

In This Issue:

A Friendly Reminder About Your Website and Google

Is Instagram A Part of Your MSP's Marketing Strategy? It Should Be!

We Can Now Push to Instagram for SMaaS!

What to Keep in Your Marketing "Go Bag"

What Questions Do You Have About Social Media? [Social Media 101]

Upgrades to our SEO & Content Marketing Services

We Can Now Push to Instagram for SMaaS!



With **Social Media as a Service (SMaaS)**, our marketing team creates and publishes one post once per day to your Facebook, Twitter, and LinkedIn pages.

Due to the value that Instagram can bring to businesses, we would like to provide you the option to have this content push to your Instagram page as well.

Starting this month, this option is available to new and existing SMaaS clients for an **additional \$50.00 per month**.

Start Using Instagram!
jmct.io/socialmediaservice

A Friendly Reminder About Your Website and Google



You may have heard this joke before: where should you hide something that you don't want people to find? The punchline that goes with it: you hide them on the second page of Google.

It's pretty tongue-in-cheek, but there's quite a bit of truth in it: 75% of those searching never scroll past the first page of results! And, since over 85% of people in the United States are using Google to make those searches, it's the search engine you need to focus on pleasing the most.

So, what can you do to bump up your ranking so you're on the first page, or - the ultimate goal - one of the first results?

You need to work to get your website optimized to how Google likes websites to be.

Getting on Google's Good Side

To simplify things for you, there are three main categories that you need to dedicate time to addressing when fixing up your website: the overall user experience, your content, and your links.

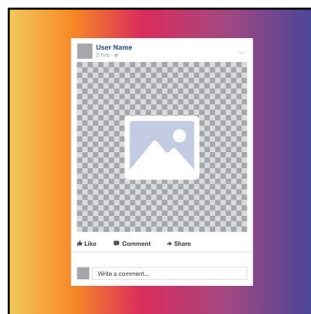
1. The Overall User Experience

Your website needs to be designed with user experience in mind. Make sure you can answer "yes" to the following questions:

- Can all features of your website be accessed on every device a person may be browsing on?
- Is it easy to navigate your website?

(Continued on page 3)

Is Instagram A Part of Your MSP's Marketing Strategy? It Should Be!



Back in mid-2017, we talked about why and how B2B marketers should be on Instagram and using it to promote their company. Since Facebook has been constantly changing and evolving the platform over the years, we thought we'd give you some additional updates on how your MSP can market itself through the ever expanding image-centric platform.

A Brief History of Instagram

Instagram was launched by Kevin Systrom and Mike Krieger back in October of 2010 as an application for the iOS store. Within a little over two months, there were over 1 million users. And, its popularity continued to grow. When it was introduced to the Google Play Store in April of 2012, it was downloaded more than 1 million times by Android users in less than a day!

The platform was relatively simplistic at first: the picture or short video that you shared had to be framed in a square (1:1) aspect ratio, and you could 'follow' accounts that you were interested in (friends, family, celebrities, businesses, etc.). Over the years, additional features were added including hashtags to help users discover posts they may be interested in, filters, effects, and image borders.

Not too long after the Android app came out, Instagram was acquired by Facebook in a deal worth approximately 1 billion dollars. This acquisition as well as the updates Facebook did to

(Continued on page 2)

What to Keep in Your Marketing “Go Bag”



In case of emergency, it is recommended that people pack what is often referred to as a “go bag.” This package

contains the supplies and provisions they will need to make it a few days without access to other resources.

Of course, you never know when a marketing opportunity may arise, so why not be prepared for that ahead of time, too? Today, we’ll review why you should have a marketing go bag, and what you should include in it.

What’s the Point of a Marketing Go Bag?

The purpose of a marketing go bag is essentially the same as the purpose of any ‘go’ bag: to ensure that you are never caught unprepared for the circumstances. This is an especially important consideration to make for marketing initiatives and strategies, because you are trying to make a good impression. A marketing go bag makes that much easier to accomplish.

Let’s break down a scenario. Put yourself in the shoes of your prospects for a

moment - you are a business owner at an event, looking to fulfill a particular need. Who are you most likely to take more seriously and actually consider - the person with a list of names to email later on a scrap of looseleaf, or the person who has a booth and materials to distribute, plus a printed sheet to take email addresses?

In most cases, it’s going to be the person who came more prepared because they appear to be more professional.

Furthermore, having a go bag planned out allows you to also make slight changes to your materials to better suit the venue you are to appear at, or add a custom piece that ties your message more closely to the event’s theme. Let’s face it: you’d otherwise be too busy trying to figure out what you should bring to put something new together.

What Should You Include in Your Marketing Go Bag?

There are quite a few items that should be ready to go whenever an event or opportunity arises that will help you attract and hold your audience’s attention.

- **Printed Sign-Up Sheet** - You want to be able to collect the emails of interested parties without having to

wait for them to reach out to you first. Have a sheet ready so people can write down their contact information. You could also bring a tablet or laptop and have them type it in, but that may not be preferable due to the extra time it would likely take for them to give you information. You also might not want that many people touching your device!

- **Business Cards** - These networking standbys are still an invaluable addition to your materials, as they can provide an in-pocket reminder that you have services to offer the recipient. Your go bag should have plenty to disperse at whatever venue you may appear at. Going along with this, have the cards you bring in a professional business card holder.
- **Brochures and Service Briefs** - These are useful materials to give to people who are most interested in a particular offer that you have. Make sure these materials have all of your contact information and link to the appropriate pages on your website so the person you give them to can find out more if they desire to.
- **IT Playbooks** - IT Playbooks are a...



Read the Rest Online!
jmct.io/gobag

Is Instagram A Part of Your MSP’s Marketing Strategy? It Should Be!

(Continued from page 1)

the platform over the years helped Instagram become the fastest growing social media platform to date.

Some of the features and changes made by Facebook include:

- Sponsored post abilities for advertisers
- Direct messaging abilities
- Additional image editing tools
- The ability to create and upload content that doesn't have to be in the once-required 1:1 aspect ratio
- Insights and analytics tools for business accounts
- Live video capabilities

- A switch from a chronological timeline to an algorithmic “best posts first” model
- Instagram Stories that are available for 24 hours before disappearing
- The capability to add multiple photos in a single post in slideshow style
- IGTV, where users can upload videos of up to 10 minutes and accounts with larger audiences can upload videos up to an hour long

With all of the capabilities available and the ever growing user base that’s no longer just young people, Instagram is now a viable tool for B2B marketers to use. And, as we expect the capabilities to

further increase over the years, it’s best to start working on your Instagram strategy now before you fall too far behind.

Using An Instagram Business Account

Once you convert your Instagram account to a business one, you gain additional abilities to manage your page. Those include:

- **Management Through Facebook** - You will be prompted to connect to your business’ Facebook page. Once you do so, you gain the ability to...



Read the Rest Online!
jmct.io/instagramstrategy

A Friendly Reminder About Your Website and Google

(Continued from page 1)

- Do your website pages load relatively fast?
- Does your website meet Google's accessibility standards?

If the answer to any of these questions is "no", then it's time to redesign your website.

2. Content

Focusing on your website content is a great way to improve your search engine ranking. But, it's not always enough to just have a lot of content. If the content isn't tailored to what your services entail and what your target audience is searching for, you're going to attract people who aren't interested in your services.

When defining your written content strategy, consider the following:

- **Are you including the right keywords?** - The content you write

about should contain the keywords and topics that you want to rank higher for.

- **Is your content optimized?** - You want to make sure that keywords are used effectively throughout your content where appropriate (the title tag, H1 tag, H2 tags, image Alt text, and/or the primary content area).
- **Is your content over-optimized?** - This can happen if you're following Black Hat SEO techniques. Spamming your content with the same keywords over and over with no mind for user experience and readability will negatively affect your search engine ranking.
- **Can your content be found by Google?** - To find and index your website content, Google needs to crawl your website. If your website is designed in a way that Google can't crawl it, it's going to hurt your rankings.

One of the best ways to prop up your content strategy is to have a company blog, and post articles related to your service offerings on a regular basis.

Notice that the list above pertains to your written content, but that isn't the only type of content that Google is looking for. Any videos, images, and downloadable content you have that pertain to what your business does can help improve your ranking. The more and wider variety of content that you have, the better!

3. Links

Related to both the user experience and your content, links are still considered important to Google (though, not as much as they used to be). Take care of the links on your website and take advantage of...



Read the Rest Online!
jmct.io/googlepage1

What Questions Do You Have About Social Media? [Social Media 101]



Whether you're new to social media entirely or just new to using certain aspects of it as a business, you'll probably admit

that it can be a little complicated to use it effectively. There are a lot of 'little things' you need to know if you want to develop a strategy that actually sees noticeable, measurable results.

To help you out, we've decided to provide you a little guidance into the business-centric world of social media. This way, you can spend more time perfecting your social media marketing strategy instead of going through the trial-and-error process that comes when you're reading most 'best practice' or overgeneralized 'how-to' articles.

We already have some topics in mind that we're going to be writing about, but we

wanted to give you a chance to give your input on what you would like to learn more about as it pertains to Managed Service Providers like you. You can enter any questions that you have in the form below. These can be general how-to questions, best practice-related questions, or any type of question that you may have. No question is too big or small!

Discovering Topics You're Interested In

To find any articles written about this topic, you can look for the [Social Media 101] denoted at the end of the blog title and have 'Social Media 101' somewhere on the blog cover image. Each blog that is a part of this will also have a Social Media 101 tag as this one does, so please be sure to follow this tag if you're interested in reading more blogs of this topic.

A lot of the blogs we will be writing will be platform-specific. If a blog we are writing is like that, it will start with the platform name, and then '101:', followed by the topic and [Social Media 101]. For example, a blog about uploading videos to your

Facebook Business page might have a title that looks like:

Facebook 101: Uploading Videos to Your Business Page [Social Media 101]

This blog would have the tags 'Facebook 101' and 'Social Media 101'.

If you're interested in learning more about the basics of a specific platform, you can also choose to follow the blog tag(s) for the specific platform(s) that you are interested in.

- Facebook 101
- Twitter 101
- LinkedIn 101
- YouTube 101
- Instagram 101

Fill out the form within the online version of this blog if you want us to write about a specific topic. Stay tuned for the blogs that are to come!



Fill Out Our Form!
jmct.io/sm101start

Upgrades to our SEO & Content Marketing Services

New Plans, New Tiers, New Expectations

Your company deserves the best, and we want to give it to you. That's why we've revised our Search Engine Optimization and Content Marketing Service Packages to keep your company in line with the changing world of SEO. These upgrades are designed to further personalize our service so that you can attract attention from local influencers.

Our SEO Basics Tier includes the following:

- Monthly reporting for your website and social media
- You-write-it content optimization
- Analytics/search console issue monitoring
- Local business directory listing management*
- Monthly maintenance to optimize your SEO
- Content improvement suggestions when applicable



*Additional Charges May Apply

Our Content Marketing Tiers (Silver, Platinum, and Titanium) have also been upgraded.

Each tier will have **everything** included in the SEO Basics Tier, in addition to the following features:

- Initial creation of custom page content
 - **Silver Tier:** 5 custom webpages
 - **Platinum Tier:** 10 custom webpages
 - **Titanium Tier:** 15 custom webpages
- Monthly custom blog content
 - **Silver Tier:** 2 custom blogs per month
 - **Platinum Tier:** 3 custom blogs per month
 - **Titanium Tier:** 4 custom blogs per month
- Local news / opportunity monitoring for your custom blog content
- Influencer promotion email template and assistance in establishing your list
- Influencer reward program to reward those who share or promote your content/company*
- DIY branded template for your press releases
- Custom promo landing page and monthly promotion of that page
- Optional remarketing (PPC) campaign for your monthly promo*
- Call management & monitoring to help you track phone call conversions



*Additional Charges May Apply

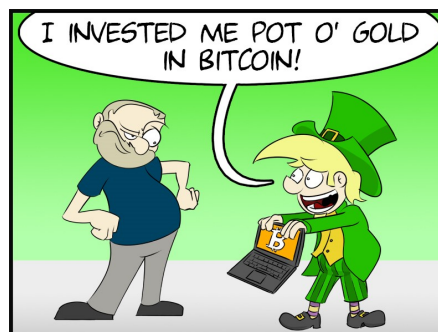
Learn More About These Upgrades! jmct.io/contentmarketing

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training.joomconnect.com
(All times are EST)

This Month's Webinar

8 Steps Toward Marketing Campaign Success

Last Week of March (5 Sessions)

Learn more and register at:
<https://jmct.io/campaign101>

- newsletter@joomconnect.com
- facebook.joomconnect.com
- linkedin.joomconnect.com
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