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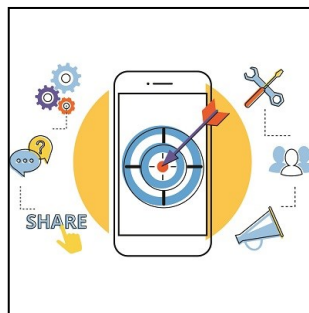
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"Where liberty dwells, there is my country." -- Benjamin Franklin. Happy Fourth of July!

### 6 Ways for Your MSP to Take Advantage of Mobile Marketing



When you look up information about a local company, what device are you using to do so? More than likely, you use your smartphone - something that many business decision makers will be doing when looking for assistance with their company's IT.

Mobile devices are quickly becoming the preferred way to access the Internet. From Google searches to mobile apps, a business can become a success thanks to our handy mobile devices. Therefore, it makes sense then that mobile marketing is a great way to reach clients and prospects. Are you using it to your advantage?

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### Twitter 101 - Setting Up Your Twitter Page



As a business, it's important to have a presence on social media. However, you should be doing more than just setting up an account on each commonly used platform. You also need to professionally brand your company pages.

This blog will discuss how to best set up and brand your company's Twitter page.

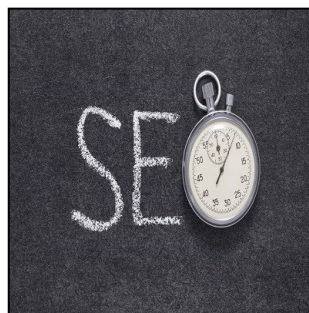
#### Getting Set Up

Fortunately, it's very easy to set up your company's Twitter account - it's essentially the same as creating a personal Twitter...



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### How Long Does SEO Take to Show Results?



"How long will it take for an SEO strategy to start showing results?" This is a question that will get you many different answers depending on who you ask. The optimization of your business' website happens on so many levels and has so many different variables, and coupled with the fact that your competitors aren't just resting on their heels and have likely also optimized their website, SEO (Search Engine Optimization) can take as long as six months to show results.

Ignoring cases of outliers, on average, an SEO strategy usually takes between four and six months to show any significant results. Of course, depending on if you've optimized your website before and other factors, you can begin to see results much sooner.

To make it clear, no matter where your business' website is in regard to SEO, or what your competitors are doing, optimizing your website will take time, so don't begin this marketing tactic with the idea that you will see instant results.

#### Timeline

Search Engine Optimization isn't a simple process and you need to be prepared to dedicate up to a year of your time and resources. Here is a highly plausible timeline for the initial six months it could take to get results from an SEO strategy:

*(Continued on page 2)*

**Have Marketing Questions?  
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## You Need to be Marketing Your MSP's Website



It won't matter that your MSP's website is a top-of-the-line, high-end, fully-featured masterpiece if you do not

market it. All the time and resources you've spent making that masterpiece will have been wasted because no one will be able to find and see it. However, this is easily fixed with some marketing.

### SEO to Market Your MSP's Website



Marketing your MSP's website will increase general traffic to the site as well as generate your business some leads. By establishing and following Search Engine Optimization (SEO) practices, your MSP's website will have a chance against the

## How Long Does SEO Take to Show Results?

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### Month One: Website Audit

An SEO service will begin by examining your website's current state. Your website will be thoroughly searched for any errors that need to be corrected and assessed for optimization of factors and tactics.

### Month Two: Map Out Your SEO Strategy

When it comes to SEO, SWEAT THE DETAILS! With all of the many tactics and factors that go into SEO, it's important to closely consider which will best suit your business' website. The second month of an SEO service will likely be spent researching and coming up with a custom SEO campaign.

### Months Three - Four: Content

Expanding the available content on your website will be the focus of the next two

many, many, many other websites out there. Let's face it, having an amazing website just isn't enough anymore, you NEED to market your website.

If you want your business' website to be seen, it is imperative you consider creating an SEO Plan or subscribing to an SEO service.

### Social Media to Market Your MSP's Website



Social Media is another marketing tool you can use for your website. Say you find yourself in this scenario: you just published a great blog on your website, but as days pass, you have only gotten a handful of views. What we recommend you do to remedy this situation is to use your business' social media to promote that blog.

months. Adding service pages, company pages, and blogs will provide good end points to drive traffic to. By the end of the fourth month you should be seeing an uptick in traffic to your website, and although it may not be significant, remember SEO takes time, and it will be significant enough for you to know what you're doing is working.

### Month Five: Time for Social Media

By this point your website should have a ton of content for you to use in a Social Media Management Service. Incorporating social media will allow you to drive traffic back to the content on your site, creating a flow of potential clients directly to you and your services.

### Month Six: Repeat the Cycle

Now that you have set a system of creating content and pushing it out

Here's what you'd do:

- First, post it. And don't be afraid to be creative, use an image and fun wording to grab your followers' attention.
- Second, include links. Links are the MVPs of social media marketing.
- Most importantly, engage, engage, engage. Engage with your audience because they could very well end up being one of your clients one day.

### We'll Market Your MSP's Website for You!

We're sure you have an amazing website, and we want to help make sure people can find it! Even if you don't have a quite-so amazing-website, we can provide you with one of those as well!

For more information on our SEO, Social Media and Website services, please feel free to give us a call at 888-546-4384 or contact us today!



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through your business' social media, you should continue this cycle by continuing to create good content to link to. You can outsource content creation, and subscribe to a blog service to supply the content for your site.

### Let Us Manage Your SEO

Now that you have an idea of how long SEO will take, you may be feeling a little discouraged. Don't worry, if you don't have the time to manage an SEO or Content Marketing campaign, we will do it for you. Our many marketing experts are available to begin working on your business' website and marketing needs. Contact us or give us a call at 888-546-4384 today!



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## 6 Ways for Your MSP to Take Advantage of Mobile Marketing

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### About Mobile Marketing

**Mobile marketing** is when individuals are connected to a business through the use of a mobile device, like a smartphone or tablet. It came to fruition in 2005 with simple text messages that ranged from notification of sales to new product announcements. These were sent to customers that signed up to receive SMS messaging from a company or brand. This method was the first type of mobile marketing "hook" that actively reached out to users in an effort to bring in repeat business.

With the capabilities of smartphones today, mobile marketing can be so much more, and businesses need to ensure that their marketing strategy keeps mobile users in mind. You may assume that

people will only interact with your website and marketing materials from their computer since you're a B2B company, but actually:

- 57% of online traffic comes from mobile devices versus 43% from desktop computers
- Users spend 56% more time on phones and tablets than on PC's
- Conversion rates on mobile are 64% higher than they are on desktop computers
- 65% of all digital media time is spent on a mobile device

If you aren't by now, it's time to hop on the mobile marketing bandwagon.

### How Your MSP Can Take Advantage of Mobile Marketing

Fortunately, there are a lot of options out

there that small to medium-sized businesses can take advantage of. Here are our top suggestions:

- **Mobile-Friendly Websites** - Users who visit a poorly designed mobile site won't stay there for long, and 40% will visit a competitor instead! Ensure that all aspects of your website are compatible with mobile. Failing to do so will increase your mobile bounce rates and hurt your SEO.
- **Social Media** - Mobile devices are used for about 3/4 of the time that people spend on social media, so promote your company's social media channels and post content to them to connect with your audience...



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## Coronavirus Scams Awareness



We have all been going through tough times recently due to the COVID-19 outbreak and subsequent social

distancing measures and lockdowns. As we continue to go through rough times, we would like to encourage people to be vigilant and attentive with their security, lest you fall victim to one of the many recent COVID-19 scams out there. Here are several of the scams out there.

### Vaccination/Treatment/Cure Scams

There have been many reports of email scams involving home remedies, vaccinations, and cures for the COVID-19 virus. The scam aims to 'convince' you that they have important updates or medical information to share. It'll utilize specific vocabulary and formatting to appear legitimate. For more information, you will be prompted to download a file or to click through to a link for further instructions. Doing so will download and expose your system to harmful malware.

### Protective Product Scams

Scammers have also been selling protective products like gloves and masks without actually fulfilling any orders. Protective products and coverings are in short supply, so if it isn't from a trusted and certified manufacturer or supplier, use caution when buying it.

### Financial Scams

As this crisis has progressed there have been many financial scams tricking people into giving away their money. It is especially troubling as most of these scams are targeted at the elderly, and with the social distancing measures that are being enforced, the elderly are even more at risk of falling prey to these scams.

Although the elderly are often the target of these types of scams, they aren't the only ones to fall victim to them. Scammers will use social engineering tactics to trick information out of people and anyone can fall prey to these tactics, so be especially cautious when prompted to provide sensitive information.

### Interactive Maps Scams

There have been many interactive maps

that track the number of deaths and cases of COVID-19 going around the Internet. While the maps appear to function fine and report accurate information, there is something more nefarious going on in the background of these programs.

Often, these maps need to be downloaded. Packaged along with the map file are hacking programs meant to steal important information. Now, of course, there are some real and secure maps out there, we just encourage you to be more selective when choosing the source of your information.

### Phone Call Scams

Phone call scams have also seen an increase since the beginning of this outbreak. If you receive a phone call and are uncertain about the caller or purpose of the call, don't be afraid of coming off as overly suspicious. There is no harm in hanging up on a phone call and calling the institute or person back. You will be assured in knowing that you personally...



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



## Should You Lock Deliverables Behind a Website Form?



When a potential lead visits your website, you want to know who they are so that you can continue to hit them with marketing touches in an attempt to move them through your sales funnel. In

order to get this visitor's contact information, you'll need to obtain it.

An easy way to get this information would be through a form. If you're using them correctly, they should be used plentifully throughout your entire website wherever applicable.

To give visitors an extra incentive to fill out a form, many companies will lock their deliverables behind one. Their thought process

is pretty sound: the people who fill out this form are encouraged to because they'll receive access to the document that they're interested in viewing - all they have to do is provide some basic information about themselves. Then, the company can use that information to then target them with additional marketing materials. It's a win-win!

We have some advice for your company that we hope you'll listen to: **don't lock every website deliverable behind a form.**

### Be Smart with Your Website Form Use

It may be tempting to require individuals to fill out a form to access any of your...



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