JoomConnect

Newsletter
November 2019

Engage Your Website Visitors in Real-Time with Live Chat

Your customers want access to fast and immediate support that helps them along in their purchase process. The good news for you is that very few businesses use live chat, making it far easier to stand out from the competition.

Having an actual person from your MSP available to talk to in real time without having to pick up the phone makes the experience of visiting your website more personable. This one-on-one interaction gives your team the opportunity to answer questions, solve problems, and even close sales!

Get Live Chat on Your MSP's Website!
https://jmct.io/livechat

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3 Factors that Impact Your MSP's Search Engine Ranking

I'm sure you've heard the acronym 'SEO' thrown around a lot. As important as SEO is, it's something that isn't fully understood by most small to medium-sized businesses due to the complex nature of it all. Continue reading our blog to better understand how to use SEO tactics to improve your MSP's search engine ranking.

What is SEO, and How Does it Work?
SEO is an acronym for **Search Engine Optimization**, and - like the name sounds - is defined as the process of optimizing your website in a way that makes it more attractive to search engines so that you get organic, unpaid, and quality traffic directed to your website from the search engine results page. These search engines, not unlike your MSP, are trying to provide a quality service to their users by providing them exactly what they are looking for. To do this, they scan websites throughout the Internet through a process known as '**crawling**' in an attempt to deliver the most relevant (and, user-friendly... more on this later) results to the searcher based on what they want to find.

Obviously, when a local business owner or decision maker searches for something related to your MSP and its service offerings, you want to show up on the first page of results (meaning, you want a high **Search Engine Ranking** for whatever these individuals are searching). Ideally, you want to be the top result!

By working to improve your SEO, you can reach your target audience by expanding your visibility on search engines, ultimately driving qualified, organic traffic to your website.

Direct Mail Isn't Dead... Here's How to Use It Effectively
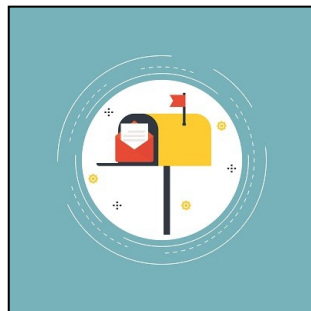
Print marketing is alive and well, and sending direct mail pieces through the mail can be an effective way to target leads, prospects, and clients.

There's something special and unique about getting something in the mail that resonates with people, even if it's "just" marketing materials. This greater investment into communication adds a personal touch to your marketing and gives recipients a tangible reminder of your MSP that won't get lost in their email or buried in their social media feed.

Here's how you should be using it as a part of your own MSP marketing strategy.

Effective Direct Mail Marketing Mediums
As you probably know, you have a lot of flexibility when it comes to direct mail marketing. However, the costs can definitely add up! Here are five great, relatively affordable options that a small to medium-sized MSP can take advantage of:
- **Letter** - Letters are a great way to introduce your MSP to a potential prospect in your service area. You can also use them when you want to include a lot of information about a product or service you offer. When using them, make sure they are branded with your logo and are signed as coming from a prominent member of your team, like your CEO or a head salesperson.

Avoid These Common Mistakes When Marketing Your MSP

Unsure where you've gone wrong when it comes to your MSP marketing efforts? Don't worry; you're not the only one. To help, we've put together a list of common mistakes that MSPs make when trying to promote their company, and what you can do to avoid falling prey to them.

Common Marketing Mistakes that MSPs Make

Overall MSP Marketing Strategy

Before you start to worry about the individual pieces of your MSP marketing strategy, you need to look at the big picture. Here are some issues that MSPs often face regarding it:

- **No Overall Marketing Plan** - Without a marketing plan for your MSP, your marketing could possibly be inconsistent, infrequent, and ultimately ineffective. If you don't have one yet, consider our Marketing Plan Service to help get you on track.
- **Lack of Targeted Campaign Efforts** - Whether it's because you fail to

understand your audience or don't know how to frame your marketing materials correctly, your marketing is going to fall flat if you make it too broad and/or generic. Consider smaller, targeted campaigns instead.

- **Failure to Move Prospects Through Sales Funnel** - Without the proper marketing touches, your leads and prospects will fail to move through your sales funnel. Make sure you keep in contact with them throughout the buyer's journey so this doesn't happen.
- **'Digital Only' Approach** - Companies in the technology sector seem to think that the only way to promote themselves is online. While this is a viable way to do so, don't ignore the power of print marketing! Direct mail is a great way to target both clients and prospects.

Website

Your website is your central marketing hub, and needs to be treated with care. Be sure to avoid making the following mistakes if you don't want your website visitors to bounce too quickly:

- **Poorly Designed Website** - Your website should represent your company in a positive light. Make

sure that is mobile friendly, easy to navigate, well branded, and visually appealing. You should also make it easy for them to contact you by including your contact information throughout and adding forms to many of your pages.

- **Lack of New Website Content** - Don't let your website grow stale! Make sure you are adding new content to it on a regular basis (having a company blog helps with this), and edit or unpublish pages that are no longer relevant.
- **No Social Proof** - Don't make your website visitors take your word for it; prove to them you're the right choice by including valuable social proof on your website in the form of testimonials, case studies, awards won, and certifications your employees have.
- **Little to No Deliverables** - Give your website visitors something to take away when they visit your website. Brochures, case studies, and whitepapers are great collateral pieces to have...

Read the Rest Online!
jmct.io/mktgmistakes

Direct Mail Isn't Dead... Here's How to Use It Effectively

- **Postcard** - Postcards command attention with their oversized image, drawing in the recipient to read the marketing message.
- **Newsletter** - Printed newsletters draw attention like postcards do, and have the added benefit of tending to stick around the office to be read at leisure. As a result, your target is effectively hanging on to your marketing and generating more impressions for you!
- **Deliverable** - Send a deliverable to your promising prospects with an accompanying letter. Consider including a brochure or a case study!

- **1% Kit** - A package full of branded goodies and in-demand office supplies is sure to leave an impression! While it's a bit more costly to send one of these compared to our other suggestions, things like mouse pads, calendars, and mugs have a chance to be used quite frequently; when they're branded, the user gets a reminder of your company every time they use the item!

Provide a Direct Line to Your Website

Your marketing should always direct back to your website; just because your marketing materials aren't on a digital medium doesn't mean you shouldn't be

trying to get recipients there. Here are two effective ways to do so:

- **QR Codes** - Many mobile phones have QR code readers built into their camera applications. Allowing recipients of your direct mail pieces to scan one gives them a low-effort way to view the page you're sending them to.
- **Shortened URLs** - For those who don't have a QR code reader or don't feel comfortable enough scanning one from a source they're not familiar with, shortened URLs are a great...

Read the Rest Online!
jmct.io/usedirectmail

3 Factors that Impact Your MSP's Search Engine Ranking

Factors that Impact Your MSP's Search Engine Ranking

There are a LOT of different factors that can affect your ranking, but it more or less boils down to three main topics: content marketing, on-page SEO, and off-page SEO.

Content Marketing

Having the right content on your website directly affects your SEO. Engaging content keeps visitors on your website longer, allowing you to receive lower bounce rates and actively engage your target audience. Search engines take notice of this, and will rank your pages higher when this happens. It's important to always be updating and adding content to your website because search engines consider how 'fresh' your content is when ranking you.

Here are some types of content that your website should have:

- Detailed information about your company and service offerings
- Educational content, including regularly posted blog articles
- Visual content such as videos and images
- Deliverables such as brochures, case studies, newsletters, whitepapers, and how-to guides

Not only do you need these content types, but you need to provide this content in a way that appeals to both your website visitors and search engines. This content should be user-friendly and directly related to topics that your target audience would be interested in reading or watching more about. Similarly, this content needs to include the right keywords and phrases your audience is searching for. When you create content that includes these keywords and phrases in a natural way, you improve your MSP's chances of ranking higher on the search engines when individuals in your service area search for that type of content.

On-Page SEO

On-page SEO, also known as on-site SEO, involves a lot of the 'technical' aspects of your website related to your site's HTML. Consider the following best practices regarding these aspects:

- **Title Tags** - These tell search engines the topic of your page. Keep them under 70 characters and include information such as keyword(s) your content focuses on and your...

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jmct.io/3ranking

Linkbait Your Way to Higher Rankings

Your website can't be an island all to itself and hope to be competitive. Your site can't be considered truly engaging until other domains (websites) link to it. If variety is the spice of life, domain diversity is the ticket to page one of Google.

This actually applies to MSPs in a big way, as the trend of larger businesses that gobble up other MSPs are really pushing hard to get into the market. These businesses come in with content strategies, aggressive marketing, and engaging social media. If your MSP isn't doing that, you might find yourself buried.

Google Recently Updated its Search Algorithm to Show More Site Diversity

Have you ever performed a search and found the majority of the results from the same website? While it's good for the website, it's not so good for the consumer who is looking for options and only receiving one from the same domain. This can affect the user experience - something Google is laser-focused on and has decided to work on correcting; hence, the latest update.

While these changes are new, and this is only a minor update, Google's goal is to show (when applicable) no more than two results from the same domain, providing searchers more opportunities to find the best business for their needs as opposed to just those with the best SEO program. A side effect of this is that it may allow smaller businesses and their websites the opportunity to rank better if Google's algorithm does what it purports to do.

What this means is that larger websites and businesses which dominated market-share by filling pages of Google with their results will find their click share reduced. This could result in a double-digit loss in click share. While the change may reduce the opportunity for a website to have multiple results on pointing to their page, it provides an opening for smaller businesses to gain a foothold... but only if you're positioned to do so.

The question is, how would you position your site?

The Other Domain Diversity

While Google is trying to increase domain or site diversity, there is another type of diversity called domain diversity. This diversity is dependent on the variety of sites that link to content on your site. If you want your MSP to rise to the top of search results, you must give Google a reason to raise it. You have to market your MSP.

Once again it comes to content. Your content needs to be good enough and provide sufficient value to give other people and organizations a reason to share it and link to it. Unfortunately, this isn't as easy as it seems. While creating engaging content is the way to go, and while using social media to increase engagement, you can speed up the process by creating content specifically...

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To receive your calendars before the start of the new year, please submit your order by **Friday, December 13th.**

Place Your Calendar Order at https://jmct.io/ttcalendar

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