times, we work with business leaders who haven't thought about applying this principle to their social media efforts. As business leaders, we are con-

stantly looking for the greatest return on minimal amounts of time and financial investment, and understandably so. After all, if you don't learn to maximize your ROI (return on investment), you'll be out of business pretty quickly. However, for small businesses that don't have the luxury of hiring full time social media gurus, it's important to find a "sweet spot" of the right amount of time and finances invested to yield the greatest amount of returns in your social media game.

It's easy to think that just because you have your social media accounts set up, that you've opened yourself to a whole new world of marketing opportunities. The truth is that you have, but if setting up your accounts is the only effort you've made, you're going to reap unim-

pressive results. Without regularly posting new and intriguing content to your social media accounts, you won't be building trust with potential clients by engaging them in conversation (aka, the entire point of social media). On the other hand, if you spend time and energy frequently posting valuable and engaging content to your social media accounts, create industry-related conversations, and respond to feedback on your pages, you'll have a healthy return on your social media investments.

Increasing the quality of your social media activity will ultimately increase the amount of success you experience from it. These 5 tips are crucial to any company's social media success story.



Read the rest online!
<http://bit.ly/1BygQGc>

The Basics of Blogging for Your MSP



Much in the same way as more mainstream social media platforms, the blog, or web log, started as a kind of public forum for personal diatribes. Also com-

parable to other social media platforms, the blog can not only be used to post videos of goats singing along with TV show theme songs, but can also be a potent tool for online marketing; it's able to accomplish numerous marketing goals in a relatively quick and easy-to-use engine.

According to Technorati, with over 14 million active blogs currently on the Internet, and another 80,000 new ones appearing online daily, the popularity of the medium is undeniably growing, and there's no reason to not get your business in on the action. We'll discuss a few of the bigger things a regularly updated blog stream can do for your current marketing plan, besides being a place to discuss the antics of goats, of course.

Images, Videos, and Infographs, Oh My!
The most important facet of an online mar-

keting tool is, arguably, its ability to drive traffic to your main business website, and if used cleverly and updated often, a blog stream can do exactly that. The blog is a medium that is inherently conducive to varied content. It's able to consist of things like product or business specific updates and promos, FAQs, Q & A's, current event discussions, interviews, and how-to guides, just to name a few. All of these things can be supplemented by multimedia that's just as variable, meaning that your blog can bring in traffic that your website proper might not. You can push this even further by posting your regular blog stream updates to your businesses' social media pages, like Facebook and Twitter, to get maximum exposure.

Establish an Informal Persona to Connect with Readers

As a consumer, there's not much that's more frustrating than wanting to speak with a real person, and being given the runaround by an automated phone system or website. In general terms, a blog is meant to be a more informal platform for discussion than your main business site, or your more traditional advertisements. You can take advantage of this fact by using your blog to speak with

The Power of Your Words

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Using Words to Inspire Your Team

Think about the way your employees, clients, prospects, vendors, and peers react toward you. Would you describe yourself as an influencer? Using charisma to influence the opinions of people is part of managing any type of business, and managed IT is no different.

The right words can bring change to your business. As a capable and positive speaker, your team will look to you for leadership and see you as a powerful individual, capable of providing proper reinforcement and taking the lead when needed. By thinking before you speak, you'll be able to inspire those around you to work harder and increase the overall performance and productivity of your workplace.

A Few Things to Add to Your Work Vocabulary

With so many buzzwords and other industry-related phrases in our vocabulary, there is a real chance that you might lose the attention and support of your audience by overusing these sorts of words. Using positive terms can foster your employees, instead of alienating them. Here are some tips you can use to empower your speech:

- Instead of using negative words and phrases (i.e. "I can't", "I don't"), try to use words with a positive connotation, such as "I can" or "I will."
- Avoid absolutes, such as "complete" or "no-one."
- Quit labeling things (especially yourself) as "bad" or "terrible." Instead of saying you are bad at program-

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your own voice, and consequently build trust with your client base by showing them that there's a real-live everyday human being behind the content, and that you care enough about their experience with your service that you're providing an easily-accessible space for them to have dialogue with you about it.



Read the rest online!
<http://bit.ly/1Eakla1>

ming or communicating, just say "I haven't really learned much about programming in the past," or something of that nature.

- Ditch wishy-washy phrases like, "I'll try," and commit to saying something more absolute; "I will."

With the right words, you can transmute problems into opportunities for your company. After all, that's what problems are--opportunities to change something for the better. By mastering these skills, you'll be a more powerful leader that your team will rally behind, and you'll have more confidence in yourself.



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Save Time and Gain an Edge with the Ultimate Social Media Rig

Are you looking to jumpstart your social media marketing?

Even though your business may be operating a Facebook page, your competitors are likely utilizing various other social media channels to reach their target markets.

According to Content Marketing Institute, B2B marketers use, on average, 6 different social networking platforms. The most popular are:

- LinkedIn at 91%
- Twitter at 85%
- Facebook at 81%
- YouTube at 73%

To give your company the extra competitive edge, you'll want to open up various avenues for your potential customers to learn more about your business.

Setting up all of these social media accounts can take a lot of time that you don't necessarily have. Why not save yourself some time by having us set up your accounts for you?

The Ultimate Social Media Rig will set up your business' social media accounts, brand them to your company's logo and train you and your staff on using social media.

Learn how we can help you launch your social media marketing initiatives with the Ultimate Social Media Rig!

<http://bit.ly/1mwIksH>

Social Media Facelift
Already have your accounts setup but they are looking dated? Not representing your brand well?

Engage us for your social media graphic refresh!

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Join us Tuesdays at 4p for Website Training and Thursday at 4p for JoomConnect Training.

Login and register for a session at: training.joomconnect.com



This month's content are these service pages:

Microsoft-Certified Solutions
Official Dell Dealer

Do you have content suggestions? Send an email to: feedback@joomconnect.com we love to get your feedback!

October Specials



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Until November 1st, 2014
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Or
Save \$25 Off
Social Media Graphic Refresh!

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Want to meet us face to face? Stop by our booth at these events:

October 22-23: ASCII
Atlantic City, New Jersey

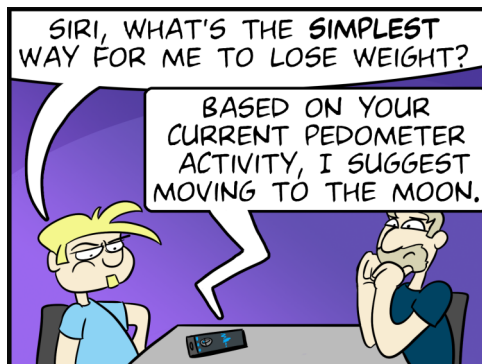
November 12-14: IT Nation
Orlando, Florida

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