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Re-Evaluate Your MSP's Social Media Strategy in 2020—FREE Guide!



The new year is a great time to make changes and improvements for the betterment of your company. This requires evaluating what you are currently doing, and where you would like to be based on your overall goals.

With 2020 already underway, have you taken the steps to do this for your social media marketing?

To help you evaluate your MSP's social media presence, we have created a short deliverable along with a self-assessment so that you can see how you are doing. You can download these using the link below.

Download this FREE Deliverable!
jmct.io/socialeval

7 Ways to Get Your MSP to Rank for Multiple Locations



You're a successful Managed Service Provider serving multiple cities, or even multiple states... yet when you do a Google search for IT companies in those locations, your business doesn't come up as a result. Instead, the results are populated with local businesses which feature the location in their titles or meta-descriptions.

Should you just add those cities to your titles and meta-descriptions too, or is there a better way for your MSP to rank?

Yes, there IS a better way to rank. Let's talk about it. But first, you need to understand how Google is often determining ranking.

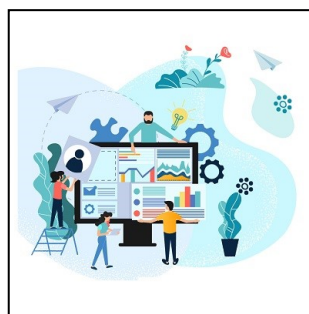
Most Searches Are Local

The first thing to understand about how Google provides search results is that Google prioritizes results based on location. When you perform a search, Google knows your location and provides a result based on where you are unless you specify a different location (or hide your location) when you conduct the search.

So for example, if you're looking for pizza, Google will give you results from where you currently are. This makes sense; why would you want pizza from New Jersey when you're in Brooklyn? Google focuses on 'user intent' and is assuming that when you're searching for a business or service, you want a result that is close to you. In this case "list of pizza parlors" translates into "list of pizza parlors *near me.*"

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6 Steps in Building a Solid Web Presence



So, you have a brand new website that offers some pretty outstanding products/services, and now you have the expectation that it is going to sell, sell, sell. Great products, after all, are the best marketing you can have. Let me tell you first so you don't have to hear it from someone else... **that is not enough.**

You have to do **more!** You can't just expect to have a website and think that your prospects will just stumble across your website over the MILLIONS that are currently out there. You

need to create a strong online presence. This online presence that you cultivate affects your credibility, reputation, professional relevance, and referral power - so, do not succumb to the several problems with the "build it and they will come" approach. Your audience may need time, education, and repetition to convince them to make a purchase.

Your product/service solves a problem, so - intrinsically - it is a solution. The more you instruct, the more you escalate the urgency to solve their predicament, the faster you will sell. However that is not done through your product/service alone - that is through quality website content creation and marketing.

The Six Steps to Web Presence Prosperity

1. Plan And Strategize: What Are Your Goals?

First and foremost, it is paramount that you have established business and marketing goals - both short and long-term - as well as the resources and budget that they will require to make

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6 Reasons Why Your MSP Should Be Producing Talking Head Videos



The **talking head** video format is an interview style of recording where the camera focuses only on the speaker

while they are giving their view on an issue or explaining a topic. Let us tell you six reasons why videos of this style are just what your MSP marketing efforts need to drive conversions.

Why Talking Head Videos are So Valuable

1. Give a Face to Your Company

It can sometimes be easy to forget that businesses aren't just faceless entities that you throw money toward to get what you want. These businesses are made up of real people - not a bunch of stock photo models - from their local area. Show them irrefutable proof by putting yourself in

front of the camera to talk about your company and product/service offerings.

2. Use Your Personal Brand to Promote Your MSP

As a business owner, you have your own personal brand. When that personal brand is strong, it can be easy for it to outshine the brand you've cultivated for your company.

Instead of letting this happen, transfer your personal brand to the brand of your company. Tying them together in this way can increase the power of your MSP's branding and, like we mentioned in the previous reason, give a face to your company.

3. Video Content is More Desired and Better Retained

Attention spans are getting shorter, and people would rather watch a short explanatory video explaining a topic

rather than read about it. While this may cause you some headache (video production is a LOT of work), this actually works in your favor because the content in your video will be better remembered by those who watch it, aiding in brand recognition and recall. This has been proven time and time again:

- 72% of customers would prefer to learn about a product or service through video
- 59% of executives would choose to watch a video if both text and video are available on the same topic
- Viewers retain approximately 95% of a message when watched over video versus only about 10% when that message is read through text-based content

4. Improve Your Website

By embedding videos into your website in *(Continued on page 4)*

6 Steps in Building a Solid Web Presence

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them materialize. It helps to create S.M.A.R.T goals that are **Specific, Measurable, Achievable, Relevant, and Time-bound.**

Having a strategic plan like this will ensure that the activities you are doing online are on the path that will help you reach these overall goals. This is a prime opportunity to reevaluate any current marketing activities that are not meeting your standards.

2. Build and Publish: Construct a Solid Platform

Capture their attention with content! Post new content on your website that is useful, relevant and consistent in quality, style, and frequency. It's relatively easy to produce content, whether that content is blogs, videos, or online deliverables. The more ways you can entice your audience to come back to your site, the higher the chances for an increased ROI.

However, it's not enough to just produce the content and put it up on your website. Make sure you direct all traffic back to

that content on your site through your marketing efforts. Otherwise, it's likely just going to end up sitting there.

3. Share and be Social: Information vs. Knowledge

Everyone can obtain information; what they need is knowledge. The knowledge that they desire should reside in the content that you produce and share. The trick of the trade to having a lucrative online presence is distributing the right content with the right people... meaning, the right target audience.

This is where social media can come into play; it's a great place to gather your target audience together in one place online. Go beyond just having your social media icons added to your site. You should make use of the actual social media platforms and invite your target audience to Follow and Like your pages. Encourage them to share your posts. You want their engagement. Having an active online presence through stable and consistent social media posts that strategically enhance your goals will keep you top of mind with the public.

4. Connect and Grow: Relationship-Building

If you have great content but no community to share it with, you have little to no opportunities for growth. The foundation of most relationships is common interests, right?

Begin by finding groups or online communities that have similar business values and interests, especially ones that you know that your target audience is a part of. Become an active member in those groups and provide them with the knowledge that they find useful and valuable. Building the community first gives you access and permission to engage with the members from within. It also allows you to gather intelligence about the individuals with whom you are connected.

5. Engage and Optimize: Diversify and Modify

Your online presence can't be set to one...



Read the Rest Online!
jmct.io/6webtips

7 Ways to Get Your MSP to Rank for Multiple Locations

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User intent also applies to your MSP when a potential customer searches for “computer repair or backup and recovery solutions.” Google will assume they also mean *near me* and provide a localized result.

It’s worth noting: This doesn’t work for all searches. For example, at the time of writing this, broad terms like “cybersecurity” don’t trigger Google to think you are looking for a local business. Instead, Google provides definitions of cybersecurity, recent headlines, and a few of the major players in the world of cybersecurity (like Cisco and Kaspersky). Nothing you do on your local site is going to get Google to rank you above Cisco and Wikipedia until Google starts seeing a

shifting trend of users looking up the term “cybersecurity” and showing the intent that they want a local business.

Let’s assume that you show up in the search results for your local city, but you’re an MSP servicing multiple locations and wish to rank for those locations as well. Unfortunately, you may find that you’re not able to due to Google’s preference for ‘local’ businesses acting as a barrier. If you’re unsure of how to break through, here’s seven ways an MSP can rank for multiple locations.

1. Manage Your Metadata

Metadata (page titles, description tags, Htags and other information) are useful to ‘tell’ search engines what the content on a webpage says and its context. A well

developed metadata strategy can be invaluable to drive traffic to your site by encouraging searchers to click through to it. It is understandable that an MSP interested in ranking in multiple locations would be tempted to add all the locations in their metadata. However, before you do this, keep in mind if this goes against best practices for SEO:

Page Titles

Best practices advise page titles be around 65 characters. If your titles are longer, Google will truncate it to 53 characters. Here’s an example of a page title which is compliant...



Read the Rest Online!
jmct.io/locations

Twitter 101 - Hashtags [Social Media 101]



If you use Twitter, you probably see that many of the posts in your feed contain hashtags.

Accounts of individuals and brands alike use them.

How should you?

Picking the Right Hashtag(s)

There are three main types of hashtags that your MSP should know about.

- **Content Hashtags** - These are directly related to your industry, niche, and service offerings. You can consider ones related to your service area too. These types of hashtags help let your audience know what you’re about.
- **Branded Hashtags** - You can develop brand-specific hashtags that are unique to your company that you can use for general branding purposes, events, promotions, and to showcase your company culture. These should be to a minimum and follow general Twitter hashtag best practices, which we’ll talk about in the next section.
- **Trending Hashtags** - Keep an eye on trending hashtags. If there’s a

relevant one that you can use, do so! This will really bump up the visibility of your post. Keep an eye on big news events and see what holiday-related ones tend to trend so that you can use those hashtags.

For help in monitoring hashtag usage on Twitter - recent trends, and general popularity of a particular hashtag - check out Hashtagify, a free tool that can help you find the best hashtags to reach your target audience.

General Best Practices Regarding Your Twitter Hashtags

Keep the following in mind when picking and using hashtags on Twitter:

- **Keep them short** - Most hashtags are only a few words long, maybe only one. There’s no reason to create long hashtags because they won’t be commonly used and it’s more difficult to read.
- **Use them sparingly** - Research suggests that using 1-3 hashtags per Twitter post works best. Using more causes a large drop in engagement. Using too many makes your post unreadable and unprofessional.
- **Avoid apostrophes and contractions** - Using an apostrophe will cause only

the letters before the apostrophe to be hashtagged. This doesn’t mean you should just remove the apostrophe; this affects readability and means that they probably won’t be used.

- **Not too generic, but not too specific** - You want to pick hashtags that are popular enough that it will help your post gain visibility, but it shouldn’t be too generic. Otherwise, your post will get lost amongst the many other posts using the same hashtag. You also don’t want to use ones that are too specific (unless they are a branded one you pick specifically for this reason). One of the main reasons to use hashtags is to gain visibility, and if it’s too specific, it’s not going to help with this.
- **Place them appropriately** - Use hashtags naturally in your posts. You can use them in the middle of your tweet if your sentence flows well. Alternatively, you can put a single hashtag at the front of your tweet if the entire post pertains to that hashtag. If you have multiple that you want to put in, you can just tack...



Read the Rest Online!
jmct.io/twhashtags

6 Reasons Why Your MSP Should Be Producing Talking Head Videos

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relevant places, especially ones as valuable to your business and marketing efforts like talking head videos are, you can improve the quality of your website, and reap the following benefits:

- Increase your search engine ranking
- Keep visitors on the page for longer
- Boost sales and conversion rates
- Increase trust in your company
- Give your website visitors a better website experience
- Improve your retention rates

These videos are versatile, and can be placed on your homepage, service pages, landing pages,

your website's video portal, your About Us page, and more!

5. Garner Attention on Social Media

Not only are talking head videos great for your website, but they can also attract more attention when you share them through social media. Here are some statistics to prove it:

- Videos are a consumers' favorite type of content to see from a brand on social media...



Read the Rest Online!
jmct.io/6whythv

Use Social Media to Develop Lasting Relationships with Your Audience

With social media, you can connect, interact, and build a relationship with people you would never meet through other platforms. Simply posting to social media on a regular basis is the foundation for a business relationship built on trust, reliability, and accountability. However, it's not always easy to find the time to maintain these relationships through social media. Despite your best efforts, you may find yourself forgetting to make the effort... which may lead to strains on these partnerships that lead wandering eyes toward your competition.

Social Media as a Service can help! With 1 post per day to Facebook, Twitter, and LinkedIn (Instagram as well, for an additional cost), we use relevant informational and statistical technology posts to help you stay top of mind with current and potential business partners.

Posts may include

- Links to your service pages and blogs
- Information and statistics about technology
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- News/current events
- Holiday posts
- ...and much more!

Don't forget to download our
**FREE Social Media
Self-Assessment Guide!**
<https://jmct.io/sociallevel>

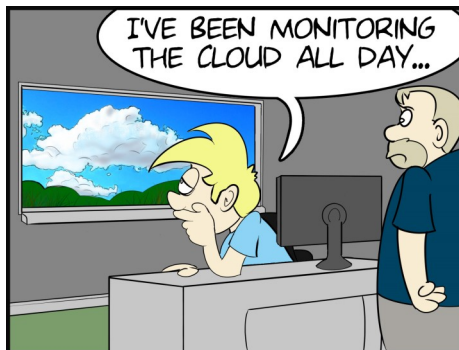
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