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### 2019 USPS Postage Rate Changes



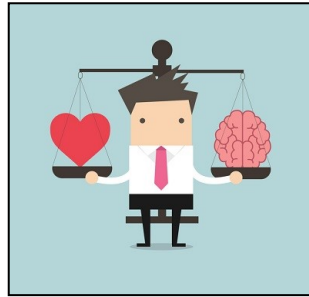
The United States Postal Service recently increased the price of their First Class Mail Forever Stamp from *50 cents* to *55 cents*. These changes went into effect on **January 27, 2019**.

If you use any of our direct mail services, you will **NOT** see an increase in our base service price. However, the price you pay per item mailed out will increase because you are billed for the cost per stamp used (at cost) in addition to printing costs.

**Don't let this price increase cut into your marketing budget!** We would be happy to help you keep your mailing costs under control by vetting your contact list(s) so we can make sure that they are qualified leads.

**Keep Your List Under Control!**  
<https://jmct.io/getleads>

### 'Facts' vs. 'Feels': Creating the Right Balance for Your Marketing



The Super Bowl is a time where people watching TV actually pay attention to the commercials being shown. Even non-football fans will watch - just for the commercials! Some of these advertisements shown are more memorable than others.

What commercials do you remember?

You may recall the Budweiser *Puppy Love* commercial from 2014 when a Clydesdale forms a close bond with a Labrador Retriever puppy. Another well known video - which may or may not be

before your time - was Coca-Cola's "*Mean*" Joe Greene commercial from 1980. This commercial was so powerful that NBC produced the movie *The Steeler* and the Pittsburgh Kid based on it.

Both of these ads are memorable and well-renowned. But, one thing that they ARE lacking? **Actual information about the product they are intending to promote!**

That's because they're emotional - rather than rational - appeals.

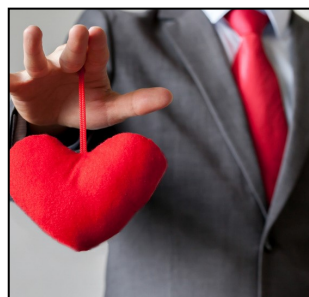
#### Rational vs. Emotional Appeals

As you may have gathered from above, an emotional appeal is a persuasion method used in marketing to create a certain type of emotional feedback and/or response from a target audience. They're very popular in the B2C space because these types of appeals tend to be very effective in making an audience notice, remember, share, and purchase.

On the contrary, a rational appeal is a technique in which a marketing communication attempts to appeal to its audience's rational mind by using facts and logical arguments. You see these

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### When It Comes to Marketing, a Little Love Goes a Long Way



As consumers, we encounter countless pieces of marketing and advertisements on a daily basis - estimates range from 3,000 to nearly 10,000! Ads are everywhere, meaning that the marketing you do is competing with hundreds, thousands, and possibly even millions of sources attempting to target the same people that you are. This makes it even more difficult to leave a lasting impression.

What's a good way to capture your audience's attention through your own marketing, if only for a brief moment? What's a way to

show your current and potential clients that you care about them more than those other marketers? The answer: **a touch of personalization in your marketing.**

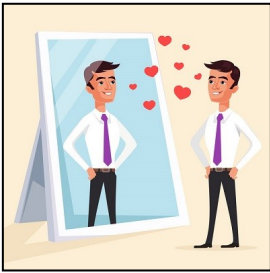
#### Why You Should Be Personalizing Your Marketing

Marketing personalization has been shown to work time and time again to:

- Capture audience attention
- Increase conversion rates
- Foster brand loyalty
- Increase customer spending
- Decrease customer acquisition costs
- Shorten the sales cycle

*(Continued on page 2)*

## Checking Your Ego (Marketing) at the Door



How much of your marketing focuses around your accomplishments? How great and successful you are? Your accolades?

Your achievements? How much skill you've crammed into one business, and how great the services that your business provides are? While there's nothing wrong with talking up your abilities in your marketing, you need to be sure that you don't cross the line into being egotistical - for quite a few reasons.

### What's Wrong with a Little Ego?

Despite the negative connotations that the word frequently has associated with it, ego

isn't an inherently bad thing to have. On the contrary, it is the primary source of every person's self-esteem. Without a little bit of ego, there can be no self-confidence - a key factor to include in your marketing.

However, while they are strongly interconnected, confidence and ego are also two very different things.

### Ego Issues

While confidence can help to inspire your employees and your clients to follow your lead and trust you to make the big decisions, an excess of ego will ultimately have considerably more negative ramifications down the line.

These ramifications will likely include the following:

- Attempting to upsell to an audience without consideration of their needs, or focusing on sales maximization without upping the value provided to match.
- A marketing focus that is more about being seen by the "right" people than it is about being seen by the (actual) right people.
- Resistance to feedback, which ultimately translates into resistance to growth and improvement.
- Hiring staff that serve to appease the ego, not contribute to the success of the company. These staff members might be made the scapegoats if/when something does go wrong in...



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[jmct.io/checkyourego](http://jmct.io/checkyourego)

## When It Comes to Marketing, a Little Love Goes a Long Way

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Just look at the success of Coca-Cola's "Share A Coke" recurring multinational marketing campaign. The U.S. 2014 Summer Campaign rolled out 250 unique 20-ounce Coke bottles throughout the country, each depicted with a popular name where the traditional Coke logo was. Consumers were encouraged to find bottles with names that hold a personal meaning for them and "share" them with friends and family.



This worked: the campaign was credited to reversing a 10+ year decline in Coke consumption, and the brand saw a 19% year-over-year growth in their 20-ounce

bottle sales. The campaign has been re-run in different variations every summer since, and still manages to capture the attention - and wallets - of consumers. It's even grown in scope over those years by rolling out in over 80 countries, adding additional names, including nicknames, and including other personal, relatable variants such as lyrics from popular songs and favorite summer holiday vacation spots.

Your IT Company can achieve success with marketing personalization too with the right insight.

### How to Personalize Your Marketing

As a small business, you obviously can't afford to go all-out like Coke did. But, there's still plenty that you can do to personalize your own marketing efforts and show your audience you care. Here are some suggestions:

- **Segment Your Lists, and Target Accordingly:** When putting together your lists, don't just lump together your leads, clients, and prospects all in one list to send your campaign materials to. This makes it harder to personalize your marketing message. Instead, choose a group to

target (for example, a specific industry) and frame your marketing message to meet their needs and expectations.

- **Create Relevant Content:** You want the visitors of your website to get something of value when on it. This includes your leads, prospects, and clients. Make sure your website is designed to meet their needs by writing content relevant to their interests based on where they are in the sales funnel, their location, and what industry they are in. As an added bonus, this will make you easier to find through Google if a potential client is looking for IT help in your service area.
- **Use Social Media:** Social media gives you a medium to directly interact and form relationships with your audience online through the face of your company. You can also use social media to run personalized, targeted ads.
- **Track Website Page Visitors:** It's much easier to determine what...



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## 'Facts' vs. 'Feels': Creating the Right Balance for Your Marketing

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types of advertisements in the B2B space, and sometimes the B2C space (depending on the product category).

Because of the nature of business-to-business partnerships, marketing efforts tend to appeal more to the rational side than the emotional side of things. It does make sense - B2B purchases tend to be for much larger sums of money than do consumer purchases, so decision makers want to decide based on cold, hard facts. But, that doesn't mean they can't be swayed by emotions.

While not as popular as the other two commercials mentioned, you may recall the *Cat Herders* commercial from 2000 that aired during the Super Bowl. This award-winning commercial was made by Fallon for Electronic Data Systems (EDS) played off the metaphor/expression "herding cats"; the cowboys successfully herding the cats was intended to be analogous to EDS' ability to solve the seemingly unsolvable problems that

companies were facing. The commercial helped revive their brand and won numerous awards.

What we're trying to say is that just because you're marketing to other businesses doesn't mean you can't incorporate emotional appeals into your marketing.

### Invoking the Emotion You Want

With emotional appeals, you can design them in a way that evokes a specific emotion. For example, you can use them to create one of the following:

- A sense of security or well-being
- Feelings of individuality/uniqueness
- A sense of fear, due to a perceived threat
- A feeling of love and/or connectedness
- Feelings of relief from negative emotions (pain, frustration, anxiety)

If you're trying to trigger a specific type of emotion during a marketing campaign that you are running to get your desired

result, you need to frame the words you use, your imagery, and (sometimes) the colors in your marketing around that emotion.

Let us illustrate how you might frame a campaign to promote your BDR services.

### The Words You Use

The words used in your marketing have a great impact as to how your overall message is framed.

For example, if you're trying to sell more of your BDR services, you may choose to center your marketing message around fear. Losing all of your business data can be quite scary, after all! In your message, you could discuss how devastating it is for small businesses to lose all of their data, and the consequences that can face them if it does happen. You can instill fear by talking...



Read the Rest Online!  
[jmct.io/factsvsfeels](https://jmct.io/factsvsfeels)

## Brochures: A Must-Have, Versatile Marketing Collateral Piece



In the past, we've talked about basic marketing collateral that every small business should be using to promote

themselves. One of the collateral pieces we discussed was brochures - something too many IT companies aren't taking advantage of.

In case you needed further convincing as to why your MSP should be marketing with brochures, consider the fact that brochures are:

- **Professional:** A brochure, when designed correctly, can help you establish authority amongst your clients and prospects.
- **Brandable:** Brochures can easily be branded to your company's logo and colors. Distributing your

brochures will help you build brand awareness and authority.

- **Affordable:** Brochures can easily be incorporated into any low-cost marketing plan, especially if you order printed brochures in bulk. You can also print them from your own office printer.
- **Informative:** The typical three-fold nature of brochures paired with various visual elements allows you to pack a lot of information into one sheet of paper without overwhelming the reader.
- **Versatile:** You can market with brochures online or in-person using physical printed copies. And, they can be given to anyone in your target audience, no matter where they are in your sales funnel.

Hopefully that's piqued your interest. If so, you may be wondering, "how can I incorporate brochures into my current marketing strategy?"

Let us provide you with some suggestions.

### How To Use Brochures

Due to the flexibility that comes with brochures, there are a lot of ways that you can market with them.

- **Trade Shows:** Brochures are a must-have for any trade show that you attend.
- **Service Visits:** You can have one of your technicians leave behind a brochure after a service visit to a complimentary service that your client doesn't yet utilize.
- **Quarterly Business Reviews:** When prepping for your next QBR meeting with one of your current clients, you may discover that one or more of your services would benefit the company you will be meeting with. Have brochures for those services...



Read the Rest Online!  
[jmct.io/getbrochures](https://jmct.io/getbrochures)

## We've Revamped Our Brochure Kit Service

One of the most impactful branding and marketing tools a business can create is a brochure. They are *effective, versatile*, and relatively *inexpensive* promotional collateral.

Our **MSP Brochure Kits** are designed to make the process even *easier* for you so that you can start effectively using brochures in your marketing both online and in-person with physical copies - without having to take the time to draft and design them.

Because we've updated our brochure service, we have **TWO different offers** available to new and existing Brochure Kit customers:



### Start Marketing With Brochures!

(Available to those who have not yet purchased a kit)



If you haven't yet used brochures in your marketing or have **struggled** to do so effectively, then our **Ultimate MSP Brochure Kit** might just be the **missing piece** your marketing needs.

### Get New Brochure Content!

(Available to those who purchased a kit before August 2018)



We have nearly **50 new brochures** available for you if you have previously purchased our **Ultimate MSP Brochure Kit**. And, we're making them available to you at a **discounted rate**.

### What's Included:

- 75+ Brochures in digital format, customized with your logo, company name, contact info, and colors.
- Call to action graphic for web pages
- Setup on 20 service pages of your choice (*additional can be posted for a charge*)
- Business Card Template File
- Branded BDR Whitepaper
- Managed IT Tri-fold Brochure

### Topics With New Brochures:

- IT / Computer / Service
- Security Services
- Communications
- Documentation Management
- Hosting Services
- Management Services
- Industry / Vendor Specific
- Microsoft
- Understanding IT

Use the promo code **NEWBIE** to receive **\$75.00 off** your total order!



New Brochure Customers:  
<https://jmct.io/brochurekit>



Existing Brochure Customers:  
<https://jmct.io/brochurerefresh>

Use the promo code **TRAILBLAZER** to get new brochures at only **\$15.00\* each!**

\*Includes branding and adding to your website.

**These offers are available until Friday, March 1st. Don't wait—order today!**

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## MSPW Campaign

Upcoming marketing campaign content for the **Ultimate MSP Website** subscribers:

### Managed IT Services

Free monthly content to market your services!

## Partner Training

Join us for **FREE** weekly training!  
**Website:** Tuesdays at 4PM  
**JoomConnect:** Thursdays at 4PM

Register for a session at:  
[training.joomconnect.com](http://training.joomconnect.com)  
(All times are EST)

## This Month's Webinar

### Client Retention & Your Marketing

February 26th & 27th (5 Sessions)

Learn more and register at:  
<https://jmct.io/clientretention>



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