JoomConnect

In This Issue:

We Love Halloween, and Our Staff Enjoys It Too. What Did You Do?

This Halloween, we planned a fun-filled afternoon for our staff. We had lots of ghoulish snacks and fun Halloween-themed games.

As Halloween fell on our Crock-Pot Thursday, we had Mummy Dogs, Ham and Cheese Mummies, Zombie Gut Mac and Cheese, Spider Bean Dip, Pumpkin Bars, and Ghost S'mores. Delicious!

This year, our costume contest winners were:
- 1st Place - Plague Doctor
- 2nd Place - Quail Man
- 3rd Place - Gumball Machine

Take a Look at the Costumes and Festivities!
https://jmct.io/partytime

Write it Right: MSP Blogging Tips on Creating Effective Content
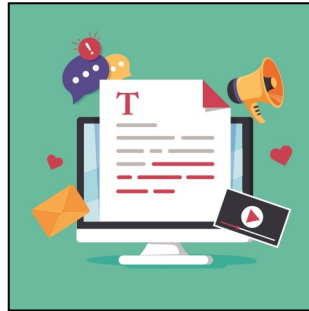
We recently wrote about the many benefits that your MSP can receive from blogging. However, you're not going to achieve them if you're not doing things right.

Here are some best practices that you need to follow if you want your MSP's blogging efforts to be worth it:

MSP Blogging Best Practices
There are a lot of things that need to be considered when in the blog writing process:

Pick Your Topic
There are a lot of general topics that you can write about that relate to IT -- pick one! Here are just some general ideas:

- Product reviews, comparisons & recommendations
- News & current events
- Best-case & worst-case technology scenarios
- Training & how-to's
- Industry analyses
- Company news & announcements
- Technology predictions
- Local events

Check out our MSP Blog Topics blog series for more ideas on what to write about.

3 Types of Landing Pages That Your MSP Should Be Using

An important part of your website and your MSP marketing strategy are landing pages. However, a lot of small businesses don't understand how to effectively use them. In this blog, we'll cover the general components of an effective landing page, and ways that your MSP should be using them.

General Components of An Effective Landing Page
Before we talk about three types of landing pages you should be using, we should go over some general best practices across the board, regardless of the type of landing page you're putting together:

- **Limited Navigation** - You want to ensure that those directed to your landing page are focused on what the landing page is presenting.
- **Easy to Read -** Landing pages shouldn't be packed with too much information; that's what a service page is for. Keep your explanations brief, use headings to split up content, and use listed items to make things easier to read.
- **Visually Appealing** - In addition to being easy to read, your landing page should be easy on the eyes too. Use images and video to create a more attractive page.
- **Clear Call-To-Action** - Whatever the ultimate goal of your landing page is, make it clear - and easy - for visitors to do exactly what you want them to do. Use language, headings, and buttons that centralize around this goal.

Why Content is King, and What This Means for MSP Marketers

The phrase "*content is king*" originally stems from an essay by the same name, written by Bill Gates and published on the Microsoft website back in January of 1996. In this essay, Gates described his prediction of the future of the Internet as a marketplace for content.

Now, this mantra is thrown around quite often by SEO/marketing beginners and experts alike in regard to content marketing - so much so that it has begun to lose its meaning. Today, we're going to delve into what "content is king" means in the digital landscape today so that you can adapt your own version of this mantra to your own MSP marketing strategy.

Why Content is King

Adding content to your website is important for a number of reasons. Let us tell you why using snippets from Gates' 1996 essay.

Produce Content, or Be Lost in Search Results

"One of the exciting things about the Internet is that anyone with a PC and a modem can publish whatever content they can create. In a sense, the Internet is the multimedia equivalent of the photocopier. It allows material to be duplicated at low cost, no matter the size of the audience."

In an age of syndicated content (which can still provide value, but not as much custom content would), everyone can post blogs. Everyone can post things on social media. Everyone can post videos - without even being the one to produce them! And, according to the Content

Marketing Institute's 2019 Survey, the majority of B2B content marketers increased their use of audio/visual content, written digital content, and images in 2019 compared to 2018.

Failing to make an effort to add content to your website frequently and direct traffic to it will lead to your website being kicked off the first page of search results... all but ensuring that you won't be found in this manner.

Produce Personalized Content Your Audience Wants

"If people are to be expected to put up with turning on a computer to read a screen, they must be rewarded with deep and extremely up-to-date information..."

Read the Rest Online!
jmct.io/contentking

3 Types of Landing Pages That Your MSP Should Be Using

- **Form with an Incentive** - A successful landing page experience will end with the visitor filling out the form on your page. Your offer needs to be strong enough where they have an incentive to do this. Form length should also be short as to not discourage people from taking the time to fill it out.

Now, let's get into what landing page types your MSP should be taking advantage of by explaining why this is valuable, and showing you an example that fits the best practices that we just covered above.

Landing Page Types
Landing Pages for Deliverables
Do you have a particularly valuable deliverable that you don't want to give away for free to just anyone? Give it its own landing page!

Any whitepaper that your MSP has should have its own landing page. You might have some other deliverables that you've put

together over the years that you want to require a prospect to submit their contact information in order to download. That's fine too! Just keep in mind that you shouldn't be doing this for EVERY deliverable.

Below is an example of an effective deliverable landing page. This one's for our VoIP whitepaper.
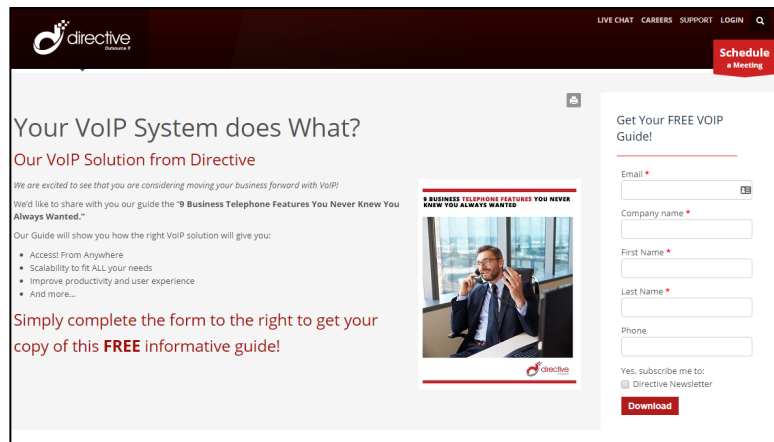
As you can see, there is limited navigation because there is no menu - only a logo and some basic functions. We want page visitors to be focused on what is on the

page. The page itself is easy to read because there are multiple headings used, multiple colors, and bullets to describe listed items instead of a long paragraph.

The page has a call-to-action to do what we want them to do - fill out our form, which allows us to collect their contact information. There is an incentive for people to fill out the form - they get a free deliverable if they do! There is a visual on the page that previews the front cover of what they're going to be getting. And finally, the form to collect their information isn't too...

Read the Rest Online!
jmct.io/3landing

Write it Right: MSP Blogging Tips on Creating Effective Content

(Continued from page 1)

Know (and Write for) Your Target Audience

To attract attention from your clients and potential prospects, you need to write about topics that they would be interested in. Do your research on their industry, pain points, and general technology-related interests that they might have. Also, keep in mind who in particular will be reading your blogs. It can help to create buyer personas so that your blogs are framed correctly.

Hook Them with Your Title

A great blog article can be overlooked because of a boring title. It's important to pick a title that can pique the interest of your target audience. Your title should:

- Compel the reader to keep reading

- Be formatted using proper title case format
- Be relatively short while still describing the content (at least 5 words but less than 15)

It can help to come up with your title after you finish writing the blog, not before.

Include the Right Keywords

What are prospects in your service area typing into the search engines when they're looking for IT help? By figuring out what specific keywords they are typing in and including them in your blog, you can improve your search engine ranking. Be sure to put these in naturally so that readability is not negatively affected.

Focus on Education, Not Selling

Your blogs are meant to demonstrate your expertise and trustworthiness as a technology partner. If readers want a sales pitch, they'll head to your service pages or give you a call. If you're writing about a topic that's directly related to one of your service offerings, instead end your blog with a few brief sentences about what you can do for them and leave a call-to-action for them to contact you.

Don't Forget Your Call-To-Action!

Every blog that you write should have a call-to-action at the end of it that ties it back to your company. Some calls-to-action you can use are:

- Giving your business a call
- Visiting your service page...

Read the Rest Online!
jmct.io/writeright

Propel Your MSP's Brand with Video Content

Buzzword or not, branding is how you differentiate your MSP from other MSPs and is the thing that makes your business unique. **Without uniqueness, why should anyone take an interest in your services?** While having a recognizable brand is great, what happens when your personal brand overshadows your company's brand?

What is Branding?

Simply put, branding is the image or feeling that your name, product, or anything which is intrinsic to your organization's individuality invokes in your audience. It is the thing, the slogan, the logo, and even sound or smell that customers associate with your business. Best practice branding strives to combine the intellectual and emotional, increasing the potential for a sale to occur.

Effective marketing doesn't rely solely on impulse buyers but develops a strategy which attracts potential customers at different points in the buying process. A well-defined marketing strategy uses a variety of tactics to reach a wide range of buyers: including those who after repeated contact feel comfortable enough to pull the trigger; because your brand inspires confidence.

Develop Your MSP Brand With Social Media

As a tool for engagement, social media is one of the most efficient methods to develop how you brand your MSP. In fact, besides face-to-face, social media is the one medium that allows you to interact directly with people who are or may be interested in your services. This includes Facebook, LinkedIn, Twitter, YouTube, and Instagram (the order that we listed these social networks is based on how impactful we feel each one is for the majority of our clients - Facebook should definitely be a priority).

Here are some things to consider when developing your brand as an MSP.

Who's Your Brand?

What about your business is different from the MSP across the street? This is a time to consider developing a persona about the type of person or business who would be interested in your services. Your brand should be designed to attract this type of person. Maybe you take a security-first approach, or your clients get access to technicians 24 hours a day, or your services are based around your personal experience of trying to grow and sustain your own business.

Be Authentic to Your Audience

Being authentic means little to no jargon; speak like a human being and provide your expertise without trying to hide the secret sauce.

Give Them a Reason to Stay and Follow

Content is king; tell them a good story. You don't have to be Hemmingway, but share something interesting and let your personality shine.

You (Yes, YOU) Could Be a Big Part of the Brand...

Read the Rest Online!
jmct.io/propelvideo

JoomConnect Offers Student Loan Assistance as an Employee Benefit

Beyond health insurance, retirement plans, and other benefits already in place, JoomConnect has begun to offer student loan assistance for its employees to help pay off their student loans.

Offering assistance with educational loan repayments has become a tantalizing perk for new entries to the workforce, with the average graduate of the class of 2017 owing almost $40,000. Total student loan debt in the United States is around $1.53 trillion dollars, with New York alone seeing a student loan balance of $73.5 billion among 2.2 million borrowers.

By reaching this milestone, there is the hope that JoomConnect will be able to better entice and retain the talents of those graduating from the local colleges and keep them in the area, helping to improve the local community for the long term.

Complement Your MSP Website With Brochures!

We hope brochures are a part of your marketing strategy - they are one of the best, most versatile pieces of marketing collateral that you could have, and not enough IT companies are taking advantage of them.

Our **Ultimate MSP Brochure Kit** can help you get your foot in the door by providing you with brochures professionally branded to your company logo and colors for each and every service that you may offer.

Based on the content from your Ultimate MSP Website and available to Ultimate MSP Website partners, every Brochure Kit includes:

- 75+ Brochures in digital format
- Call-to-action graphic for web pages
- Setup on 20 service pages of your choice
- Business Card Template File
- Branded BDR Whitepaper
- Managed IT Tri-fold Brochure

*Additional brochures can be posted for a charge

Order Your Brochure Kit Today! https://jmct.io/brochurekit

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