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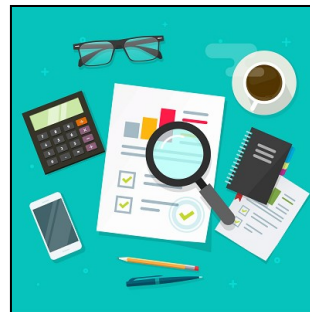
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Your Comprehensive Guide to Quality Brochure Creation



When it comes to marketing a managed service provider's assorted benefits, a good brochure is something that you certainly want to have at the ready. However, "good" is an important factor to keep in mind. You need to be sure that the brochures you distribute are able to frame your services and your company in a good light.

We've put together a guide to help ensure this happens, diving into both the content that makes up the brochure, as well as how effectively it is presented.

Why Should I Pay So Much Attention to My Brochures?

This is a fair question, and one we should address before diving into how this attention should be paid. Whether you're talking about the content that the brochure contains, or the format of the brochure itself, it is important to remember that a brochure is more than just a brochure.

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Make Sure Your Marketing Efforts are Compliant!



We have a tendency to focus most of our attention on all the things you should do as you market your MSP services, but it is also important that we acknowledge that there are a few things that you absolutely need to do as well. This is according to the Federal Trade Commission.

Let's go over a few of the regulations that you need to be aware of, and compliant with.

Compliance is a Big Deal

The idea behind these regulations is to protect online consumers from being lied to or otherwise misled by businesses, as well as to ensure that the data companies collect from these consumers is gathered and stored appropriately.

There are a few regulations in place that an MSP (or indeed, any business) needs to abide by. These regulations include the likes of a few policies outlined by the Federal Trade Commission and CAN-SPAM.

Let's touch on some of the broader points of these requirements.

The Federal Trade Commission Act

Naturally, we have to address the legislation that gives the Federal Trade Commission its power in the first place. The Federal Trade Commission Act gives the Commission many of the powers

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Is Your Marketing In, or Out?



When it comes to the marketing that businesses can put out there, there are generally two camps: there's *outbound marketing*, and there's *inbound marketing*. While both have their place and purpose, it benefits a business to know which strategy is in play in terms of any of their given initiatives. Let's explore outbound and inbound marketing alongside one another to see how each could benefit your business' promotional efforts...



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MSPs can Understand Their Traffic Better With Behavior Flow and More



Are you using your Google Analytics to its full potential for your digital marketing campaign? It's time to use your analytics

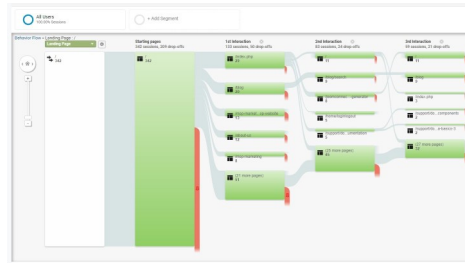
to do more than see how many people clicked on your website. Here are three ways to gain more insight from your Google Analytics account.

Making the most of your digital marketing requires collecting and analyzing the data your website receives over time. Your Google data collection tools, Analytics and Search Console, provide a wealth of information regarding how potential leads interact with your website. While many MSPs use these tools in their most basic function, numerous features are hidden just beneath the surface. Here are three types of data your MSP should be tracking and how they can benefit your digital marketing campaigns.

1. Behavior Flow

Where to find it: Log into Google

Analytics and go to **Behavior > Behavior Flow**



Why Behavior Flow Is Important:

Behavior flow allows you to visualize how the bulk of your visitors travel through your website. This provides you with insight into which pages perform the best and which may need improvement. By following your visitors, you can learn which content is attractive to visitors and how they navigate your site in search of follow-up pieces of content.

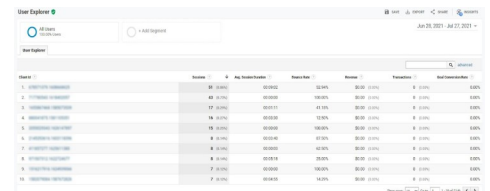
The information from behavior flow is valuable because it gives you the opportunity to meet potential leads where they are or, more importantly, where you know they are going to be. If you know the path visitors take, such as going from your homepage to your blogs

on ransomware, you can add CTAs (Calls To Action) or forms along their way. This can help influence their behavior, by pointing them in the direction you wish them to go, including contacting you.

For example, when we examine behavior flow on our site JoomConnect, we see that the majority of visitors to our home page go to our Ultimate MSP Website page and our marketing pages. This information provides insight into which type of content to create, such as how to market their MSPs, and is a great tool for developing qualified leads.

2. User Explorer

Where to find it: Log into Google Analytics and navigate to **Audience > User Explorer...**



Read the Rest Online!
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Make Sure Your Marketing Efforts are Compliant!

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that give it its teeth, like the ability to “prevent unfair or deceptive acts or practices in or affecting commerce” and (particularly pertinent to this blog) how it is capable of “establishing requirements designed to prevent such acts or practices.”

Due to this, the FTC is able to hold businesses liable for non-compliance with their assorted standards and guides.

FTC Endorsement Guides

For example, the FTC has provided guidance on how people who endorse products online (typically in exchange for some incentive) are expected to conduct themselves... as well as how companies seeking out reviews need to go about doing so. We've repeatedly said that testimonials are a valuable marketing tool

to have in your arsenal, so these rules are certainly applicable.

The long and the short of it is that you need to disclose any incentives you've given to a client or customer in exchange for their testimonial. Looking at it objectively, this makes a lot of sense. Put yourself in a client's shoes, for instance: if a business were to offer you something in exchange for a review, you'd more than likely feel some obligation to present them in a more positive light. Even this potential for bias makes it important that, if only for transparency's sake, the transactional nature of the endorsement is disclosed in a clear and obvious manner. This also applies to any statements shared on social media... there has to be this disclosure.

FTC Policy Statement Regarding Advertising Substantiation

You know the advertising materials that make generalized claims that say that a given product or service is recommended by doctors or has been proven superior by studies? This policy requires the advertiser to have substantiation for what the ad says... basically, they need to be able to back up what the ad claims, even implicitly, as well as be prepared to defend the ad against all reasonable interpretations of it.

So, unless you miraculously have evidence of a study that says managed services quadruple a business' productivity, you simply can't say as much in your...



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Your Comprehensive Guide to Quality Brochure Creation

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A brochure is a reflection of your company, and its capability to effectively deliver on its promises.

Proving this is as simple as running through a quick thought experiment. Let's say you received a few brochures in the mail, each offering a service that (wouldn't you know it) you're in the market for. Both brochures offer more or less the same service, at pretty comparable rates, but one brochure is printed on common printer paper and is covered in typos and formatting errors, while the other is easy to read and printed on a higher quality cardstock.

Which company would you be more likely to reach out to? Probably the one that went through the effort of making their

brochure look as nice and professional as they could, right? After all, if they put that much effort into a brochure, they'd probably put a lot of effort into taking care of your needs, too.

While you probably wouldn't consciously think through that logic, a properly-produced brochure will simply do its job more effectively and leave a more positive impression on your contact. Even if it isn't enough to get them to reach out, it will likely lead them back to your website to be even more impressed... right where you want them to be.

There Are Two Parts to Making an Effective Brochure

First, you have the content that the brochure is meant to distribute. At the end of the day, all the brochure is—is a

vehicle to get your marketing message to your prospects. In order to catch their attention and whet their interest, the message needs to be presented properly.

Secondly, you need to also consider how impressive the vehicle is, to continue the analogy. As we established, an unprofessional-looking brochure will reflect poorly on your company, as your prospects will see it as representative of your business' services as well. Emphasizing the quality of the brochure will require you to go about making it meet various criteria...



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How to Make a Cold Call That Sparks a Fire



A *cold call* is a useful way to initiate contact with a potential client... but having said that, it needs to be done

properly. After all, we all know how frustrating unwanted calls can be, with so many spam calls still plaguing our telephones. So, what's the key to successful cold calls in this age of call screening? Let's break down the practices you should follow.

Prepare Yourself for a Successful Call

To really make your calls as successful as possible, you need to go into them with a clear strategy in mind. We recommend that you take the time before dialing to determine:

- **Who you are talking to.** What's your point of contact's name, and what role do they serve in the company? This is important to consider, as you'll need to address them appropriately to their level of influence. Talking to an administrative assistant and talking to a CEO are two different experiences, so

you'll need to address them appropriately for their roles.

- **Why you are calling?** You need to make your intentions clear very early on in the call, whether you're looking to add them to a mailing list or invite them for a business lunch. People are busy, and even if they weren't, they aren't going to be particularly motivated to listen to you waffle before you get to the point. When someone gets on the line, be polite, but direct.
- **What value you have to offer.** This is the real key to the cold call. As said by Marshall "Eminem" Mathers in his song Lose Yourself, "You only get one shot, do not miss your chance to blow." You need to prove that A) you have something they need, and B) that you're their best option to get it. Don't be afraid to do a bit of cyber snooping to find out what you can about the business and who you're likely to be talking to.

Once you're ready, you need to be prepared to make the call. This becomes a lot easier if you have a loose script of sorts to follow. Let's run through a hypothetical call here to map out how your actual calls could go.

How Your Calls Could Play Out

Ring ring.

Let's start where all calls begin: the greeting.

Greeting

Your first step is to inform the person on the other end of the line who you are and what business you're representing, followed by why you're calling and (if applicable) who referred you to them. Using the proper title and name of the person on the other end is important. When ending your greeting, it helps to ask the kind of question that a "yes" response would be ideal, but a "no" won't leave you without options. For example, "Is this a good time to talk?"

Their response will dictate how you proceed.

If their reaction is positive, express your appreciation and keep it brief. This is a good sign, as they've already expressed at least a passing interest in what you have to say. As a result, they are more likely to hear you out and listen...



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Should I Listen To Google's Ad Advice?



If you're new to PPC, you're probably looking for as much assistance as you can find, so it makes sense that when Google calls with advice; you listen.

While Google is undoubtedly the expert in all things related to their platform, they're not experts in what makes the MSP industry unique. Here are some things you should consider before you give Google control of your ads and your budget.

Should I Just Let Google Manage My MSP Ads?

If you have been running ads for a reasonable amount of time, you may eventually receive a call from Google. Google's team offers support for Google ads and will contact businesses to inquire if they need help. Part of this call often includes suggestions on how to better optimize your ads, including bidding strategies.

This advice can undoubtedly be a boon for many businesses, particularly those which follow a "traditional" business model. Unfortunately, Google's advice can falter when a company falls a little outside the typical business model; as do managed service providers. As such, following all of Google's advice may not be the best for your ad campaigns.

What Defines a Traditional Advertising Model?

It's fair to say that a high number of businesses rely on impulse purchases, the need for replacements, or at least a quick turnaround when making a sale. The reality is a managed services agreement will rarely be the result of an impulse purchase. In fact, it is not uncommon for an MSP to experience an extended time between initial interest and the actual contract signing. This extended sales

period is part of the reason why it is essential to run your advertising and marketing campaigns over a long time. We often mention the "Rule of Seven," an older marketing truism that notes that it takes a potential lead seeing your ads several times before they decide even to consider contacting you.

Google Ads Bidding Basics

There are several types of bidding campaigns you can use on Google ads; for the most part, they break down into two categories, manual or automatic. This is also known as Smart Bidding. As you can imagine, automated bidding strategies are the most common, as they don't require the constant monitoring that manual bidding does. One factor to consider is that there isn't much you can do as Google uses its algorithms to determine how much to bid and which keywords are most likely to convert.

Google's thinking is that because they have access to all the "hidden" data, their algorithms can predict how potential users will act, which keywords are most likely to convert, and how much to bid on them. This information allows their automatic bidding to grant your campaign the best chance to see good results over manual management.

Issues With Smart Bidding

Some issues with Smart Bidding include reduced control over how your budget is spent. As such, the amount you have to spend is an essential factor in whether or not your campaigns will be successful. If your budget is too small, Google will be unable to achieve your goals, and your...



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