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### Without a Visual, Your MSP's Social Media Posts Are Being Overlooked



Social media marketing is important... but if you're not doing it right, your time and efforts are wasted. One common thing we see many MSP's do wrong is failing to add any visual content to go with their posts. Let us explain why doing so is crucial if you want to make sure your business is seen.

**Why Visual Content is So Important**  
Visual information is processed more quickly and more often than text-based information, and this information goes directly into a person's long-term memory. This doesn't guarantee that a person will be able to retrieve all of that ...



Read the Rest Online!  
[jmct.io/smvisuals](http://jmct.io/smvisuals)

### Marketing During a Crisis



As the COVID-19 virus continues to sweep its way through the world it is imperative that businesses remember and continue, with a little adjustment, their marketing efforts. When it comes to marketing your MSP, you can consider it a best practice to always be marketing your services.

No matter what complications or difficult outside circumstances your MSP may face, you should always be marketing your business.

Crises are not new and should not affect your business too much, at no point should your business be doing absolutely nothing, in regard to marketing. Just like all crises of the past, this too shall pass and you'll still want your audience to still be engaging with your business.

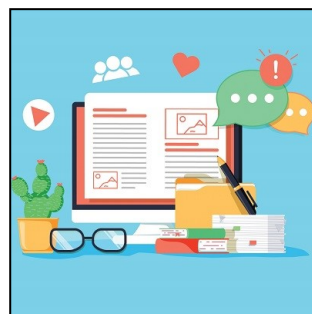
There are many ways you can market your business and properly communicate any necessary information to your clients and audience. But, because it is a crisis, you should carefully consider what you are saying to your clients and audience, as well as how you're going to deliver those messages.

#### What You Should Be Communicating

Because you are operating under a state of crisis, your tone and wording should be carefully planned to make certain that you don't cause your business problems in the future. So, don't just post anything, carefully consider your message and make sure to filter out an information

*(Continued on page 3)*

### Why Blogging is Essential to Your MSP Marketing Strategy



When working to determine your marketing plan for the year, you may be overwhelmed at the many different options that you are faced with. There are so many choices! However, there's one foundational strategy that you should start with if you want to propel the rest of your MSP marketing strategy forward: blogging.

Knowing how much work it is to maintain an active company blog, you might be wondering: is it really worth it? Do the benefits that you'd receive from blogging outweigh the time and effort it takes to generate quality blog content on a regular basis?

We're here to tell you that **YES, it definitely does!** Let us tell you what benefits your MSP can receive from blogging regularly.

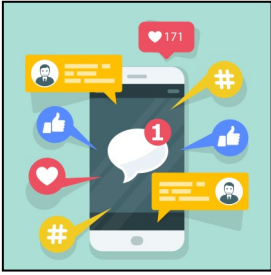
#### Improve Your SEO Strategy

SEO and blogging go hand-in-hand. One of the best ways to improve your search engine ranking is to blog! Here are a few specific ways that blogging can do this:

- **Keep Your Website Fresh** - Search engines take into account how often your website is updated when determining your ranking. You might not always have a reason to update most of its pages, so publishing blog articles is a great way to add new content. Since each blog that you publish is a separate page that can be indexed by the search engines, there are increased opportunities to get found for each one published.

*(Continued on page 2)*

## 5 Tips for Social Media Marketing Success



Social media is not only one of the main drivers of traffic to your site, but it is also a primary tool for the marketing of your business.

Social media is particularly valuable to smaller businesses, as it can level the playing field in regards to the ability to communicate with an audience. Unsure of how to find the time to set up, customize and develop an effective social media plan for your business? Now's the time for The Ultimate Social Media Rig.

### The Importance of Social Media Marketing Can't Be Understated

Every marketer worth their salt is touting the importance of having a social media presence, and they're right. If you're not on social networks, you are missing a huge

portion of your audience. Despite this, many smaller businesses haven't heeded the call to action.

***Make no mistake: your competition will gladly fill the space you're leaving if you ignore social media.***

Business people have many reasons why they "don't believe in social media," most notably the oft-mentioned, "We don't know anyone who's made a sales conversion through Facebook." Look, Facebook has over 2 billion worldwide users, with 1.56 billion logging in every day. The fact is that social media can provide a wealth of customers; if you ignore them, we're sure your competition won't.

### Social Media is Where Your Customers Are

We've all heard the old axiom, "the right tool for the right job." Currently, one of

the best tools to interact and attract customers is social media. Social media is where your customers are and you have to meet them there if you want to grow your customer base. A website, no matter how attractive, isn't going to be enough to compete with other businesses, particularly if they have a strong social media presence. However, it doesn't have to be this way; here are some tips to help you get started.

### Five Tips To Social Media Success

While there are dozens of tips, tools, and techniques for social media success, we're going to focus on a few best practices which are easily obtainable by you and your team. These five tips will ensure your social media presence will bring you the results you are looking for...



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[jmct.io/5smm](http://jmct.io/5smm)

## Why Blogging is Essential to Your MSP Marketing Strategy

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- **Rank Higher for Desired Keywords** - You can incorporate keywords that you are trying to rank higher for into your blogs. When doing this, be sure to do so naturally so you don't negatively impact readability.
- **Internal Linking Opportunities** - In your blogs, you can link to other blogs on your website or to other relevant pages, such as your contact page or a service page. When you use internal links naturally, they improve website usability and keep visitors on your site longer.
- **Generate Backlinks** - If your blog articles are found to be valuable, other websites may pick them up and link to them. These backlinks can be a major boost to your search engine ranking.

### Demonstrate Expertise and Trustworthiness

Constantly writing about various IT-related topics on your company blog helps your MSP establish authority. By writing articles that will be seen as valuable, expert information to business decision makers in your local area, your clients and

prospects get to read about the knowledge and experience that you have gained through your years of working in the IT industry. By doing this on a regular basis, you build trust and can become the go-to resource for all things IT.

### Develop and Strengthen Relationships with Your Target Audience

Beyond demonstrating general expertise and trustworthiness, you can write blogs tailored to a specific subset of your target audience. Writing in this way shows your audience not only that you know what you're talking about when it comes to all things IT, but that you care about their specific needs and pain points.

The easiest way to do this is to create buyer personas, then write blog articles tailored to a specific persona.

### Use in Other Marketing Efforts

In the intro of this blog, we touched on the fact that blogging is a foundational part of any MSP marketing strategy. That's because each and every blog article can (and should) be used outside of your blog page on your website! Blogs are great

because they are educational resources that can be used as soft-sell campaign pieces.

Here are some ways to use them in other marketing efforts:

- **Social Media** - When you publish a new blog, write a short social media post, pick an image that relates to the topic, then post it to your social media platforms with a link to the blog itself. You can also do this with older blog articles too, just make sure that the content is still relevant.
- **Print and Digital Newsletters** - Newsletters are a great touchpoint to use in your marketing. You can include snippets of multiple blog articles (we recommend 4-6), and direct readers to visit your website to read the rest of the article they're interested in.
- **Postcards** - Postcards are an effective, eye-catching direct mail piece that are perfect to share blogs. We send out ...



Read the Rest Online!  
[jmct.io/whyblog](http://jmct.io/whyblog)

## Marketing During a Crisis

(Continued from page 1)

that seems like speculation or isn't from a reliable source.

Here are some things you can communicate to your clients and audience:

1. **COVID-19 Update** - If you haven't already, your business can send an update (or a second update) on your business' plan or response to the virus and how (or if) you plan to continue operations during the crisis.
2. **Update on Government Ordinance and Policies** - If your local, state or national government makes a statement with any ordinances or policies that affect your business, you can share those statements, verbatim, and how it will

affect operations with your clients and audience.

3. **Availability Changes** - If any complication caused by the virus leads to a shortage of a product or causes you to limit your services, you should communicate that.
4. **Things to Look Out For** - Unfortunately, during times of crisis cases of crime increase. Inform your clients of any risk of them falling victim to crimes like scams and phishing.
5. **Company Culture** - While many companies aren't currently in the office you can still share about how you and your employees are handling social distancing.

### How You Should Be Communicating

When you are marketing your business in

a crisis situation you should consider what kind of crisis it is because that can play a role in how you communicate with your clients and audience. Because this particular crisis is viral in nature, physical deliverables should be considered a no-no. It would be best to use digital means to market your MSP for the time the crisis lasts.

**Website** - Add your updates and policy changes to your website in a spot that is easy for your clients and audience to see. It doesn't need to be a long message as you can provide linkage to a separate page with the full message...



Read the Rest Online!  
[jmct.io/crisistips](http://jmct.io/crisistips)

## Tips on Creating Linkbait for Your MSP



We recently wrote about how useful linkbait can be to your MSP marketing efforts. This got us thinking... why not give

you some actionable efforts to help you?

Here are our tips to creating the most effective linkbait.

### Linkbait Tips

#### Create A Focused Topic

You need to find a topic that people are interested in learning more about and then create content around that issue. There are a couple of ways to do this:

- Take a look at your competitor's links and see what types of content or pages are being linked to. This can give you an idea of what people are interested in him.
- Take a look at current events. Are there issues that keep repeating themselves? As an MSP, cybersecurity could be the hook you're looking for. Is there a specialized industry or vertical you could focus on?
- Consult with your SEO or marketing

team: Are there any insights to what people are searching for or interested in? If so, then you know your audience, and are better able to provide customized and focused content which becomes valuable...and linkable.

### Provide Something New

While it seems there is a post or blog about every subject on the Internet (and there probably is), there is only one you. **This is a good thing!** Your insight and experience are unique to you and your MSP. If you want to create the type of content that is worthy of sharing, you must create content which is equally insightful.

### Share Your Wisdom

As an MSP, there are quite a few pieces of wisdom you can share, and we do mean share. There can't be any secret sauce you're holding back if you're hoping to be to 'cited' as the authority. You're going to have to provide well detailed, extensive and complete guides of information if you want to have a hope of it being linked to.

### How to Trigger Linkbait Interest

- Get influencers involved (Social media is well suited for this)
- Create content which is visually interesting and attractive to the eye (An

unformatted word doc isn't going to work... this is marketing after all)

- Know your audience: Create a persona to help focus your direction
- Join groups and share you insights on professional sites such as LinkedIn
- Promote: social media, press releases, email blasts, even direct mail

### You Have to Promote Your MSP

Linkbait is just another tool to promote your MSP and needs to be part of your overall MSP marketing strategy. For your MSP to be successful, it needs to be noticed; simply launching your website and making a few Facebook posts will not work in today's competitive market. Your marketing needs to consist of well-created content, strong social media presence, and a well-defined plan to market your MSP.

### The Alternative to Linkbait

There is another way to build this type of klout with Google in conjunction with a content strategy (something MSPs should be doing anyway): good old-fashioned networking. You might be wondering, how does that help you on Google...



Read the Rest Online!  
[jmct.io/linkbait2](http://jmct.io/linkbait2)

## 5 Essential Parts to a Quality MSP eNewsletter



Digital newsletters are a common marketing tactic used by small, medium, and large businesses alike due to the low cost and ease of putting one together. Because of this, it's likely that the contacts on your list are already receiving multiple eNewsletters in their inboxes each and every month.

If you want to make sure that your MSP email marketing efforts don't go to waste, you need to make sure that your own newsletter isn't lacking.

### What Every MSP Digital Newsletter Should Include

The following are things that need to be included in your MSP Newsletter if you want your MSP marketing efforts to be worth it.

#### A Good Subject Line

If you want people to open your eNewsletter, you need to draw them in with a subject line that will catch their attention and make them want to read more. This subject line should also reflect the content in your digital newsletter.

A tip to make your newsletters stand out in recipients' mailboxes every month is to pick a standard format for your subject lines and stick to it. For example, if you receive our JoomConnect eNewsletter (head here to sign up to receive it if you don't!), you may have noticed that JoomConnect's newsletter subject lines always end with "- Tips from

JoomConnect". This lets our subscribers know that this is our monthly eNewsletter and not some other mass email communication.

#### Proper Branding

The general design of your eNewsletter should reflect your brand. Specifically, it helps to have a header with your logo and the respective month. You can also update text colors and accent colors to match your primary and secondary branding colors.

From month to month, this branding should stay relatively consistent unless you're redoing your entire digital newsletter design or rebranding.

#### Blog Articles

Your blogs are the main part of your digital newsletter. As such, you need to make sure that this part is done right.

For every blog that you include (4-6 is a good number), you should be including the title of your blog, its cover image, the first few sentences of the content to draw them in, and a call-to-action that encourages them to continue reading on your website. To make the most out of that, consider the following advice:

- **Pick the Right Articles** - People aren't going to want to read the blogs you feature in your eNewsletter if you write about topics that they aren't interested in. Check out our MSP Blog Topics series if you need help with picking topics and writing about ...



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