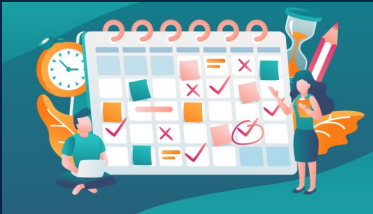


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Take Advantage of Tech-Related Holidays



Managed IT providers need to take advantage of every option available to them to market their products and solutions. A great way to do that is to use technology themed holidays, anniversaries, and months. They give MSPs opportunities to interact with their audience.

There are dozens of ways that an MSP can utilize these techie-centric celebrations, including social media posts, email and direct mail campaigns, webinars, lunch 'n' learns, and more. We discuss these methods in more detail and list popular technology-related holidays and months you can take advantage of in our deliverable, which you can download using the link below.

Download Our FREE Guide!
<https://jmct.io/techholiday>

6 Steps to Effective Email Marketing



Email is the go-to marketing strategy choice for many B2B marketers. The problem is, there are a lot of things that you can do wrong that will essentially render your email marketing ineffective.

Don't worry; we can help! Email marketing is easier than you think if you can follow these six steps.

Step 1: Put Together a (Clean) List

Your list is one of the most important parts of your email marketing. An ineffective list can immediately render your email marketing campaign worthless. Even worse: it could run you into legal issues and/or lead to your domain being blacklisted.

Here are some tips to follow to help ensure that your list contains quality contacts:

- **Check Permissions** - Your list should NOT contain any emails in which you have not received explicit permission to contact via email.
- **Clean Things Up** - Take the time and effort to remove junk emails, duplicates, and inactive emails. We also recommend removing any generic "sales@", "marketing@" or similar emails as well.
- **Segment, Target, Position** - An effective email campaign won't be one where you throw in every email in which you have permission to contact. You'll get more opens/clicks by creating a smaller list of similar contacts who would benefit from your offer. This also enables you to make your email more personalized to your audience, which we'll talk about in the next two sections.

Step 2: Hook Them in Your Subject

If you fail to craft an intriguing subject line, your email will be moved to the trash or spam folder before you even get the chance to showcase what your email is promoting.

(Continued on page 3)

How to Become a Champion of Your Business



Small business owners must wear many hats. As a small business ourselves, we understand everything that goes into running one; even more, what goes into owning one. It's a LOT of work, and a LOT of time and dedication is needed to keep it running smoothly while trying to have a personal life on top of it.

Sorry, but we're about to suggest something ELSE you should be doing as a small business owner: *getting personally involved on a public level in marketing your company.*

Be the Champion of Your Business

It's YOUR business; your name can be attached to your marketing materials.

For example, if you get our MSP Blog Service, blogs are published three times per week to your company's website. Those who have this service or are at least familiar with it should know that NO credit is given to us in any way for writing these blogs; we allow you to choose the blog author to appear on your site. Many of our clients choose to publish their blogs under the owner's name, giving the impression to anyone who visits their sites that the owner and/or CEO is the subject matter expert that leads the company in best servicing local businesses in all of their IT-related needs.

(Continued on page 2)

It's Time to Update How You Use Keywords



Using keywords is one of the most challenging topics for MSP businesses as they develop their SEO

strategy. While best practices involving SEO and keywords have evolved over the past decade, many businesses are still using the SEO playbook from the 1990s and finding themselves having poor outcomes. Take a moment to review how keyword optimization is utilized today.

Why Aren't My Keywords Working?

One of the most common questions we receive as SEO experts is, "Why isn't my

MSP business ranking for the keywords I want it to?"

We ask potential clients one question: "Do you have content written around the terms you are interested in ranking for?" The majority of the time the answer is no, but they have keywords in their meta-descriptions. Isn't that enough?

Back in 1995 when the Internet was still young and AOL, AltaVista, and Netscape Navigator still walked the earth - sure! In those days, all you needed to do to rank was to add your desired keywords to your meta code. Here's an example of that old code:

```
<meta name="keywords" content="MSP,
Outsource IT, Managed IT Services">
```

Easy enough, right? Well, it *was* easy. It was also easy to manipulate the ranking process through black hat SEO tactics, bringing with it the spamming of keywords and other tactics which - within a short while - corrupted the ranking process. It was not unheard of to add rows and rows of irrelevant or inappropriate keywords in white type to hide in the background of a webpage to trick the crawlers into thinking you had a larger amount of relevant content.

In reality, this loads the page with irrelevant keywords designed to fool searchers into visiting your site...



Read the Rest Online!
jmct.io/usekeywords

How to Become a Champion of Your Business

(Continued from page 1)

That's what we want!

We don't want credit for the blog articles, social media posts, or direct mail pieces that we create for you. You can brand them to your company, and attach your own name. You should: attaching your name instead of just signing off your marketing as your company name adds a bit of a personalized touch. Your marketing materials should already be branded to your company anyway; you shouldn't also need to say they're 'from' or 'written by' your company's name.

All of this is a great first step to take. The next step is actually getting out there and meeting people.

Get Involved, and Get Known

Question for you owners of small to medium-sized businesses: do your clients and prospects know your name? Do they know a bit about you, like a hobby or interest of yours? Have they talked to you in person or even shaken your hand?

Most of Directive's clients know quite a bit about us and our lives because of how

open we are, and how involved we are in the local community. Even a lot of our clients that utilize our MSP Marketing services know quite a bit about our personal lives, but we're going to focus on the companies that we work with in our local area.

For us, we grew up in this area; it is our home, always will be, and we want to do our part to make our city great. This includes your typical 'business owner' involvement that we already try to encourage you to do, such as getting involved in the local Chamber of Commerce, joining local committees, and attending events on behalf of your company.

Sure, we like the benefits of getting involved in this way that extend to our company... but that's not why we do all of what we do. In fact, not all of our involvement is directly tied to the 'Directive' brand! We also are active in the community in other ways, including our local Legion Riders chapter, and we help to grow and advertise the various charity runs that they put on. Getting your name out there in any way helps give you an

edge over your local competition. Think about it: if you're looking for some sort of business partnership, are you going to turn to Joe Shmoe's business for assistance, or are you going to turn to the business run by someone you know of, or are at least familiar with?

Because of our involvement in both personal and professional spheres, people in the community know us. There are people in the community who don't even work with us that we'll run into, and they'll ask "what's for Crock-pot Thursday this week?" or about the dog or cat we had visiting the office recently. This leads us into the next step: using social media.

Show Things Off on Social Media

When determining your MSP's social media marketing strategy, did you give any consideration to your own social media accounts?

As a business owner, you've probably developed relationships with other...



Read the Rest Online!
jmct.io/bizchampion

6 Steps to Effective Email Marketing

(Continued from page 1)

Here are some tips about crafting a good subject line:

- **Personalize It** - Most email marketing programs have a way to personalize subject lines and content with re-replacers so that you can insert the first name, last name, and other information about the recipient. If you do this, it's VERY important that you're sending to a person and not a generic "marketing@" or "sales@" email.
- **Keep it Short** - This is especially important because if your recipient is viewing your email from a mobile device, they have a smaller screen that (typically) truncates email subject lines.

- **Use Extended Text Preheaders** - Extended text preheaders can be used to supplement your email subject line, or even summarize your email's contents. This text is visually hidden and only appears in the inbox preview, not in the email body.
- **Don't Sound too Sales-y** - Even if your email itself is very sales-focused, we recommend not showing that in your subject line. Otherwise, you run the risk of having it automatically filtered into the spam folder by the email service provider.

Step 3: Keep Them Reading

If the recipients of your email don't read your email in its entirety, it's likely that they're missing out on some valuable

information from its contents and won't do what you're trying to get them to do.

Here are some tips to keep your audience reading your email in its entirety:

- **Don't Bore Them With Your Opener** - Your introduction should capture their attention, not put them to sleep.
- **Keep it Brief** - Be as straightforward and to-the-point as you can be. You can direct readers to a place on your website to get more information if needed.
- **Personalize the Content** - Personalized emails tend to be...



Read the Rest Online!
jmct.io/6emailsteps

8 Video Marketing Ideas for MSP Marketers



Video plays a big role in lead generation and conversion for B2B companies. More and more

managed service providers are discovering how powerful online video marketing is. Have you given it a try?

If you haven't 'bit the bullet' yet, it's probably because you don't consider it a feasible option for your MSP. You're imagining a film studio with expensive cameras, equipment, and video editing software - something you probably don't have.

While this is one way that you can produce videos, it's not the only way! You can use a cheaper camera, your smartphone, or your computer to record your video, then use a free or affordable video editing program to put it together.

What Types of Videos Should An MSP Produce?

Fortunately, there are a lot of video marketing options that a small to

medium-sized managed service provider can easily take advantage of.

Let's go over some of them:

- **Training & Walkthrough Videos** - Videos of this type can be created using a screen capture program, and often a voice recording solution. These videos lead the viewer through a task that is unfamiliar to them, providing practical educational value and establishing the poster as an informational resource. Producing videos like this are a great place to start if you're new to video marketing because they are simple and relatively cost-effective to produce, as they generally require minimal editing.
- **Q&A and FAQ Videos** - This type of video gives a generalized overview of questions asked about a particular topic, and the answers to them. You could produce this video by recording a live interview-style question and answer session (either a screen recording, or in person), or by just recording yourself answering questions that your company is asked about a technology topic or service offering.
- **Event Coverage Videos** - The next time your MSP hosts or attends an

event, whether it's a local one or a trade show, consider shooting some footage! At the end of the event, you can edit it together to showcase your company's presence and experience at the event itself.

- **Animated Videos** - These videos can do a multitude of things, depending on how you choose to use them. One way to use them is to demonstrate probable issues and the solutions to them, giving the viewer an approachable, often-simplified view of a practical solution. This typically has the effect of creating a strong impression that the target audience ideally wouldn't mind repeat-viewing. To understand what these videos can be like and to get some of your own, check out our MSP Marketing Videos.
- **Company Culture Videos** - Your company is made up of people - your employees! You can show off your "fun side" by shooting videos showing your clients and prospects what your internal company culture is like. You may have seen some of our Crock-Pot Thursday videos that we've shot...



Read the Rest Online!
jmct.io/8mspvideos

You NEED Videos In Your Marketing. Get Some Now and SAVE!

10 Animated Videos That Each Come With A Mini Campaign Kit!

Use our **MSP Marketing Videos** to capture the attention of your website visitors and enhance your overall marketing. These videos are approximately 1 minute in length, centered around popular MSP services, and designed to invoke viewer response. We brand them to your company colors and logo and upload them to your YouTube Channel so that these videos are YOURS.

BACKUP & DISASTER RECOVERY	CLOUD COMPUTING	HELP DESK
IT INFRASTRUCTURE	MANAGED SERVICES WE PREVENT VIRUSES MALWARE SPAM DATA LOSS	SPAM & VIRUS EMAIL PROTECTION
UNIFIED THREAT MANAGEMENT	VOIP	WHAT IS MANAGED IT?

Purchasing one or more of our videos also gets you MORE than just the video. Along with your video, we also provide you with a campaign kit that includes a landing page, direct mail pieces, a blog, and social media posts!

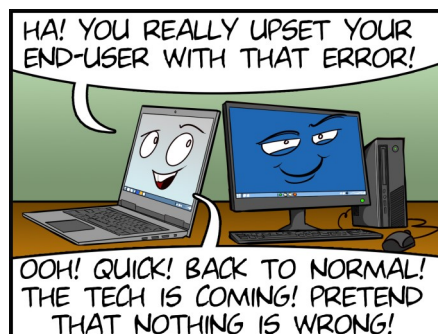
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