JoomConnect

Catch Up on Our Monthly Webinar Series!

If you didn't attend any of our past three marketing webinars, you've unfortunately missed out on some **great promotions** and **free deliverables** that were made available to attendees.

However, you can still watch these webinars to get the information that you missed! We have all three posted on our website, and each will take approximately 30 minutes to watch. You can do so by heading to the link below.

Make sure you don't miss April's webinar and the deals that go with it by heading to the link listed in the sidebar of Page 4 to register!

Watch Now!
https://jmct.io/jcwebinars

Why Blogs and Social Media Work Together So Well
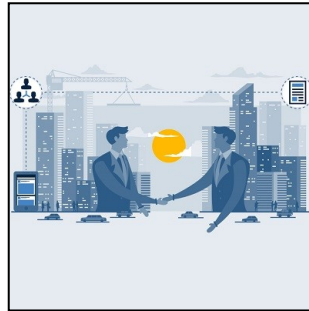
Two very common digital marketing avenues that a lot of MSPs will take is writing blogs to drive website traffic, and using social media to connect with their audience. Both of these methods should definitely be a part of your company's own MSP marketing strategy, but can be even stronger when combining them together.

Social Media

Your social media is a great place to build relationships with your clients and prospects. If you're following social media best practices, your company should be posting company culture-related content in conjunction with content designed to drive traffic to your website.

The problem with doing this is that if you're ONLY sending your social media followers to your service pages whenever your post is related to that service, it's not typically going to be effective in converting that person. This is because your service pages are focused on the hard sell, and business decision makers aren't typically in the mindset of making purchases for their business when scrolling through their social media feeds. Unless they're already about ready to convert due to receiving other marketing materials from you previously, they may immediately bounce from your website if you're always sending them to a service page (that's also not good for your SEO!). Eventually after seeing too many posts that do this, they might stop clicking on links to your website altogether.

Blogs

When written with the technology industry and your service offerings in mind, your blogs are great educational content to have on your website. They can help convince prospects that you

A Quality MSP Brochure Has These 4 Things
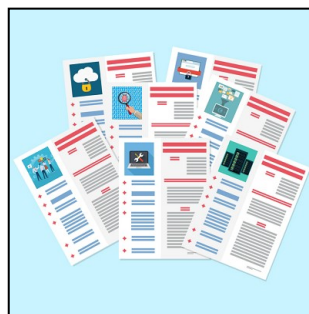
We hope brochures are a part of your MSP marketing strategy - they are one of the best, most versatile pieces of marketing collateral that you could have...if they are designed and utilized correctly.

Let's say you currently have a collection of brochures, or are currently looking to start writing and designing some. You might be asking:

- What should my brochures look like?
- What information are my prospects going to be looking for?
- What is going to get my IT Company the greatest return on our investment?

The best way for us to answer these questions for you is to tell you the four things that every quality MSP brochure has.

1. A Print AND Digital Presence

When you think of brochures, you may think of those brochure display racks that you come across in the lobbies of hotels and other businesses that contain multiple printed brochures of various things to do surrounding the area you are currently located. Your brochures can take a form similar to what you typically see here - a printed tri-fold with text and images on the front and back of a single sheet of paper in landscape form. But, they don't have to.

How SMART are your Marketing Goals? (Part 2)

In Part 1 of this blog, we discussed what exactly SMART goals are; specifically, what your marketing goals need to be considered SMART. This next part of our blog will go through how to turn the common vague goal of "increasing revenue" into a SMART goal that you can use for your next marketing campaign.

Turning Your Marketing Goals into SMART Goals

To turn "increasing revenue" into a SMART marketing goal, we're going to need to define the marketing campaign that we will be running, and tie each piece needed for a SMART goal with that campaign.

Specific

You want to make this goal more specific, so let's determine a particular service that you would like to sell more of to increase your revenue. Let's pick a recurring revenue service, like managed services. We could make it more specific as well by targeting a particular industry, business size, location, and/or customer segment (e.g., prospects or your current clients who do not yet get Managed Services from you). Not only will defining this make your goal specific, but it will allow you to better personalize your marketing materials.

For this example, we will be targeting prospects with less than 50 workstations that are within a 60 minute drive from your location. All of these details might not necessarily be included in your goal itself, but are important to keep in mind.

Measurable

To determine how we are going to measure this campaign, let's decide what the pieces of the campaign will be so we can look at the different benchmarks throughout.

Because you are targeting prospects, it's probably easiest to use direct mail pieces to pique their attention and direct recipients to your website - two pieces to two different landing pages, and two pieces to blogs. Toward the end of the campaign, it's also good to have your sales team follow up to ask if they've received your marketing materials and to answer questions or clarify as needed.

The overall measurement for our campaign is of course going to be the number of new agreements we get from this campaign, but there are some other measurements that you want to be doing so that you can properly evaluate how successful your campaign is. For a direct mail campaign with a follow-up call component like this, some metrics to look at include:

- Landing page visits / bounce rates / conversion rates
- Number or percentage of QR code scans
- Time spent reading your blogs
- Overall campaign conversion rate / ROI
- Cost per lead acquisition

By looking at these metrics for each campaign material and overall, you can determine which of your pieces might...

Read the Rest Online!
jmct.io/smartgoals2

A Quality MSP Brochure Has These 4 Things

(Continued from page 1)
We actually suggest not having *all* of your brochures designed in this way.

Sure, brochures designed this way are great to hand out in person when you're at a live event or to send in the mail. But on a computer, they're a bit harder to read, which brings us to the point we are trying to make in this section: **your brochures need to be in digital form too**.

On each of your services pages, you should have a brochure to accompany the particular service that is available for download. These brochures should be in a digital-friendly format:

- Convert each of your brochures into a PDF. This is a standard format that makes the content uneditable by the person who downloads it, and PDFs can be accessed on most - if not all - devices.
- Feel free to stick with a general three column format if you desire, but we suggest designing these brochures in portrait instead of landscape so they're more readable if a person is viewing it from a mobile device.
- Don't design them as if the person is going to be printing them out and folding them - not everyone will. The content should read left-to-right, first-to-second page.
- Be conscious of your color use. If people decide to print out one of your brochures, you don't want to drain all of their ink with a single brochure print! You want your text to be readable when printed out and when viewed digitally. Consider font style, size, and color.

- Design each service brochure to fit on one side of a 8.5 x 11 inch piece of paper. Some of your prospects may want to print out a brochure they are interested in, and may only have the capabilities of printing single sided on standard pieces of paper.

2. Proper Branding and Consistency

Brochures exist to help your company promote your service offerings. Like the rest of your marketing materials, they need to be branded to your company. This means that they should contain your logo, and the general color scheme should match your company colors. It helps to have a branding guide on hand for the...

Read the Rest Online!
jmct.io/bestbrochure

Why Blogs and Social Media Work Together So Well

(Continued from page 1)
know enough about the technology industry for them to trust you with their company's IT, and are a great resource for your current clients to turn to as well.

The issue is that if no one is actually reading your blogs, than they don't have much benefit outside of improving your website's SEO. This isn't necessarily a bad thing; many companies will have their own blogs for the sole purpose of improving their search engine ranking. However, you're wasting their potential if you're just letting them sit on your website; you could be doing so much more to push potential leads toward your website in hopes of conversion.

The Working Relationship
A synchronous relationship is found when using blogs and social media together. Your company's blogs and social media posts help to remove the shortcomings

that each of these digital marketing pieces has when on their own. Having a company blog provides you with a backlog of educational resources that your target audience may be interested in, and social media provides you the perfect avenue to show them that these resources can be found on your website.

You should be sharing your blog posts on social media if you want to get them in front of your audience. This is why many companies will set things up so that their blog posts are automatically pushed to their social media channels after they go live on their website. This is okay, but you could do better.

If you're always pushing your blogs in this way, remember that you're not adding much value to what you are pushing since you're not including an image or any information about the blog you are linking to. The title of your blog might be enough

to hook some people, but you're going to find that people may start to overlook your blogs over time if you're sharing them in this way whenever there is a new blog on your website.

Social Media Blog Post Best Practices
When sharing your blogs through social media, we recommend taking the time to pick an image to go with the post that you are sharing that is eye-catching, related to the blog topic itself and is sized based on social media best practices. This will help your blog post stand out. You should also write a brief sentence or two related to the blog that encourages them to head to that blog to learn more.

By crafting posts like this, you're encouraging the person viewing your...

Read the Rest Online!
jmct.io/blogsandsm

MSP Marketing Email Best Practices

Email marketing can be a powerful marketing tool for MSPs, but there is a very fine line between being productive and being detrimental. That said, you want to stand out enough that you get noticed, clicked on, read, and interacted with. Let's talk about some email marketing best practices that your MSP can utilize for your next campaign.

Timing is Everything
Let's start with one of the easiest elements to control. Remember that you are corresponding with people who are busy and a single email at the wrong time is merely going to be a blip on their radar. It's also important to realize that the best time tends to fluctuate depending on the industries you are marketing to, the type of client persona you are getting in front of, and these trends even change over time.

Start Early
Most people check their email first thing in the morning when they get in the office and have had their coffee. Some might put it off until later in the morning, and others might start flipping through their inbox before the workday begins, either while at home or on the commute.

If your goal is to maximize your open rate, shooting between midnight and 8 am will mean you'll show up in front of the early risers.

Another good range to shoot for is mid-to-late afternoon and evening when people aren't distracted by as much of their regular daily activities. The 3 pm to 7 pm range tends to get a decent open rate as well

Next time you push a campaign out, send the same emails across both ranges to a split-section of your audience and see what works best. Email blasts can be sent out in this way using an Email Service Provider (ESP) such as MailChimp or Constant Contact. Or you may use a

different method, such as the Communications Manager in ConnectWise if that is your MSP's PSA software of choice. It will all depend on the campaign and type of email you are sending.

No matter where you send your email from, you need to be carefully tracking how well it performs. To do this, you should look at your open and click rates.

Don't Stick to a Single Day of the Week
As far as days of the week, the old standards used to be Tuesday, Wednesday, and Thursday. Recent studies have shown that Mondays and Fridays are catching up for decent open rates, and Fridays even tend to get a little bit of a higher click-through rate. That said, with the average open rates being so similar throughout the week, this means you should be sending multiple emails for a campaign multiple days throughout the...

Read the Rest Online!
jmct.io/mspemails

BUNDLED DEAL: MSP Blogs and Social Media as a Service!
Purchase both of these services for our <u>LIMITED TIME</u> promotion and GET MORE!

Two important pieces to your company's marketing strategy are the blogs on your website and your presence on social media. If you haven't yet taken advantage of two of our popular services in this area - our MSP Blog Service and Social Media as a Service, then now is the time to start!

About Our Blog Service

Our **MSP Blog Service** includes 3 relevant IT-related blog articles with images per week.

Once you receive your content, it is officially yours. There are no copyrights, royalties, or links back to us. We will even push additional FREE bonus blogs your way when there is a major event in the technology industry that is likely to affect small to medium-sized businesses.

By providing your local community with high quality, informational, and relevant IT-focused blogs on a regular basis, you'll establish authority as an IT expert, improve your relationship with current clients, increase engagement, and improve your search engine rankings.

About Social Media as a Service

To help you get the most out of your social media marketing, **Social Media as a Service** includes one post per day to the three major platforms that your business should be on: Facebook, Twitter, and LinkedIn. Instagram can also be added for an additional monthly fee.

Posts may include links to your blogs, service pages, information and statistics about technology that is relevant to small and medium-sized businesses, blogs/articles from the web that targets pain points of business owners, news/current events, holiday-related posts, and much more.

By regularly posting to social media, your company is able to demonstrate their expertise as an MSP to your followers and those prospects that may be interested in working with you. Active social media accounts help improve your overall brand awareness and recognition, helping you show up against your competition.
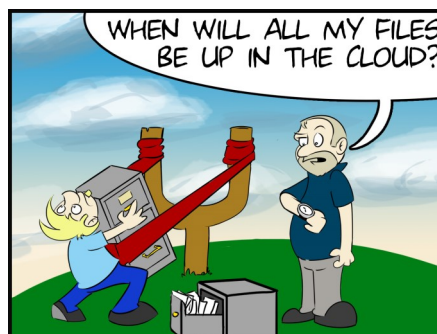
SAVE NOW!

If you purchase BOTH of these services by **Tuesday, April 30th**, you will receive your first two months of the Blog Service for FREE. **That's a savings of $120!**

Take Advantage of This Deal! https://jmct.io/blogsandsmaas

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