JoomConnect

Newsletter
February 2022

In This Issue:

Tips on Sending Out 2 Types of B2B Holiday Emails

Email marketing is a great tool for B2B marketers to take advantage of due to its flexibility and ease of use. Specifically, it can be a great tool to use to stay connected during holidays throughout the year.

There are two great ways that your MSP can do this; let's go over what those are, and give you some tips on how to do each type:

Promotional Email Campaigns
Holidays can be an effective...

Read the Rest Online!
jmct.io/eholiday

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

Don't Panic If You Receive a Coverage Issue Email From Google

As an SEO tool, Google's Search Console provides a variety of services designed to tell you how searchers interact with your website. The Search Console also gives you some insight on how the Google search engine sees your website. Sometimes, Google Search Console will email you and let you know if something is amiss.
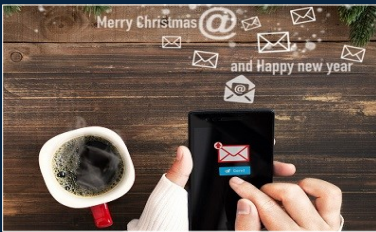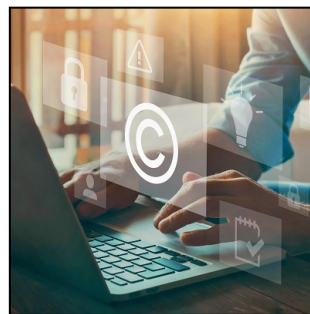
What is the Google Search Console?
Formally known as Webmaster Tools, the Google Search Console (GSC) is Google's in-house SEO tool, which provides information about how your website is performing. The GSC differs from Google Analytics (GA) in that GSC solely focuses on traffic that comes from web search, while Analytics collects information from a wide range of sources: direct traffic, traffic from ads, traffic from site referrals, amongst others.

GSC is an essential SEO as it provides insights into how your website is performing organically and how visitors navigate through it. By understanding which keywords are being searched for, which pages are being clicked on, numbers of impressions, and more. you are able to develop a marketing strategy tailored to your business.

Shady Copyright Phishing Attack is Targeting Web Forms

As you probably know, the most effective phishing attacks tend to push a sense of urgency on the user. *Hurry, don't think, just click!*

We've been seeing a particular attack hitting website owners that are doing just that, so we wanted to raise some awareness to help our clients stay vigilant.

Copyrighted Images Phishing Scam
If you have a website with contact forms, there's a pretty decent chance you've received some spam from it. Even with the latest in Recaptcha technology, honey pots, and other measures, your web forms can only do so much to prevent someone with bad intentions from submitting a form. This spam message appears to get through Recaptcha, which tells us that it's likely submitted by a human being or a bot that can get through the industry-standard of form validation.

The messaging looks like this (complete with grammatical errors) for your reference:

"Hello,

Your website or a website that your company hosts is violating the copyrighted images owned by our company (xero Inc.).

Take a look at this official document with the links to our images you used at (your website URL) and our earlier publications to obtain the proof of our copyrights.

Download it right now and check this out for yourself:

No, Autoposting Blogs Isn't Your Social Media Strategy
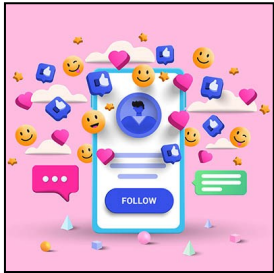
We've spoken at length about the importance of social media as a business marketing tool. We even include it in our other marketing services. Our blog service, for instance, includes the setup of a third-party tool that will automatically post your blogs to your business' social media pages.

Having said that, it can be too easy for an MSP to have this function and just call it a day from there. We cannot emphasize strongly enough that effectively using social media for your marketing requires more.

Let's start by reviewing what blog autoposting really entails.

A Brief Rundown of Blog Autoposting

Of course, we have a full rundown on how social media autoposting works, but the takeaway is that we can set you up with an external service that takes your blogs and shares the link to them on your business' social media pages.

This isn't a service we offer, it's just something we set up as a courtesy when you subscribe to our blog service. From there, it's up to you to maintain, which typically means keeping your social media accounts connected. Other than that, it runs on its own.

This is useful, as it takes away another responsibility from your team members and helps you to accomplish more with the time you have.

Having Said That, Autoposted Blogs Do Not a Social Media Strategy Make

Having a business social media presence that you only use to share blog content from your website is like having a Swiss Army knife that you only use for the can opener—while it does serve some purpose, you're vastly underutilizing the capabilities at your disposal.

Social Media is Meant for Socialization

Nobody logs onto Facebook, Twitter, or LinkedIn to be marketed to.

Let's consider why any social media user follows a page: they're looking for some level of engagement. When the extent of your activity is simply a link back to your website, that engagement simply isn't there. Let me ask you if a page only ever shared a link back to its website that you could easily navigate to for yourself, would you see any incentive to follow them?

No, not likely. Your business' social media profiles need to be treated as an opportunity to have a conversation with your target audience, the people who have chosen to follow you because they have an interest in your business' services.

Let's also consider the reason why a person logs into their social media account: nine times out of ten, it isn't...

Read the Rest Online!
jmct.io/autoposting

Shady Copyright Phishing Attack is Targeting Web Forms

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https://sites.google.com/view/[redacted]

I do believe you've intentionally violated our rights under 17 USC Sec. 101 et seq. and could be liable for statutory damages as high as $150,000 as set forth in Sec. 504 (c)(2) of the Digital Millennium Copyright Act (DMCA) therein.

This message is an official notification. I demand the removal of the infringing materials described above. Please be aware as a company, the Dmca demands you to eliminate and disable access to the infringing materials upon receipt of this particular notice. In case you do not stop the use of the above-mentioned infringing materials a lawsuit will be started against you.

I have a good faith belief that use of the copyrighted materials referenced above as allegedly infringing is not authorized by

the copyright proprietor, its legal agent, as well as law.

I declare, under consequence of perjury, that the information in this notification is correct and hereby affirm that I am permitted to act on behalf of the owner of an exclusive and legal right that is presumably infringed.

Sincerely yours,

Ranjit Carr
Legal Officer
xero, Inc."

There are variations of this message, namely the contact information and company changes. We've seen variations from popular companies like Hubspot, Trello, and others.

We've also seen this one:

"Hi!

My name is Jessica.

Your website or a website that your company hosts is infringing on a copyright -protected image owned by myself.

Check out this document with the links to my images you used at (your website's URL) and my earlier publications to get the evidence of my copyrights.

Download it now and check this out for yourself:

https://sites.google.com/view/[redacted]

I believe you have willfully infringed my...

Read the Rest Online!
jmct.io/copyrightphish

Don't Panic If You Receive a Coverage Issue Email From Google

(Continued from page 1)

With the information you learn from GSC, including the services potential leads are searching for, you're better able to create the type of content that converts because you're responding to a specific need.

QUERIES	**PAGES**	
Top pages	↓ Clicks	Impressions
https://www.joomconnect.com/blog/facebook-101-hiding-your-personal-profile-social-media-101	11,196	235,452
https://www.joomconnect.com/blog/twitter-101-character-count-limits-and-best-practices-social-media-101	605	50,216
https://www.joomconnect.com/tech-holiday/send/12-public/126-tech-holidays	321	2,904
https://www.joomconnect.com/blog/facebook-101-fake-profiles-and-your-business-page-social-media-101	311	11,432
https://www.joomconnect.com/picnic-planning-guide-checklist/send/12-public/105-picnicchecklist	241	5,716
https://www.joomconnect.com/msp-marketing/websites/website-templates	156	6,631
https://www.joomconnect.com/blog/your-unofficial-facebook-page-is-hurting-your-business	139	3,813
https://www.joomconnect.com/	124	8,846
https://www.joomconnect.com/blog/customer-satisfaction-levels-3-of-3-satisfaction-to-delight	62	4,506
https://www.joomconnect.com/blog/7-ways-to-run-a-non-sales-related-promotion	57	1,963

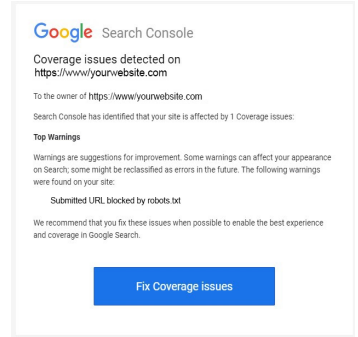From within GSC, you can see keyword performance, which pages are the most popular, examine issues, and receive messages from Google about the quality of your website. Google will send periodic emails out when it notices things in GSC, and these emails don't really do much to help explain the scope or breadth of what Google sees.

In fact, many of these emails look like there are huge problems that are hurting your search rankings that need to get fixed right away. While yes, that can sometimes be the case, often Google is just making you aware of what it sees.

Receiving The "Issues" Email From Google

For many businesses, the first they learn of the Google Search Console's existence is when they receive a scary email from Google. It is not surprising that receiving an email from Google with the title: "New Coverage issue detected for site" causes a business owner to panic out of fear that their website is broken and their SEO is going to suffer, so you can imagine what happens when they open the email and see a message like this:

Google Search Console

Coverage issues detected on
https://www.yourwebsite.com

To the owner of https://www.yourwebsite.com

Search Console has identified that your site is affected by 1 Coverage issues:

Top Warnings

Warnings are suggestions for improvement. Some warnings can affect your appearance on Search; some might be reclassified as errors in the future. The following warnings were found on your site:

Submitted URL blocked by robots.txt

We recommend that you fix these issues when possible to enable the best experience and coverage in Google Search.

[Fix Coverage issues]

Read the Rest Online!
jmct.io/dontpanic

A Code of Ethics Can Bring Value to Your MSP's Marketing

While most might be familiar with the concept of a business' code of conduct—the rules that their employees have to follow and comply with—fewer are likely aware of the concept of a code of ethics. Let's go over what this kind of code covers, and how a friendly neighborhood IT team might develop one of their own.

What is a Code of Ethics?

The code of ethics is an extension of a business' mission statement. While the mission statement sets the tone for the company as a whole, the code of ethics outlines the business' established and expected approach to situations based on the values that you want to have associated with your business.

Some industries, such as those that operate in the medical or legal fields, are upheld to particularly stringent standards in terms of their ethics. Otherwise, these ethics tend to be pretty universal: do the right thing, respect one another, act professionally, and focus on inclusivity.

How an IT Provider Can Use Its Ethics to Its Advantage

With the idea that an ethical code is meant to fill in the gaps that other regulations don't cover, it only makes sense that your code of ethics addresses the concerns that your audience may have. This is particularly the case in terms of:

- The promises you make as a managed service provider
- The practices you follow as you dispense your services
- The standards you hold your employees to as they fulfill their duties
- The quality of service you vow to deliver

By codifying these responses and incorporating them into your marketing materials (as we'll discuss later), you give your prospects the reassurance they need to overcome their concerns… at least to the point where they'll reach out to learn more.

The MSPAlliance Provides a Code of Ethics We Can Examine

Conveniently, the International Association of Cloud and Managed Service Providers provides their own Code of Ethics & Conduct that we can use as an example. We still recommend, however, that you take the time to develop your own version to share with your internal resources and to reference in your marketing materials.

Breaking Down the MSPAlliance Managed Service Provider's Code of Ethics

These standards are actually seen as a condition of membership in the MSPAlliance, which makes sense—particularly from a branding perspective. After all, the MSPAlliance wants to be seen as a trusted business associate. As such, it simply wouldn't do to have its members start providing their services in wildly different ways with various motivations behind them.

By standardizing its code of ethics, the MSPAlliance both protects its own brand, while also building that brand up. This is why its code of ethics outlines behaviors that could lead to a member organization being expelled.

Back to our point, however, the MSPAlliance also makes it a point to set expectations in terms of how its...

Read the Rest Online!
jmct.io/codeofethics

MSP Blog Topics (Part 7) - Technology Tips & Tricks

To have a well-rounded company blog for your MSP, you need to write about many different topics. Our MSP Blog Topics Series was designed to give you insight into topics that you should be covering if you want to make the most out of your MSP blogging efforts.

The topic that we're going to be covering today is tips and tricks when it comes to commonly used technology.

Why Write About This MSP Blog Topic?

Like all of the topics that we've already covered in this blog series, there are many reasons why a technology tips and tricks blog is beneficial to your overall MSP marketing strategy. Reasons why you should be writing about blogs like this are because this type of blog:

- **Is Well Liked** - People like to make full use of the technology that they use in their daily lives. If they come across an article that claims to provide insight that they don't currently have into that particular technology, they have a strong incentive to check it out. Even better: if they like what they read and find it useful, they may decide to share it through social media with their friends/followers - expanding the overall reach of your blog article. Don't forget to prompt them to share in your call-to-action!
- **Gives You An Opportunity to Write about Non-Service-Related Technology** - While blogs that are directly related to the products and services you offer are valuable, if those are the ONLY blogs that you write, your audience may eventually stop paying attention if they feel like all of your articles are just a soft sales

pitch. A technology tips and tricks blog is a great way to draw them back in.
- **Establishes Authority** - One of the main goals of having a company blog is to establish authority in your local area by showing that you are knowledgeable about IT. By giving them information that they might not know regarding technology that they are familiar with, you get to flex your own expertise and showcase your - and by extension, your MSP's - all-round knowledge regarding anything technology-related.

How to Write About This MSP Blog Topic

Here are some things that are great general topics for IT companies to look into:

- Microsoft products (Outlook, Word, PowerPoint, Publisher, Excel)
- Google products (Gmail, Docs, Slides, Sheets)
- iOS and Android phone settings
- New features that come after a software update
- Search engine tips
- Browser tips
- Windows 10
- Social media tips
- Keyboard shortcuts
- Digital file organization
- Computer and laptop settings

It's true that most of these topics won't relate in any way to your service offerings. That's okay; not every blog needs to! Like we mentioned in the previous section, these blogs still bring you value because they give further insight into the technology used by your target audience and allow them to feel like they are getting the...
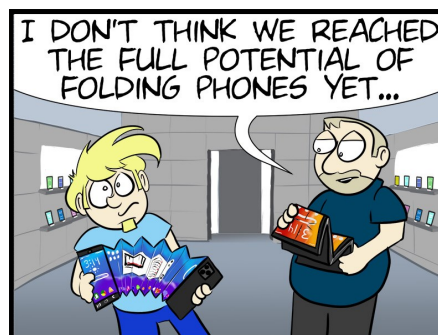
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I DON'T THINK WE REACHED THE FULL POTENTIAL OF FOLDING PHONES YET...