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Evaluate Your Social Media Marketing with this FREE Guide!



Effective social media marketing gives you numerous opportunities to connect with your target audience, drive qualified traffic to your website, and - if you're doing it correctly - can even help drive conversions.

To help you see how you're doing, we have created a FREE self-assessment that you can use to see if your social media marketing needs work. Along with it, there is a short deliverable that you can review to learn a bit more about how to best market your MSP on social media.

Download Our Guide At
<https://jmct.io/sociallevel>

How Do I Promote My MSP on a Budget?



When you're struggling to attract business, promoting your MSP may seem not as important as keeping the lights on. However, if you don't market your MSP, you won't be able to attract the audience needed to generate the leads you need to keep your business running. Fortunately, there are some methods and tools you can use to promote your MSP without breaking the bank.

Yours is a familiar story: you've quit your job and decided to open your MSP. You have your website, your social media, and office space, but after a few months, your phones still aren't ringing, and you're starting to wonder if you have made a mistake.

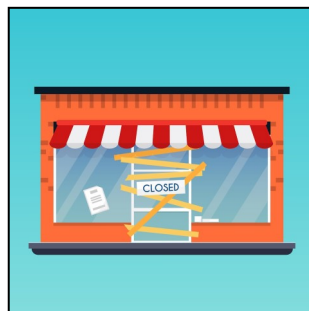
Honestly, you have. No, not by starting the business, but by not planning for a way to let people know your business exists; in other words, a marketing plan. While, "If you build it, they will come" is a nice thought, the reality is when it comes to your MSP, it's more, "If they don't know you're open for business and what services you offer as an MSP, you may find yourself closing your business."

The mistake that you and many MSPs make is the belief that once you have your MSP website, you're done: people will find your site, fill out your forms, or call your business, and the cash will come flowing in. Just. Like. That.

Unfortunately, it isn't that simple. You have competitors who are marketing their business and attracting customers. Competitors who are spending money on pay-per-click (PPC) or other online advertising, print, they are purchasing lists, and even going to or hosting local events. All of this gets their MSP in front of the public, while your MSP languishes on page two (or worse) of Google, never to be seen because you're doing nothing to promote it.

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It's Not Too Late to Start Marketing! Don't Wait Until It Is...



Your IT company may have been able to skate by for years with just an office space and a very basic company website. You had a steady flow of customers coming in. Maybe there were a few slow months here and there, but nothing you couldn't weather by waiting it out until things picked up again.

This strategy is one that small businesses in every industry and sector will choose to adapt. Owners of these companies just want to run their business - nothing else. They want as little overhead costs as possible because, in their minds, they believe this is the best way to maximize their profit margins.

In all actuality, they're setting themselves up for failure.

Fail to Market, and Risk Losing Your Business

You may have heard these statistics before, but according to the U.S. Bureau of Labor Statistics:

- 20% of small businesses fail within their first year
- 50% of small businesses fail after five years
- 65% of businesses fail after 10 years

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4 Qualities a Good MSP Website Should Have



Any website you visit online is designed with a certain purpose in mind (whether or not it's designed well, is a different

story). As a managed service provider, your website needs to have just as much forethought and planning as any other - in fact, it should probably have more. Let's discuss a few requirements that a good MSP website needs to represent.

First, let's examine the real purpose of your MSP website... your most important marketing tool. All of the marketing initiatives you run should somehow direct your audience back to your website. Your website should be the place where a visitor finally reaches out to you in the interest of your services.

As a result, you need to give them the opportunity to do so.

Best Practices for Forms on Your Website

We'll keep this brief, as we've covered this topic pretty comprehensively, but website forms are important lead-generation tools. Make sure that you don't ask for more information than you need, as this will make your visitors less likely to fill out your

form at all. In order to encourage them further, you should also give them plenty of value in the content you provide on your landing pages. What do you have to offer in exchange for their signing up? You can also make better use of the Submit button by having it say something other than Submit. Make it a call-to-action instead. Something like "Download my eBook" or "Show me!" will keep your offer at top-of-mind.

You also want to make sure you include a reCAPTCHA to keep bots from spamming your forms with potentially malicious entries.

Again, check out our blog on using forms to make the best use of them.

Designing Your Website to Fit Best Practices

Every website should be subscribing to modern best practices in terms of their design, responsiveness, search engine optimization, navigability, ease of use, and so on and so forth. Consistency is critical here; a responsive website needs to have all of its elements remain responsive. In your customer's eyes, you are the embodiment of all things technological. You might not build websites, but a non-technical client isn't going to make that distinction, and the quality of your site reflects the quality of your technical

expertise. You should be the one to set the example.

This pertains to both your search engine optimization practices and your interaction with the almighty Google, as well as any other practices your industry is beholden to. Basically, you want to show that you know what you are doing, rather than just claiming to.

On the SEO side of things, you also need to keep the content on your website fresh. There are a few ways to accomplish this. One is to keep your pages up-to-date, ensuring that the information on them remains accurate. The second is to simply unpublish pages that are no longer relevant.

More into SEO, you need to look at it as an ongoing process. You should always be building SEO-friendly content (which requires more than just putting a keyword in the title).

Finally, don't fall into the trap of trying to be too different. Yeah, a super flashy design is going to make a visitor sit up and pay attention... for a moment. Then they'll realize how much more difficult your...



Read the Rest Online!
jmct.io/4mispw

It's Not Too Late to Start Marketing! Don't Wait Until It Is...

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These businesses fail for numerous reasons, but the 8th most common reason according to an analysis conducted by CB Insights is due to poor marketing. Even higher up on that list at spot number 4 is being outcompeted.

For MSPs, when your competition (specifically other MSPs, since they likely have similar service offerings) has better marketing than you, those companies will easily be able to outshine you and take away potential leads. If you let your competition do this for too long, you'll end up like all of those other small businesses.

We don't want to scare you; we just don't want you to end up like them!

An Alternative (Better) Solution

Fortunately, there is a way to come out on top and help your business succeed long-term: **Marketing!**

As you probably already know, you need to spend money to make money, and marketing is something that you need to be spending money on if you want to see increased profit margins over time. That is because marketing done right will:

- Increase brand awareness
- Improve your company's reputation

- Generate potential leads
- Move leads through your sales funnel
- Help you close deals
- Aid in client retention
- Assist in upselling current clientele
- Encourage positive word of mouth

...and so much more!

How Do I Get Started?

If you're starting from the ground up...



Read the Rest Online!
jmct.io/startmktgnw

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You Need to Market Your MSP

Hopefully at this point, you realize how critical it is to promote your MSP. “But we can’t afford to!”, you’re saying. **Well, can you afford not to?**

Unfortunately, when times are tough, the first thing many MSPs (or any business for that matter) often does is cut their marketing. When an MSP does this, they create an environment in which there is no effective method to communicate their services to potential customers. Worse, you allow your competition the ability to fill the space you have vacated, creating an advantage you may not be able to close. You need to engage in MSP Marketing; there’s no excuse not to by claiming you can’t afford it.

In fact, here are 10 methods to promote your MSP for free.

1. Content is King

Create valuable and interesting content on your site. Your website is your primary gateway potential customers will use to get to know you and to decide whether or not to take a chance on you. If your content is generic and doesn’t provide the experience they are expected, they will not stay on the site long enough to convert. Your blog can be the foundation of not only to your site, but your overall marketing strategy.

2. Comment on Social Media Posts

You have your blogs set to auto post to your social media accounts, and that’s great. The only problem is that social media is designed to be a method of engagement and communication, not a one-way conversion. When you post on other people’s or business’s social media, you increase your brand and value as a source of knowledge. However, the key to

success is that your posts be of value. Posting, “I agree,” is not a thoughtful comment, however, posting why you agree can be.

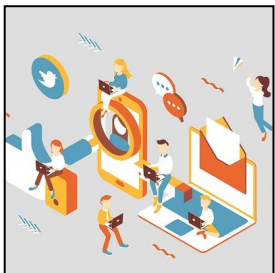
3. Create and Maintain Your Google My Business Account

Your Google My Business account’s primary purpose is to help your business show up in a local search and maps. However, it is much more than that. Your Google My Business account allows your business profile to post photos, events, sales, and other forms of promotions. Best yet, your posts will show up as part of the search results, increasing opportunities for potential customers to contact you. Your Google My Business account also...



Read the Rest Online!
jmct.io/cheapmktg

Using Social Media to Brand Your MSP



You may have heard the proverb, “The right tool for the right tool” and its cousin, “It’s a poor workman who blames his

tools.” When it comes to using social media to promote your MSP and develop your brand, social media tools are not interchangeable. While social media is designed to be used as tools of engagement, they each achieve their goals in different ways. Read on to learn to choose the best social media tools to develop your MSP marketing funnel, promote your brand, and drive traffic to your site.

The first step you should focus on when developing your social media marketing plan is to determine the purpose of your social media, branding or revenue. While both goals are designed to drive traffic and create opportunities, they approach their goals differently.

Social Media Branding

Social media branding is designed to introduce or reinforce your business to an audience. The purpose is to build your business’ visibility and authority (authority is one of the metrics Google uses to place rank for your site). Social media branding works by developing relationships and communicating with customers - established and potential.

Yes, you auto-post your blog to your social media account; that’s not communication, it’s a monologue. Social media is not designed to be a monologue in which you make a post and leave it there unattended, hoping someone will stumble upon it. The truth of the matter is that no one will if you don’t promote it (same as your MSP).

Instead of auto-posting in a robotic fashion, you need to use your post as an ice-breaker, introducing your MSP services to potential new customers, while at the same time reminding your existing customers of your value and expertise. Social media works best when used as part

of a conversation in which your expertise shines through, validating your business and granting your audience confidence to take a chance on you.

Using Social Media to Develop Your Brand

The casual nature of social media can make using it seem like something to do when you feel like it or to post whatever news of the day caught your attention, without regard to how it may affect your brand. Successful MSPs don’t make a post without considering how it increases their brand and pushes traffic to their site. Traffic is the lifeblood of your business, increasing opportunities for leads and conversions. Your competitors realize this, and you better believe they are not randomly making posts.

Learn from your Competitors

Take a moment to visit your competitors’ social media and examine how they...



Read the Rest Online!
jmct.io/smbranding

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Save **\$150 AND** get the go-to deliverable to maximize lead generation & conversion!

An IT Playbook is a foundational marketing piece that we highly recommend you have at your disposal. If you're not familiar with what it is, let us tell you!

Our IT Playbooks are a 44-page, professionally printed booklet that is branded with your company colors and logo. These booklets contain articles that detail your most popular services and showcase to readers just how important these solutions are if they want their business to stay secure and running. Pages in the IT Playbook link to respective pages on your website with QR codes and shortened URLs so prospects can easily head to your website to learn more.

The versatility of the IT Playbook give you a multitude of options to show prospects that you're worth starting a business relationship with. Think of it like the box that a puzzle comes in: all the bits and pieces your prospects need for success, contained in one, easily-referenced document.

A powerful deliverable like this needs to be marketed to ensure that it's used to its fullest potential, and we won't provide you with such a powerful tool without helping you utilize it to its fullest potential. With our IT Playbooks, we try to give you everything that you'll need, including:

- A 'How to Market Your IT Playbook' guide
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- Prospect letter
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- Two deliverables

Incorporate IT Playbooks into your MSP Marketing Strategy to see just how beneficial they can be! Place your order by **Friday, August 30th** to save!



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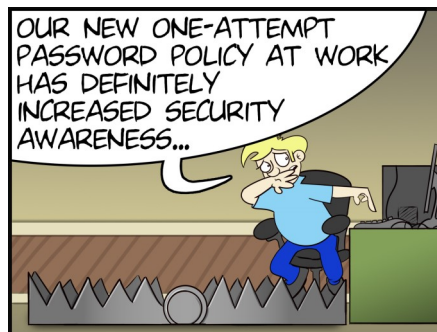
Include a copy of your IT Playbook as part of your MSP's marketing strategy!

Beat the Heat! Head to <https://jmct.io/itplaybook> to Save Now!

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