

In This Issue:

MSP Marketing: How SMART are your Marketing Goals? (Part 1)

The Basics of Sales Promotions (2 of 2) - Advertising and Tracking

LinkedIn 101 - Setting Up Your LinkedIn Page

How to Improve Your SEO Using Video Content

Why It's Important to Avoid Falling into Your Own Echo Chamber

Remove Those Pesky Numbers from Your Facebook URL

LinkedIn 101 - Setting Up Your LinkedIn Page



LinkedIn is a social media platform used by business professionals. As such, you need to make sure that your business' presence on here best represents your company and brand.

This blog will discuss how to best set up brand your company's LinkedIn Business Page.

Getting Set Up

LinkedIn has a much higher standard that you must adhere to if you want to create a LinkedIn Business Page. If you want to...



Read the Rest Online!
jmct.io/lisetup

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

MSP Marketing: How SMART are your Marketing Goals? (Part 1)



A SMART goal or S.M.A.R.T goal is a goal that is written in a way that makes it clear what exactly you're trying to accomplish, when, why, and how. First introduced in the '80s, this methodology is designed to help you establish goals in a way that your brain can transfer into actions - enabling you to better achieve the results that you are looking for.

You should set and follow SMART goals for nearly all aspects of your business - this includes your marketing.

It can be so easy to fall in the trap of 'marketing just to market.'

A lot of small businesses will begin ongoing initiatives and campaigns without knowing what they are looking to achieve from them. Similarly, other businesses will set the vague goal of 'increasing revenue' for every one of their marketing campaigns that they run.

Like every business, you obviously want to increase your revenue, and may be marketing your company in hopes of achieving this goal. But with a vague goal such as that, how are you supposed to know that your company has increased your revenue because of the marketing that you did?

(Continued on page 3)

The Basics of Sales Promotions (2 of 2) - Advertising and Tracking



In the previous part of this two-part blog series, we went over the types of sales promotions that B2B marketers typically use to generate sales, and what you should be avoiding when designing the basic structure of your promotional campaign. This blog will go over how to get the word out about the sales promotion you are running, and ways you can track the success of your promotion.

Advertising Your Promotion

The point of a sales promotion is to generate sales. When you are running a special deal on a product or service, you need to get the word out about your offer, otherwise your promotional campaign will fall flat.

To further encourage business decision makers to buy into your promotional offer, you have to interact, or 'touch' them multiple times (27 times is the generally accepted rule). Here are just some of the ways that you can reach your intended audience:

- **Website:** You should create a landing page on your website that all touchpoints direct the recipient to. On your website, you can also create an ad for your sidebar that advertises your promotion. That ad should direct them to your landing page when clicked.
- **Email:** Create an email list for your promotional campaign that includes those who you believe would be interested in the promotion you are offering. You can send 1-2 emails to the desired recipients, spread out by a few days. Make sure you track who is buying into the promotion if you choose to send more than 1 email so that those who have purchased the product or service aren't receiving the follow-up email. You can also utilize A/B testing to determine the

(Continued on page 2)

How to Improve Your SEO Using Video Content



We've spoken at length about the benefits of healthy search optimization practices on your website. This goes for

everything—your web copy, your images, and believe it or not, your videos. Let's review how you can help optimize the video content on your website so that it draws the attention of the search engines.

Will Optimizing My Videos for SEO Really Make a Difference?

Yes, very much so. Just as you want your website and its content to register positively with the search engines so your MSP's marketing gets a boost, you want your videos to also give searchers a reason to stay on your website.

Let's dive into how to configure your videos to attract the attention of search engines.

How to Optimize Your Video for Search

There are a few simple things you can do to make your video content more attractive to search engines. For instance:

Don't Shortchange Your Metadata

Google and the other search options out there treat video content in much the same way they treat written content, in that things like the title and description matter. While keywords can be helpful, when was the last time you confidently clicked a video with eight or nine keywords crammed into the title, or the description was just a list of keywords and their variations?

Yeah, I didn't think so.

Google tries to focus on the same things

that your audience will as it's ranking these things. Making your title and description as informative and engaging as possible is the play here.

Insert a Transcript into All Applicable Video Content

Adding a transcript to your video offers some significant benefits in terms of its SEO, largely because it checks quite a few boxes. More text on the page for the search engine's crawlers to explore, for one, as well as increased accessibility—something that many search engines are paying more attention to.

Give Your Video Top Billing on Your Page

Here's a bit of old newspaper terminology that's bled into computing: traditionally, a newspaper is formatted to be a vertical...



Read the Rest Online!
jmct.io/improveseo

The Basics of Sales Promotions (2 of 2) - Advertising and Tracking

(Continued from page 1)

optimal promotional email. Be sure to follow the proper rules when sending your email so that it is not flagged as spam.

- **Direct mail:** Postcards and letters are great direct mail pieces that can be sent to your desired audience. And, according to research, direct mail is often more effective than email at triggering a desired action.
- **Social media:** You should be using your Facebook, Twitter, and LinkedIn to let your page followers - that is, those who are already interested in your service offerings - know about your promotion.
- **Paid online advertising:** You can run a Pay-Per-Click campaign through Google that advertises your promotion. You can also boost your social media posts so your posts reach a larger audience. This audience can be your page followers, or those that would be interested that lie within your service area.
- **Newsletter:** Including monthly promotions in your newsletter is a great way to get people to subscribe to your

newsletter. It also reminds readers of your newsletter of other service offerings that you have.

- **Blog article:** You shouldn't be writing a blog article for every promotion you do. However, if you have a brand new service offering, writing a blog that gives a discount to people who add on this service within a particular time period can be a great way to start generating sales. This has the added bonus of reaching those who are subscribed to your blog.
- **Follow-up call:** After multiple touches, give the client a call asking if they received your touches. This makes the phone call less of a cold call for the person on the receiving end. Offer to talk about the product or service, and answer any questions they may have. Make sure your salespeople have a generalized script so that they can do this effectively.

Note that you likely won't be using all of these methods for your next promotional campaign. You may want to limit the number or type of people you reach with your campaign. For example, you may give

a discount for one of your services that is exclusive to your newsletter subscribers. Or you may want to target prospects who you cannot reach using all of these methods. Also, remember that your promotion should be for a limited time in most cases. You need your touchpoints to be somewhat spread out as to not bombard recipients, so you should only choose a handful of these options.

Tracking The Success of Your Promotion

To determine whether or not your campaign was successful, you should be tracking it throughout the duration of the campaign, from the initial push of your advertising until the promotion officially ends. Here are some things to consider using to track your campaigns' success:

- **Landing pages:** Using a landing page will allow you to track information about where the recipient came from online. And, because your landing page isn't accessible through a menu item on...



Read the Rest Online!
jmct.io/salespromo2

MSP Marketing: How SMART are your Marketing Goals? (Part 1)

(Continued from page 1)

When your goals are like this, your marketing - and by extension, your company as a whole - is going to struggle over time because you won't know what areas you need to improve in.

To help remedy this, let's go over the 5 parts of a SMART goal, and turn "increasing revenue" into a goal that meets the SMART goal criteria.

The 5 Parts of a SMART Marketing Goal

For your marketing goals to be SMART, they should meet the following criteria:

- **Specific:** To be specific, your goal needs to be laser focused. It should define

exactly what you want to achieve with your marketing, and how, by avoiding ambiguity altogether in favor of definite statements. The more specific, the better! Without any specifics tied to your goals, they run the risk of being too vague.

- **Measurable:** The marketing goals that you set need to have a way to evaluate how successful or unsuccessful they were by setting a benchmark of success. Typically, it's best to provide clear and recognizable milestones that you can look at as the timeline progresses, instead of waiting until the end to evaluate. In marketing, this typically means identifying the Key Performance Indicators (KPIs) that you

will be looking at to evaluate your campaign.

- **Achievable:** Your marketing goals need to be within reason. Do you have the resources to complete the goal that you're trying to set? Does it seem like a realistic point to aim for that is within the scope of your campaign? To determine whether or not your goal is achievable, it helps to outline the steps that your plan will take during the duration of your campaign. When ensuring that your goal is achievable, make sure that it is still somewhat...



Read the Rest Online!
jmct.io/smartgoals1

Why It's Important to Avoid Falling into Your Own Echo Chamber



Let me ask you a question: how much does your average client know about IT?

Think about it—in an echo chamber, your world view (in this case, your impression of how effective your marketing strategy is) is repeatedly reinforced by your own biases, with any dissenting information disregarded and ignored by those within your echo chamber.

How an Echo Chamber Can Impact a Business

There are a few ways that developing an echo chamber can have some negative ramifications for your business and its operations, particularly in terms of its marketing.

An Echo Chamber Can Distort Your Message

First off, your marketing needs to address the right people, discussing the right things. It is important to remember that (while you very well may be trying to communicate with members of a business' IT department) your primary target is a business' lead decision maker—likely, the president or CEO, and they might not be the most tech-savvy. Sure, the technologies you offer may be very impressive, technically speaking, but your intended audience doesn't care about...



Read the Rest Online!
jmct.io/echochamber

This question is an important one to keep in mind, as it can help keep you from creating an echo chamber where your marketing is concerned. Let's examine the concept of an MSP marketing echo chamber, and what you can do to avoid one's influence.

What is an Echo Chamber?

From *Techopedia*, the phrase *echo chamber* describes "a situation where certain ideas, beliefs or data points are reinforced through repetition of a closed system that does not allow for the free movement of alternative or competing ideas or concepts." In other words, because the person in the echo chamber is only receiving part of the whole picture, a biased viewpoint is the only possible outcome.

This is what makes an echo chamber such a dangerous environment for your MSP marketing.

3/4 OF CONSUMERS ENJOY THE PERSONAL TOUCH THAT A COMPANY ADDS THROUGH DIRECT MAIL.

Reach your ideal clients with our *Direct Mail Marketing* strategy and get your brand noticed.

JMCT.IO/DIRECTMAIL

REVIEW US ON

Google



We 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

Remove Those Pesky Numbers from Your Facebook URL



Your business' Facebook Page is about as important of a marketing tool for your business as your website is. For some of your prospects, your

Facebook page is their introduction to you and your business. With that being the case, you, no doubt, want to make not only a good impression on your clients and prospects, but you'll also want a URL that is easy to market and share.

While it certainly is not fun having to deal with the imperfections of your Facebook page, especially one that is not even your own fault, it's crucial that you ensure your Facebook is an exact representation of your business.

One thing that unfortunately detracts from the simplicity of marketing using your Facebook page is the inclusion of numbers in a new Business Page URL. Now, this is not something that is actually your fault or something you did/failed to do when signing up for a profile. In fact, Facebook themselves took the liberty of doing this when you first created your page and you likely didn't even realize it. To make the changes to your page you want you'll need to satisfy Facebook's requirements and follow these instructions.

How to Remove the String of Numbers From Your URL

Two things to be sure of before you get started: make sure that your page has **25 Likes** and that

the **person making the change has Admin permissions** to the page.

1. Go to this link here **http://www.facebook.com/username**, or to change your username from your page navigate to your profile **Home** page.
2. Locate the username section under your page's name, directly under your page's banner.
3. The page in question shouldn't have a username yet so no name will appear under your page's name and instead **@username**.
4. Click the **Create** button next to **@username**. (see the area indicated in the image below for the location).



As long as the username is available, you should have no problem updating your username and finally removing those pesky numbers from your business' Facebook's URL!

For more information and tips on Facebook, check out our Facebook 101 blogs. For more information about social media marketing, check out our Social Media Marketing blogs, or better yet, give us a call at 888-546-4384!



Read the Rest Online!
jmct.io/fburlpesky

Refer a Friend!

For every referral you send to us, you will receive a **sweet gift!**

For each referral that signs up you get a **\$99 credit** towards your account and they will get a **\$99 credit** too!

Mmmm...so good! Find out more at: refer.joomconnect.com



MSPW Campaign

Upcoming marketing campaign content for the **Ultimate MSP Website** subscribers:

Cybersecurity

Free monthly content to market your services!

Partner Training

Join us for **FREE** weekly training!
Website: Tuesdays at 4PM
JoomConnect: Thursdays at 4PM

Register for a session at:
training.joomconnect.com
(All times are EST)

Submit a Testimonial!

Happy with our services? Write us a testimonial to let us know!

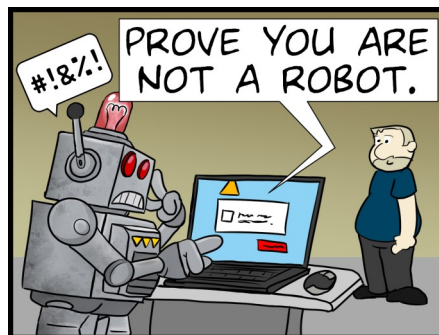
Submit yours at:
testimonials.joomconnect.com

JoomConnect

330 Pony Farm Road
Suite #3
Oneonta, NY 13820
Toll-Free 888-546-4384
Voice: 607-433-2200



Visit us **online** at:
joomconnect.com



newsletter@joomconnect.com



facebook.joomconnect.com



linkedin.joomconnect.com



twitter.joomconnect.com



blog.joomconnect.com



instagram.joomconnect.com