JoomConnect

Newsletter
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Hootsuite: The Good, and the Bad

Hootsuite

Hootsuite is a social media marketing management tool that allows you to manage many social media platforms without having to login to each platform individually. It can help to increase your marketing strategies across your social media, with the ability to schedule posts and manage comments immediately. Hootsuite is a great new way for businesses to finally take advantage of social media for their marketing and not have to spend a ton of time doing it...

Read the Rest Online!
jmct.io/hootsuite

Have Marketing Questions?
Call Us: 888-546-4384

Zero Clicks Doesn't Equal No Leads For Your MSP

Are your top-performing keywords at the top of page one on Google but receiving no click-through? Did you know that this is part of Google's plan...to give searchers the information they want as quickly as possible, without needing to visit your website? Take a moment to learn why featured snippets and zero-click searches can generate qualified leads for your MSP.

Organic traffic is the lifeblood of your website and as it flows to your site, so do potential leads. Traditionally, traffic to a website was due to people searching for a solution to a problem, a link for your website turning up as an answer, and the person clicking on the link to learn more about it and hopefully giving you a call or filling out a form. The more people who clicked on your link, the higher your position on Google would be, and the more often a link to your webpage will be shown as a result. Rinse and repeat.

Throughout the evolution of search, Google has been refining the search process; at first, it was a means to combat black hat SEO. The goal was to prevent bad actors from manipulating the search results, which often resulted in searches being directed to sites that didn't answer their questions. However, as Google continues to refine their model, they have increasingly focused on providing the user a great experience; by providing users with answers to their questions as quickly and efficiently as possible.

One method Google uses to provide information quickly is via featured snippets. Featured snippets are designed to provide the searcher with an immediate answer to their question without requiring them to go to a website, hence the name zero-click search result.

Facebook 101 - Ad Formats [Social Media 101]

Social Media 101

As a business, you want to gain the attention of potential customers. Social media offers a lot of benefits for business owners and can give you the exposure your business may need. This is a great place to build your audience and engage with them at a low cost, building your brand awareness and loyalty.

Advertising is just another way for you to grow your brand awareness and get your MSP's products and services out there to the public and business owners. By advertising on social media - especially Facebook, one of the largest social media platforms out there - you can reach a huge audience.

Are you using your Facebook to your business' advantage? If not, **you should be**. With Facebook Ads, you can set your own budget; once you have reached the amount set for that particular ad, it stops pushing your ad out there to the targeted audience. Keep in mind that the higher your budget on the ad is, the more users that particular ad can potentially reach.

Facebook is growing in popularity for businesses to advertise with; *don't miss out on your opportunity for business growth*.

Advertising Formats Available Through Facebook
Facebook has made it easy to create ads: the platform will walk you through steps where you

Do You Have a Marketing Piece That Showcases Your Many IT Solutions?

Imagine this: you're talking with a business owner and potential client that could be quite lucrative for your MSP. This business owner is unfamiliar with the types of solutions that he needs to keep his business technology operational and protected from any potential threats.

Good news! After hearing what you have to say, he's interested in learning more about a LOT of your service offerings! The problem is, he wants to learn more about your company and how your services can improve his business, but he's not tech-savvy enough to navigate your website to find what he's looking for. So he requests a hard copy of something to look at. You have some brochures you could give him, of course, but then you'd have to hand him a bunch of loose pages. That certainly isn't ideal.

What you could do instead? **Hand him an IT Playbook!**

Your Major Service Offerings… All Showcased in One Place!
An IT Playbook is a foundational marketing piece that we highly recommend you have at your disposal. If you're not familiar with what it is, let us tell you!

Our IT Playbooks are small, professionally printed booklets that are branded with your company colors and logo. These booklets contain articles that detail your most popular services and showcase to readers just how important these solutions are if they want their business to stay secure and running.

Think of the IT Playbook like the box that a puzzle comes in: all the bits and pieces your prospects need for success, contained in one, easily-referenced document.

That's the great thing about the IT Playbook: the most important pieces are all in one place! Don't worry, we still make it easy for readers to learn more from you; pages in the IT Playbook link to respective pages on your website with QR codes and shortened URLs so prospects can easily head to your website to learn more.

The Benefit of This Marketing Piece
The versatility of the IT Playbook gives you a multitude of options to show prospects that you're worth starting a business relationship with.

You could bring copies of your IT Playbook to live events that you host or attend, send them in the mail, link people to a landing page to request a copy - whatever you want! They're yours to do with what you will, but we will provide you with our own suggestions to point you in the right direction.

Marketing Your IT Playbook
A powerful deliverable like this needs to be marketed to ensure that it's used to…

Read the Rest Online!
jmct.io/1piece

Facebook 101 - Ad Formats [Social Media 101]

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can choose the type of ad, define your audience, and set your budget and timeframe. This allows businesses more exposure, traffic, and many chances to capture the attention of prospective clients.

As of now, there are eleven ways in which you can advertise on Facebook's platform. Below are very brief overviews on the ad formats you can use to promote your services with Facebook's advertising. Be on the lookout for our upcoming blog series, which will cover each of these in more depth and include mockup examples of each type.

1. Video
Facebook has made creating video ads easier. As you may have noticed, videos are growing in popularity as ads on Facebook. This is because many people prefer hearing and seeing ads rather than reading them. This form of advertising really does help showcase your business and what you can do.

If you choose to create a video ad for Facebook, here are just some of the specs that you need to be aware of.

- Video Ratio: 9:16 to 16:9
- Video File Size: 4GB Max
- Video Length Minimum: 1 second
- Video Length Maximum: 240 minutes

Also note that vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5 and video thumbnail images that consist of more than 20% text may experience reduced delivery.

View Facebook's Official Recommendations and Requirements for This Ad Type

2. Image
Using an image ad is easy; however, picking the right image is key. You want the image to be inspiring or interesting. You want your image to draw the attention, to engage the prospect. Making someone feel an emotion about an image is a good way to get them to engage with that particular post. A quote comes to mind with this: "A picture is worth a thousand words."

When choosing to create an ad with an… image on Facebook, here are some specs you need to be aware of.

- File Type: jpg or png
- Image Ratio: 1.91:1 to 4:5…
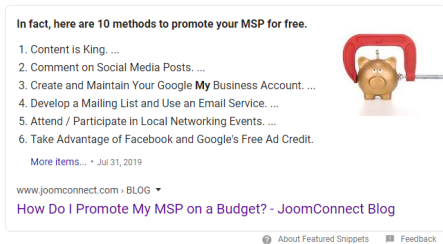
Read the Rest Online!
jmct.io/fbads101

Zero Clicks Doesn't Equal No Leads For Your MSP

(Continued from page 1)

What are Zero Click Searches?

Zero-click searches refer to search results at the top of the first search engine results pages, also known as SERP. The function of zero-click searches is to provide searchers with the information they are searching for without requiring them to click further on a site. Zero-click search results usually take the form of a featured snippet.

Here is an example of a featured snippet:

In fact, here are 10 methods to promote your MSP for free.
1. Content is King. ...
2. Comment on Social Media Posts. ...
3. Create and Maintain Your Google My Business Account. ...
4. Develop a Mailing List and Use an Email Service. ...
5. Attend / Participate in Local Networking Events. ...
6. Take Advantage of Facebook and Google's Free Ad Credit. ...
More items... • Jul 31, 2019
www.joomconnect.com › BLOG ▾
How Do I Promote My MSP on a Budget? - JoomConnect Blog
ⓘ About Featured Snippets   Feedback

Featured snippets can take the form of:
- A Paragraph (The answer is a box with text inside or a box with both text and an image inside)
- A List (numbered or bulleted)
- A Table (an answer is given in a table)
- A Video

What Should an MSP Understand About Zero Click Searches?

The primary take-away about zero-click searches is that they are designed as part of Google's desire to understand user intent and provide the searcher with the information they are looking for. Google's main concern is that users receive answers to their questions as easily and quickly as possible, from within Google search. The side-effect is that Google is essentially "siphoning" off traffic to websites in favor of providing relevant

information without needing to click further.

This is good for Google, and for the searcher, but is it good for the business interested in having a potential lead click on a service page? It can be, but only if you understand how to leverage it for the benefit of your MSP.

What are the Primary Goals of Marketing Your MSP?

Before you can utilize zero-click searches, you have to have a marketing strategy in place. The first question you have to ask yourself is, "Why am I marketing"? The first answer that comes to mind, of course, would be to generate leads...

Read the Rest Online!
jmct.io/zeroclicks

MSP Blog Topics (Part 1) - Product Reviews, Comparisons & Recommendations

Product Reviews, Comparisons & Recommendations
MSP Blog Topics

To demonstrate your expertise as a managed service provider in your local area, you NEED to have a company blog. The problem is, once you create one, what are you supposed to write about?

We created this blog series to give you some ideas on what general topics your MSP should be writing articles about on your company blog, and walk you through the general process of writing a blog on that topic.

To kick it off, we'll start with the topic of product reviews, comparisons, and recommendations.

Why Write About This MSP Blog Topic?

Technically, these are three different topics, but there can be some overlap depending on how to decide to write the

blog itself (we'll get into that in the next section).

This is a good topic to write about because it:
- **Is Often Searched** - This topic showcases one of the five main types of search queries: commercial investigation. Having an article that does this can help improve your ranking!
- **Shares Well** - This type of content is sought after by consumers. We've found that when sharing this type of blog content in our own marketing (particularly, on social media), we get more engagement compared to many other blog content topics.
- **Provides Value** - Of course, ALL of your blog content should be providing value. This type definitely does because a lot of your audience won't necessarily want to put in the time and effort to research different technology-related products. Simplifying things for them in a blog on your website instead of pointing them to a blog written by and hosted on another website makes your MSP look good!

How to Write About This MSP Blog Topic

To start with, you're going to have to determine what product or products you are going to look at. For a product review blog, it's probably only going to be a single product. A product comparison will look at multiple similar products and compare the features and benefits of them. A product recommendation blog may combine aspects of the two.

Here are some technology products that make for good MSP product reviews, comparisons, and recommendations blog topics:
- Mobile applications
- Mobile phones or tablets
- Software
- Desktop computers or laptops
- Operating systems
- Web browsers
- Social media platforms
- Management styles...

Read the Rest Online!
jmct.io/mspblogs1

The Role of Humor in MSP Marketing

Think about it: how many advertisements that you see actually capture your attention? How many leave a lasting impression that enables you to recall them days, weeks, or even months later?

If you're like most people, it's probably the ones that make you laugh. Take commercials, for example. Maybe your favorite is the Geico "Hump Day" commercial. Or, it's the Old Spice "The Man Your Man Could Smell Like" commercial. Or both! The reason this holds true is because humor in marketing and advertising works: it grabs your attention and elicits positive emotion with the ad itself, which then gets carried over to the brand - leaving a lasting impression.

It doesn't matter what they're selling. With Geico, it's insurance. With Old Spice, it's various personal hygiene products. Those are definitely useful products, but not necessarily the most interesting! Neither is managed services and related technology services. That's why humor can be a good tool to tap into.

Humor in MSP Marketing

Fortunately, as a company in the technology industry, you have an advantage over many businesses of the same size. EVERYONE deals with technology in some sort of way in their...

Read the Rest Online!
jmct.io/humor

Help Your MSP's Prospects Find Your Business with a PPC Campaign!

More than 70% of business being their purchasing process with a search via a search engine. Our **Pay-Per-Click Campaign** will help you take advantage of the paid advertising options on search engines to help your MSP's prospects find your business easier.

Our **Pay-Per-Click Campaign**
Features:
• 2 Fully managed campaigns with 1 ad group per campaign, 5 ads per ad group, and 1 custom landing page per ad group
• Proactive monitoring and maintenance
• Monthly flat-rate management fee
• And more...

Get started with our campaign and watch as your website's visitors skyrocket!

Find Out More! https://jmct.io/ppc

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