# JoomConnect

## Start the New Year Off with New Marketing!

Looking to make a change when it comes to your marketing in the new year? **Do it *NOW*, rather than later.**

Let us help you get in front of businesses in your local area by putting together a marketing plan, fulfilling your campaigns, and equipping you with the content and resources you need to stand out from your competitors.

We have multiple service offerings that can fit your needs—whatever they may be. Visit our website for more information.

**Don't make the same mistakes you made in 2019. *Get started today!***

**Check Out Our MSP Marketing Services! jmct.io/mspmarketing**

## How to Design the Perfect MSP Print Newsletter from Scratch (Part 1)

These days you may think that direct mailers are a thing of the past. However, we would like to point out some great reasons to add a print newsletter to your MSP marketing strategy. With most businesses moving to digital marketing, we like to remember how important it is to send out direct mailers - in this case, printed newsletters - when you can.

### Why Print Newsletters Are Still Valuable
Print newsletters are a great marketing effort that most small businesses have stopped utilizing due to the cost and effort they take to do. Printed newsletters allow you to share material on multiple topics and educate recipients, unlike other direct mail types (letters, postcards, brochures) that tend to focus on one singular topic.

Starting to use print newsletters will get your MSP to places that other businesses that only do digital marketing can't go. People have something tangible to look at, and can look at their leisure. Not only that, but you can send mail to ANYONE that you have a valid postal address for. There are no restrictions to whom you can send to like there is with sending out emails. With sending emails, you can only send to those that have opted in. With a print newsletter, you can send to suspects, leads, prospects, and clients!
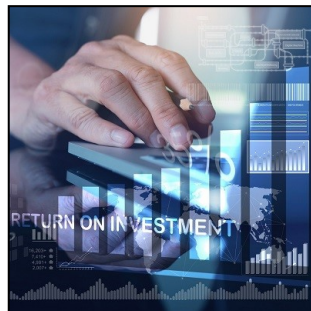
### Building a Print Newsletter from Scratch
*Initial Design Considerations*
To start you will want to pick a program that builds print newsletters. Some good options include Microsoft Publisher, Adobe InDesign CC, QuarkXPress, LucidPress, and Scribus. Make

## ROI in the Digital Age

How do you measure the results of your marketing? Is it an increase in traffic, a rise in rank? Phone calls? Social media attention? The uncomfortable truth is if you can't define your terms of success, what hope do you have to determine the ROI of your MSP marketing campaigns?

### I Have an MSP Website, I'm Done.
Many businesses, not just MSPs, believe that once their website is complete, they've finished their marketing. For instance, if you have our MSP website, that's a great first start, but understand that it's only the first step. Your website is the strategic foundation around marketing your MSP… but as the foundation of a home, if you don't build on it, it's just a hole in the ground. To successfully market your MSP, you need more than just a website with the right keywords.

Marketing your MSP takes much more than that. You have to use content marketing, social media marketing, direct mail marketing, and more, and it changes based on what your competition is doing and how aggressive they are. You need a marketing plan and of course measurable objectives and goals if you want to have a successful ROI.

### S.M.A.R.T Goals for Determining ROI
S.M.A.R.T goals must be specific, measurable, attainable, relevant, and timely. Once you have

## Improve Your MSP eNewsletter by Doing These 7 Things

According to the Content Marketing Institute, 83 percent of B2B marketers use email newsletters for content marketing. What can you do to make sure that your business stands out to your list in their inboxes?

We recently talked about 5 Essential Parts to a Quality MSP eNewsletter in another blog. After you've got the essentials figured out, you need to make the effort to stand out from other digital newsletters. In this blog, we'll cover how to do just that.

### A Reminder of What Your MSP Digital Newsletter Needs
To reiterate what we talked about in

our previous blog, your eNewsletter should have:

- A good subject line
- Proper branding
- Blog articles
- Links to your social media accounts
- CAN-SPAM compliance requirements

If your own digital newsletter has these five things, great! You're on the right track. However, you can personalize it with a little extra effort to help make your recipients take notice.

### Make Your MSP eNewsletter Stand Out
Consider taking advantage of the following items to better personalize your digital newsletter.

- **An 'About Us' Section** - New subscribers to your enewsletter might not know a lot about your company. Include a short blurb, and link to

your About Us page so that they can learn more about you if they so desire.

- **Company Announcements** - Are you speaking somewhere? Attending a trade show? Offering a workshop of some sort? Hosting a webinar? Are you or your employees participating in a community event? Perhaps you've sponsored a softball league or raised money for a charity. Regardless of what it is, promote it in your newsletter! After the event, you can also share quick write-ups and images to show off your "human" side.
- **Something Fun** - Include some non-sales focused content that will make your audience smile. Subscribers to our eNewsletter Service get a Tech Toons Comic every month, which...

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## ROI in the Digital Age

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the goal, you can use the tactics mentioned above to obtain them.

**S.** *Specific*: For generating leads, instead of saying, "We want more leads", you say, "We want to have 10 new leads for the quarter, driven by social media."
**M.** *Measurable*: By using analytics you can measure how much traffic is coming to your website from social. If you can't measure your goal, then it's not a S.M.A.R.T. one.
**A.** *Attainable*: There's nothing wrong with being aggressive in your business, but those goals still need to be realistic. Obtaining 1,000 new followers in 30 days on Twitter may be possible for Kim and Kayne, but you're not them. For those who are not Kim and Kayne, 100 new followers is an attainable goal, if you give them a reason to follow you.
**R.** *Relevant*: This must support your overall marketing strategy. If your goal includes obtaining 100 new Facebook followers, you need to be able to define how it benefits your business. In this case, that leads to more potential opportunities for your posts about upcoming

promotions and educational content to get seen, which in turn will drive more traffic to your website.
**T.** *Timely*: Set a deadline to keep everyone accountable and to avoid wasting time and resources. Unfortunately, sometimes ideas don't work out.

### Measure the Correct ROI
One of the primary ways many businesses, including MSPs, measure marketing ROI is whether or not the phone is ringing and that is certainly a valid metric. However, in the age of digital marketing, traditional metrics aren't always transferable due to so many other metrics involved in generating leads. This is why it is critical to have a marketing plan to help coordinate all the moving parts.

### Using our S.M.A.R.T goal of 100 Facebook Likes as an example, here are the steps needed:

1. A website with content interesting enough to share
2. Create a landing page with a deliverable, and form, providing

visitors from your social media a place to 'land' (Don't forget your call to action)
3. Share/post the content (blog, photo, offer) on social media
4. Someone to monitor the social media account and engage users (just posting your blog isn't user engagement)
5. Boost posts and run a small Like Campaign against your existing clients and prospects
6. Collect, measure and analyze leads
7. Follow up with leads either via calls, email or direct mail
8. Remember the Rule of Seven. Generating leads isn't a one-shot endeavor, it takes time. This means you have to reach out to potential customers multiple times, using different media

Notice in these steps there are no calls until step 7 and you're the one making the call to prospective MSP clients, as...

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# How to Design the Perfect MSP Print Newsletter from Scratch (Part 1)

*(Continued from page 1)*
sure you consider what programs/file types that your intended printer is able to work with when making this decision.

Once you have decided on a program to use, you will want to decide on a template to use. Many of these programs provide you with templates that you can edit to fit your needs. You could also choose to build one from scratch or find one online to use. Regardless of how your template comes to be, you need to take the time to ensure that your print newsletter is branded to your company colors and logo.

After picking your general template design, you can decide how you want your print newsletter laid out. This might take some time to figure out what best fits your business' needs. You may want to print it out to see what it looks like on paper rather than on your computer screen since the paper version is the one that your reader will see.

**How We Do Ours**: We use Microsoft Publisher to design and build our newsletters for the Printed Newsletter Service. Ours are printed on a 11 x 17 piece of paper and folded in half, which allows for easy building, space for a lot of content, and (when folded once more) is easily mailed.

## General Content Considerations
Now that you have your layout of your newsletter, you will have to choose how many articles you would like. Here is where you take into consideration who you are sending your print newsletter to, what you have to put in it, and how can you make it more personal. This ensures that the recipient knows that you care and that you are taking the time to meet their needs. You may want to take time to look up a few print newsletters to get an idea of what type of content to include.

Once you decide to build your own print newsletter, take into account that we have an entire content team that writes our content every month. If you don't have this kind of staff, don't shy away from this marketing tool, just look for us. Or if you have the staff to write your own content have them get started while you move on to get the template started. This gives them time and you time to see what content they produce and how long it will take them. Once you have your content written you will want to review the...

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**jmct.io/printnews1**

# 7 Ways a Custom URL Shortener Can Improve Your MSP Marketing Efforts



Getting a custom URL shortener branded to your MSP can bring you numerous benefits. We'll tell you how by telling you a bit more about URL shorteners, and how you can use them to your advantage.

## What is a URL Shortener?
A URL shortener is an application that converts a normal URL into a condensed format. The application that you use creates a redirect - the specific type of redirect varying depending on the application that you use - between the normal URL and an abbreviated URL of much fewer characters.

When a user goes to the condensed URL format either by clicking on it or typing it in, they will be redirected to the normal URL. You've probably seen some of these in action while browsing the Internet.

Here are some frequently used ones that most people recognize:

- Bit.ly
- Goo.gl
- Ow.ly
- Buff.ly
- TinyURL

While the above are all great options that your MSP can take advantage of, a better option would be to get your own URL shortener. Let us tell you why.

## Reasons that Your MSP Should Get Your Own URL Shortener
### 1. Promote Your Brand, Not the Brand of the Link Shortener
When your MSP uses a URL shortener application like goo.gl or buff.ly, you are promoting the brand of Google and Buffer, respectively. As a small to medium-sized business, you should know how important branding is.

Using these instead of a URL shortener that is tied to your brand can dilute your brand over time.

### 2. Keep Things Short and Sweet
If you want to keep your links on brand, you may decide to forego a URL shortener altogether. The problem with this comes when you have to actually display the link you are sending people to: in many instances, it's quite long!

Imagine trying to send people to one of your service pages from a postcard you mail out using the full URL to that page. They would have to type in your domain in addition to the specific path and page information. Depending on how nestled your page is in your menu, this link can get quite long! What incentive do they have to type it all in?

You could circumvent this by sending your postcard recipient to a landing page in which you specifically pick a short alias. This may be fine in some cases. However, now you have to take the time to create a landing page with a short alias for each and every page you'd want to send people to: service pages, to your deliverables, to your blogs. At a certain point, this stops making sense.

### 3. Increase Trust In Your Shortened Links
Tell me this: if you saw a bit.ly link on a flyer of a company that you were not...

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**jmct.io/7custurl**

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## Draw More Attention to Your Core Services in 2020 with Monthly Service Highlights!

As a professional, you already know all about how helpful the services you offer your clients are. The thing is, you're not the one who needs to know... that information needs to be known by your prospects, and possibly even your existing clients.

Think of how much easier it would be to sign a hesitant contact up for a service if they really understood the benefits that service would bring, and had seen information about that service enough to give it more than a second thought.

### Start the New Year off *Right*

With this supplemental marketing package, you'll be able to leverage additional content meant to draw your audience's attention to a specific service, whether it's your offering for business continuity, network security, cloud services, or unified threat management.

Our Service Highlights are an affordable, recurring service that are a great stepping stone in habitual marketing and can help keep your company top of mind.

*Every month, you get:*
- A newsletter article detailing a service and its benefits
- Social media posts to draw your followers to your service page
- Postcard and email copy you can send to your list

**Use the coupon below before JANUARY 20TH to get your first month FREE!**

### MONTHLY SERVICE HIGHLIGHTS
# 1 MONTH FREE
### USE PROMO CODE: 2020 VISION
Keep your target audience "in the know" when it comes to your services in an educational, low-pressure way.

**Get Started with Service Highlights! http://jmct.io/servicehighlights**

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For every referral you send to us, you will receive a **sweet gift!**

For each referral that signs up you get a **$99 credit** towards your account and they will get a **$99 credit** too!

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