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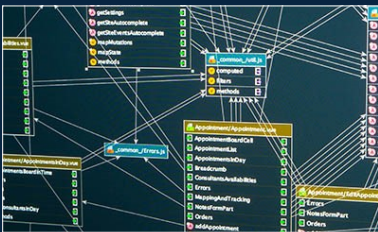
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### What Is Schema and How Can It Help Your MSP's SEO?



There are three basic forms of SEO—Technical SEO, On-Page SEO, and Off-Page SEO. On-page SEO is the content you create to solve people's problems. Off-Page SEO are things you are doing outside of your website to increase your visibility. Technical SEO are the things you do in the "backend" of the website, and while not as prominent as the content, it is just as important. Schema Markup (Structured Data) should be part of your technical SEO, as it can provide your MSP website the visibility...



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[jmct.io/schema](https://jmct.io/schema)

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### A Marketing Challenge Your MSP Will Have to Tackle



There are a million and one challenges businesses will have to tackle to market themselves, but things are even more difficult when the business you're trying to market is a managed service provider.

Today, we're going to explore one of the challenges that many MSPs have had to face, and how overcoming it is just a matter of approaching it with the right strategy.

**"It's Getting Harder to Get the Right Prospects—There Are More Competitors to Deal With, and The Prospects We Do Get Aren't a Good Fit."**

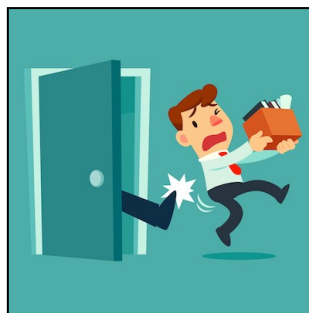
As managed services have grown more accepted as the norm, more and more companies have started to offer a version of these services—although compared to what we would see as the standard, they more often than not are a pale imitation.

Unfortunately, your potential clients aren't going to be aware of this... at least, not at first. One of the many goals your marketing should pursue is to educate—really, that should be the primary objective that you're trying to accomplish. After all, the services offered by an MSP are undeniably beneficial to the businesses that subscribe to them. The big obstacle is that many of the prospects you'll deal with simply don't know the true depth of these operational benefits.

This, again, needs to be resolved through the messaging contained in your marketing, showing and telling your prospects about how working with you helps them. Just as pressingly, you need to be sure that you are directing your marketing efforts in the right direction so that the right people see the message.

*(Continued on page 3)*

### Can Past Social Media Activity Impact Future Employment?



Social media is a real and prescient part of modern society, impacting far more than the social interactions that we have with our friends and peers. Nowadays, the way we represent ourselves online can have a very real influence on the workplace... leading many to question how legal it is for social media to impact one's employment status.

Basically, a lot of people are wondering if an old post or forgotten tweet could lead to them being fired. As is the case with so, so many questions like this, the answer

is that it all depends.

### How Can Social Media Activity Impact a Person's Employment?

The balance between someone's personal social media account and their workplace is a delicate one, influenced by a bunch of different circumstances and misconceptions.

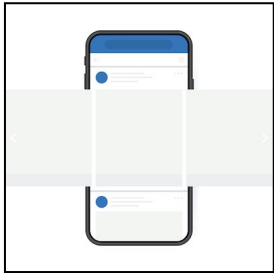
### First Up, Social Media-Based Firings Aren't a First Amendment Issue

As written, the First Amendment made to the United States Constitution reads:

*"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."*

*(Continued on page 2)*

## Facebook 101 - Carousel Ads [Social Media 101]



Facebook's countless daily users' News Feeds are constantly being filled with a ton of updates and content.

Wouldn't it be great if your business' ads could also feature on Facebook's users' feeds?

Well, great things come to those who ask! You can create and share ads on Facebook directly to Facebook's wide array of users. Furthermore, you can use Facebook's carousel ad format to share multiple images or videos of your products or services! You can even showcase or highlight specific details about one of your products or services, providing curious potential customers with the additional details necessary to convince them of your business.

### Why Use Carousel Ads to Market Your MSP?

As we mentioned, the carousel ad format

lets you share more of your business with a larger audience, giving you more potential customers to connect with. You can also add multiple links to the ad giving your potential customers more places to visit and help raise your clickthrough rate. And another amazing reason to try out carousel ads is you have more "space" to sell the benefit of working with you to your new audience!

If you're interested in trying out this Ad format, remember these important ad specs:



### Important Ad Specs to Know

#### Design Recommendations

**Image File 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

**Description:** 20 characters

**Landing Page URL:** Required

#### Technical Requirements

**Number of Carousel Cards:** 2 to 10

**Image Maximum File Size:** 30MB

**Video Maximum File Size:** 4GB

**Video Duration:** 1 second to 240 minutes

**Aspect Ratio Tolerance:** 3%

### Get Help Using This Ad Format!

Let your clients and prospects literally swipe through your Ads and learn more about your business and its services! If...



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## Can Past Social Media Activity Impact Future Employment?

*(Continued from page 1)*

Did you catch that first part? That "Congress shall make no law" part? That's the key component that prevents social media-based firings from being outlawed by some of the oldest laws in the United States.

While many people take the First Amendment as permission to say whatever they want in any situation with no consequences, this simply isn't factual. By its own composition, the First Amendment clearly states that it only controls what Congress is able to do concerning the rights of American citizens... most pertinently, their freedom of speech.

In short, while the government cannot act against you based on what you've posted online, an employer certainly can to some extent. This is because most states are "at-will" states, or states where the employer

and the employee both have a say in whether or not a working relationship will continue. While this gives an employee the right to quit as they please, it also gives an employer the right to terminate the employee for any legal reason.

Having said that, other laws exist in some states that limit what an employer can do based on their employees' social media activity. For instance, an employer can't fire one of their employees for...

- **Sharing political messages:** Some states have laws in place that forbid an employer from disciplining or terminating an employee based on any politically-charged messages that the employee has shared online.
- **Reporting issues/whistleblowing:** Numerous state and federal laws exist that shield an employee from retaliation if they share issues in their workplace online, such as harassment, unsafe

working conditions, discrimination, and the like.

- **Venting:** Let's say that someone working at a company has an issue with the hours they are assigned to work. By the laws of some (not all) states, they are free to complain about these hours on social media in any way they please without fear of being fired. When these discussions are held with coworkers, they are defined as "protected concerted activity."

In addition to these limitations, some states legally separate the workplace from an employee's personal life, meaning that any activity the employee partakes in and posts about during their free time (provided that it is legal) cannot be used...



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## A Marketing Challenge Your MSP Will Have to Tackle

(Continued from page 1)

### How to Find Your Audience:

As you may imagine, this part takes a bit of legwork and a lot of research. Who is it specifically that you are trying to reach through your marketing? What industries do these businesses operate in, who in the business itself is making the decisions, and where do their priorities lie?

Answering these questions will allow you to build a buyer persona for your marketing to laser in on. As for the industry you intend to target, taking stock of your area will help to guide your decision. This is why we analyze census data whenever we work on a marketing plan for our clients... it helps to inform which targets are potentially the most lucrative for you to pursue, giving

you the opportunity to optimize your efforts.

Of course, you also shouldn't discourage potential clients from reaching out to you, which means that you need to also embrace a few inbound marketing efforts as well.

Rather than inserting yourself into your target's attention and selling them the service as the traditional outbound marketing and advertising playbook would have you do, inbound marketing takes the opposite approach.

In an inbound marketing strategy, the idea is to identify the numerous pain points that your products and services can help to relieve. Then, thanks to the magic of

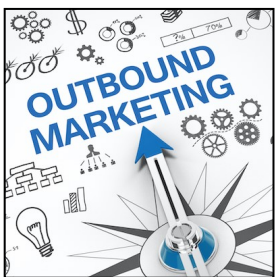
search engine optimization, or SEO, your entire online presence can be shaped to better attract the attention of the various search engines—or if we're being honest, Google—when someone searches for that term.

For example, we offer marketing services to MSPs. Therefore, it is in our best interests to do all we can to ensure that the almighty Google (read: search engine of your choice) directs people here whenever someone searches for "MSP marketing" or even "marketing Oneonta NY", in addition to a whole host of other search terms. These evaluations cover...



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[jmct.io/tacklechallenge](http://jmct.io/tacklechallenge)

## Here are Four Outbound Marketing Opportunities for MSPs



There's no school like the old school, and when it comes to marketing, "old school" more or less means "outbound"... an approach where you are reaching out to your audience, as compared to them seeking out what you offer. Let's review some of the marketing techniques that you could use as part of an outbound-focused initiative that (especially with our help) proves to be a worthwhile endeavor as you promote your managed services.

### Direct Mail

There's just something about getting a letter in the mail that hits differently, you know? Fortunately, the same principle applies to business communications as well. Letters, newsletters, postcards, and other deliverables can be used to catch the attention of the recipient—and even if they aren't opened and read immediately, they can be carried around and read offline. This lasting power is not to be underestimated when it comes to its ability to generate impressions over time.

### Email

Of course, for all the benefits that direct mail has to offer, email brings its own. Email is fast, easy to track in efficacy, and very accessible for a business of any size to use. While there are certain requirements you need to fulfill before you can email someone (namely, obtaining their permission to do so), all that takes is a checkbox on any deliverable download that secures these permissions along with any other acceptable course of obtaining email addresses. Once you've done so, email can be used for a variety of communications, from advertising one of your offered products or services, reminding your audience about an event or opportunity they have, to saying a simple thank you and everything in between.

### Pay-Per-Click

There's no denying that marketing can be expensive, so the return on investment—or ROI—that any strategy can be expected to generate is an important consideration. By its nature, Pay-Per-Click (PPC) is a generally cost-effective means of advertising that can see a considerable benefit to the business that does so. Rather than paying by the number of impressions to be expected, PPC can be

budgeted ahead of time and it is only registered as successful when the audience member actively clicks through to your website.

Check out our guide to running a successful PPC campaign on Google.

### Social Media Activity and Advertising

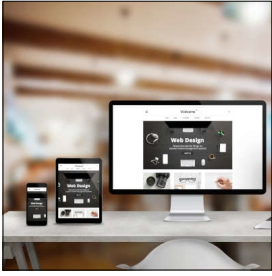
People spend a lot of time on social media, so it only makes sense to put some of your marketing someplace where they're apt to see it. This cost-effective effort is not only relatively simple to manage, it helps your brand stick in the minds of your target audience. Whether you use social media as a free impressions generator or use the various capabilities of Facebook, Twitter, Instagram, and YouTube, there are plenty of ways that social media can be used to your advantage. This can be even more effective the more followers you have, so you'll want to do everything you can to grow your audience on your social media accounts.

It's true, while a lot of what we recommend falls more to an inbound...



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## Five Reasons You Need To Use a High-Quality Template for Your MSP Website



Your website is the primary marketing tool for your MSP, and as such, it must look and operate as expected. It has become a pretty standard practice for smaller businesses to

use prebuilt WordPress or Joomla templates as opposed to paying a designer to build a custom website from scratch. It saves money, and it gets you, essentially, the same end result. However, not all templates are created equal. An inferior template or theme will end up costing you in the end.

What kinds of problems do we commonly see with third-party templates or themes? Quick note: Joomla calls them templates, WordPress calls them themes. To keep the rest of this post simple, we're going to continue referring to them as templates.

The template determines the look and feel of your website. Most templates are customizable, and most also come with hard-coded elements and features to make them stand out from one another. Usually, once you commit to a template, it can take some work to move to a different one, because design elements you were once using might not be available in the new template you choose, or might not be coded in a way that just carries over. It's all pretty complicated, and no solution is perfect. We're going to narrow down some of the more common headaches you can run into.

### The Template is Poorly Coded

While a website template may look great in the provided demo, once you install it and put it

into real-world use, you can find a variety of hidden problems under the hood. Worse, since the problem is with the code itself, it may be difficult, or even impossible to correct. Core hacking a template is usually not a great idea, because when the template provider pushes an update, it would overwrite your fixes. Whether the coding issues are due to a mistake or intentional (to get you on the hook for a maintenance plan), the result will be a poor website experience for visitors to your site.

A poorly coded website can affect more than user experience. It can even determine whether or not your website is considered secure. For example, if the images used in the template are coming from an HTTP and not HTTPS source, and hardcoded into the template, you may not be able to remove or update them. While correcting such an error should be a simple fix, it can become problematic if you're using a poorly designed template and cannot locate the link or update it even if you can find it.

This can cause your site to have a Google "unsecure" notice in the address bar due to "mixed content," a combination of HTTP and HTTPS content. Moreover, if you then try to run a PPC campaign, Google may consider the HTTP images malicious software and disallow your PPC campaign from even running. As you can imagine, that can be a real problem for your marketing efforts if the images are hard-coded into the template, and you can't reach the developer for support...



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