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Your clients and prospects can reference your guide for simple breakdowns and the benefits of your IT solutions.

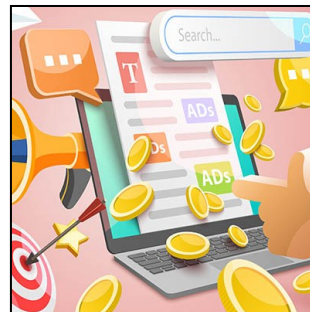
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### 10 Questions About PPC For MSPs



Thinking about trying PPC, but don't know if it's right for your MSP? Here are 10 of the most popular questions MSPs ask about PPC. Before you invest in PPC, take a moment to learn more about Pay-Per-Click marketing.

#### Here Are 10 Frequently Asked Questions About PPC By MSPs

##### 1. Question: How Long Does PPC Take?

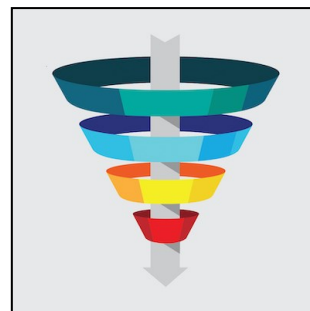
The rule of thumb is that you should give your PPC campaign at least three months for Google to collect enough data to provide results. The more data collected, the more accurate Google's suggestions, keywords, bid amount, ad quality, and more will be. PPC, like all marketing, takes time to gain traction, and a week or a month is not enough time for a campaign to gain momentum.

##### 2. Question: Is the Complementary \$100 for Google Ads Enough to Get Started?

Google Ads can be expensive to run, even if you decide to dabble using the complementary

*(Continued on page 3)*

### What Would an MSP's Marketing Funnel Look Like?



When it comes to marketing any business—managed service providers included—it helps to implement a concept known as a *marketing funnel*. This strategy can better ensure that your budgeted dollars are being spent effectively while also coaxing your targeted audience through the transition to satisfied clients.

Let's examine the marketing funnel a little more closely before we dive into a hypothetical application of one.

#### What is a Marketing Funnel?

It's been quite a while since we last discussed the concept of a marketing funnel in-depth, so let's begin there: *what is a marketing funnel, anyways?*

To put it simply, a marketing funnel is simply the process that leads your most promising prospects to you.

Think about it this way: there's your business, and then there's everyone who you could realistically serve within your service area. However, not all of these businesses will be the right fit for what you deliver, and there's also your local competition to omit as well. Using traditional marketing methods to attain a conversion just isn't economically viable. Rather than requiring you to reach out to all of these businesses in order to share your message, a marketing funnel utilizes an approach known as **inbound marketing**.

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## Another Marketing Hurdle Your MSP Needs to Avoid



Yes, we've mentioned the marketing challenges and hurdles facing MSPs before, and we're mentioning them again!

Marketing can be challenging for any business, in any industry, but it is especially challenging when considering how a managed service provider should approach marketing and the hurdles that stand in the way of its marketing efforts' success.

Today, we're going to explore another hurdle that many MSPs have had to face. Tell me if this sounds familiar:

### "We Just Need More Leads, That's All."

It is fair to say that, in terms of business-to-business services, geography plays a critical if often overlooked role: at some point, distance traveled is going to start producing negative returns. This is why businesses have an established service area. However, this presents a new challenge: there's a finite number of

businesses within that service area that you could potentially attract, that you and any other providers have to fight over—a number that is only diminished with every industry that your MSP doesn't cater to.

The truth of the matter is that not all leads are created equal. Dozens could suddenly show up at your doorstep, and while that isn't a bad thing, it only becomes a good thing if they are quality leads: ones that could potentially become prospects before being funneled through to fully managed clients and a recurring source of business income.

Lead generation is all about identifying who could potentially be a good client for your business to help manage and from there guiding them through a construct known as the marketing funnel. Your leads are everyone who initially enters the funnel, some of whom will never be more than prospects, with relatively few making it all the way through to paying clientele.

### How to Attract and Nurture Leads:

As an MSP, all of your marketing concerns can really be divided into two camps: keeping your existing clients engaged with

your services and generating new leads to replenish your marketing funnel.

There are quite a few ways that you can work to bring in leads, using your marketing funnel to select the few that will be best for your business to work with. As we mentioned before, search engine optimization is a big part of successful lead generation, as are the communications and marketing materials that you send out. For our most recent advice on lead generation, check out some of the latest blogs we've written that tie back to it.

Once you've identified your leads, you need to impress them, which is where content marketing can really shine.

Let's face facts, while a business owner in need of something might be intrigued to hear that you won a certain award or donated x-amount to charity or even offer this or that solution... they don't care that much...



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## What Would an MSP's Marketing Funnel Look Like?

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Instead of publicizing your services in the hopes that you attract someone who proves to be a good client, inbound marketing lays the groundwork so that those seeking the services you offer can find you more easily. That's when the marketing funnel goes to work, filtering out those with just a passing interest so you can focus your efforts on only those that show the most promise.

The average funnel can be split into four different stages: **establish, educate, entreat, and engage.**

Let's go into what each stage of the marketing funnel is shaped by, and the marketing activities that are best suited to each stage when an MSP is trying to attract new clientele.

### How Do I Build an Effective Marketing Funnel for My MSP?

#### Establish

So, your first step is to make sure that what your company does is clear to anyone looking for the services of a managed service provider—and that Google can tell as well. This is where brand awareness needs to be your primary focus. Your target audience needs to be able to seek out a solution to the problems they are experiencing and wind up at your digital doorstep. So you'll need to focus on grabbing your audience's awareness and show yourself to be a trustworthy authority on IT... one that can provide them with the answers they're looking for.

There are a few marketing tactics that can serve this goal particularly well:

- **Search Engine Optimization and PPC** - You need people to find your website, which is greatly helped when the search engines direct them to it. Investing in Search Engine Optimization efforts and Pay-Per-Click advertising can help you to draw interested and promising prospects to your website.
- **Social Media Marketing** - People spend a lot of time today on social media, making it a worthwhile investment to make into your marketing.
- **Traffic** - Referral traffic (or traffic that comes from a link on some other site) both gets eyes on your website and inspires confidence amongst your audience....



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## 10 Questions About PPC For MSPs

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funds they offer you to get started.

One thing to consider is that we have seen keywords such as Managed IT Support or Tech Support, and their variants cost at least \$25 per click and sometimes over \$100 per click (depending on location and competition). As you can imagine, it won't take long to burn through your initial \$100. If you don't constantly monitor your account and have everything configured correctly, you can find your \$100 voucher depleted, leaving Google to tap into your credit card to cover the cost of your campaign before you stop it. And again, how long will your complimentary \$100 last? A few days, a week, an afternoon—certainly not the three months needed to gain traction.

### 3. Question: So, How Much Should I Spend?

PPC simply doesn't work very well if you don't have the budget for it. You'll burn out of your budget long before you start to see traction. Unfortunately, many businesses, not just MSPs, are stuck in the time when you could run PPC campaigns for a couple of dollars a day. If you're in a competitive industry, those days are over. PPC often requires a serious investment to see results. Google Ads have a monthly spending threshold of \$500, which they will charge you every 30 days.

A general rule of thumb when determining how much to invest in PPC advertising is how much your lead is worth. For example, if a lead is worth \$1,000 a month, then you should be

willing to invest at least that amount in your monthly budget to find a lead.

More often than not, after we do a PPC evaluation for a client in their area, we typically see required budgets over \$2000 per month per campaign. Anything less and the campaign will fizzle out before the month is over. Of course, depending on your area and what you are targeting, it might not be as high but don't expect PPC to be the cheaper option amongst other marketing tactics...



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## How Apple's Mail Privacy Protection May Impact Your MailChimp and QCP Results



Apple's release of iOS 15 and macOS Monterey will offer a new feature called Mail Privacy Protection. If an Apple Mail

user enables this feature, it will limit the ability for marketing software providers, like Mailchimp, to accurately determine the following:

- Whether or when an email has been opened
- The estimated location of the recipient when they open the email
- The type of device and email client a recipient is using when they open the email

This is a big change for email marketers, but we're here to help. Here's more information about this change for the email marketing industry and how you can prepare.

### About Apple's Mail Privacy Protection

Mail Privacy Protection impacts open tracking, which is used for familiar metrics, like open rates in your campaign reports, but open tracking also helps email

service providers determine a contact's estimated location, device, and email client. When someone who has Mail Privacy Protection enabled receives an email, Apple preloads all of the email content—this includes what email service providers use to track opens, regardless of whether the recipient opens the email or not. As a result, it's likely that all emails sent to your contacts using Apple Mail with Mail Privacy Protection turned on will be reported as "opened."

### How You Can Prepare

We've been testing how this change may impact Mailchimp features. While there's still a lot we won't know until people begin to enable Mail Privacy Protection, we want you to know that we're closely monitoring these changes and plan to make adjustments to our platform and keep you updated on impacts to your account and what to do next. For now, here are some steps you can take.

These are some Mailchimp features that will be affected by this change:

- Open rates on reports may appear inflated
- Journeys and automations based on open behavior may include contacts who didn't open the email

- A/B testing based on open behavior may include contacts who didn't open the email
- Segments based on open activity, contact rating, email client, campaign engagement, or location may be inaccurate

There are a couple of ways you can think about this change and what you should do. A good first step is to take some time soon to see how many contacts in your audience use Apple Mail, before some of your contacts enable Mail Privacy Protection. If it's not many, you may want to wait and see how your engagement is impacted. If your audience includes a lot of Apple Mail users, you may want to adjust how you use certain features and analyze your results.

To help you better understand these changes and what next steps may work best for you, MailChimp created an Apple Mail Privacy Protection FAQ. It lists the impacted features, what changes you can expect to see, what you can do going forward to help measure the success of your campaigns, and where you can go...



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



## Using a Business Card to Stand Out Against Competitors

### Best Practices to Create Your Best Business Card

Despite what you might think, there are many benefits of having a business card and it is *still* a marketing tool that can bring your business many leads and help keep you top of mind.

That's why it's extremely important that yours is designed in a way that stands out to the recipient.

### What Can a Business Card Do for Your Business?

A business card can do something that other, more modern, marketing efforts like a website can't—and that's continuing to "touch" your leads and prospects long after the initial contact.

If the first point of contact for a lead is your website, you'll only have their attention for however long they stay on your website. Once they leave, that's it, they're gone and there's a very real chance that they may never return to your website again.

A business card will keep your leads and prospects interacting with your business longer; giving them a tangible reminder of your business and what you can do for them. Every time they glance at your business card, you're reminding them to go check your business and services out later.

### Find out What Other Best Practices You Need to Know to Design Your Own Business Card

Inside our Best Practices to Create Your Best Business Card white paper you'll see some of the history behind business cards and other useful information that you should spend some time considering when trying to design your own, like:

- Material and Shape
- Content
- Design
- Your Audience
- Your Company Culture
- Production and Price

### Get the Whitepaper!

Download your **FREE** copy of our *Best Practices to Create Your Best Business Card* white paper today! You just need to fill out this quick form and begin downloading.



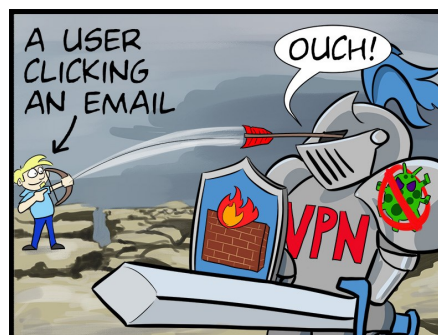
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