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### 5 Inbound Marketing Methods MSP's Should Be Using



Marketing has two umbrella classification that most methods fall under, inbound marketing and outbound marketing. Here are five inbound marketing methods that we recommend using to market your MSP!

#### Inbound Marketing

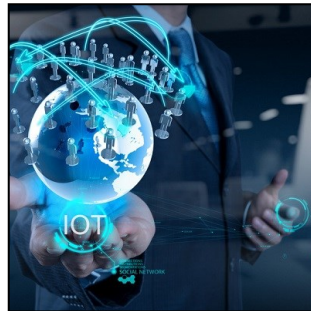
Inbound marketing methods are generally informative and aim to direct your MSP's audience to your products and services, converting visitors into customers and clients. Additionally, inbound marketing has seen a rise in popularity recently as it is usually inexpensive in comparison to...



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### How the Internet of Things Impacts Your Marketing



As part of an IT Company, you're probably familiar with the Internet of Things (IoT). If you're not quite sure or would like some clarification, it's essentially the entire network of devices and appliances that connect to the Internet (or sometimes a more private network) to interact and exchange data.

In the modern world, this includes numerous different devices, anywhere from cell phones to smartwatches to personal assistants (think Google Home and Alexa) to 'smart' versions of things like refrigerators and coffee makers. There are a LOT out

there, and the number has been growing rapidly: the number of connected devices outnumbered the global population in 2017, and it's expected that there will be over 26 billion IoT devices by the year 2020!

Since this blog is for our MSP Marketing company and isn't a blog written for our MSP Blog Service, we won't be discussing any of the security-related issues that often come up when discussing the Internet of Things. Instead, we'll be discussing how this ever-growing phenomenon has implications for your digital marketing.

#### The Internet of Things and Your Marketing

The Internet of Things changes the scope of your digital marketing by expanding it beyond its original capabilities. With the numerous devices that can access this content, your target audience could be accessing these marketing materials anywhere, in multiple different ways. They could be cooking dinner, asking Amazon's Alexa about what their MSP marketing strategy

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### How to Create Stellar Talking Head Videos



You want to engage your website visitors, and talking head videos are a great way to do this. However, you may be apprehensive about embarking on such a labor-intensive marketing strategy. We won't lie to you; this type of video is a LOT of work to put together. However, that doesn't mean it's something you shouldn't incorporate into your own MSP marketing efforts.

In this blog, we'll go over the basic steps to creating talking head videos to help you plan out your company's own videos.

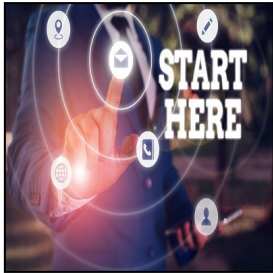
#### But First, Why Talking Head Videos?

We already talked about this in one of our previous blogs, but to sum it all up, these videos are valuable for the following reasons:

- Give a face to your company
- Use your personal brand to promote your MSP
- Video content is more desired and better retained
- Improve your website
- Garner attention on social media
- Stand out from your competition

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## New to Marketing?... Here's Where to Start



Marketing your MSP may seem like a huge endeavor, or that you need to be a marketing mastermind to

actually effectively market your business, but that is not true. If done right, marketing can be done without any stress or hassle. Where do you start? With a plan of course!

### It All Starts with a Plan

The very first step of marketing your business is creating a detailed and comprehensive plan. With a refined marketing plan tailored specifically to your business, marketing becomes an organized and systematic process that only needs occasional refining. Your

marketing plan should fulfil the overall purpose of finalizing the marketing initiatives that you are doing, as well as schedule and organize these marketing initiatives.

A good marketing plan takes time, resources, and experience. If you can't spare the time and lack the experience and resources, don't stress, we have all the time, resources and expertise needed to help your company with its marketing efforts.

Our Marketing Plan service has everything necessary to fulfil your marketing needs.

### Do You Have a Quality Website?

Do NOT underestimate the power of a quality website.

Believe it or not, in our modern times, there are still some businesses that do not

have a website, let alone other online platforms that small businesses should be taking advantage of. Your business' website is, more often than not, the very first impression your customers have of your business.

The first impression is important and should be the best representation of your business. The style and quality of your website should be closely considered, browse around and see what some of your competitors are doing for inspiration.

If you are in need of a quality website, then you should consider looking into our Ultimate MSP Website service! We'll provide you with the fully-loaded turnkey solution that your MSP company...



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## How to Create Stellar Talking Head Videos

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Feel free to check out our blog '6 Reasons Why Your MSP Should Be Producing Talking Head Videos' if you'd like to read about these in more detail. Now that you hopefully understand their value, let's go over what you need to do if you want to put together your own.

### How to Put Together Talking Head Videos

There's a LOT that needs to be done to put together your own set of talking head videos. We'll cover the basics of each of the steps that you need to take, but just know that there are a lot of fine details that are going to vary depending on your experience and capabilities in producing high-quality video content.

### Write Your Script(s)

Before you start anything else, you need to write out what exactly you're going to say for each and every video that you plan to produce. "Just winging it" unfortunately isn't going to cut it.

Keep the following tips in mind when writing your scripts:

- **Plan Your Topic(s)** - Before you even start writing, you need to decide what you are writing about. What services do you want to create videos for? What general topics (such as 'about your company' and 'welcome to your website') do you wish to cover? We suggest planning out multiple videos at once that you can shoot in the same day to make the setup and/or studio time you need worth it.
- **Pick Your Words/Phrasing Carefully** - You want what you are saying to sound natural. That means that it shouldn't be too casual... but it also shouldn't be too formal. Find a proper balance between the two.
- **Time Yourself** - When reading your script over, try timing how long each one is. You probably don't want a talking head video that is less than 30 seconds. However, it's also not usually ideal to have one 5+ minutes. These videos should be relatively short (a few minutes each).
- **Practice Makes (Almost) Perfect** - Practice, practice, practice! Don't waste valuable recording time on the day you

shoot these videos fumbling over your words because you didn't take the time to learn what you should be saying.

- **Enunciation, Speed, and Voice Inflections** - Once you have the content more or less down, take the time to ensure that your words are easy to understand, are said at a reasonable pace, and don't sound too robotic. You can do a practice recording using your phone to determine what areas you need to work on.

Before you proceed onto the next step, ensure that your scripts are finalized. Making changes to the script while shooting your videos isn't ideal, and you'll waste a lot of valuable (and, often expensive) time doing this.

### Pick A Location to Shoot At

Ideally, your talking head videos should be shot in a professional studio (like our own Directive Studios). If you desire to shoot...



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## How the Internet of Things Impacts Your Marketing

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should be. Or, they could be watching one of your MSP marketing videos on YouTube from their Smart TV. They could even be in line at the grocery store, casually reading your blog while they wait until they're close enough to start unloading their groceries to be scanned. You need to be prepared for any of these scenarios (and more!) when embarking on any digital marketing efforts.

IoT also generates quite a bit of data that you can use to create personalized marketing communications for your target audience. Remember, with the Internet of Things, people can stay connected for more or less their entire waking hours - sometimes even when they're asleep if they track their sleeping patterns using a SmartWatch! This data can be used to

tailor your messages to the individual who is receiving them.

### Taking Advantage of the Internet of Things

The above probably sounds great, but how can you use this in your own marketing? If you're like most MSPs, you're probably a small to medium-sized business, meaning you don't have a large, multi-person marketing team to support your endeavors. You might have one or two people who have a part in the marketing that you do, but more often than not we find that marketing won't be their only responsibility. Because of this, you won't be able to take advantage of many of the IoT and marketing-related things that large corporations can - a lot of that being related to big data and advanced analytics.

The best thing for you to do that's within your capabilities as a small business would be for you to tailor your content marketing to suit the world of IoT. This means:

- **Having Mobile-Friendly Content** - Many IoT devices such as phones and tablets allow users to access websites through a mobile browser. Having mobile-friendly content has been important longer than the Internet of Things has been an official thing, but it's even more important now. All of your digital marketing, especially your website, needs to be mobile-friendly.
- **Having a LOT of Content** - Decision makers from the industries that you...



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## Narrowing Your Marketing Focus



When you market your business' services you want to make sure you are marketing effectively! With too

broad a target market, you could be wasting your marketing efforts.

You want to narrow your marketing focus - so try target marketing. By doing this you will be breaking your marketing into groups. Then you will narrow those groups down, to those that would need your product or services the most.

### Do Not Waste Your Marketing Efforts

Make sure that your marketing efforts are of value and not wasted. You do not want to put the right services in front of the wrong prospects and you don't want to put the wrong services in front of the right prospects. This is where narrowing your marketing focus will be most beneficial to your business. You want to make sure you market to those that fit with the services you provide.

When you are preparing to market your services, you have to think about who you will be marketing to, this is called a buyer persona. By building your marketing efforts around who you want to sell your services to, this will help with the marketing strategy. Therefore your time and efforts will be better spent on marketing to the right prospects.

### Narrow it Down

Once you narrow down what your target market wants, you will have to create content tailored to those groups. You do not want to overload your prospects with information. You want to focus on content that is tailored to that targeted group. Trying to broadly market your services will likely lead to weaker results, as there are just too many topics to cover without overwhelming your audience.

Creating a proper marketing strategy is paramount for your business, you know your strengths and weaknesses within your business. You will want to market your strengths, while making your weaknesses stronger, then market to those as well... but don't get stuck in a niche.

Once you have selected a target market, there are a few ways to introduce your business' services to them, here are just a few options:

- Deliverables
- Social Media
- Direct Mail Campaigns
- Blog Tip Postcards

...and more!

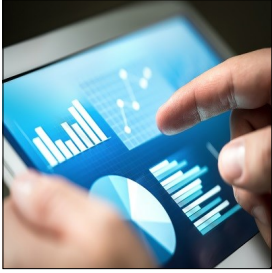
### Marketing Takes Time

If you see fewer results, this is to be expected as you are narrowing your target audience. Do not get discouraged, as marketing takes time and doesn't happen overnight. Your prospects want to get to know you and they may already know of you. Keeping you on top of their mind is just another vital component of marketing. When a prospect does need your business' services, your business likely will be the one they reach out to, because you marketed properly and were on their mind...



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## 5 Digital Marketing Trends to Look Out For in 2020



The world is ever-changing and the marketing world isn't exempted from that steady change. To keep your marketing up-to-date, we've summarized five digital marketing trends that

will be key in 2020. Let's look ahead!

### Looking Ahead!

Your business' marketing initiatives should be up to date and constantly changing to fit the current trends. You should never be passive or inattentive when it comes to your marketing, lest you risk falling behind the rest and be labeled as "outdated" or "old school". It is never a good thing to be seen as behind the times.

To help keep you up on the latest trends, we have outlined **five key digital marketing trends of 2020**.

### 1. Social Media Commerce

Usually when one brings up social media in conjunction with marketing, it's to use social media as a means of marketing, which is also something that you should be doing, but not what we will be discussing. In this case, one would use social media as the literal place of commerce. That's right, throughout 2020, a lot of businesses will be using their social media platforms as places for customers to buy their products.

Many platforms like Instagram and Facebook have made it possible to use your social media posts and ads to sell to your customers; allowing the customers to make purchases outside of your

website. This is the trend we'll see the greatest rise as social media becomes increasingly popular.

### 2. Influencers

An influencer is someone who has a sizable audience on social media, and uses the platform to encourage their followers to subscribe to their way of thinking about (in this case) specific products or services--think of what would also be called a thought leader. Using influencers to market your brand or product isn't exactly new to businesses and it prevails even in 2020. This is especially true with the increasing popularity of social media, as more than 50% of Internet users say they follow some sort of celebrity or influencer account on social media. As such, businesses both big and small are using influencers to market their business and products. When picking your influencer you should aim for someone that shares an audience with you or someone who has an audience you would like to target. Another thing to consider is the size of the influencer's fanbase. The larger the fanbase, you can rightly assume, the more you are going to pay for the service. Besides, it's not necessary for you to use the most famous influencer. Instead, it's smarter to choose the influencer that best represents your brand and culture.

### 3. SEO

Search engine optimization is definitely a trend we'll see increasing in 2020 as 61% of marketers say improving SEO and growing their organic presence is their top inbound marketing priority. Having an SEO strategy is key if you want...



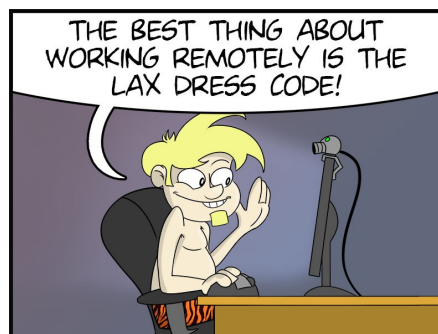
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