Newsletter
December 2020

2020 MSP Marketing Guide Part 3 of 4: Launching IT Marketing Campaigns

Hopefully, you aren't joining us mid-conversation, but if you are, make sure you get caught up first by reading our blogs "2020 MSP Marketing Guide Part 1 of 4: Your Marketing Budget" and "2020 MSP Marketing Guide Part 2 of 4: The Bare Essentials" before continuing on.

Once you've established the infrastructure for your marketing, it's time to get more aggressive and get in front of some new prospects. In this post, we're going to talk about what should go into a campaign to market...

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Have Marketing Questions?
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Five Ways to Market Your MSP During The Holidays

Do you stop marketing your MSP during the holidays or wait until the last week of December to even begin? The holiday season is here, and the time to start showing up in front of prospects to lay down your 2021 sales goals is now. Don't enter into competition with retailers trying to gain customers' attention; learn how to create a marketing strategy designed to get your MSP noticed.

No One Wants to Find an MSP Agreement in Their Stocking
While it is undoubtedly true that there aren't many people hoping to pay for IT work for the holidays, you can still participate in holiday cheer. Seasonal events and promotions keep your business top of mind and offer your business opportunities to remain in contact with your customers. Even though the current crisis makes hosting face-to-face events difficult, you can still market your MSP during COVID.

Top Fourteen SEO Frequently Asked Questions

Looking to rank your MSP Website higher, but not sure where to start? Here are fourteen frequently asked questions that should better help you understand what SEO is and how it can help your business attract traffic to your website, increase your rank, and ultimately generate leads.

Top Fourteen SEO Frequently Asked Questions
1. Question: Why is SEO important?
Answer: SEO is important because it is the primary method to drive organic traffic to your MSP website. The more traffic you have to your site, the more opportunities to engage and convert visitors into customers. Moreover, the more traffic you have to your site that stays, signals to Google that your site is relevant to the questions searchers are looking for.

2. Question: Why is Organic Traffic important?
Answer: Organic traffic is important because it is focused and the result of a user's specific search intent. This makes it more likely they will click on your link in search of the information they are looking for and convert if they go to your website.

Extra Question: What does SEO stand for?
Answer: Okay, this question isn't super common, but we wanted to make sure we answered it here. SEO is an acronym for Search Engine Optimization. Related terms include PPC (Pay Per Click) and SEM (Search Engine Marketing).

How to Understand User Intent

The goal of SEO and marketing is to drive traffic to your MSP website for you to introduce them to your services and convince them to take a chance with you. However, while SEO can drive traffic to your site, it can't make visitors stay if your website is out of touch with user intent.

What is User Intent?
It's not an exaggeration to say that to Google, user intent is the primary driving force for search engine rankings. Over the decades, Google has been shifting from focusing solely on keywords, which can be manipulated, providing the searcher with poor user experience, and instead focusing on results that garner positive user experience.

In other words; provide a great experience for your ideal audience, and you'll be more likely to draw in more traffic.

Understanding user intent is critical to ensuring when visitors reach your site; they stay because the longer you can keep a visitor on your website, the higher your chance is for them to convert. While user intent is continually expanding, here are four basic examples.

Four Basic Categories Of User Intent:
Informational queries – These are queries covering a broad topic, for example, cybersecurity or remote workforce. For 'generic' terms like these, there may be thousands of relevant results. These results can include blogs, whitepapers, videos, and any content that provides the searcher more information about a topic. One thing to consider is while informational queries rarely have commercial intent, proving yourself an expert in the subject can inspire the searcher to take a chance on you or at least stay on your site long enough to convert.

On top of that, most users don't search for what you think they are searching for. More often than not, all those big high-value keywords that you long to rank number one for are not going to pull in the traffic you want. Instead, more and more traffic comes from longer-tail keywords. Users are asking Google questions to understand a topic before they even begin to search for someone who will sell them something.

Navigational queries – These are queries seeking a single website or web page of a known entity. Navigational searches are brand-based searches. For example, if someone is searching for YouTube, Google will provide YouTube as the search result, because it was clear that was what the user was searching for. For businesses, this often doesn't result in a click to the website anymore, because Google tries to provide relevant information right on the search result page, such as your phone number and address.

Transactional queries – Queries that reflect the user's intent to perform an action, like purchasing a firewall or downloading a whitepaper. Examples of transactional searches would include...

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Top Fourteen SEO Frequently Asked Questions

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3. Question: What is SEO?
Answer: SEO is a digital marketing tactic designed to optimize a website's search result position. The goal of SEO is to raise your page position (rank) so that you are above and seen before your competitor's listings by making it more visible on a search result page.

4. Question: How does SEO work?
Answer: Basically, the goal of SEO is to help Google better understand your website and therefore what services you're offering. This is achieved in a variety of methods but two main metrics are authority and relevance. The more authority (testimonials, reviews, backlinks) and relevancy (content) you have, the higher your website positioning will be.

5. Question: What is page position?
Answer: Page position is the location your website is at as the result of a search. For example, a featured snippet is position 0, because it is located at the top of the search results page before the first search result (position 1) begins. On average, position 11 will put you on page 2 of a Google search result.

6. Question: What is a search result page?
Answer: A search result page (SERP) is the page generated by a search engine (usually Google) in response to a query (question) by a user.

7. Question: What is Technical SEO?
Answer: Technical SEO is also known as On-page SEO. A feature of technical SEO is that it is more focused on how search engines 'read' the page than human users. However, if you follow best practices, your human users will have a good experience as well. Some technical steps to take include:

- Having descriptive and focused keywords and metas.
- Making sure your website loads quickly
- Using easy to read URLs
- Incorporating internal links
- Using a mobile-friendly design

8. Question: Why does SEO take so long?
Answer: SEO is a long term marketing strategy, and like most marketing, SEO...

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Five Ways to Market Your MSP During The Holidays

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Yes, while it is unlikely you will sell a UTM on Christmas day, you must continue to communicate with your audience instead of going silent from Thanksgiving to New Year's. Successful marketing is all about maintaining momentum, and being out of sight (and mind) for three months will drive your marketing to a standstill. It may seem to make sense to scale back your marketing during the holiday season, but doing so is the worst marketing strategy you can make.

Understandably, you may feel you may not compete with all those retailers with their flashy ads and deep discounts. As we all know, many business owners have Christmas bonuses and other expenses to worry about, so IT budgets are tight. On top of that, Managed IT services aren't an impulse purchase. We're not trying to

sound like a Scrooge or a Grinch—most of the time, this is the pushback we hear from MSP owners when it comes to marketing around this time of year. Instead of trying for the elusive 'quick' sale, your holiday marketing should focus on long term goals, such as name recognition (branding), proof of expertise, and local business connections.

Seasonal marketing can allow you to get in front of new potential customers while reminding existing customers of your services and how you can help them grow their business. One thing to consider is that this is the first holiday season businesses are facing in a coronavirus world. Many such companies may encounter unexpected issues, with no solution except to 'wing it,' which is never a good place to be in.

While it may be too late for them to address those issues before the year's end, they can plan for next year, and that is where your marketing pays for itself. By investing in seasonal marketing now, you will be top of mind when they are ready to address the issues later.

Five Ways To Market Your MSP During the Holidays
Use email and social media to send out helpful seasonal tips that are relevant to your services. For example, you could send alerts or write blogs about the increase of phishing attacks during the holidays or prepare potential customers for next year with a campaign such as: "Ruin a Cybercriminal's New Year…

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Your Logo Represents Your Company. Is It Doing A Good Job?

CREATIVEIDEA
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The word 'logo' is derived from the Greek word 'logos,' which directly translates to 'word'. In the world of marketing and design, creating a logo is like creating a visual word that will be used to identify your brand. Your logo should be treated as the foundation for messages coming from your company as it sets the stage for all branding efforts.

In the quest to design a masterpiece of a logo, there is always the potential that you end up portraying the wrong message, one with unintended meaning. If your message is too complex, it can overcomplicate the whole process. Creating a vague, ambiguous logo will set you down the wrong road. The logo process, and branding in general, should be kept as simple as possible to give your message the best chance of being absorbed successfully by its intended viewers.

What Your Logo Should Be
Your logo should accurately emulate your company's culture and value, the essence of your company and appeal to the audience you wish to target. Color, shape, line structure, symbolism, and font are all components that you need to research to effectively convey your brand's values and the services/products you want to sell.

When you brand your website and marketing materials with a poorly designed logo, you are deterring viewers from looking into doing business with you.

Unfortunately, we see it all too often with MSP's that don't have it in their marketing budget to dedicate thousands of dollars into designing the perfect logo. They spend the least amount of time, money and effort as possible and go with their first pick. You do not need to settle for a mediocre, poor quality logo that sends the wrong message! Below we have provided some tips and guidelines to ensure you get the most out of your logo whether you are starting from scratch or have an existing logo.

Types of Logos
Generally speaking, there are three categories of logos; Iconic, Typographical, and Combination Marks.

Iconic Logos
Historically, these are what come to mind when we think " logo;" an icon representing a specific company. These are some of the most recognizable logos in the world such as Twitter's little bird or the bright red bullseye that is immediately associated with Target. The success of these logos are largely in part by the simplicity and versatility of the mark. While Iconic logos have a proven track record for success, they are not for every company. The big decision if you build an Iconic logo is what image to choose. This should be treated like a tattoo, as it will be permanently tied to your company...

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Black Hat vs. White Hat SEO Part 2: Black Hat Tactics

There are quite a bit of shady SEO practices that should be avoided at all costs if you want to make sure that you are obeying search engine guidelines which are critical to your success as an MSP. Part 2 of our Black Hat vs. White Hat SEO blog series will go over the tactics you should be avoiding: Black Hat.

A Bit More About Black Hat SEO

To refresh your memory, **Black Hat SEO** involves using tactics that are designed to manipulate search engines into ranking a particular website higher than they should be. The tactics used focus on trying to 'game' search engine algorithms instead of designing a website with user experience in mind, which is what White Hat SEO tactics are focused on. Because of how manipulative they are, frequently using Black Hat tactics can result in your website getting banned from a search engine, which will toss a wrench into your marketing strategies.

You may also know of this by one of many other names including, but not limited to, the following:

- Spamdexing
- Search engine poisoning
- Search engine spam
- Search spam
- Web spam...

Read the Rest Online!
jmct.io/blackwhiteseo2

Give Your Sales Team the Ultimate Gift with an IT Playbook!

This educational guide breaks down your IT services in a way that clearly demonstrates the benefits and value of the solutions you offer. Use it as a leave-behind during your initial consultation.

The service includes branding the IT Playbook with your logo and color scheme, links to your site, a message from the CEO, owner, or management team, and detailed information about the most in-demand services, including:

- **IT Management**
- **IT Security**
- **Business Continuity**
- **Cloud Computing**
- **...and other high-demand services your prospects may not know they need.**

You'll also receive 5 exclusive deliverables, with links back to your website and related landing pages.

Find Out More! http://jmct.io/itplaybook

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