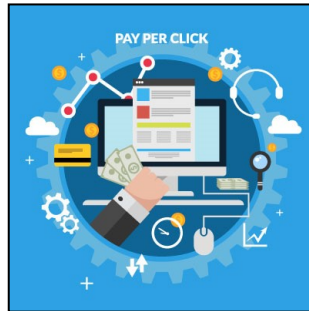


### In This Issue:

- Is PPC Right for My MSP?
- Cold Emails: What They Are, and How You Can Use Them
- Two MAJOR Reasons Why You Should Be Marketing Your MSP
- Making a Successful Google Ads Landing Page
- Why You Should Cultivate Your Reputation as a Thought Leader
- Have You Introduced Yourself to Your Prospects?

### Is PPC Right for My MSP?



Are you an MSP looking for leads but don't know how to get started? Has Google sent you a \$150 coupon for Google Ads and you're thinking about trying it out? Before you do, here are some things to consider before you invest in Google Ads to market your MSP.

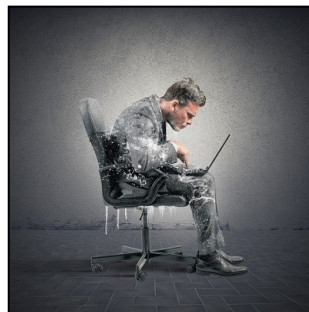
#### What is PPC (Pay-Per-Click)?

Pay-Per-Click (PPC) is a type of internet marketing, also called Search Engine Marketing or SEM. The PPC model is one in which advertisers (you) pay a fee for each click their ads receive. To be effective, the ads (should) lead to a landing page on your website, providing a method for the customer to fill a form, download deliverables or to call you. This is also known as a conversion. For more information about PPC, visit our [Frequently Asked Questions About Pay-Per-Click Advertising](#) page.

While the goal of PPC is the same as SEO, that is to drive traffic to your website, they use different methods to do this. They are both forms of SEM, SEO (Search Engine Optimization) relies on organic search to drive traffic, while PPC allows you to 'buy' traffic via direct advertising. One main difference between the two is that a well-designed PPC campaign will drive highly qualified traffic which increases chances for conversions; as opposed to the more diffused (and free) organic traffic. Furthermore, SEO is a long-term marketing tactic, with results measured over months, not weeks.

*(Continued on page 3)*

### Cold Emails: What They Are, and How You Can Use Them



For most businesses, cold calling is a necessary piece to any marketing & sales strategy. Unfortunately, they're not always fun to make. Fortunately, there's an alternative: the cold email.

#### What is a Cold Email?

A **cold email** is when you send an email to someone who is not aware of your company or brand. These emails are very specific, personalized communications that are conversational rather than commercial in nature. The people you send these types of emails to are chosen specifically based on different information or data that you've collected about them or their business.

Cold emails are pretty much the same as cold calls, but they have the added benefit of being less disruptive because an email can be open and read at any time.

When used effectively, cold emails can assist you in generating new leads, and can even result in sales.

#### Is a Cold Email Spam?

No it's not, but only if it's done correctly. Like we've already stated, cold emails are very specific and personalized. They are sent to a single person, one at a time, for a very specific reason. A cold email should **not** be sent to an entire marketing group, and should **not** be an overly generic "check us out/contact us!" type of email.

You need an actual, **legitimate reason** to be contacting this individual. Otherwise, your email(s) would be considered "Unsolicited Commercial Email (UCE)," and would not be compliant with

*(Continued on page 2)*

### Two MAJOR Reasons Why You Should Be Marketing Your MSP

Marketing often tends to get put on hold in favor of other aspects of running a business. Doing this eventually costs you later on. If you're going to have to market your business anyway, there is no real reason to put it off. In fact, there are several reasons to market your MSP. We'll save you some time and not overwhelm you with all of them. Here's two major reasons why you should be marketing your MSP:

**One: Boosts Brand Awareness...**

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## Making a Successful Google Ads Landing Page



At first blush, creating a PPC campaign seems simple enough. Find some keywords, make a few ads, design a

landing page. Give Google your credit card and you're good to go. While it is simple enough to create a Google Ads campaign, ensuring that it is a successful campaign requires a lot more effort and a consistent message. This month, let's take a look at what makes for a successful Google Ads landing page and why it's important.

### The Google Ad Quality Score

Ad Quality Score is a measurement that Google uses to estimate the overall quality of your ads, keywords, and landing pages. Having a high AQS (ad quality is measured from 1-10) can have profound effects on your campaign's success. In fact, a high AQS can increase the number of times your ad runs, as well as its position on the page. Most importantly, ad quality has a direct impact on how

much your ad costs per click, which in turn saves you money. Conversely, a low quality score can have an inverse impact on your success.

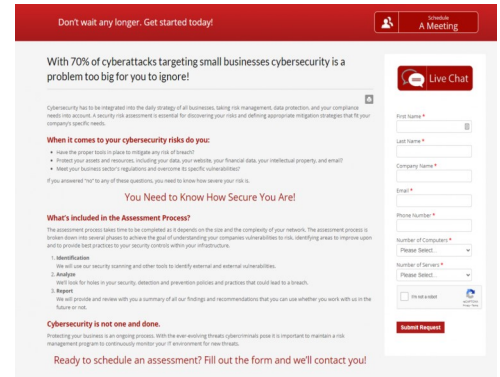
### How is Ad Quality Measured?

Ad quality is measured by how relevant the ads and landing pages are to the user. This means that the ads and landing pages need to relate to each other and have the same message. Successful landing pages provide the user with the experience and information your ad is promoting and most importantly what they expect to see. Google is very cognizant of misleading ads and uses the landing pages the ads link to in order to determine whether or not your audience is receiving the information they are searching for. If the answer is no, or even 'kind of' then Google will reduce the value of your ad quality score accordingly.

### What Makes for a Great Google Ads Landing Page?

If you're not sure what a landing page is, here is a look at the anatomy of a landing page, to give you a better idea. Next, we have to understand what the purpose of a landing page is. In its simplest form, a

landing page is a tool to collect leads. Whether the result is an email address, increased traffic, or even a purchase, the ultimate goal of your landing page is to generate a conversion (sale). Here's an example of a cybersecurity landing page we use on our Directive site for our MSP.



### As always, content is king.

Your landing page must contain relevant, valuable and original content. Moreover, make sure your landing page is directly...



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## Cold Emails: What They Are, and How You Can Use Them

(Continued from page 1)

email regulations related to spam communications. Too many of these types of emails could lead to your email address blacklisted or hefty fines by the FTC.

You have to walk a very fine line when it comes to cold emails, so you need to be very mindful about what is in your emails, and the impression that you give off with them. To make sure you remain compliant with email regulations, make sure that your cold email:

- Includes your real name and contact information
- Is sent from your personal email
- Is only sent to one individual at a time
- Has customized email content for the person/company you are contacting
- Addresses a common contact, if there is one

- Has a specific request or ask
- Is designed to start a conversation instead of for commercial purposes

For an extra measure, include a sort of "opt-out message". This won't be an "unsubscribe" link that you normally have because you're not sending this email to a list, per se. Instead, include some language in the email along the lines of "please let me know if you do not wish to be contacted again."

This could be done as a "P.S." at the end of the email so the email itself remains conversational in nature. If anyone responds to the email or contacts you about not wanting to be contacted by you again, you then need to ensure that they don't receive any more follow-up emails.

### Who Would You Send A Cold Email To?

A cold email might be one that you send

after briefly talking with a local businessperson at a conference or Chamber of Commerce meeting/event. It could be to the "friend-of-a friend". Or, it might be one you send to a local business who just lost access to their business data after a fire or flood. It could even be an email referencing a blog on their website that you liked.

Again, a cold email should not be sent to any of the above examples without thorough research and personalization of your communication.

### Writing a Cold Email

You want your email to be read in its entirety. This requires a carefully crafted subject line and email...



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## Is PPC Right for My MSP?

(Continued from page 1)

In other words, SEO can take a long time.

**One thing to note:** PPC does not, in any way, whatsoever, affect your SEO. Paying Google to place an ad to your site doesn't make you rank higher organically. In other words, PPC doesn't result in any additional free traffic or better rankings.

Despite this, they share many traits such as the need for compelling content, the tracking and analysis of data and a well-defined marketing strategy. The biggest factor in determining if your lead generating goals will be successful is whether or not you have a marketing plan in place to define those goals. To go one step further, if you don't have a marketing plan in place, you shouldn't consider investing in a PPC campaign, until you do.

### Pay-Per-Click is a Reactive Marketing Strategy

The reason we consider PPC reactive marketing is that you need to 'see' the data before you can determine what is working. It takes at least one month of 'adjustment' before Google can optimize your campaign. Until the optimization occurs, you may see little moment or even pay more per click than you expected. It's not until the second month of the campaign that you can actually begin to get a feel for which keywords, ads and budget are working, and most likely it will take another month to confirm what the data is telling you.

So we're looking at least a three-month commitment to Google ads. Is three months enough time to run a successful ad campaign? What we mean by

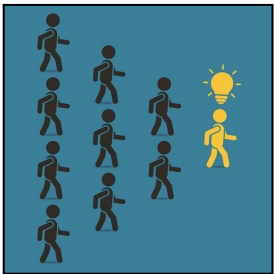
"successful" is to generate enough leads to sustain the cost. Now's the time to ask yourself how many clients do you need to generate income for the year, ideally five years out? It is realistic to obtain the number of leads you need in three months of advertising and then stopping the advertising?

One thing to understand is despite the new technology aspects of SEM (Search Engine Marketing), it is still marketing and like all marketing SEM requires repetition before the message breaks into the consciousness of your audience. In traditional advertising, this was known as the Rule of Seven...



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## Why You Should Cultivate Your Reputation as a Thought Leader



There may not be as powerful, or as admirable, a title as "thought leader" in the business setting. If you

have earned this distinction, it suggests quite a bit about the respect and influence you command. However, it is important to emphasize that this really is a reputation that must be earned, despite the fact that the path to being seen as a thought leader isn't always an obvious one.

### What Makes a Thought Leader?

While expertise in one's subject matter is an important piece of being a thought leader, it is by no means the only factor involved. As the term "leader" implies, there also needs to be an impression of authority communicated to one's audience. After all, a leader is only a leader if someone is following them, which requires them to be viewed as having some authority.

This perception of authority can be achieved by not only having experience, but having proven that experience

through a track record of success. Actions speak louder than words, and there's a considerable difference between talking the talk and actually walking the walk.

A thought leader is also someone who not only holds considerable influence within their own business, but is also listened to and respected by a large segment of their industry as a whole. These are people who are not only viewed as a leader, but also as a teacher, a mentor, or a guide. Thought leaders are able to create a movement in their industry, spurring groundbreaking, drastic changes.

Obviously, this is the position you want to be in, especially if you are relying on influencer marketing tactics to draw people in. However, the tricky part is getting to the point that you may be considered a thought leader.

### How One Becomes a Thought Leader

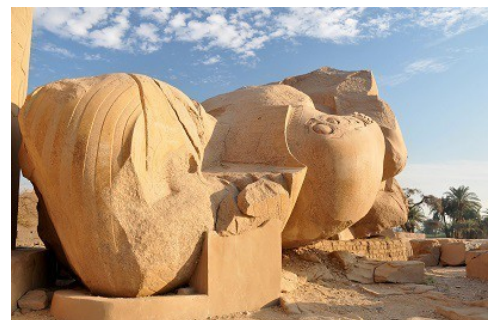
First of all, not by calling yourself one. Percy Bysshe Shelley provides a prime example of the problem of doing so in his sonnet, Ozymandias, which describes a traveler coming across the ruins of a statue, standing alone, deep in the desert.

"...And on the pedestal, these words appear:

My name is Ozymandias, King of Kings;  
Look on my Works, ye Mighty, and despair!

Nothing beside remains. Round the decay  
Of that colossal Wreck, boundless and bare

The lone and level sands stretch far away."



As Shelley's poem makes clear, the king Ozymandias had no qualms about boasting of his greatness. However, Shelley also makes it very apparent that Ozymandias, the great leader, is long gone and forgotten, as is any evidence of his...



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## Have You Introduced Yourself to Your Prospects?



When you're trying to attract new patrons to your business, you may need to get a little aggressive with your marketing tactics. Of course, we aren't saying that your

wouldn't try to sell a space heater to someone who lives in the desert, you need to make sure you're communicating with people who are a good fit for what you have to offer.

You will want to end up with a carefully vetted list of promising targets. In doing this, you'll want to make sure you consider if they:

message should be "USE OUR SERVICES OR ELSE." We mean that, in order to make enough of an impression, you need to be both consistent and persistent.

- Are still operational
- Have an active Internet presence
- Appear to be in a period of growth
- Are the appropriate size and in an industry you are willing to work with
- Fall within your service area
- Match your "best customer type" profile...

Let's run through a sample campaign to demonstrate what we mean.

### Planning Your Campaign

The first step to any successful campaign is to direct it towards the right people. Just like you



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## Compliment Your Marketing Efforts with Our Ultimate MSP Brochure Kit! <https://jmct.io/brochures>

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- And more....

Get started with your MSP's brochures with our **Ultimate MSP Brochure Kit!**

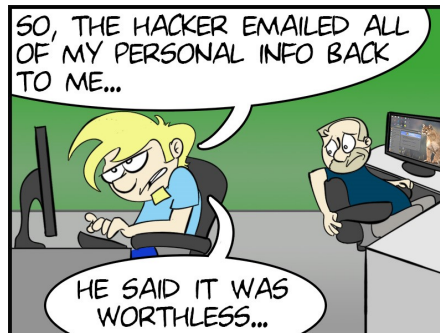
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