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How Can I Use SEO to Help My MSP Website Rank Better?



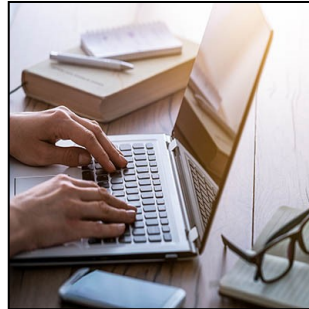
Is your MSP website not generating as many leads as you hoped? Chances are your SEO (Search Engine Optimization) is focused on what keywords are and not what they do. Keywords are a starting point for SEO, not the end and certainly not the only factor in making SEO work for your MSP. Here are four tips to help you better understand how to use SEO as part of your MSP Marketing Plan.

No One Can Guarantee a #1 Ranking on Google...



Read the Rest Online!
jmct.io/seoranking

How Many Times Should I Blog About a Particular MSP Topic?



Your blog, like most marketing, demands repetition if you want to get noticed. If you're going to show you're an expert, you need to provide enough information to do so. A single blog on a topic is just an idea; a series of blogs on a subject makes you an expert and defines your brand.

Your Blog is Part of Your Brand

The blog on your website serves a variety of purposes. It drives traffic, builds your authority, conveys your voice, and hopefully generates leads. Unlike your service pages, your blog is dynamic

and should constantly be updated with topics designed to answer user intent, which answers problems businesses are having with their technology.

While your blog is a marketing tool, it also gives you the opportunity to be a little less formal, and be a little less salesy. Speak your mind, air your opinions, or show off your enthusiasm for certain topics that don't directly apply to your MSP's service stack. This personal touch, when done earnestly, can often help you build better relationships with your audience.

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How Should I Market My Managed Services Moving Forward, Post COVID-19?



It is now officially summer, with June 20th comfortably behind us. What have you planned for your business' marketing, particularly as COVID-19 eases its grip on society even further? Let's consider how you may consider marketing your business in the coming months, and how these strategies should shift.

The COVID-19 Pandemic Has Not Been an Easy Time

Understatement of the century, I know, but no less true for it. The overarching difficulties brought on by the pandemic and the safety protocols that needed to be followed in response created

significant difficulties for a wide range of organizations. Many are no longer in operation as a result, as they were unable or unwilling to make the appropriate changes to their processes.

Those that have remained open are likely already trying to rebuild their activities to match the levels they experienced before these shifts, and if they aren't, they should be. This is particularly true of their marketing activities... albeit with a few adjustments to better fit current circumstances.

Here are the ideals that should shape your marketing strategy moving forward:

Marketing Requires a Direct and Specific Approach

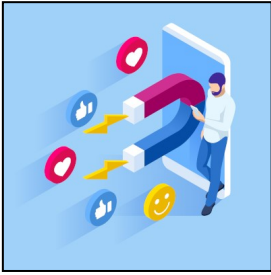
Rather than relying on a generalized approach as was once the case, modern marketing (particularly in the B2B space) functions much more effectively when there's some awareness of who it is that is being communicated with. This means that your marketing efforts should be preceded by in-depth research into your market to identify your service area's makeup, potentially adjusting how you approach different businesses based on their industry.

Clients and Customers Gravitate Toward Positive Experiences...

As time has passed, the growing capabilities that technology offers businesses have already

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Facebook 101 - Collections [Social Media 101]



Continuing our Facebook 101 blog series, today we will be discussing another of Facebook's ad formats—

Collection Ads. Facebook's Collection Ads can be used to make it easier for people to discover, browse and purchase your products and services. A collection ad includes a cover image or video followed by four product images. When someone clicks on a collection ad, they'll see an Instant Experience—a *fullscreen landing page that drives engagement and boosts interest*.

If you choose to create a collection ad for your business' Facebook, remember these specs:

Image Recommendations

Image Type: JPG or PNG

Video File Type: MP4, MOV or GIF

Ratio: 1:1

Resolution: At least 1080 x 1080 pixels

Text Recommendations

Primary Text: 125 characters

Headline: 40 characters

Landing Page URL: Required

Technical Requirements

Instant Experience: Required

Image Maximum File Size: 30MB

Video Maximum File Size: 4GB



Why Use this Ad Format?

Now that you know the recommended specifications for a Collection Ad, you are probably wondering what things you can use the ads for. Like we already mentioned, you can use Facebook's collections ads to drive product discovery. You can also provide a mobile browsing experience for your clients and prospects. Additionally, you can drive interested customers from multiple placements back to your website to make purchases.

Get Help Using This Ad Format!

If you think you'll need a little help getting started using Facebook's Collection Ads to market your MSP you can always come to us for your social media marketing needs! If you would like to learn more about using Facebook to market your business check out our other Facebook 101 blogs or take a quick look at our Social Media Marketing blog.



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How Should I Market My Managed Services Moving Forward, Post COVID-19?

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shifted audience priorities. Now, in addition to great customer service, the customer experience your audience can expect is taken into consideration more than ever before.

Personalization, proactivity, and prescience will all be important for your marketing to highlight, as doing so will help coax your clientele into relying upon you and your services for more.

...And They Need to Be Wooed

Of course, it's important to also keep in mind that coaxing your clientele is effectively the business version of dating—and now that digital marketing has risen in importance, it has become akin to online dating. Instead of wandering around common areas and hoping to catch someone's attention, online services use algorithms to link you up to the most promising prospects.

Of course, that's only half the battle. You also need to work to develop a relationship with these prospects, particularly considering the changes that the past year and a half or so have seen to how a lot of business is now conducted. Instead of charming them in person, it is more critical that you clearly demonstrate your knowledgeability, providing useful insights and solutions to prove your value.

Brand Loyalty has been Reset, So Values Should Define Your Image

One of the biggest changes that the COVID-19 pandemic has brought to businesses is the importance of their values in the eyes of their clients and prospects. When society effectively upended in 2020, the previous loyalty that was once established was upended with it. Pairing this with the rise in consumer awareness that we have seen, it is little wonder that your company's values are now going to be more closely examined and carry more

weight in terms of your prospects' decisions.

In essence, future-focused priorities, like sustainability, social responsibility, and ethical sourcing, are just going to become more important to your prospects moving forward. This means that any differentiators you have that relate to these kinds of values will be more important to showcase.

Action, Not Reaction, Will Be Key

In order for any business to make it through the pandemic's extended shutdown, they swiftly had to work to keep their existing audience engaged while simultaneously reinforcing the value associated with their goods and services...



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How Many Times Should I Blog About a Particular MSP Topic?

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Moreover, when you update your website with new content, it signals to Google that your website is active. This gives the search engines a reason to crawl your site and index new information. When a web page is indexed, be it a blog or service page, it becomes available to be shown as a search result. It is this content that is triggered when someone searches for a solution to a problem. Most importantly, it gives your audience a reason to visit your site.

Why Should I Write About a Topic Multiple Times?

When we help a client with a marketing campaign or help them launch a new service, it often includes the creation of multiple blog posts about that topic.

We're often asked, "isn't this redundant?" There is a reason why it takes more than one post.

Your MSP should explore the same topic multiple times based on how people engage with your website. It takes multiple interactions to gain your audience's attention. The goal of your MSP marketing is to break through the noise of your competitors and give potential customers a reason to take a chance on your ability to help their business. It might take several impressions (that's when a user sees a blog post about a particular topic) before they click on one. It might take certain approaches to the same topic to garner an individual's attention. In other words, the more you post, the more saturation you will get.

For example, if you are just starting to sell VoIP solutions, a blog post about the features of your new vendor and the benefits a company will experience is a great idea. You could produce one as a "buyer's guide," a list of questions to ask before pulling the trigger on a new VoIP system. A blog about the technical and financial differences between hosted and on-prem VoIP would be valuable too. Finally, a few posts with anecdotes about how YOU'VE set up your system and how it has improved things for you (or case studies from your clients) can really help seal the deal. All of these blog posts cover some of the same topics, but each one...



Read the Rest Online!
jmct.io/howmanyx

Overcome This Common Marketing Challenge



Marketing can be a challenging endeavor for a business in any industry to tackle, but this is especially

true when considering how a managed service provider should approach it. Indeed, there are a few challenges that can—and, more pertinently, do—stand in the way of an MSP's success in its marketing and, by extension, its business operations.

Let's discuss one of the challenges you may have to overcome, and how doing so is just a matter of approaching the challenge with the right strategy.

"People Just Don't Understand What an MSP Can Do for Their Business."

Granted, the managed service model remains a relatively new concept to many people, although this is shifting with each day that passes. This being the case, however, it is understandable that some businesses are still unfamiliar with what sets the MSP apart from the other, more traditional forms of IT support available in their area.

This is something that needs to be addressed through a carefully planned and executed marketing strategy. How else are your prospects to know what you offer if you don't tell them first?

More specifically, this will require you to identify your differentiators—specifically, what it is that sets you apart from the other options available around you. What does your business do, deliver, or disclose that your competition simply cannot? These points are what should drive your marketing forward, presenting your business and its services on its best foot. Identifying the most appealing parts of your offering and focusing your marketing efforts on these aspects will serve to make your marketing more impactful—particularly amongst those that do not initially see the benefits that an MSP offers.

How to Spread Awareness:

First of all, your marketing needs to focus on conversion through education, selling your services based on the value that they can offer to the organization that subscribes to them. In a way, not so much focusing on the benefit of the service ("managed services help to reduce the number of IT issues that interfere with business processes") and instead

focusing on the benefit of that benefit ("managed services reduce the number of interruptions your team needs to deal with, improving productivity").

Each and every piece of marketing content you distribute should show your audience not only what your services can do, but precisely how their operations will benefit as a result.

There are multiple ways that you can (or more accurately, should) share this "value of the value"-based message with your audience. In fact, it should be the driving force in any initiatives or materials that you produce. Shaping your written content to focus on this angle should be a priority, whether it appears in a blog, case study, or social media post.

Let Us Help!

If you find yourself facing these or any other marketing challenges come to us and let our team of marketing experts help you overcome them!



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Get Noticed! Marketing and Web 2.0



How do you market to an audience that is fully capable of making their own 'secret sauce'? An audience with a click of a button can just look it up and do themselves? What

purpose does your business serve? In other words, why do I need you?

In the age when everyone has access to the same information, what makes what you're selling unique? In other words, how do you get a customer to pick your door, when he has hundreds of other entries, literally at his fingertips? When everyone has access to the secret sauce, there is no such thing as a secret sauce anymore.

Before we delve deeper into web 2.0, let's look back at web 1.0. About two decades ago those first users of the internet could be considered or called the library generation. For them, the primary purpose of the world wide web was to act as an information dump. Web 1.0 was designed to be a place where people directly provided information to be passively absorbed by visitors to the site. User interaction was an after-thought, and a minority of people created content for the majority of people to use.

Web 2.0 changed this and transformed the passive acquisition of knowledge which defined web 1.0, into a full-fledged conversation between people. Gone were the days of passive reading of content provided by experts, this was replaced by the ability for anyone to provide content and in turn claim the mantle of an expert.

If web 1.0 was considered the library generation, then web 2.0 is the social

generation, where user-created content, sense of community and wisdom-sharing is what attracts the end user. Moreover, in the age of web 2.0 (including IoT), websites are designed to communicate with other products besides themselves, creating an environment which allows for a more immersive experience.

This leads us back to our original question: what do you offer a person who has access to a multitude of information and solutions available all at the click of a button?

When it comes to attracting new customers in the age of web 2.0, today's marketer must be able to tell a potential customer, is just because you can do it yourself, doesn't mean you should. In other words, it's the same thing businesses have always offered to catch the attention of a client, build a better mousetrap. In this case, the mousetrap is social media.

The mousetrap in social media can take the form of a few techniques:

Social media:

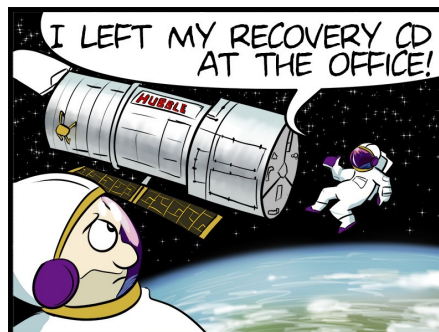
Web 2.0 has evolved to take advantage of social media. In fact, most well-designed websites will have a link to the organization's social media account in an attempt to be part of the conversation. Yet, more often than not the social media account is neglected and offers no real insight into why a customer should take a chance on you.

Talk to them:

Social media isn't a monologue, yet so many businesses use social media to just post something without spending the time to 'promote' it. Social media is a tool of...



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JoomConnect

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