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Newsletter
May 2022

Facebook 101 - Lead Ads

Advertising on Facebook can seem like a daunting task for businesses that have just begun using Facebook's many marketing tools. But we have compiled a guide, so to speak, of the many ad formats offered by Facebook. Their lead ads, in particular, allow you to run ads geared toward lead generation with lead forms on both Facebook and Instagram. You can create leads ads from your Facebook Page or from Ads Manager.

To Create Your Lead Ad From Ads Manager
1. Go to **Ads Manager.**
2. Click **+ Create.**

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jmct.io/fbleadads

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

Internal Links are Essential for MSP Website Success

The purpose of your website is to promote your managed IT services. However, you can't promote your MSP if you can't keep visitors on your site. Internal links allow visitors to learn more about your services by visiting other pages you direct them towards. The longer a visitor stays on your website, the greater your chance to turn them into customers.

What are Internal Links?
Internal links are links on pages of your website which link to other pages within your website. While technically your menu consists of internal links, we're talking about contextual links within your content that can drive a user around your site as they read.

Internal links guide visitors to the content you believe is essential to the narrative you're trying to develop. It can be beneficial to direct visitors to important information instead of counting on them stumbling upon it. Internal links complement content by helping readers better understand the connection between the services you provide and the information you put out on your site and in your blog.

Upsell Without Upsetting Your Customers
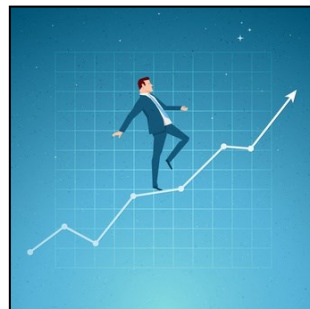
Upselling is a sales technique that is used to sell additional goods or services to existing customers. It's a great way to generate revenue because you don't have to spend the time and effort trying to acquire new customers - you already have these companies as clients. You have a much better chance of closing a sale to an existing customer as well: the probability of selling to an existing customer is between 60-70%, while the probability of selling to a new prospect is somewhere between 5-20%.

The problem with upselling is that, if done incorrectly, it can anger your customers:

"I'm already paying you guys $___ a month. Isn't that enough?"

If you do this frequently enough, your customers may even choose to take their business elsewhere. So, you need to tread lightly.

Understand Who You're Trying To Upsell
You shouldn't begin trying to upsell to a client if you don't understand what your customer is looking to gain from doing business with you. On a base level, it will have to do with what managed services means to their company. Why are they choosing managed services over your typical break-fix IT services?

After you understand this, you need to look at the particular industry this company is in. Are they in the healthcare industry? If so, why does the healthcare industry need managed services? What sort of regulations does the healthcare industry need to comply with? What are the pain points that they go through on a day-to-day basis?

How to Optimize Your Google Business Profile: Part 2

When it comes to Google Business Profiles and Google's algorithm your business' visibility may depend on how good your business' profile is. We further explain how to optimize your profile to not only comply with the practices demanded by the almighty Google Search algorithm but also provide searchers with the exact information they need.

Why Does Google Look for "Good" Google Business Profiles?
The Google Search Engine has good

reason to look for impressive profiles. To answer the question of why, let's examine how the Google search engine specifically generates income for Alphabet, Inc.

While it may seem to be nothing more than a convenient utility, the Google Search Engine is more accurately described as a marketing platform. Why else would they sell prime search engine results page (SERPs) real estate as what is (if you look closely) specifically annotated as an "Ad"—sometimes giving the top five or six listings to these ads?

In order for people to go to Google to see (and more importantly, click through) these ads, Google needs to be seen as a resource. This impression is what will keep people coming back to the platform for more answers, while simultaneously generating more impressions that can be attributed to Google's platform and earn them money for each ad that garners a click-through.

Hence, the totally free Google Business Profile tool, which is designed to help businesses give people searching for what they have to offer as much context as possible.

Stay tuned to find out about the utility afforded to businesses with Google Business Profiles!

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Upsell Without Upsetting Your Customers

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Finally, look at that particular business' needs in relation to their company itself. So, does that company struggle with maintaining their phone lines? Maybe they would benefit from VoIP services. What other technology-related issues does this company deal with due to their physical location? Their size? Their capabilities?

Once you get to this point, you should know exactly what that particular business' pain points are. Now, you need to say how the additional services that you offer will help mediate those pain points.

If you can't do that, you should not be pursuing this upsell.

Trying to sell in this way will keep your clients happy because it shows that you did your research and truly care about their success.

Upsell Supplemental Services
This strategy, what some refer to as **cross-selling**, occurs when you offer a related product or service alongside a service that they already have (or, one they are in the process of purchasing). For example, if someone is purchasing email hosting from you, some supplemental services you could offer with that would include spam & virus email protection and email encryption.

When using this method, you need to articulate the additional savings that your client will receive if they choose to bundle these services together. You could do this by listing the cost of having these services à la carte as a way to demonstrate that if purchased together, they will *"recognize a savings of $___."*

Create Product or Service Tiered Packages
If you don't already have something like this, it will take some time to design the right package structure. But, packaging

your services in this sort of way makes it a lot easier to upsell your clients: you already know who has the lowest level package. Chances are, these clients would benefit from going to the next package. And, it's a much smaller step for a client to go from the 'bronze' package to the 'silver' package rather than going from the 'bronze' package to the 'platinum' package.

To get the client to go to the next package, you need to articulate how the next package level will benefit them specifically.

Use Sales Promotions
If you don't have the time to research each and every client that you want to upsell, running a limited time promotion is a great way to get them to come to you. Get your current client in the door with...

Read the Rest Online!
jmct.io/upsell

Internal Links are Essential For MSP Website Success

(Continued from page 1)

Why Does an MSP Website Need Internal Links?

As we noted earlier, the longer a visitor stays on your website, the greater your chance to turn them (or convert them) into a qualified lead. By offering to give visitors more information, internal links are an effective way to keep visitors engaged, which pushes them deeper into the website. The result is they stay longer and reduce your website's overall bounce rate.

See what we did there? We linked the *qualified lead* to another blog post that we think would be useful. If you are reading this far, you might not have gone down that rabbit hole, but some readers may have.

Another benefit of implementing internal links on your site is that search engines like Google follow the links to the corresponding linked pages. This allows search engines to understand better the relationship between your content and related services. These insights will enable the search engines to understand your content's context better, making it easier to offer your website to searchers as the answer to their query.

How Do Internal Links Benefit a Website?

One common observation MSPs have regarding lead generation is that businesses often don't know what managed IT is and how it can benefit their business. When a company performs a search, they are looking for a solution to their problem, not necessarily a service to solve it. While searching for answers, a business has its first introduction to managed IT. Keep in mind that this could be your only opportunity to convince them that not only can you solve their problem, but your services can benefit their business going forward. The best way to achieve this is by providing them with a solution to their problem...

Read the Rest Online!
jmct.io/internallinks

Claim and Manage Your Business Online with Google My Business

You've probably noticed that when you search for a particular business using words like or similar to "near me," Google will display three business options at the top of your search results, and then will load additional businesses once you click "More places." Remember - businesses in your area that are in need of a managed service provider will probably be doing exactly that. How can you make sure you are in those top three results?

The answer - start using Google My Business.

About Google My Business

Google My Business (GMB), first established in 2014, allows you to take charge of your local listing by claiming your business as your own. Claiming your business is one of the first things you should do when you get your company established. Once you claim your business and make an account, you can manage the public information that

Google displays when your business appears in a person's search results. This includes your:

- Business category
- Website
- Address
- Phone number
- Company hours
- Additional summary information provided by you

Note that some of this information will not be visible until the individual clicks on your company to see more information about you.

Some of the above information may already appear automatically before you even claim your business. However, claiming your business allows you to easily make changes to this information. Did Google add your HR phone number to your listing instead of your general inquiry number? You can update that. Are your hours going to change because of a holiday? You can add special holiday...

Read the Rest Online!
jmct.io/gmbclaim

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We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

jmct.io/googlereview

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Prepare Your Salespeople By Drafting Call Scripts
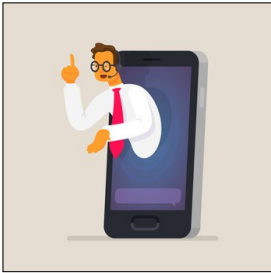
Marketing is all about planning ahead. You want to plan for the expected and the unexpected so that your business can handle whatever comes its way. Call scripts enable you to do that.

Let us demonstrate why this is important.

To promote one of your new service offerings, you decide to run a promotional campaign that offers the service at a discounted rate for the first month if they sign up using a promo code you provided via your marketing efforts. You sent out multiple direct mail pieces, put an ad in your newsletter, promoted it via social media, and sent out two different emails to ensure that your leads are well informed about your promotion.

To add another touch point, you decide to have your sales team call up the recipients of your previous marketing efforts. But, your sales rep you put in charge of the calls has no luck, and the people he called - some of who are current clients - are somewhat annoyed at your company for bothering them with something they don't believe is relevant to their business. Other clients are confused: your sales rep was unable to answer a lot of the questions they had, and gave them conflicting information than what was on the marketing pieces they received.

Because of this, your promotion suffered. This situation would have been better if you prepared call scripts.

The Basics of Call Scripts

Call scripts, also known as sales scripts or cold calling scripts, are a prescribed set of talking points to use when speaking to prospects. They can help guide a conversation with that prospect, creating a general outline.

Call scripts are not meant to be read verbatim like some people believe. Doing so will make you should robotic, and as if you're talking at your prospect instead of having an actual conversation. They're instead meant to be an outline of the main talking points so that your sales rep doesn't forget to relay any important information. Information that is personalized to the caller should be included if you want the call to be successful.

Your script should not be pages and pages long. Again, it is an outline. In addition, you are calling these people up at a time they are not expecting, and these people are likely busy running their business. You need to keep things short, sweet, and on topic, unless there is an indication from the person on the phone that they would like to talk to you for an extended period of time. Try to keep the call on topic.

The general format for a call script for the previous scenario should be:

- **Introduction**: Say your name and the company you work with, paired with a general greeting.
- **Context**: This is why you're calling. In the case of the example discussed previously, you should frame the context around asking if the prospect received your marketing materials. Framing it this way is preferable because it…
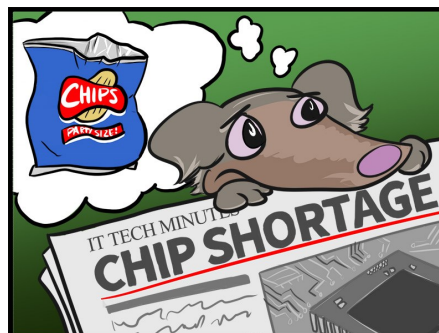
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