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Twitter 101 - Character Count Limits and Best Practices [Social Media 101]

Social Media 101



When Twitter was first established in 2006, the restrictions on a post's character count were much more stringent compared to other social media platforms. While these restrictions have loosened, your social media marketing strategy for Twitter will be much different compared to other platforms.

Twitter Character Limits

Back in 2017, Twitter first announced that they would be upping the character limits for their posts from 140 characters, all the way up to 280 characters...



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How Your MSP Can Acquire .edu Backlinks



Long gone are the days when you could receive a backlink just by asking. Google values high-quality backlinks, and a ".edu" is one of the most valuable backlinks you can have linking back to your website. Here are some tips to help you acquire these highly-sought-after lead generators.

What are Backlinks?

A backlink is created when one website links to another. Also known as inbound or incoming links, backlinks are essential for SEO for several reasons. Most importantly, because it can

transfer some of the authority or value of one site to another.

Google views backlinks as votes of confidence, and the more high-quality backlinks you have, the more trust Google has in your ability to solve your searchers' problems. This is critically important for an MSP who offers technology solutions to an audience that may not be happy with their technology when searching for answers.

Why are .edu Backlinks Important?

Google and search engines, in general, value authority and .edu domains, based on the nature of their industry, lend themselves to being authoritative sources. These .edu sites usually have other trusted and high-authoritative sites linking to them in addition to having decades of being on the web under their belt. This is why .edu and .gov domains are some of the most critical backlinks you can have.

When these .edu sites link to your site, some of their authority is transferred to your site. In

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Are You Timing Your Marketing Campaigns Properly?



If you want your next marketing campaign to be successful, there is a lot to consider. You have to put in the time and effort to create amazing marketing materials that are informative and visually appealing. Paired with that, you need a great offer and calls-to-action that entice the recipient of your materials to do what you want them to do.

Unfortunately, all of that doesn't guarantee that your next campaign is going to run as smoothly as it should. You also have to make sure you time things right.

Timing Considerations to Make

In terms of campaign "timing," there are multiple things that need to be considered if you want your campaign to run smoothly.

Your Different Strategies

When looking at timing your individual campaign pieces, keep the following in mind for each of the strategies that your campaign utilizes:

Direct Mail

It's a bit difficult to plan out your direct mail pieces that precisely. It typically takes a few business days for them to arrive, and the time it takes will vary between recipient. You also

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How To Find Qualified Leads for Your MSP



The top question many MSPs ask is how to find qualified leads. In today's marketplace, having a website, and

expecting the dollars to roll in is a fool's errand. There is more competition than ever before, and business owners are less likely to seek out new ways to spend money. You need to put yourself in front of them.

What is a Qualified Lead for Your MSP?

A qualified lead is a potential customer who has actively sought out your MSP and freely provided contact information to you, allowing you to follow up with them. While using purchased email lists and cold calling can generate leads, they are not qualified leads. They could be vetted, in fact, they should be vetted first, but that's the distinction. A lead can only qualify themselves, and qualification occurs when they decide to contact you directly and of their own accord.

Are You Timing Your Marketing Campaigns Properly?

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cannot control the time during the day the person receives them; that will depend on when the mail carrier arrives at their location.

Keep in mind that the worst time of year to send campaign pieces through the mail is around any major holiday because your pieces will get lumped into the holiday "junk mail" pile. They may also take longer to get to your recipient.

Email

Most people check their work email first thing when they get into the office. Sending an email before 8AM will get you in front of those people. Another decent time is between 3PM and 7PM when people aren't as distracted by their regular daily activities.

When considering a marketing strategy to develop leads, inbound marketing should be at the top of the list. Inbound marketing is designed to generate qualified leads and is key to drawing in your desired audience. Here are five inbound marketing methods your MSP should be using.

What Makes a Lead Qualified?

For a lead to be qualified, they should fit within the following criteria:

- **Opted-In:** A qualified lead will request to receive communications from you. In other words, they will convert.
- **Decision Maker:** Your message attracts the attention of people who are or able to influence the decision-makers or, better yet, actually sign the checks.
- **Proven Interest in your MSP Expertise:** They read and subscribe to your blog or follow you on social media. They are doing their research.

The main driver of qualified leads will be your content. Your content should showcase your ability to solve the technology problems which are holding their business back. SEO and content

marketing can leverage your content and generate qualified leads; however, they are a long-term process and can take some time to gain traction. Social media can utilize the same content and generate qualified leads at a faster rate.

How to Use Social Media to Find Qualified Leads

Qualified leads can be obtained by taking advantage of your social media platforms, specifically LinkedIn, designed for business communication. The most effective method to use would be to join groups that contain the types of leads you're interested in cultivating.

Some tips for using social media to generate leads are:

- Make sure the group is a good fit for your MSP
- Become genuinely involved with the group
- Provide content that is of value
- Learn what type of marketing the...



Read the Rest Online!
jmct.io/findleads

Social Media

The timing of your social media posts varies between platforms. According to research:

- **Facebook** posts posted Thursday-Sunday between 1-4PM get the most clicks.
- **Twitter** posts receive the most click-through rates on Wednesday around noon, or around 6PM.
- **LinkedIn** posts perform best between Tuesday-Thursday, either between 7-8AM, around noon, or between 5-6PM.
- **Instagram** posts that perform best are the ones posted on Monday or Thursday between 8-9AM or around 5PM.

Cold Calling

Some of your campaigns, especially the somewhat larger ones in which you are targeting prospects, are going to involve a cold call. Research has found that the

best time to call is between 4-5PM, the second best time is between 8-10AM, and the worst times are 11AM and 2PM.

You might find that for you, these times aren't actually the best. For example, your target audience might respond better to emails in the middle of the day if they're checking their emails before or after lunch.

That's why it's important to monitor the results of your campaigns, and tweak things during your next run to try and improve your results the second time around...



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How Your MSP Can Acquire .edu Backlinks

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Google's eyes, the .edu website is, for lack of a better term, "vouching" for your MSP, or they wouldn't have linked to your website. A high-quality backlink tells Google and potential searchers that your business is worth paying attention to and that you can be trusted to help their business. This confidence in your expertise can be reflected in how Google ranks your website. Additionally, your SEO plan can also help your MSP rank better.

How Your MSP Can Acquire .edu Backlinks

In the early days of the internet, you could receive backlinks just for asking. Unfortunately, those days are over, and no one will hand out backlinks. To acquire a backlink from a high-quality site, you need to display your value and offer something that demonstrates it. Here are

some tactics you can use to show the value your MSP can bring to another organization.

Keep It Local: When considering your backlink strategies, always remember that Google treats most queries (search requests) as if they were local. It benefits your MSP marketing plan to reach out to local institutions of higher learning first before attempting to contact institutions outside your radius. Honestly, even if you decide against investing the time in acquiring backlinks, it's essential to have your MSP turn up in a local search.

Offer a Scholarship: As a technology-based organization, it shouldn't be too difficult to find any number of groups well-suited to receive a technology-based scholarship. It doesn't have to be a \$10,000 scholarship to make a difference.

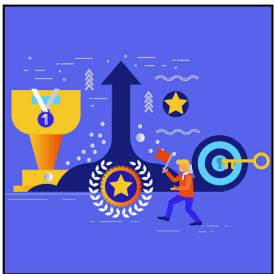
The reality is for many students; any amount of additional funds can help. Colleges and universities are open to accepting scholarships because they can help tip the balance between a student struggling financially and having a more positive experience. Go the extra step and create a dedicated landing page that explains what the scholarship is about. Then submit that to local colleges and ask if they would be willing to link to you on their scholarships page.

Offer Internships or Employment: Real-world "on-the-job" training can be invaluable to a student, especially when it comes to gaining and showing experience. It also helps the college placement...



Read the Rest Online!
jmct.io/edubacklinks

3 Types of Social Proof that MSPs Need on Their Website



You can sing praises about your company's dedication to providing superior IT support in your

marketing all you want. The fact of the matter is, this isn't always enough to convince every prospect that it's worth entering into a business relationship with you. How do they know you aren't stretching the truth?

Social proof can help convince the skeptics that your company is the "real deal" because it looks at your company from the voice and perspective of an outside source familiar with your company. You want to be collecting as much as you can, and put it all on your central marketing hub: your website. The following information looks into the types of social proof that are most beneficial for managed service providers to include on their website, and also gives you some additional ideas of ways that

you can increase your company's credibility in the eyes of prospects visiting your website.

1. Testimonials

Testimonials are relatively short snippets of what your clients have to say about you. They give you a chance to feature the positive feedback that you receive from both normal business-to-client interactions and official "asks" for feedback on services rendered.

Your website NEEDS to have a Testimonials page so that all of the testimonials that you receive can be featured in one place. This page should have a form embedded so that your clients can submit their own testimonials to you. You can definitely feature testimonials in other places on your website as well.

If you're struggling to fill the page, run a Testimonial Campaign to push for this positive feedback.

Take it a Step Further with Video!

Video Testimonials can help take your

social proof to the next level because your website visitors can actually SEE your client speaking praise about your company. Videos in general are an especially powerful type of marketing that can improve the overall quality of your website.

If you have the means to do so, record clients willing to submit a testimonial to you in this manner and put those videos on your website. As a bonus, you can also make these videos a part of your social media marketing.

2. Case Studies

Case Studies are your customer success stories that allow you to tell a story about how you solved a client's problem. These are arguably even more powerful types of social proof for managed service providers because they provide real-world examples of how your services are beneficial. When they are industry-specific, they are a great piece of marketing collateral for a...



Read the Rest Online!
jmct.io/3socialproofs

How to Retarget Website Visitors Using Facebook



It would be great if it were true, but unfortunately, not every person who visits your website is going to immediately convert and become a paying customer.

They may like what they see, but be 'stuck' in their ways and not ready to convert from a break-fix IT model to managed services. Or, they may want to look at what their other options are in your local area.

To keep your company top of mind, many companies will turn to **remarketing** (retargeting) campaign efforts. A **remarketing campaign** targets people who have visited your website.

You've probably experienced ads like this in your own life: you visit a website after browsing it a bit, but leave without buying anything. Then, you head to another website and suddenly you're seeing ads from the first website that you were on related to what you were looking at!

Ads like this are all too common. Lucky for you, this isn't something that is only available to billion-dollar companies. Even small businesses can take advantage of this advertising tactic.

Remarketing Options

Pay-per-click advertisements through Google are a great tool to invest in. Many managed...



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Take the Initiative to Map Out Your MSP's Marketing!

Our **Marketing Plan** is specifically designed for MSPs and includes a comprehensive analysis of the current state of an MSP's marketing, along with a plan of marketing initiatives for an entire year. With our Marketing Plan to organize your MSP's marketing goals and initiatives, staying on track and reaching said goals will be all the easier.



Our **Marketing Plan** Features:

- A comprehensive analysis of your company
- Customized marketing plan and calendar created specifically for your company
- A spreadsheet to help calculate your ROIs
- A yearlong schedule of marketing activities, broken down monthly

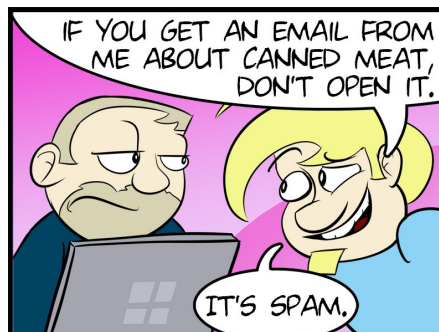
Begin mapping out the future of your MSP's marketing by looking into our service!

Find Out More! <https://jmct.io/marketingplan>

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