YOUR GAME PLAN FOR STRATEGICALLY
MARKETING **YOUR** MSP

MSP
MARKETING
PLAYBOOK

JoomConnect

Who We Are

Based in Oneonta and located in Central NY, our MSP company **Directive** has been serving local business' IT needs for over 25 years. What started as a one man break-fix IT Company is now a team of about 40 professionals. We continue to provide IT services and web design to our local area.

In 2008, we implemented a game-changing Professional Services Automation (PSA) tool, ConnectWise. It is the business decision that would ultimately take our company in a new direction.

Shortly after we implemented ConnectWise, we started redesigning our website to accommodate our new Managed Service model. One thing was bothering our CEO: *he did not want our clients to have to manage two logins, one for the website and one for the helpdesk support portal.* This started the internal project to integrate and automate our website and ConnectWise. The result was **JoomConnect.**

Today, JoomConnect is a deep automation platform capable of integrating your website with ConnectWise and Autotask. It allows for further integrations with third-party services like Mailchimp, Constant Contact, and thousands of additional website add-ons. JoomConnect is more than a sales tool; with it, you can easily automate your marketing and services too!

With our web and marketing experience, we are able to provide a wide range of marketing services, including inbound and outbound initiatives, **blogging**, printed and digital **newsletters**, **content** writing, **brochure** kits, **SEO**, **Pay-Per-Click**, marketing **campaigns**, **videos**, **consulting**, and **more**!

Our services are designed to assist you with as much or as little as you need in running your marketing efforts and tracking the results.

We look forward to working with you!

FUEL YOUR MARKETING

Marketing is like a car engine: you don't always get the performance you want from the fuel you put in it. If your marketing strategies aren't giving you results, then you're due for a "tune up."

Because your target demographics are completely unique to your company, service area, and vision, your marketing plan will be unique.

Marketing your business requires a carefully planned resource management strategy. This requires time, patience, fine-tuning, and of course money.

Don't Panic!

As you may have noticed, the most rewarding experiences in life take time and effort. Marketing your company is no different. By using the proper tools and investing into your marketing, you'll be on the road to developing a strategy that's above and beyond your competition, and establish your business as the best choice for your target market.

We put this booklet together for you to use as a guide for your marketing considerations. This book outlines various marketing mediums and solutions that we've personally experienced success with!

Look for the Green Service Tab!

As you browse the playbook, you will see a green service tab on the top corner of some of the pages. These pages indicate services that we offer.

To learn more about our services, feel free to contact us with any questions and request a one-on-one demo!

https://jmct.io/getademo

What Shape is Your Marketing In?

Check any of the following statements that you feel apply to your MSP's marketing:

- ☐ My MSP's marketing efforts aren't seeing the responses that we have hoped for.

- ☐ My marketing strategy keeps missing deadlines and goals, even ones that we have set for ourselves.

- ☐ I am unsure when the last time content on my website has been updated.

- ☐ Instead of a solid plan or strategy, our marketing efforts tend to 'fly by the seat of our pants'.

- ☐ I am fairly certain that we have lost the business of some prospects because our competition had stronger marketing and follow-up processes.

- ☐ Our sales and marketing team struggle to generate strong, quality leads.

- ☐ While our current marketing efforts are 'okay', they are not as high-caliber as I'd like them to be.

- ☐ Every time we run a marketing initiative, I feel disappointed or let down because we must be missing 'something'.

- ☐ It's hard to keep up with the changing demands of marketing without taking away my focus from my core business.

- ☐ We struggle with finding the correct audience for our MSP's social media pages.

- ☐ Our company is engaging in a few different types of marketing initiatives, but we have no idea how effective they are or if they're generating revenue.

If you've checked one or more boxes, it might be time to make a change.
Continue reading our **MSP Marketing Playbook** for tips on how to improve your marketing efforts and get some information regarding adding professional assistance into your marketing strategy. You can head to any of the URLs throughout the book to learn more about a topic you are interested in.

Marketing Plan
Map out the future of your company's marketing.

There are more ways to market your business than ever before, and we can be your guide! By building out a customized and comprehensive marketing plan, your business will have a step-by-step guide for successful marketing and advertising. Your custom marketing is tailored specifically for your company.

In-Depth Company Profile
We start with a preliminary study of your company. This is where we help you by examining your company's needs.

- Do you know what your demographic is?
- Are you advertising effectively by targeting your demographic?
- What's your marketing budget?

- What's your lead-to-conversion ratio?
- Do you know your SWOT (Strengths, Weaknesses, Opportunities, Threats)?

These questions and more will be answered in your marketing plan.

Creating Measurable Goals
Based off of our analysis, we will suggest specific goals for your marketing efforts. This includes ways to measure your success.

Understanding how to accurately measure your marketing campaign's return on investment (ROI) and your key performance indicators (KPIs) is the best way to determine if your marketing efforts and team are successful.

FEATURES

- Customized marketing plan and calendar created specifically for your company
- Marketing initiatives and events, planned out by month
- Defined, standard ways to measure marketing goals
- Extensive meeting with your team to review the plan

BENEFITS

- Comprehensive marketing plan and calendar designed to help organize your marketing efforts
- Plan that increases marketing efforts gradually without overwhelming you
- Reduce profit loss that occurs from ineffective marketing
- A crash course in marketing will help you understand different types, methods, buzzwords and more

Plan of Action

We will create for your company a month-by-month marketing calendar to accompany your marketing plan.

From daily social media posts, to weekly blogs, to monthly newsletters, to local Chamber of Commerce meetings, these activities will lay the foundation for your marketing efforts for the upcoming year.

The Roadmap to Marketing Success

With your new marketing plan and calendar complete, you can start implementing your marketing strategies across the board. Your marketing plan will include:

- A comprehensive analysis of your company

- A yearlong schedule of marketing activities, broken down monthly

- A spreadsheet to help calculate your ROIs

- Additional educational resources

- Support for the execution of your plan

Don't worry, we understand what it is to be busy! If having no time for marketing is an issue, we are here to help!

We Can Be There for as Little or as Much Help as You Need

We offer several solutions to complement your marketing plan. Let us manage your campaigns for you. Our teams are ready to fulfill your marketing needs. We can even run campaigns purchased through third-party providers or build a customized campaign around your featured service.

Learn More About Marketing Plans!

The #1 SMB Problem, and How to Fix It
https://jmct.io/smbmarketing

Get Your Marketing on the Track to Success
https://jmct.io/tracktosuccess

"They've been a huge asset to my business and I can confidently say we would not be experiencing the growth in our organization related to new client sales without them leading our marketing and fulfillment services."

- Michael Deskin, *Dresner Group*

Lead Lists
Good lists are what drives marketing forward.

Why Are Lead Lists So Important?
A well organized, maintained, and regularly updated lead list will help you achieve the best results. By consistently adding new potential prospects, you're helping your marketing reach the best possible target.

Get Started Building a List!
It's important to us that the contacts we gather for your list are of optimal value. Our Lead List Service evaluates each contact to make sure that they are an active company that would benefit from your services.

Here's just a few of the things we consider during our vetting process:

- Is this business operational?
- Who is the best person to market to?
- Do they fall within your service area?
- What is their approximate size?
- Do they have an active Internet presence?
- Do they match your "best customer type" profiles?

Learn More About Lead Lists!
What Small Businesses Should Know About Lead Lists
https://jmct.io/smbleadlists

How to Generate Leads for Your MSP
https://jmct.io/howtoleadgen

Baby Your List
https://jmct.io/babyyourlist

FEATURES

- Get 50, 100, or 150 carefully vetted leads
- We can evaluate already built lists to ensure that contacts are an ideal target for you
- Can purchase this as a one-time or reoccurring monthly service
- You set the parameters by letting us know your desired requirements that you want your leads to meet

BENEFITS

- Gain new leads that you can start marketing to
- Contacts are hand-selected specifically for you based on your requirements
- Our guarantee: If a new contact turns out to be incorrect, we'll reevaluate or replace them
- No wasted time and resources on marketing to companies that do not have revenue potential

WE TAKE OUR SEVICE SERIOUSLY!
If a new contact turns out to be
incorrect, we'll reevaluate or replace them.

Our Email Inclusion Policy

This service does not include email addresses, although if one is available, we will add it to the report. It is important to understand that this inclusion does not mean that you are legally authorized to use this email address.

It is our suggestion that you use your lead list to make contact with a prospect through direct mail, securing permission to email them through these efforts.

ALL ROADS LEAD TO YOUR WEBSITE

People use the Internet to look for products and services for personal and professional use. There's an excellent chance that a business owner in your area is searching for a service that you provide.

Will they find your website? If they do, will it leave a good impression?

Your website is a roadway for all digital information about your company's products, services, and visions.

Your social media posts, brochures, emails, sales materials, etc., should all lead back to your website. With the right content and information, your website needs to be able to generate leads, sales, and a loyal customer base.

An ideal website is available and working 24/7/365 by creating new sales opportunities, educating clients and prospects, and communicating your vision and culture.

ADDITIONAL BENEFITS

New Content Each Month
We provide you with new IT-centric website content and marketing campaign materials to go with it on a monthly basis.

Landing Page Setup
Have an event or new product that requires a special page?

We will gladly set this up for you with content you provide.

No Cost or Low Cost Updates
Need something added to your site, a press release, a new hire, or a job posting? Simply engage us to get it done!

Full Management
Our dedicated team members will keep your website up-to-date with security and component updates.

Training & Support
Free weekly training webinars with Q&A, online support, guides, and videos. Live support is available on weekdays!

Learn More About Website Importance
4 Qualities a Good MSP Website Should Have
https://jmct.io/4mspw

It's Time To Build an MSP-Focused Website
https://jmct.io/mspfocus

Ultimate MSP Website
Start marketing fast with a fully-loaded, turnkey solution for your MSP.

Once your **Ultimate MSP Website** (UMSPW) is branded and is set up with the pre-loaded content of your choice, it's ready to become your central marketing hub. It's an IT company's dream! You can launch it as-is, or take it the next level and add your own flair to it.

Pre-built Content for MSP Services
The Ultimate MSP Website comes fully equipped with plenty of SEO-optimized content for selling MSP services. Of course, you can easily edit the provided content and create an unlimited number of new pages!

Customizable Templates
The **UMSPW** utilizes a standardized framework that provides plenty of module positions and customizable features, making it scalable and easy to adjust. Changes can be made globally or on a page-by-page basis.

Complete Web Solutions
Whether you choose Joomla or WordPress, the UMSPW comes with what you need to provide a great user experience and to help promote your MSP online.

Website Frequently Asked Questions

Will my staff and I be trained on how to use our new website?
Once your project has been completed, training will be provided. We also offer free training every week!

Can I host my own website?
Yes, however we do not support third party hosting sites. Hosting is included with the Ultimate MSP Website service.

Is it possible to move content from my current website to my new Ultimate MSP website?
Absolutely! We can move any content that you have on your current website to your new one. It should be noted that this transfer is not included in the scope of the Ultimate MSP Website package and is subject to hourly fees.

I like my current website, but wish it was easier to manage. Is there anything you can do to help?
Of course! Our development team can mimic virtually any custom code already in place on your site, then apply it to Joomla. Your site will not change visually, but you'll gain flexibility and ease of use through this CMS platform.

Do I have access to change content on my Ultimate MSP Website?
Yes! Once our work on the project is complete, we give you full access to your website. You're free to edit, add, and subtract content as you see fit.

Do you offer custom website work? What are the costs?
Blocks of time are available for custom web work ($85/hour) and custom programming work ($125/hour).

FEATURES

- Pre-built MSP content written by an MSP for MSPs

- Branded 15-page whitepaper included! 10 Benefits of Managed IT

- Managed proactive hosting

- Blog component and Events calendar

- Job board for employment opportunities

- Easily create new pages, including pages that require a login

- My Documents area for setting up downloads and files for all, registered, or specific users

- Integrated with Google Analytics

- Flexible and compatible with thousands of Joomla extensions

- Submitted to search engines with local business accounts created

- Compatible with syndicated vendor content

- JoomConnect ready
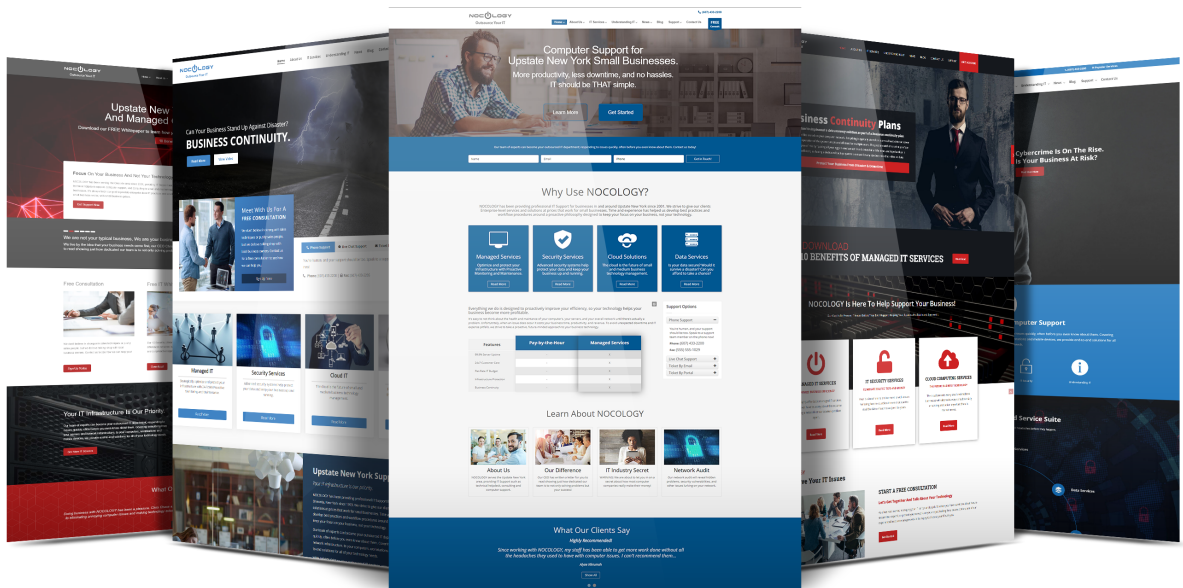
View All of Our MSP Website Templates: https://jmct.io/msptemplates

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Custom MSP Website
Get a unique look, build your brand, and leave an impression!

Service

All the Benefits of the Ultimate MSP Website, and MORE!
From consulting to deployment to upkeep and management, our team can build your MSP a custom website that focuses on your differentiators, core services, and company culture. Our designers can build custom branding or work with your existing style guide.

Everything we build is mobile responsive, optimized for performance, and focused on the end-user experience.

Get a Custom MSP Website Design from Scratch
Our graphic designers can build a custom design prototype for your new website based on your goals. During this phase, we will design the wireframe and basic look-and-feel of the website.

If you love it, we'll start developing your new site. If you don't love it, we'll make revisions or start over with fresh canvas as part of our Write-it-Until-it's-Right policy. This ensures that you'll get something one-of-a-kind that perfectly fits your brand and personal tastes.

Or, Customize a Pre-existing Website Template
There are hundreds of thousands of pre-existing website templates and themes available to get you started with a basic framework. Our team can customize the template, add/remove/change design elements, and make the template match your company's branding. This still delivers a custom website with a shorter turnaround.

Either way, all of our sites are compatible with our other marketing services, such as our blog service, newsletters, SEO/PPC, social media services, and JoomConnect.

"I was very happy with the final outcome of our website, and I felt the design team took direction well and were always accessible and communicative. I was referred by a current customer and I would definitely use them again in the future, as well as refer customers to them. I think they do wonderful work!"

- Ysabell Olson, *Seminole Office Solutions, Inc.*

MSP Website Add-Ons
Enhance your Ultimate MSP Website
with one or more of these tools!

Service

MSP Managed Hosting
We offer managed hosting services for the critical aspects of your business. We manage and maintain the software, as well as the hardware. In this way, your MSP website can integrate your website with your company's PSA for fast and seamless sales and support processes that result in more sales opportunities.

SSL Certificates
SSL (Secure Sockets Layer) is a standard security technology for establishing an encrypted link between a server and a client. Ensure that attackers are unable to intercept sensitive data being sent between a browser and a web server! Both **Single Domain** and **Wildcard SSL Certificates** are available.

Live Chat
Chat with your website visitors instantly and provide another method of customer support. Whether that support is technical or sales-focused, having an actual person from your MSP available to talk to in real time without having to pick up the phone makes the experience more personable. This personal, one-on-one interaction gives your team the opportunity to answer questions, solve problems, and even close sales!

Websight Tracker
Through its customizable interface, Websight Tracker offers a lot of granular data that can help you gain insight into your website's performance and the behaviors of those who visit it. The information you can gather through Websight Tracker will allow you to properly optimize your website and turn it into the marketing tool that it should be.

URL Shortener
Get a link management application that allows you to not only shorten your URLs, but also customize them. They pave the way to a website of a professional business because they are brandable, marketable, and measurable tools that can help your business get traction on your campaigns, social media, and other marketing materials.

Content, It's Essential   16

Content carries the potential to be shared and spread over every medium.

Publishing fresh and relevant content - including blogs, deliverables, and other materials - gives users a reason to come to your website in the first place, and can give them a reason to come back. With the majority of all Google searches being considered lengthier keyword phrases (long-tail keywords), it also gives your website a better chance to show up for a wider variety of relevant searches, and helps you build rapport with new visitors.

Keys to Content Strategies

Post on a Regular Basis
Regularly updated content shows your clients and prospects that you are a trusted source and are actively engaged online.

Share
Use your marketing to share your content with your target audience. Continue to promote and broadcast your best, most relevant content across social media, in your newsletters, and even when interacting directly with clients and prospects.

Utilize Images and Videos
Use them; they are powerful tools! Not only do they draw attention, but they promote retention!

Educate Through Blogs
Your blog gives you the opportunity to create pertinent content for your customers and prospects. Blogging regularly about your business, industry, product, and customer needs will naturally increase your search keywords.

Not sure what to write about? Cover common business issues, tech specs, product reviews, leadership characteristics, etc. Try to publish at least one blog each week on your website, but if you can manage more than that, go for it!

Why you need to be blogging:

• Drives traffic

• Increases your SEO / Ranking

• Shows you're an industry leader

*Companies that blog 15 times or more per month get **5 times more** traffic than companies that don't blog.*

Connect Through Video

Content doesn't only have to be written. Use video to communicate your purpose and the solutions you're offering. Videos can be used for customer support, products and service advertisements, tutorials to promote your company, and save your business valuable time with support queries. Once your videos are posted, start promoting them via social networks, newsletters, and blogs.

Videos keep prospective customers on a site up to 2 minutes longer.

Offer a Free Deliverable

Deliverables are a tangible piece of proof that you have the know-how to provide a high-quality service. They can be a remarkably effective type of content to leave a favorable impression on your prospective and existing clients.

High-value deliverables include:

- Case Studies
- Brochures
- White Papers / eBooks
- Printed Newsletters
- Checklists
- How-to Guides

By incorporating high value downloadable content, you gain the opportunity to engage visitors with your business, generate leads and nurture them through the sales process, and even enhance your site's visibility in search engines.

Ultimate MSP Blog Service
When was the last time you updated your company blog?

Establish Yourself as the Local Expert

A blog can serve many functions, from SEO, to providing great marketing content for prospects, to providing your clients information about other services. With more and more emphasis being placed on content marketing, it is important for businesses to use blogging to demonstrate their expertise.

We understand that there's little time in the day for marketing, especially the task of keeping your blog up to date! However, providing regular blog content can say a lot about your company's reliability, discipline, knowledge, and provide evidence that you're the best solution in town.

Complete Content Aggregation

Blog articles are posted 3 times per week and can be automatically pushed to your company's social networks. Content is often comprised of several tags that automatically get replaced with your information, like your company name, phone number, and your service area.

Our content is NOT outsourced. It's all written by our in-house content team who works alongside our MSP practice. Blog content varies from article to article, often directed towards business owners, although user tips, tutorials, and consumer content are also created.

EXAMPLES OF PAST BLOG POSTS

- Why is My Computer So Slow?
- Technology Small Businesses Should Be Investing In
- Simple Math: Less Focus on IT Equals More Focus on Your Business
- Are You Using Technology Fit for a Museum?
- Why You Should Think Twice Before Connecting to Public Wi-Fi
- Understanding the True Cost of Downtime
- The Blue Screen of Death: What Do I Do?
- 4 Odd Productivity Tips from Successful People

- Tip of the Week: How to Align Your IT with Your Goals
- Network Security is Crucial for Every Organization
- 6 Security Policies Businesses Should Consider
- Desktop Virtualization: Does it Work for Businesses?
- 3 Red Flags to Look Out For in Your IT Staff
- Microsoft is Ending Support for Major OS Titles
- Our Top 7 List of IT Myths and Wild Conspiracies

What You Get

- 3 relevant IT-related blog articles per week that include images
- Blogs can be set to unpublished if you'd like to review and customize them
- **No copyrights, no links back to us, no royalties, just great content!**

Learn More About Blogging!

Why Blogging is Essential to Your MSP Marketing Strategy
https://jmct.io/whyblog

How to Write a Successful MSP Blog
https://jmct.io/howtowrite

MSP Blog Topics Series
https://jmct.io/mspblogtopics

"I'm very happy with your team and the content you guys build! The blogging service is incredible and I can not wait to do more with you."

- Adam Huskey, *ServoPlex IT*

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SEO
Rank more frequently, get found easier, drive traffic, and convert.

Like any business, search engines try to provide the best experience for their users; therefore, they're always improving to provide better results. There are hundreds of factors that go into ranking a website, and it's always becoming more complex.

We've found that good website optimizations joined with fresh content, community building, and establishing yourself as the authority in your local area not only get you higher rankings, but also makes the overall sales process easier.

Search Engine Optimization (SEO) is an extremely important outlet for your online marketing dollars. If people can't find you with an Internet search, how will they get to your website?

Today, simple page optimizations will only get you so far. More advanced initiatives like utilizing social media, writing blog articles, publishing press releases, along with other marketing efforts can drastically improve your organic search engine rankings.

Some Things You Can Do to Improve Your Ranking:

- Make sure your website has a blog with quality content

- Optimize every page and image

- Encourage reviews and build case studies

- Engage in off-site activities like Facebook Groups, Chambers, and Peer Groups

The name of the game is marketing to where your potential clients are, and they're certainly on the Internet looking for you!

Learn More About Search Engine Optimization!
3 Factors that Impact Your MSP's Search Engine Ranking https://jmct.io/3ranking

A Friendly Reminder About Your Website and Google https://jmct.io/googlepage1

Content Marketing
Increase lead generation with improved website content marketing.

Dominate Your Local Market
Google's goal is to provide users with the most relevant results; gone are the days where dropping in a bunch of keywords onto your site has a benefit to your ranking.

Instead, it's all about building authority. By providing content with value, and promoting that content to your audience, you can prove to Google and the other search engines that you deserve to rank above your competitors.

Building highly relevant, helpful content for your audience, especially when you target specific areas and industries you have proficiency in, will help build trust and reduce your sales cycle as well. *It's a win-win!*

Learn More About Content Marketing!
Why Content is King, and What This Means for MSP Marketers
https://jmct.io/b2bcontent

The Optimal Content Marketing Strategy for MSP Marketers
https://jmct.io/cmstrategy

> *97% of all consumers use some form of online media*
> *to search for local products and services.*

The Ultimate Content Marketing Solution
We offer three content marketing tiers, fully equipped and customized based on your business needs to deliver web traffic to your doorstep. We will build your content, roll it out on your website, and track its performance for you.

Custom blogs and service pages keep your site fresh, and we can ensure that they are both engaging and SEO-compliant. You'll also be well informed about how your website is performing from month to month with our transparent search reports.

SEO & Content Marketing Services
Increase organic traffic and get recognized.

SEO isn't about pining after that number one ranking for your keyword of choice anymore. It's about organic growth and driving qualified traffic to your website from all angles with the goal of getting conversions. It's about providing the best experience for your visitors, and getting out there in as many ways as possible.

If You Want to Compete, You Need to Stand Out

Search engines take hundreds of factors into consideration when determining where your site shows up amongst competitors.

- How active are you compared to your competitors?

- How often are you talked about?

- Who's talking about you and what are they saying?

- What makes you stand out?

These types of signals weigh much heavier than the traditional technical SEO standards (we call these SEO Basics), and while having a site that's compliant with the search engines is important, it will only get you so far when your competitors are also compliant. After that, it's all about content marketing.

Custom Content Marketing

We work with you to build heavily targeted, custom content about your specific differentiators, service area, offerings, and audience. We build custom service content and monthly customized blog content that we'll use to drive traffic to. We measure and track this content specifically and monitor for organic conversions so you can clearly tell how successful the content is.

FEATURES

- Demographically targeted

- Completely optimized pages

- Custom content

- Major business directory listings

- Internal link optimizing

- Scheduled consultation, review

- Monthly reports

*features vary, based on package

BENEFITS

- Increased organic search traffic

- Improved lead generation

- Increase local market web presence

- Improve site authority & trust

- Increase geographical ranking

- Additional content to use for the rest of your marketing

Plain-English Reporting

It can be frustrating trying to glean insight from most SEO reports, especially at a glance. We tailor our SEO reports focusing on the two most important KPIs - organic growth and conversions. The rest of the data we report is to help you make educated decisions on marketing opportunities, and everything is explained in plain English to eliminate guesswork on your end.

Business Directory Listings and Monthly Promo Push

We setup and manage over 70+ business directory listings on sites like Google, Bing, Amazon Alexa, Yelp, YP, TripAdvisor, and more, ensuring the data on them is relevant and accurate. On top of that, each month we will push out a promo ad to the directories that support it, highlighting your company and helping drive referral traffic back to a landing page.

	TITANIUM	PLATINUM	SILVER	BASIC
Initial Creation of Custom Page Content	15 Pages	10 Pages	5 Pages	--
Monthly Custom Blog Content	4 Blogs	3 Blogs	2 Blogs	--
Monthly Maintenance	✔	✔	✔	✔
Content Adjustments / Suggestions	✔	✔	✔	✔
Analytics / Search Console Monitoring	✔	✔	✔	✔
You-Write-It Content Optimization	✔	✔	✔	✔
Local Business Directory Listing Management	✔	✔	✔	✔
Monthly Plain English Reporting	✔	✔	✔	✔

"JoomConnect has been successfully helping us with our SEO which has increased website traffic and inquiries."

- Lauren, *CTN Solutions*

MSP Marketing Videos
Use video to capture the attention of website visitors!

Videos increase conversion rates, help explain your services quickly, and make you stand out. Giving visual presentations via short video clips to your prospective customers helps sell your products and services in ways that brochures, local ads, emails, and letters simply can never match.

Research has shown that a one-minute video clip is worth 8.1 million word descriptions!

Producing great videos is a task not often embarked on by small and medium-sized businesses because the quality of the video will make or break its effectiveness. A poor-quality video will turn people off right away. If you want to communicate your service benefits and/or company message in a highly efficient way, video marketing can be your claim to fame!

Here are a few ways to use video marketing:

- Create video walkthroughs or demos of your products and services
- Incorporate video blogs (vlogs) into your blog stream
- Create videos that offer free tech tips and tricks
- Create how-to videos for your customer base
- Have your CEO share business leadership tips via their own company blog channel
- Record testimonials of happy clients
- Share across social media

Learn More About Video Marketing!

Lights! Camera! Action (In Your Marketing Efforts)!
https://jmct.io/videosinmktg

Why You Need Videos in Your Marketing
https://jmct.io/whyvideos

Videos can increase people's understanding of your products or service by 74%

We have several videos to correlate with services provided by MSPs and continue to grow the library. Each video includes bumpers at the beginning and end with your logo to fit your branding. An option to brand the audio with your company name is also available.

All of our video work is done at our location so our video team works closely with the teams that provide your MSP Website, the content, and other marketing services. You can expect quality production!

That's not all! Each video purchased will be added to your YouTube, added to your website, or landing page for you. After watching each video, your visitors will be prompted to take action with a call-to-action campaign.

FEATURES

- An average of one minute in length
- Designed to invoke viewer response
- Centered around popular MSP services
- Branded to your company colors and logo
- Posted to your Ultimate MSP Website
- Mini campaign kit to promote it
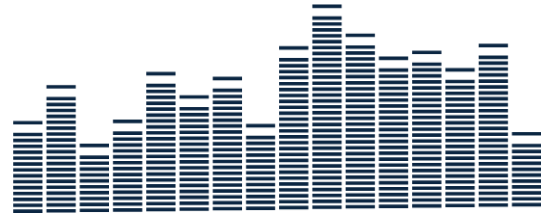
Customized Voiceovers Available!

25
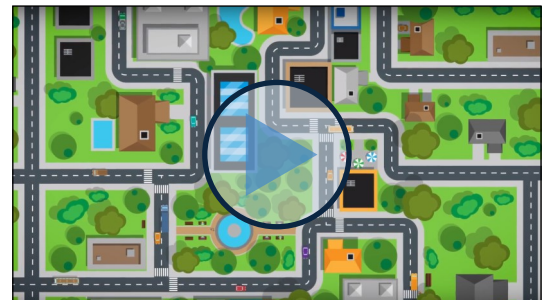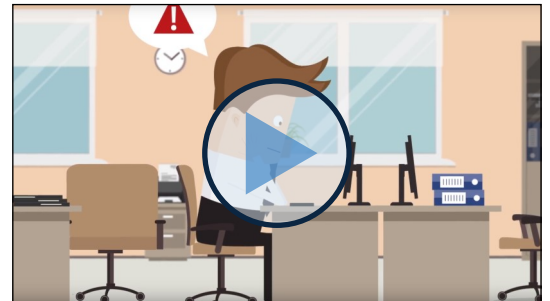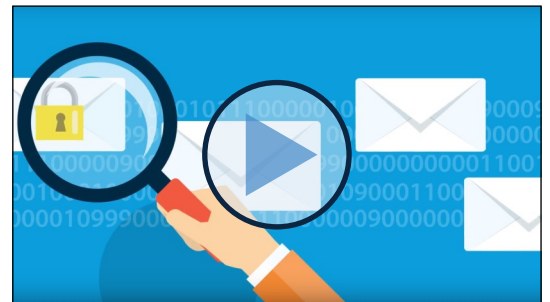
Talking Head Videos
Engage your website visitors!

What is 'Talking Head'?
The talking head format is an interview style of recording where the camera focuses only on the speaker while they are giving their view on an issue or explaining a topic.

Be Engaging
Put yourself in the shoes of those that you're trying to target. How great would it be to be searching online for IT support, click through to a reputable website, and have the company representative engage you through a video explaining how they can help you?

This is exactly the kind of value that you can deliver your website visitors through the MSP Talking Head Video Service!

Feature your CEO/President/representative giving descriptions about your services, company mission, vision, and more in a captivating way.

What's Included
- Full day of video shooting at Directive Studios

- 20+ scripts based on content for your homepage, about us and service videos (Managed Services, Cloud, Security, Email and more!)

- Full-scale post-production including editing, custom branding, audio mixing and more

- Videos posted to your YouTube channel and on your Ultimate MSP Website on appropriate pages

- Optional professional makeup styling

Marketers who use video grow revenue 49% faster than non-video users.

"The Talking Head Videos are valuable… they allow us to express ourselves and personalities to our prospects and customers."

Ryan Lakin, *IronEdge*

27

Website Deliverables
Give your contacts a takeaway with a free quality deliverable.

Deliverables can be remarkably effective tools to leave a favorable impression on your prospective and existing clients. They allow your potential customers to see precisely the expertise, knowledge, and thought process that goes into designing and maintaining their solutions. The prospects that discover your deliverables do so precisely because they are seeking out that very service.

What is Considered a Deliverable?
On a wide scope, it's any informative and sales-driven material that a company offers, usually downloadable in exchange for the new prospect's contact information. A deliverable can often take the form of:

- Case Studies
- Brochures
- White Papers / eBooks

- Printed Newsletters
- Checklists
- How-to Guides

With numerous options in format for deliverables, as well as a veritable encyclopedia of topics that may be covered, along with the potential that the constantly evolving industry provides the list of possible discussions, your potential to create a deliverable is limited only by your writing skills and time constraints.

Learn More About Website Deliverables!
6 Website Deliverables Your MSP Website Should Have
https://jmct.io/6deliverables

MSP Brochure Kit
Equip your marketing initiatives with service brochures.

Service

Boost Your Advertising Initiatives
Business owners are busy people. Sometimes sales calls and meetings are cut short and you don't have time to discuss all of your solutions and benefits. What about your technicians? They aren't sales people, so while they can suggest a BDR solution to your clients, they might not have the sales pitch down. That's when a solid brochure comes in handy.

Branded IT/MSP Service Brochures
With this service, you get custom, easy to print, easy to distribute brochures with content based on the Ultimate MSP Website. If you need us to make some text edits, tell us and we'll make sure they are worded to fit your offering.

Your brochures are customized with your company's brand, while being conscious about ink consumption.

These brochures are designed to print on any printer and they look fantastic on both standard paper and heavy stock.

Downloadable Brochures
Give your website visitors downloadable PDF brochures based on the services they are looking at. When a brochure is downloaded, you'll receive an email notification as well!

Learn More About Brochures!
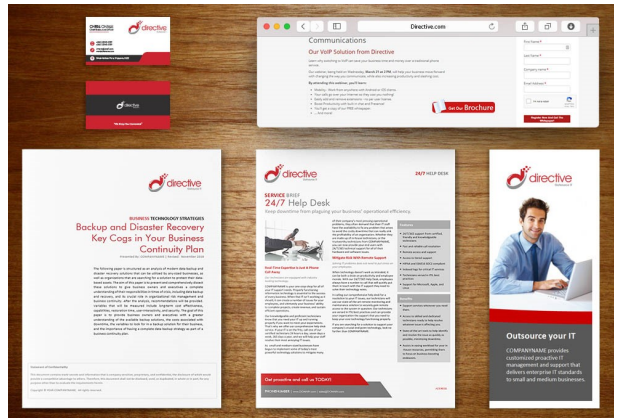**Brochures: A Must-Have, Versatile Marketing Collateral Piece**
https://jmct.io/getbrochures

A Quality MSP Brochure Has These 4 Things
https://jmct.io/bestbrochure

FEATURES
- 75+ Brochures in digital format
- Call to action graphic for web pages
- Setup on 20 service pages of your choice
- Business Card Template File
- Branded BDR Whitepaper
- Managed IT Tri-fold Brochure

Case Study Creation
Market not just your MSP, but your success as an MSP!

Service

Case Studies Are a Key Marketing Tool You Should Include

Case studies, or customer success stories, are beneficial to your marketing because they combine compelling storytelling with key informational content about your business. They provide the opportunity to expand upon and analyze a customer's problem, going on to explain how your business helped by providing a solution. They help set the reader up with an idea of what to expect should they choose you to provide a product or service.

Order the Case Study Creation Service Today!

When your company helps someone achieve success, you should show this off and share with your prospects.

Let us help with the creation of case studies for your business!

The point of having success stories is to tell them... we can help! Order your case study today!

Learn More About Case Studies!
Writing A Compelling Case Study That Gets Results https://jmct.io/casestudy

The Elements of Effective Case Studies https://jmct.io/effectivecasestudies

Tell Your Customer Success Stories with Case Studies https://jmct.io/successstories

FEATURES

- Interview questions for your team members
- An interview with your client
- Professional writing of case study
- Draft review of the final content
- Design and branding of a print-ready template
- Addition to your MSP Website

BENEFITS

- Great for vertical marketing
- Explain how a specific technology problem was solved
- Are comprehensive
- Sharable on social media
- Provide social proof
- Reduce bias

DRIVING TRAFFIC TO YOUR WEBSITE

Your website is your central marketing hub. Use physical and digital marketing with the right campaign to direct traffic to it!

The ultimate goal of your marketing is to get prospects to your website. Your website is where you provide information about your company as a whole and the services that you provide. Through your website, prospects can contact you if they are interested in signing up for one or more of your service offerings.

To get them to your website, you often have to direct them from your marketing materials.

Digital Marketing
The nature of digital marketing makes it relatively easy for individuals to get to your website. All you have to do is convince people to actually click that link to your website.
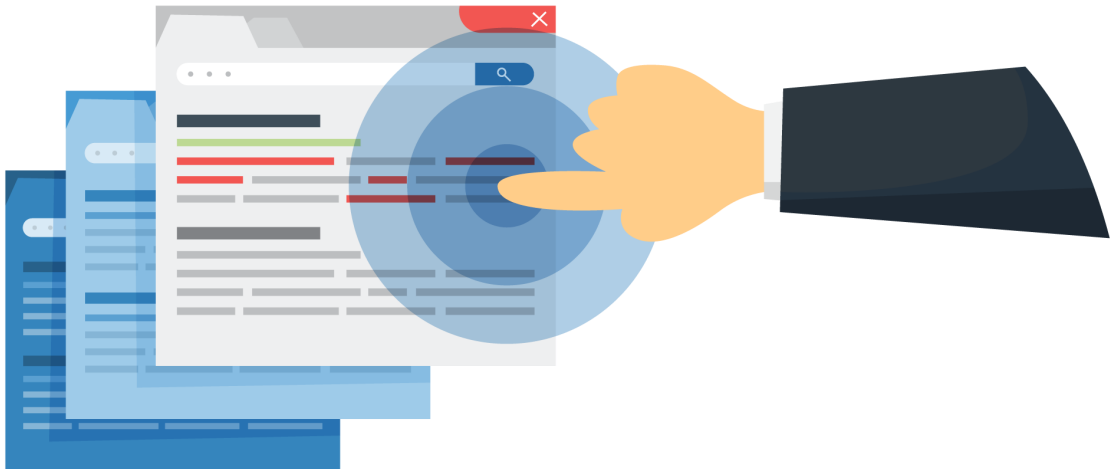
Digital Marketing Strategies to Use:
- Email campaigns
- Social media
- Pay-per-click

Physical Marketing
You have to make sure that the information that you provide in your physical marketing materials makes it worth it for that individual to visit your website.

Physical Marketing Strategies to Use:
- Letters
- Postcards
- Printed newsletters
- Brochures
- 1% kits

Email Marketing
Use email to grow your business and build relationships.

A well-developed email marketing strategy is an effective way to keep in touch with your audience because it's cost effective, simple to measure, and easy to get started. When properly executed, email marketing enables your team to effectively manage and grow your customer base.

Reach Your Target Market
Emails can be created and sent out to specific members of your email list, providing them with a personalized email. Sending targeted messages will help build a relationship of trust and loyalty, while potentially increasing sales.

An Opportunity to Grow
Start your email marketing campaigns with a 'welcome' email, thanking your new contact for opting into your subscription. Reach out to your contacts with product and service announcements, newsletters regarding your company, coupons, promotions, and more! Don't miss the opportunity to give potential clients a chance to learn more about your company, as well as 'opt-in' for future emails.

Be in the Know
With the right email marketing tools, you can easily monitor how effective a marketing campaign is. By tracking the amount of emails opened, which links were clicked, how many times it was visited, and other metrics, you can measure your campaigns success and refine the process for future campaigns.

Tips for Success
Run a Clean List - Ensure that those on your mailing list want to be there. Validate email addresses to avoid hard bounces and include an option to opt-out.

Provide Valuable Content - Offering quality content for your prospects and customer base can inspire referrals and word of mouth, while establishing you as an expert.

A Clear Call-to-Action (CTA) - What do you want the reader to do after reading your mailing? Let them know with a call-to-action.

Brand Awareness - Emails should be designed to match your brand's look and feel. This will lead to a familiarity amongst your audience.

Frequency - By emailing your lists too often, you risk being ignored or marked as spam. Once you find what's working well, try to adhere to it.

Test - Every email should be proofread and tested before sending. Test using multiple devices, different browsers, and verify all your links work. The more eyes on it, the better!

Learn More About Email Marketing!
6 Steps to Effective Email Marketing
https://jmct.io/6emailsteps

MSP Marketing Email Best Practices
https://jmct.io/mspemails

Email Marketing Tools
Enhance your email marketing strategy with one or more of our services!

Service

Quick Campaign Lite
This **FREE tool** enables you to easily track opens and clicks from emails that you send using your PSA. Register for a no-obligation account on our website to give it a try. More information on **page 61**.

Quick Campaign Pro
Track opens and clicks from Mailchimp or Constant Contact through your PSA! Easy-to-use interfaces allow you sync your lists, then track the success of your campaigns in terms of sent emails, clicks, opens, and bounces. See **page 59** for more details.

eNewsletter Service
Broadcast an informative, authority-building monthly eNewsletter to your list. Based on our Ultimate MSP Blog Content with additional newsletter-only articles and room for your own announcements and content, the Ultimate MSP eNewsletter is completely managed for you by our newsletter team. See **page 35** for more details.

Holiday Email Blasts
Upgrade your holiday out of office email with a Holiday Email Blast that reflects your professionalism and expertise. Each Holiday Email Blast is branded specifically to your company and is then distributed to your contacts via an email that includes your hours and contact information for support emergencies, relevant content and images, and links to your website and social media accounts.

ConnectWise Email Templates
Keep your branding consistent with all client communication materials! Our customized ConnectWise Email Templates are branded to match your colors and include your logo, feature several services as ads, display contact and service information, and link to your social media accounts.

Ultimate MSP Newsletter

Our experience with content marketing is that staying on top of it is a challenging endeavor. You've got enough on your plate. Realistically, where are you going to find time to write the content, build the newsletter, and get it out the door? How about tracking the return on your investment for all the time and money you have poured into it?

Our Newsletters Include:

Newsletter-Only Content - Each month, four newsletter-only articles are created for your newsletter and two blogs from the Ultimate MSP Blog Service are picked to complement them.

Monthly IT Comic - Every newsletter features a comic created internally by us highlighting the humorous side of the IT industry.

Social Media Links - Let the world know you're offering even more expertise on your social media sites to help gain more followers!

Website Archive - We will create a place on your website to host all of your newsletters and will archive your most recent one once it is sent out.

PERSONALIZE IT!

Do you have an announcement or promotion you'd like to share? We make sure there's room!

Monthly eNewsletter

Reach your existing clients and prospects with a cost-effective and engaging email solution. Email campaigns are delivered to your newsletter list.

Best of all, everything is managed for you! This includes writing the content, assembling the newsletter, and kicking off the campaign!

Integrate with Quick Campaign Pro!

With our JoomConnect **Quick Campaign Pro** integration, you can choose from **Mailchimp** or **Constant Contact** to track information. Subscribes, unsubscribes, clicks, opens, and bounces are all handled for you automatically. All of these actions are displayed in your PSA. See **page 59** for more details.

Learn More About eNewsletters!

Why Digital Newsletters are an Invaluable Marketing Strategy
https://jmct.io/whyenews
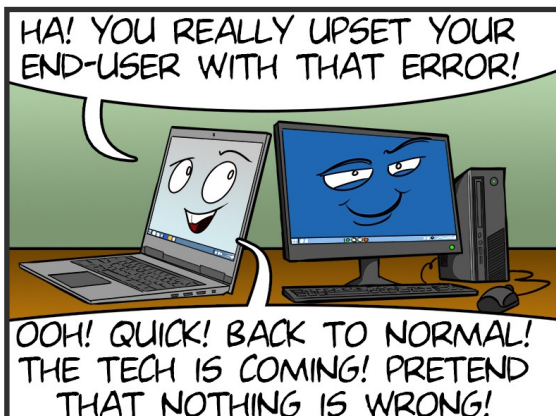
Monthly Printed Newsletter

With a printed newsletter, you can provide great information such as tips, best practices, business-to-business content, and company announcements, and promotions that will stand out on a local business owner's desk. The Ultimate MSP Printed Newsletter contains four pages of great IT-related content, information about your company, and much more - printed on 11x17 paper and folded to fit inside a branded 6x9 envelope.

We make it easy for your printer newsletter readers to get to your website. Smartphone users can quickly scan QR Codes to pull the article up on their phone or they can type in the shortened URL into the browser.

Learn More About Printed Newsletters!

The Print Newsletter is Not Dead - Here's Why **https://jmct.io/printnewsalive**

Newsletter Ideas

Your company newsletter should be comprised of diverse, interesting content. Looking for some ideas on what to include?

Employee Highlights
Choose an employee to feature each month, and write a short article about their involvement with the company. You can include outside interests as well to create a more personable experience for the reader.

Announcements / Company News
Holiday Hours, upcoming events, and a new service or product offering all provide information to your readers, so make sure you include it whenever you have something.

Product Reviews
Product reviews are a great idea to reach your customer base and continue to grow authority.

Training Materials
Your newsletter is a great opportunity to educate your clients and prospects. Include a how-to!

Client Testimonials
Share what others say about the experiences they have had with you or your company.

Event Promotion and Follow-up
Are you speaking somewhere? Attending a trade show? Offering a workshop of some sort? Promote it in your newsletter! After the event, you can also share quick write-ups and images to show off your "human" side.

Want Additional Ideas?
Creating a Company Newsletter That People Want to Read
https://jmct.io/newslettercreation

Direct Mail Marketing
Give your prospects and clients a tangible reminder of your MSP

Service

Our Direct Mail pieces combine the physical presence of print marketing with the enhanced capabilities of digital - allowing you to leverage the best of both worlds for your marketing strategy. We spend the time designing and branding your pieces to your liking, and get them professionally printed so they're sure to impress. From there, we offer complete fulfillment. This means that any printing, folding, envelope stuffing and stamping, addressing, and mailing out can be handled for you so you can be completely hands-off.

We have a variety of direct mail pieces that we can produce for your marketing efforts.

Letters - Letters are a great way to include a lot of information about a product or service your MSP offers, or to introduce your company to a new prospect.

Postcards - One of the biggest benefits of a postcard is that they command the attention with their oversized image, drawing in the recipient to read the marketing message.

Newsletters - A printed newsletter not only draws the eye like a postcard can, it also has a tendency to stick around an office as it is read.

Deliverables - Whether you're interested in sending a brochure, case study, or something else, we can make sure it's included with an accompanying letter!

1% Kit - Make an impression by sending a box full of branded office supplies and goodies.

Provide a Seamless Transition
Create a continuous experience from print to digital. A printed QR Code and a shortened URL will drive your prospect back to your website or landing page. Learn about getting your own branded URL Shortener by heading to **page 15**.
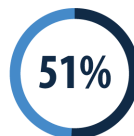
Learn More About Direct Mail Marketing!
Direct Mail Isn't Dead… Here's How to Use It Effectively https://jmct.io/usedirectmail

5 Direct Mail Best Practices for MSP Marketers https://jmct.io/5mail

92%

...of shoppers say they prefer direct mail for making purchasing decisions!

51%

...prefer companies to use a combination of mail and email when communicating with them

50%

...of oversized postcards are responded to (greatest response rate over other mediums)

Blog Tip Postcards
## Promote your blogs as part of your marketing efforts!

Service

Blog Tip Postcards combine the use of traditional and inbound marketing methods to drive readers to your blog and increase engagement. Our marketing team selects two of the most informative and valuable blogs to feature on your fully customized postcards. They will contain tips or hints that relate to common technology needs, issues, or uses for small and medium businesses.

Drive Traffic to Your Blog
Once the blogs are chosen and your postcards have been designed, we then completely fulfill the service, including printing, addressing and sending your postcard to a list of recipients that you have selected.

To encourage recipients to visit your website, the postcards contain both a QR Code and a shortened URL that will bring them directly to the blog. By combining digital and traditional marketing, you'll get the best of both worlds!
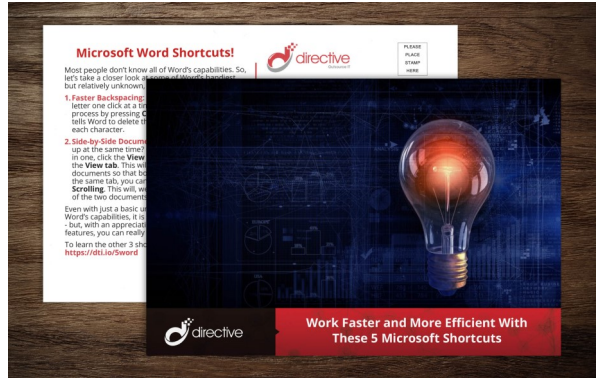
Learn More About Marketing With Postcards!
Why Postcards Are Such A Powerful Direct Mail Piece
https://jmct.io/postcardmktg

How to Best Use Postcards for Your Business https://jmct.io/b2bpostcards

FEATURES
• 2 postcards per month
• Branded for your business
• Content from Ultimate MSP Blog Service
• Complete printing and fulfillment
• No postcard quantity minimum

BENEFITS
• Increased brand exposure
• Encourage blog traffic / engagement
• Less common method of blog promotion
• Combines traditional and digital marketing

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IT Playbook
The go-to deliverable to maximize lead generation and conversion.

Service

Our IT Playbook is a foundational piece for a managed service provider to include in their marketing strategy. Meant to educate the reader about your IT solutions in easily absorbable summaries, this fully-branded deliverable allows you to provide a hands-on, in-office reminder of your valuable services.

Branded with your logo and company color scheme, the IT Playbook comes packed with articles detailing your most popular services, with QR codes and shortened URLs linking back to corresponding pages on your site.

That's not all. We will also provide you with assorted pieces of marketing collateral as well to help you utilize this powerful tool to its fullest potential.
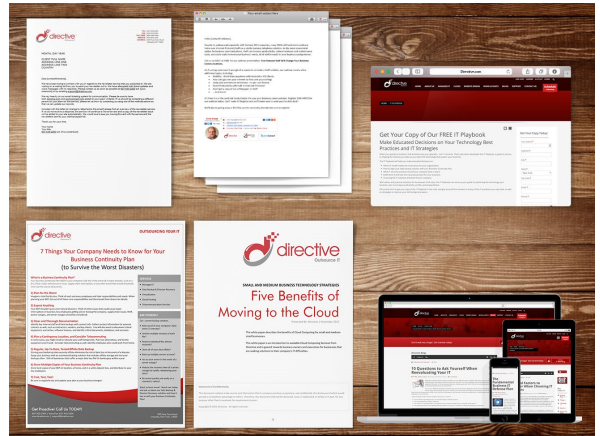
FEATURES

- IT Playbooks, with articles detailing your most popular services that link back to corresponding pages on your site

- 'How to Market your IT Playbook' document

- 'Complete Business Continuity Planning Guide for SMBs' deliverable

- 'Five Benefits of Moving to the Cloud' deliverable

- 'The Fundamental Business IT Defense Plan' blog article

- '10 Questions to Ask Yourself When Reevaluating Your IT' blog article

- '7 Critical Factors to Consider When Choosing IT Solutions' blog article

- 3 email drip campaign

- Prospecting letter to send from the desk of the company CEO

- Playbook Request landing page

Social Media
Social Media has revolutionized the way the world communicates.
Establish authority and build brand reputation via social networking.

It's high time that you took advantage of the possibilities presented by using social media in your marketing. Simply posting to social media on a regular basis can help establish your brand as *THE* IT authority in your area.

"Social media is your opportunity to reach a massive number of people with transparency, honesty, and integrity." - Brian E. Boyd, Sr.

Your business can advertise promotions, provide customer service, announce new services, post photographs, and share blogs in a timely, economic manner.

The facts are overwhelming: the vast majority of Internet users have social media accounts. The average user spends nearly two and a half hours each day using social media. What if your business could take up a portion of that hour in people's day? Your blogs, videos, and content are the way to get there.

85% of B2B buyers believe companies should present information via social networks.

Each publication you make should be posted on all social media outlets to gain traction with your friends and followers. If a user clicks on the link to your latest blog post, they'll be routed back to your website where they can gain more information, get your phone number, and give you a call!

Why Utilize Social Media Marketing?
Relationship Building
With social media, you can connect, interact, and build a relationship with people you would never meet through other platforms.

Customer Service
Social media can be used as a great source of customer service. Seize opportunities to turn negatives into positives!

Reach
Expose your products and services to as many people as you can.

Drive Traffic
Social media is a great tool to use to direct quality traffic to your website, thereby building your website's authority.

Learn More About Social Media Marketing!
Social Media 101 Blogs
https://jmct.io/socialmedia101

5 Reasons Why Your MSP Should be on Social Media https://jmct.io/getsocial

Expand Your Reach with Active Social Media Business Accounts
https://jmct.io/socialactivity

Social Media Ideas

Not sure what to post on your social media? Use the information below as a guide. Remember, the key to social media success is engagement.

Share Your Website Content

Your posts should almost always link back to your website to lead potential customers there for more information and to capture their information via a lead generation form. Think of your social media posts as a bridge from your prospects to your website.

Teach

As an IT company, you have a lot of knowledge to share with the world. Give tips and tricks to your followers!

Major Technology News

Take advantage of news events related to your service offerings. By keeping on top of current events, you'll project your company as being on top of the game.

Share Your Celebrations

Involve your followers with your excitement over the events you'll be celebrating such as milestones, holidays, and years in business.

Ask Questions

A great way to generate discussion and feedback is to ask questions. It can be about the IT Industry, a general service, or something thought provoking. "What do you think about...?" or consider a fill-in-the-blank or true/false questions.

Share Your Posts

As the owner or executive of the company, you should share your company's posts with your connections and add in your own thoughts.

Want Additional Ideas?

How To Launch Your Business' Social Media Presence
https://jmct.io/startsocialmedia

Ultimate Social Media Rig
Rapidly get up to speed on social media marketing!

It's Time to Get Social!

Whether you have a social media presence or you're brand new to it, the Ultimate Social Media Rig (USMR) can help you get the ball rolling in the right direction.

Virtually any type of business can benefit from social media, and technology-minded MSPs are certainly no exception. In order to be competitive, your marketing must embrace social media.

By providing great content and interacting with fans and followers, your MSP can expand your reach and frequently touch clients and new prospects.

One Dashboard to Manage it All

One of the most daunting aspects of social media is learning its tools. The Ultimate Social Media Rig lets you handle everything through a single, easy-to-use online dashboard - Hootsuite.

While spending time on any one particular social network can be productive, the USMR gives you the power to control interactions across multiple social networks, including Facebook, Twitter, and LinkedIn. You can easily schedule posts and status updates, pick and choose which networks they go to, and reply to comments and mentions, all from one location!

On top of the simple dashboard, we also provide training to help you get started. This training covers the basics of each social network and explains tips, tricks, and best practices for using them effectively.

FEATURES

- Creation, optimization, and customization of your Facebook, Twitter, LinkedIn, and YouTube business pages

- Branded social media graphics

- Hootsuite account with all supported sites connected

- Social network best practices training

BENEFITS

- Social media accounts on popular established platforms

- Professional, properly sized, and branded graphics

- Singular tool to manage your social media marketing

- Education on how to proceed with marketing your MSP on social media

What Platforms Are Included?
The USMR covers all of the major social media outlets - and is always changing.

Facebook - Facebook reigns supreme in the world of social media, and is still the most important platform in regards to your social media marketing efforts.

Twitter - Even with a maximum of 280 characters per tweet, Twitter is a great way to communicate quick tips, article links, news, announcements, and more with your clients and prospects.

LinkedIn - LinkedIn was specifically designed as a social networking platform for professionals, and is a great tool to use to connect with business decision makers.

YouTube - YouTube is the best video marketing hub, and the place in which you should host all of your company's videos.

Social Media Graphics Refresh
Already set up on social media and just need new graphics? We offer premium graphics that can be placed across social media platforms. These graphics are customized to match your company's branding.

FREE Guide to Get Your MSP's Social Media Marketing Going!
After your channels are setup and branded, you need to start posting content to them! To help guide you, we created a **30-Day Social Media Challenge** document.

This guide is designed to gain your company influence in the social media marketing playing field. By following each daily task, beginners and experts alike can learn effective social media marketing tactics by the end of the 30 days.

Download it Here:
https://jmct.io/sm30day

"Chris Chase is the "Guru" of the new social media movement. Don't miss out on getting your client community strategy right; get JoomConnect involved in your marketing NOW!

- Tim Brewer

Social Media as a Service
Easily offer a wealth of information your target audience can rely on.

Service

By regularly posting to social media, your company is able to demonstrate their expertise as a MSP to prospects (and to the public at large). Educating current clients may improve your overall brand recognition... and maybe even show up your competition.

> *92% of marketers believe that social media is the best way to distribute content to their target audience.*

With Social Media as a Service, our team creates and publishes one post per day to your **Facebook, Twitter,** and **LinkedIn**. **Instagram** can be added as well for an additional cost.

To help our clients get the most out of social media marketing, Social Media as a Service is built with the target audience of a managed IT company in mind.

Posts may include:

- Links to your service pages and blogs
- Information and statistics about technology
- IT-related trivia
- News/current events
- Holiday posts
- ...and much more!

Service Add-ons
To further enhance your social media, there are a few options available for an additional cost.

- Employee birthday / anniversary posts
- Social media boosting
- Custom post creation

FEATURES

- 1 post per day to Facebook, Twitter, and LinkedIn
- Relevant informational and statistical technology posts
- Links to existing content on your website
- Requires Ultimate MSP Blog Service (see page 18) and Hootsuite Pro Plan

BENEFITS

- Easily add to or edit provided posts
- Automatically keep your social media engaging
- Track the performance of your social media marketing
- Generate brand awareness
- Increase website traffic
- Save valuable time

Campaigns
Stay top of mind with your target audience.

Companies providing valuable information to the public are excelling above their competition. By sharing your expertise with your clients in an educational manner, you establish yourself as an expert in your field while building trust in your relationships. Educating your base is a powerful way to sell.

Think of unique topics to institute yourself as an industry authority and tie subjects heavily into your content marketing. You can even get interactive with your clients and host a webinar or an open house lecture on IT practices called a "lunch and learn" event.

Campaign Ideas to Consider

- Open Houses
- Lunch and Learns
- Webinars
- Educational Seminars
- Sponsor / Attend Local Events

Are You Running Marketing Campaigns on a Regular Basis?

Effective marketing involves multiple touchpoints, and marketing campaigns are one of the best ways to effectively reach your target audience. You should be running multiple campaigns throughout the year on a regular basis.

Campaign Kits

We have multiple marketing campaign kits that cover various IT-related topics. Some of these kits even come with a presentation that you can give at your own live event. If we don't have one that fits your needs, we can make one! Reach out to us to find out more.

Marketing Development Funds (MDF)

Many vendors will offer deals to join together for a marketing campaign. Taking advantage of these vendor partnerships and funds will allow you to do more marketing for less money.

Be sure to have a marketing plan before you approach a vendor. Vendors typically require a marketing plan before issuing funds. Plan a lunch and learn event, present at a conference, build an online advertisement, or make an ad campaign to partner with them.
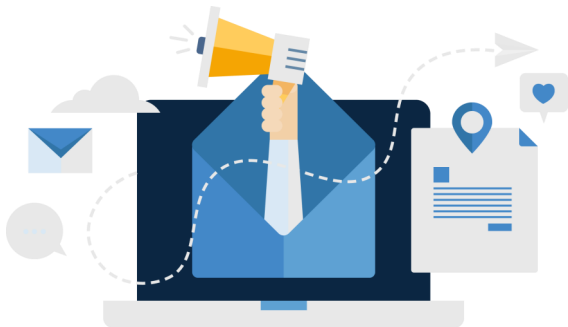
Pay-Per Click Campaign
Paid search marketing made easy.

Service

What is Pay-Per-Click?

Pay-Per-Click, or paid search marketing, is a surefire way to boost your search engine rankings, and it only costs you money when someone clicks on your ad. Unlike SEO, PPC isn't about increasing the quantity of traffic to your site or increasing your site's ranking; it's strictly about funneling quality traffic to your site, resulting in increased leads.

Why Should You Use PPC?

Organic search results, or website ranking, fluctuate rapidly providing no guarantee as to where you will be listed when someone is searching for your services. With PPC, your ad will be listed at the top of the search results if your bid is high enough and you have a proper budget set up.

JoomConnect PPC Campaigns

You need to ensure that every time someone clicks your ad, they're going to find what they're looking for. This takes research, proper implementation, and constant monitoring, which is exactly what we offer!

Managing and optimizing your PPC campaigns for best results is tedious and time consuming. You have to be sure that when an opportunity for improvement presents itself, you're on top of it, and you can make a required adjustment. We can do this for you, allowing you to focus on other aspects of your business.

Learn More About PPC!

What You Need to Know About Running A Google Ad Campaign
https://jmct.io/googleads

FEATURES

- 2 Fully managed campaigns with 1 ad group per campaign, 5 ads per ad group, and 1 custom landing page per ad group
- Proactive monitoring and maintenance
- Monthly flat-rate management fee
- You set your monthly budget

BENEFITS

- Increased lead generation
- Maximum return on investment
- No surprise costs
- Complete control over your online marketing budget
- Increase in quality web traffic
- Gain advantage over local competitors

Service Highlights
Keep your target audience "in the know" when it comes to your services.

Service

Draw More Attention to Your Core Services

As a professional, you already know all about how helpful the services you offer your clients are. The thing is, you're not the one who needs to know… that information needs to be known by your prospects, and possibly even your existing clients.

Think of how much easier it would be to sign a hesitant contact up for a service if they really understood the benefits that service would bring, and had seen information about that service enough to give it more than a second thought.

A Service Highlight Can Help!

With this supplemental marketing package, you'll be able to leverage additional content meant to draw your audience's attention to a specific service, whether it's your offering for business continuity, network security, cloud services, or unified threat management.

Our Service Highlights are an affordable, reoccurring service that are a great stepping stone in habitual marketing and can help keep your company top of mind.

Learn More About Reoccurring Marketing!

How to Avoid Information Overload When Marketing Your Services
https://jmct.io/infooverload

10 Best Practices to Follow When Promoting One of Your Services
https://jmct.io/servicepromo

FEATURES

- A newsletter article detailing a service and its benefits
- Social media posts to draw your followers to your service page
- Postcard and email copy you can send to your list

BENEFITS

- Affordable way to regularly market your company
- Introduce your service offerings to clients and prospects
- Keep you top of mind

Meet the Company Campaign
Allow us to introduce you!

Promoting your business to new companies can be an awkward and rather intimidating process, if you don't approach it tactfully. That's where the "Meet the Company Campaign" comes in.

We understand that running your business takes up enough of your time and energy, so let us help you. We will pull a list of **50 new contacts**, vet them and, over the course of about 4 weeks, introduce your company and your services to them, ultimately encouraging these prospects to become leads. The campaign introduces you and your MSP to your new contacts, as well as demonstrates the value of your services.

With new vetted contacts, landing pages, content, letters, postcards, and a phone script customized specifically for your MSP, the "**Meet the Company Campaign**" is ideal for any MSP looking to expand their client base.

Campaign Deliverable Add-Ons
Case studies, brochures, and printed newsletters are great deliverable choices to include in your campaign!

If you don't already have something to share, we can take care of producing it for you for an additional cost.

General Campaign Timeline
The direct mail pieces that are sent out, each with a link to the appropriate landing page, using a schedule similar to what is below:

- **Day 0** - Letter 1, introducing CEO and company - deliverable included

- **Day 7** - Postcard 1, giving an overview of a chosen service

- **Day 14** - Letter 2, reminding about company - deliverable included

- **Day 21** - Postcard 2, giving an overview of a second chosen service

- **Day 28** - Letter 3, encourages recipient to reach out - deliverable included

We suggest that members of your sales team start follow-up calls with recipients approximately one week after Letter 3 is sent out. Don't worry - we provide you with a phone script to use!

Learn More About Introducing Your Company!
Seek Out New Clients Instead of Waiting for Them to Find You
https://jmct.io/seekoutclients

Targeting the Unaware, and Bringing Them to You
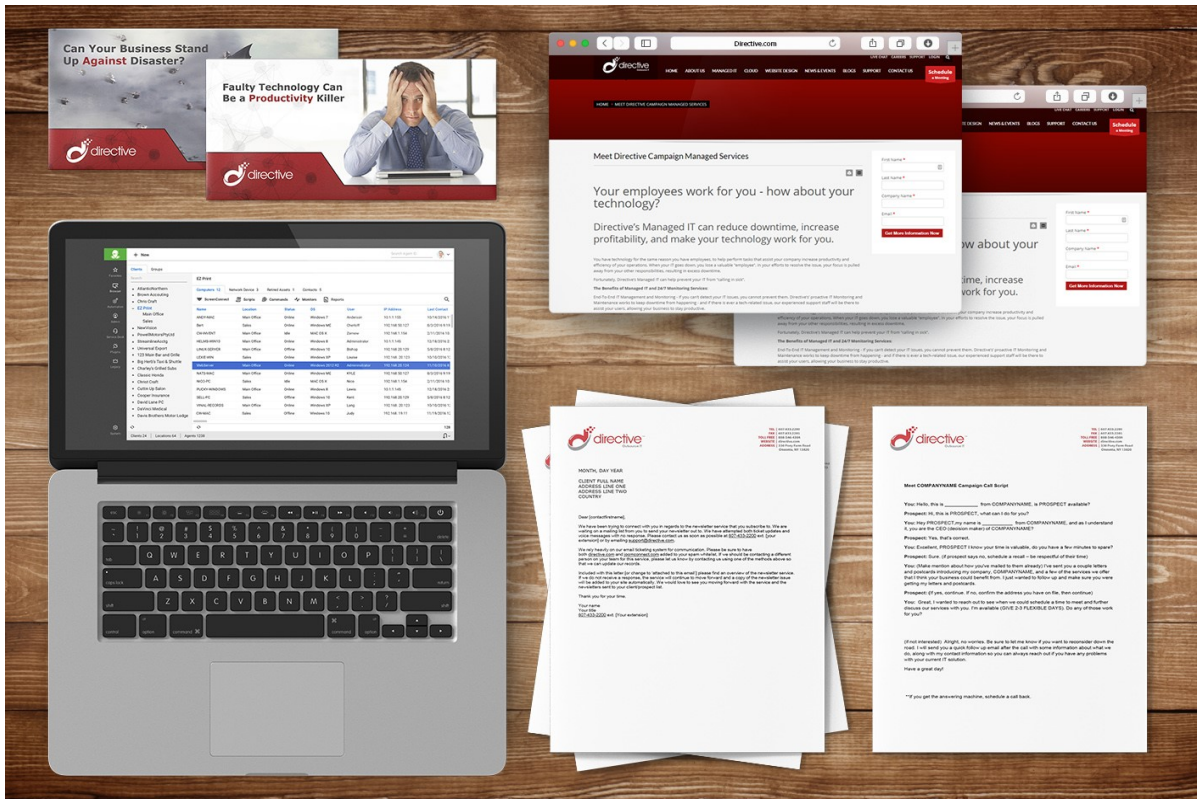**https://jmct.io/unaware**

FEATURES

- 50 new vetted contacts

- 2 Landing pages with content highlighting 2 services of your choice

- 3 Letters (each accompanied by an added deliverable)

- 2 Oversized postcards

- Follow-up phone script

- Complete fulfillment (branding, printing, handling)

- ConnectWise Setup (if applicable)

- Additional 3 month direct mail touches suggested and available for only the cost of print and postage

RELATIONSHIP MARKETING 50

Business is about people. When everything else is stripped away, people only buy products and services from those they trust. Building relationships within your industry, market, and community will ensure the survival of your business and set you apart from your competitors.

This may seem daunting and time consuming, but what you need to do is make yourself available, invite people to visit your company, and make an effort to meet people in a professional setting.

Establish the Relationship:

- Network at your Chamber of Commerce
- Host an Open House for your business
- Take an interest in people
- Acknowledge and understand your target audience's needs
- Earn people's trust

Continue to Develop the Relationship:

- Conduct regular surveys and polls
- Perform regular business reviews
- Have an active referral program
- Send greeting cards for holidays and birthdays
- Acquire and utilize customer satisfaction testimonials

Public Relations
Use local publications to your advantage.

Focusing on your company's PR is a great marketing investment. PR is where you'll project your public face. This face is what you want your business to be known for to your target market. You'll want to make your company look like the most professional, authoritative, fun, innovative, and creative business in town. Make it a point to develop resources projecting your desired company image.

What Can You Do to Get Started?

- Develop your ideal company image

- Write press releases to convey your image

- Focus a marketing campaign projecting your culture to your local market

- Post pictures and videos to social media highlighting your office culture

The Classics
Don't rule out these options!

Gather additional leads by establishing a presence in your market with these tried and true

- Television
- Publication
- Radio

- Newspaper
- YellowPages

"The U.S. spends over $100 billion annually on classic advertising."

Referral Marketing
Do you have a referral program?

Referral marketing is all about spreading the word about your services through an existing customer, rather than using traditional advertising methods.

According to the New York Times, 65% of all new business comes from referrals. That means on average, two-thirds of consumers make purchases because someone they know recommended a particular product or service. It is important for you to initiate and educate for your referral program to be effective.

Referral marketing is the single most powerful and cost effective way to market any business. Yet 97% of businesses do not have a referral marketing system in place.

Referral Marketing Program Tips

1. Educate Your Staff
Whatever program you develop for your referrals, be sure that your staff is aware of how the program works and how you want them to ask for the referral.

2. Ask for the Referral
Take the time to develop a system where you ask for a referral at a point after a successful implementation process. Schedule a follow up, make sure everything went well, and then ask. You can also send a personalized letter or email to ask.

Keep the information about your referral program in front of your clients. Schedule quarterly reminders with a postcard, email, or letter, include a section on your newsletter, on your marketing materials, and on your invoices.

See **page 59** for the JoomConnect add-on Quick Referral to learn how it can help automate your referral process.

3. Make it Easy
Don't overcomplicate the process. Have a simple form on your website and link to it frequently.

4. Offer an Incentive or Reward
Most people are motivated to take action if there is something involved for them, and even the person they are referring. Let your offering show them that you appreciate their recommendation. Appropriate rewards could range from a discount, to a free product or service, to a percentage off the next invoice.

5. Follow Up
Once you get a referral, it's important that you follow up in a timely manner. Two weeks should be the maximum time you wait to get in touch. Start your introduction by referencing the person who made the referral. Avoid doing a hard sell.

Consider having a package sent out in advance that includes your brochures, your business card, and information about the referral and its rewards.

6. Follow Through
Your client took the time to give you a referral; make sure you provide the same outstanding service to their referral as you would them. Failure to do this could cause you to lose your potential new customer and discourage your existing customer from further referrals.

NEED HELP?

Marketing is a LOT of work! Let our team be a part of YOUR marketing team.

You understand the importance of marketing to your business' success. However, understanding its importance is one thing; actually *implementing and managing* it is quite another. After all, you still have to run the business that you're marketing, too.

What if you could take all the managerial responsibilities that marketing creates and outsource it to trustworthy professionals, allowing you to focus on business operations?

58% of small businesses spend 5 hours or less on marketing per week.

Virtual Marketing Manager
Get your business a VMM!

Service

With our **Virtual Marketing Manager Service** (VMM), our team will help take on the administrative tasks that are required to run a successful marketing strategy, while you focus on running your business. The VMM service includes a single point of contact for all of your project and service tickets, weekly meetings to keep up-to-date on your marketing planning, events, and provide updates. Additionally, your VMM will let you know when our team needs your input.

Learn Why Marketing is a Full-Time Job!
Why Successful Marketers Never Take A Break **https://jmct.io/fulltimejob**

What Your MSP Marketing Tool Belt Should Include
https://jmct.io/mktgtoolbelt

FEATURES

- Single point of contact - assumes role of Marketing Manager
- Oversees ALL Service and Project tickets
- Resource management, scheduling and driving processes
- Weekly update meetings and as needed
- Maintaining and reporting on marketing metrics

WHAT VMM CAN ASSIST WITH

- Live event campaigns
- Direct mail campaigns
- Social media management
- Custom web content/blog articles
- Prospecting list consulting
- Branding, copy, artwork
- ...And more!

"It's a balancing act when trying to run a successful IT services business and lead a marketing effort. The VMM role helps me stay on track and on time. Ultimately, JoomConnect's knowledge of the IT services industry, integration with our toolsets, and the Virtual Marketing Manager… makes the engagement easy. "

-Rodd Ahrenstorff, *KT Connections*

JoomConnect

A sales, service, and marketing automation platform, built for MSPs.

We designed JoomConnect to be the industry's most powerful automation tool by integrating with two of the leading PSA tools available:

ConnectWise®   **Autotask®**

JoomConnect is a powerful platform designed to automate your prospect-gathering efforts, deploy Tickets, Activities or To-Dos, and Opportunities for your sales and service teams.

Perhaps the most appealing quality about JoomConnect is that, at its very core, it is continuously developed with you, the MSP, in mind. We strive to make it as easy as possible to keep track of all of your data, leads, contacts, campaign information, etc.

With JoomConnect, you can extend your PSA to your website to automate your marketing campaigns, sales activities, client requests, and more.

JoomConnect Anywhere

Love your existing site? Not ready to switch to Joomla? JC Anywhere gives you ConnectWise integration without revamping your website!

We understand there are cases where MSPs might not be in a position to revamp their site or want to leave WordPress, JC Anywhere brings the integration to virtually ANY website platform!

JoomConnect
A service and marketing automation platform, built for you!

Service

Get automated and get more out of your website with JoomConnect! Save time and money by automating your processes using your website.

Here's a look at some of our most powerful features.

JoomConnect Forms
Easily create your own forms using our drag and drop capabilities. Select from PSA fields, custom fields, and what events you want to have happen, from a Ticket, an Activity or To-Dos, an Opportunity, and so much more!

Create forms for your clients to report emergencies, submit specific support requests like add/move/change requests or VoIP station adds for example. Even create a configuration from a form submission!

Subscription Management
Easily add users to your Marketing Groups as they complete simple forms. Give your users the ability to select which of your Marketing Groups they are subscribed to.

Control Your Users' Website Experience
With user permissions connected to your Marketing Groups you can control the content displayed to your logged-in users. Once your users login to your website, you can give them different menus, modules, and forms to access. ConnectWise Manage users can also use the Company Type for this feature.

Simply put, JoomConnect is essential for empowering your website to be an all-inclusive automated sales and marketing machine!

FEATURES OF JOOMCONNECT

- Create the Company and Contact

- Generate a Service Ticket to the service board of your choice

- Generate, assign, and schedule an Activity or To-Dos

- Create a Sales Opportunity, with products (CW)

- Create custom fields to gather specific information, such as text areas, radio buttons, or select boxes

- Assign Activity and Opportunity to your Marketing Campaign (CW)

- Apply Marketing Groups and Tracks (CW). Enable your users to choose which of your Marketing Groups they would like to opt into

- Customize website experience based on Marketing Group subscription

- Use customized forms for your landing pages, event registrations, campaigns, specialized service requests and much more!

JoomConnect Add-Ons

Save time by automating processes with these additions.

Service

Quick Analytics + Landmines

Track registered users as they browse and navigate your website. Quick Analytics records page views by individual users in a closed historical Activity or To-Dos. Landmines lets you trigger an Activity, Marketing Campaign (CW), and attach marketing groups and tracks the moment a user lands on a particular page.

Quick Capture

Optimize your new customer or lead entry process with Quick Capture. Set up forms on your website for your staff to complete with the contact information you require, select what the interest is from your predefined forms, then let JoomConnect do the rest. Quick Capture can be configured to automatically apply Opportunities, Activities, Tickets, Marketing Groups and Tracks in your PSA. **No PSA License Required!**

Quick Referral

Automate the collection of referrals from your clients. They are injected into ConnectWise as a prospect with Tracks, Marketing Groups, Tickets and Activities applied. The referrer is able to track the process from start to finish with the client portal. Let your clients help you with your sales!

Quick Commerce (CW)

Enable the synchronization of the products and pricing schedules from ConnectWise Manage with the VirtueMart e-commerce solution for Joomla. This is just the beginning of web commerce with JoomConnect, expect many exciting features in this area.

Quick Campaign Pro

Keeping track of your ROI for an email campaign has never been easier with Quick Campaign Pro! MailChimp and Constant Contact can now be integrated with your PSA. Full two-way Synchronization of subscribes and unsubscribes to Marketing Groups. In ConnectWise Manage you can track sent emails, opens and clicks in the ConnectWise Marketing Campaign Monitor!

Can I still use JoomConnect even if I don't have Joomla?
YES! Through *JoomConnect Anywhere*, we can integrate nearly any website with your PSA and give you access to most additional JoomConnect features.

Who writes content for JoomConnect?
All of JoomConnect's content is done in-house by our staff of professional copywriters.

My company is located in a metro area with several local competitors.
How do I know they won't receive the same content as I do?
We go out of our way to make sure you stand out from your competitors. We offer **13 brandable website templates** and multiple blog, newsletter, and social media streams. If you're looking for a fully customized site, we can design one for you at an additional fee.

I would like to run a campaign but I don't know where to start. Can you help me?
JoomConnect provides several different marketing/campaign solutions. Our services range from providing support as you run our own campaign, to completely designing the content and running the entire campaign for your company.

Do you offer custom work? What are the costs?
Blocks of time are available based on the following rates:
• 	Custom Website Work, Content Writing & Marketing: $85.00/hour
• 	Custom Programming: $125.00/hour

Where can I find pricing for JoomConnect?
Pricing can be easily obtained by either emailing **info@joomconnect.com**
or through a demo: **https://jmct.io/getademo**

Do you have any questions that are not listed on this page?
Feel free to reach out! We'd be happy to answer them.

We believe in sharing with the IT/MSP Community that we are a part of.
*Create an account on our site to access our **FREE** stuff!*

JoomConnect Tools
Access "Lite" versions of some of our popular JoomConnect integration tools, available to try at **NO COST**. **https://jmct.io/jctools**

Educational Information
From website best practices to marketing tips, access our free educational information and materials. **https://jmct.io/mydocs**

Webinars
We regularly host webinars featuring some of the best practice marketing content and include sales consultants in the industry. **https://jmct.io/jcwebinars**

Blog Articles
We write about helpful tips related to marketing and web design on a regular basis. **https://jmct.io/blog**

Newsletters
Our newsletters offer great content related to MSP marketing, social media, and web design. We also include other valuable information such as what we are up to, FAQ's, and special promos. **https://jmct.io/subscribe**

Create Your FREE Account Today!
https://jmct.io/register

Connect With Us!
Schedule a one-on-one demo:
https://jmct.io/getademo

Contact Us:
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