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MSP Blog Topics (Part 2) - News & Current Events

News & Current Events



An integral part of promoting your services as a managed service provider is to maintain a company blog. Of course, since you have to write things to put on the blog, this can be easier said than done. What would you write about, anyway?

This is a continuation of our blog series, outlining the topics that your company blog should address as you promote your managed services. Not only that, we're also giving you some tips on how to write your blogs that...



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Is Your Website the Marketing Tool It Should Be?



When did you last take a good, hard look at your business' website, and overall web presence? When did you last check to see whether or not your business' website was doing a good job of representing your business?

The fact of the matter is, if you aren't using your business' website as a way to market your MSP services, you're missing out on opportunities.

Let's explore a few questions you should consider to determine how you could be getting more out of your website as an MSP marketing tool.

How Easily Can Prospects Find Your Website

Regardless of a small business' industry, it will need to compete with any others in their area seeking to provide similar services to the same customer base—and MSPs are no exception. Either there will be other MSPs in the area that are targeting the same prospects, or other IT companies that still offer break-fix services will be there to potentially draw away your market share.

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Live Events: Before, During, and After



Hosting or attending a live event to promote your MSP is a great way to get in front of your target audience. Whether you're in-person or behind a computer screen, these events are a very powerful conversion tool that you should be taking advantage of.

This blog will cover everything that you need to know about live events, including the best live event types for MSPs.

What Types of B2B Live Events Are There?

There are three main categories of live events that you should be hosting or attending:

- **Lunch & Learns** - Lunch & Learns are a great way to meet prospects face-to-face to educate them about solutions to a pain point they are experiencing, while at the same time trying to sell services that can solve those pain points. Becoming personally acquainted with prospects while at the same time providing them with a free, no-obligation meal, is a great way to showcase that you care about their technology-related woes.
- **Webinars** - Webinars allow you to reach a larger number of people at once, with the added benefit to the client or prospect of not having to travel to learn more about what you do. Webinars can also be recorded and put on your website, creating a valuable resource to draw in and nurture prospects.
- **Local Events** - There are plenty of other local events that you can choose to participate in. It could be a trade show in your area. Or, maybe your local Chamber of Commerce is hosting some sort of event for small business owners. Keep an eye out for these types of events that you know your target audience will be attending.

The types of events that you choose to do and the frequency in which you do them will vary depending on your marketing goals and your budgetary constraints. There are also other types of live events that you may consider outside of this scope that aren't as sales-related.

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Have Marketing Questions?
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Instagram 101 - Videos



With the increased use of social media for marketing, there has also been an increase in engagement numbers for

videos over photos. Video marketing has been growing with the use of social media platforms because videos allow users the ability to share more complex and in-depth stories with their viewers, more so than one photo can do. It's particularly useful on one already visual-centric social media platform - Instagram.

There are choices to help you make the right video for your business. The public is more likely to buy a product or service that they have seen on a video first, so these videos could increase the ROI of your Instagram marketing. Today we

discuss the importance of video marketing, and how to upload a video on Instagram, along with some best practices to follow while doing so.

Technical Specs of Instagram Videos

Just like any other platform, there are certain specs that work best for quality and to get the best video posted to your Instagram account.

- **Length:** 3 seconds to 60 seconds
- **Size:** Instagram does not limit file size but it is recommended that file sizes stay under 50 MB, if you are scheduling your post to go out the file size must be under 150 MB
- **Orientation:** Square, portrait, and landscape
- **Aspect Ratio:** Minimum of 1.91:1; maximum of 4:5

How to Upload a Video to Instagram

To upload a pre-recorded video to

Instagram from your mobile device, follow these steps:

1. Select the icon to upload an image or video, then tap the library in the bottom left corner. This allows you to scroll through your camera roll to choose your video to be uploaded.
2. Decide your video's ratio/dimensions. You can share it with a square ratio, which is the default setting, or you can tap "dimensions" icon to view the full size image.
3. From this screen, you can also use multiple video clips and/or images to post in a single post.

After clicking the 'Next' button, you're given options to mute your video if you wish, add filters, trim your video, and...



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Live Events: Before, During, and After

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example, you may want to host a company picnic, or participate in a charity, volunteer, or fundraising event as a company. These are all great things to do! There are also other things that may occur 'live', but aren't ones you can necessarily plan for. For example, a local news or radio station may choose to do an exposé on your company, or may ask you on to comment on some sort of local cybersecurity issue.

The B2B Live Event Process Stages

Stage 1: Before the Event

There is a LOT to do before the event happens. Specifically, you will have to plan out your event and create any event-related materials that you'll need. Then, you will have to promote your event to encourage people to attend.

Make sure you allot for enough planning time in this process. You need enough time to promote this event, and you also don't want to seem to be unprepared during the actual event!

Planning

After picking what type of event that you want to run or attend as a company, you're going to have to carefully plan out each of the different aspects of your event, which will vary quite a bit depending on what type of event it is. Some things that you might want to consider when planning include:

- The topic(s) of discussion
- The method of your presentation
- Who will create your materials and who will present during the event itself
- The technology you will need for this event and your presentation
- The incentive that people have to attend your event (e.g., a promotion given to registrants and/or attendees, deliverables, company swag, etc.)

If this event is in-person, there may be some other additional considerations to make regarding the event. You might want to have some printouts to allow people to

take notes, have some sort of brochure or handout for them to take away, there may be food considerations (especially if it's a Lunch & Learn).

After planning this, you need to actually create your presentation and/or deliverables. You may put together a PowerPoint presentation, or write a script (verbatim or a general outline) for your presenter or presenters to use. You may also need to create or revise deliverables to give to attendees.

Promotion

If you want people to attend your event, you have to make sure that they know about it. This is where marketing comes in. You're going to need to create marketing materials to advertise your event.

Some good ways to promote an event include...



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Is Your Website the Marketing Tool It Should Be?

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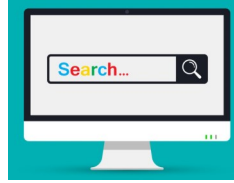
This means you need to become the default option, and there's one key way to do that: get in Google's good graces.

After all, where do you turn when you need to find something for your business (or anything, for that matter)? 92.47% of the time (based on the ubiquitous search engine's market share), it's Google. With a few keystrokes, your audience is asking questions about their needs that you could be the one to answer... and, ultimately, fulfill.

Let's presume you're seeking to serve the healthcare industry. Your ideal target might be searching for information on

business continuity and data backup, and searching for:

- Healthcare business continuity
- Data backup near me
- Backup for medical provider
- Backing up patient records
- Affordable backup HIPAA
- Medical practice data protection
- Data backup HIPAA compliant



...amongst many other potential permutations of this search query.

Take a few moments and search for these terms yourself. Is your website amongst the first results, or even on the first page? If not, you aren't even missing opportunities—they aren't presenting themselves to you in the first place.

Very much in line with the advice to dress for the job you want, you should ensure that your website includes quality content that has the keywords you'd like to rank for throughout.

Will Visitors Want to Spend Time on Your Website to Learn About You?

When was the last time you spent any...



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Why Your Marketing and Sales Need to Have Balance



In order for your business to be successful, there needs to be an incoming cash flow, and in order to draw

in this cash flow, your audience has to be both aware of what you have to offer them, and have communicated their willingness to make an exchange with you. This outcome will be much more likely with help from two key components of any business' team: sales and marketing.

Two Parts of One Goal

Many people incorrectly assume that sales and marketing are one and the same. While the two are definitely related to one another, they are also two very different processes, each with their own objectives, milestones, and tactics that ultimately lead your entire organization to its primary goal: serving a client's needs in exchange for payment.

In order for this to successfully happen, it is crucial that these two teams work together in balance. Without sufficient marketing, your sales will have a much harder time pushing contacts through the

end of the funnel to a conversion. If you have too much marketing, on the other hand, your sales team may not be able to attend to the needs of all of your incoming prospects quickly enough - ultimately pushing them away and leaving a sour taste in their mouths. However, if your marketing and sales efforts have some influence over each other, you will be able to find the right equilibrium - the right amount of marketing to generate the amount of traffic that your sales team can work with successfully.

The first step to accomplishing this is to understand the differences between marketing and sales.

Distinguishing Between Marketing and Sales

There can be a very strong temptation to lump together these two disparate departments into a single entity, after all, they're both meant to bring in business, so they're basically the same thing, right?

Not exactly. Consider marketing and sales to be like members of a football team - marketing is the quarterback, while...



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Facebook 101 - Page Posting Options

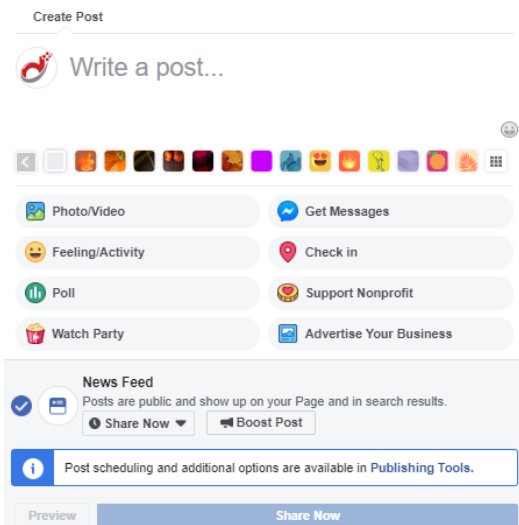


As a business owner having a Facebook Business Page is the first step. The next is posting and actually engaging with your followers.

As long as you have privileges to post on behalf of your Facebook Business Page, you can take advantage of a lot of unique posting options that are sure to make your posts stand out. By using the free posting options you can increase your engagement with your customers, prospects, and followers.

So, What Are Your Posting Options?

You will find these options at the top of your Facebook Business Page. When you expand the area where you can create a post, you are met with a screen similar to the image below.



Currently Available Posting Options

Backgrounds / Emojis

Right above the text options in the image above,

you should see some rounded squares of different colors. Those are backgrounds! You can add a fun background to a text-only post to make it stand out more.

Right above those to the right of your text box, you should see a little smiley face. Clicking on that will bring up emoji options, which makes it easy to add them if you're on a desktop computer and not mobile.

Photos/Videos

Hopefully you're already posting photos and videos to your page! Images and videos, especially ones from around your office, are relatable to people who may just skim their Facebook news feed.

Clicking on this option will allow you to quickly do the following:

- **Upload Photos/Video** - Add photos or videos to your status
- **Create Photo Album** - Build an album out of multiple photos
- **Create a Photo Carousel** - Build a scrolling photo carousel with a link
- **Create Slideshow** - Add 3 to 10 photos to create a video
- **Create an Instant Experience** - Tell a more immersive story by combining images and video

The Slideshow option is particularly good for ads. Slideshow ads are easy to make and edit with low to no production costs. You can add music or short text along with the images to show your business. Slideshows use less data...



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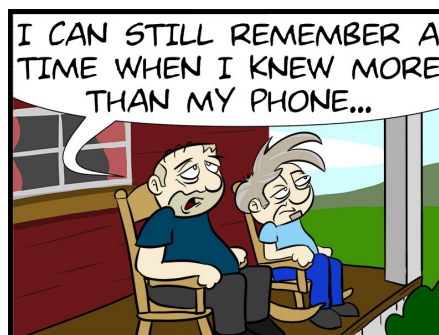
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