

In This Issue:

Why Isn't My Website Enough to Market My MSP?

Add YouTube to Your SEO Plan

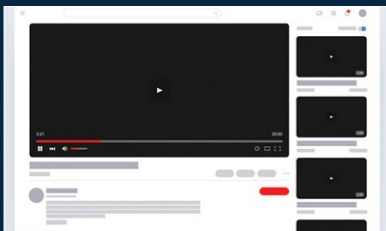
YouTube 101 - Video Titles, Descriptions, Tags, and Categories

Targeting the Unaware, and Bringing Them to You

Establish Your Social Media Authority!

'Facts' vs. 'Feels': Creating the Right Balance for Your Marketing

YouTube 101 - Video Titles, Descriptions, Tags, and Categories



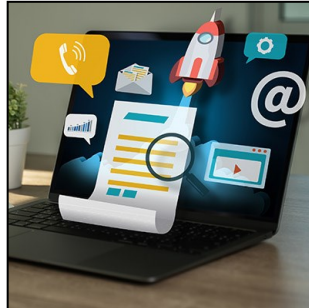
Like a lot of your digital marketing, you want to focus on is getting your MSP's SEO ranking up so that your business is on page one of Google. A great way to improve your ranking is to take advantage of video marketing. However, you must do it **right**. This means you optimize the videos that you upload on YouTube, a company owned by Google that can help you improve your search engine ranking...



Read the Rest Online!
jmct.io/ytvidinfo

Need marketing help?
Call Us: 888-546-4384

Why Isn't My Website Enough to Market My MSP?



Many MSPs feel that now that they have their website, the leads will start flowing in. Unfortunately, the reality is that a website is just the first step to lead generation, not the end. MSPs need to realize that marketing their business requires more than just a website; here's why.

Why Isn't My Website Pulling in Leads?

One of the biggest misconceptions regarding developing a website is that once your website is complete, the customers will start flying in. Unfortunately, the reality is not only is your

website one of the over 2 billion websites on the Internet, but you are also competing (depending on your location) with dozens or hundreds of your competitors' websites to gain the attention of potential leads.

Just because your website exists is no guarantee that anyone will find it, let alone that it will generate the leads you need to grow your business. When we consider how many websites there are, it shouldn't be hard to realize how difficult it is to break through the noise and hope that a potential lead stumbles onto your website. You can't expect to gain the attention of potential leads by being passive and waiting for them to find you.

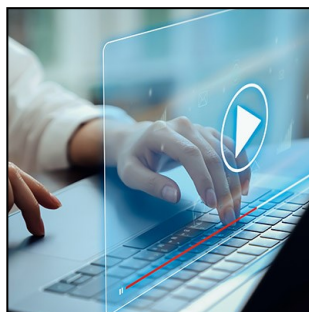
When you ask, "Why aren't I ranking number one on Google?" it's because in a lot of ways, you need to be number one. Your site, your business, and your overall presence needs to be the best one.

Why Your MSP Website is Essential to Your Business Success

Your website is the primary tool to communicate how your managed IT services can benefit a business. The goal of your website is to be the first point of contact when a company is looking

(Continued on page 3)

Add YouTube to Your SEO Plan



Has your MSP marketing hit a wall? Perhaps it's time to try something different? Videos have long been treated as a tool for engagement, but as Google incorporates video as part of its search results, consider adding YouTube as part of your SEO plans.

Your MSP Marketing Can Benefit from YouTube

A frequent refrain of many managed service providers regarding content creation in their MSP marketing campaigns is that they aren't in the "entertainment" business. This attitude reflects a

fundamental misconception about the goal of marketing. Marketing's goal is to gain the attention of prospective customers and generate leads. How can you break through the noise of your competitors, if not by being more informative or at least entertaining than they are?

Of course, there is a difference between creating "fluff" pieces with little value and creating content that informs, and make no mistake, Google knows the difference. Google rewards websites whose content provides searchers with the information they are looking for by granting them increased prominence. With increased importance comes the increased opportunity to make conversions. Ultimately, if you can't keep the attention of your audience, then you won't be able to convert them.

(Continued on page 2)

Targeting the Unaware, and Bringing Them to You



How many businesses in your service area do you think are out there that fit your ideal customer profile, but

aren't yet aware you exist? How many know of you, but aren't yet aware of what managed services is, and how an outsource IT provider would benefit their business operations?

That number is probably much larger than you think.

But, you can fix that by running an awareness campaign that targets those individuals and introduces your company and services to them.

Determining Who to Target

The first step in running a campaign like

this is to build up a list of companies for you to target. This list of potential customers needs to contain viable leads for you to target that would be a good fit for your company.

When putting together your list, be sure to ask:

- Are they a part of your target audience?
- Are they currently operational?
- Are they located within your service area?
- Do they appear to meet your technical requirements (e.g., number of workstations)?
- Do they appear to be in a period of growth where they could afford to work with you?
- Are they in a vertical industry you currently work with, or one you want to work with?

If you're struggling to put together your own list, you can consider purchasing a

lead list. But, be aware: you must purchase from a reputable company that thoroughly vetts your list. Otherwise, you could potentially waste a lot of marketing dollars marketing toward companies that aren't a part of your target audience, can't afford to work with you, and might not even be operational anymore! And, just because you purchase a list that contains emails does not mean that you can start emailing these companies (Be safe - be CAN-SPAM compliant).

Determining the Best Way to Market To Them

Once you have your list, you need to start marketing to them. From a high-level perspective, you have two different ways to do so: through digital marketing tactics, and through physical, direct mail pieces. And, it's possible to achieve success...



Read the Rest Online!
jmct.io/unaware

Add YouTube to Your SEO Plan

(Continued from page 1)

Modern customers are media savvy and are becoming more comfortable with video content. In fact, they are beginning to expect to receive their information via visual mediums such as video. It is fair to say that businesses that ignore video are putting themselves at a disadvantage. This is particularly true when it comes to YouTube, for example.

According to statistics:

- YouTube has over 122 million active users daily.
- 1 billion hours of content is watched across the world every day.
- 62% of YouTube users in the USA access the platform on a daily basis.
- Every minute, more than 500 hours of new content is uploaded onto YouTube.
- On average, a visitor spends 14 minutes and 21 seconds on YouTube every day.

One of the biggest challenges regarding marketing your services as an MSP is gaining and retaining your audience's

attention. Successful marketing is a numbers game, and the longer you can keep an audience interested in your content (and on your website), the more opportunities you have to convert, and make a sale.

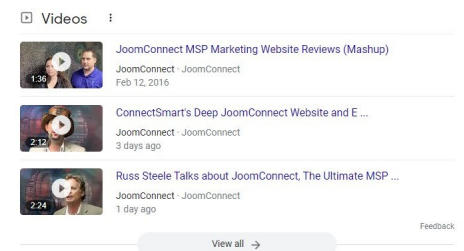
How YouTube Can Help Your SEO

One thing many MSPs may not be aware of is that YouTube videos can and are being shown as search results, the same way that written content such as your blogs are shown. Since few MSPs are currently investing the resources in creating videos, there is a strong possibility that you could gain a substantial foothold and be dominant in this type of marketing. Here why:

1. Posting on YouTube Will Help People Find You on Google

If you've been searching on Google, you may have noticed that there has been a significant increase in videos being shown as part of your search results. This is because YouTube is a part of Google, so it makes sense that they would incorporate

it as part of their search technology. Here's an example:



One thing to remember is that Google's goal is to provide searchers with answers to their questions, so it makes sense that the more options you give Google, the greater the chance that at least one piece of your content (blog, social media, or video) will be shown as a search result.

2. YouTube Will Expose You to a Larger Audience

Let's face it, despite the mantra of content being king, most people focus on written...



Read the Rest Online!
jmct.io/addyoutube

Why Isn't My Website Enough to Market My MSP?

(Continued from page 1)

for a solution to its business technology concerns. With this in mind, it is essential to recognize that despite the importance your MSP website has as a lead generation tool, your website is only part of your marketing strategy, not the marketing strategy.

As you are aware by now, most traditional marketing methods of reaching consumers have lost ground to online marketing as the dominant source for lead generation. In reality, most people expect a business to have a website and a high-quality one. A poorly designed website can turn off potential customers, and even Google may decide not to show your website as a search result.

If businesses can't find your website when they search for it on Google, then for all intents and purposes, your business doesn't exist. This is why one of the first things we recommend as part of your belated New Year's Resolution is to review your website and ensure it follows best practices for MSP websites. However, no matter how you slice it, you must market your website if you want it to work for you and ultimately create work for your business.

5 Steps To Market Your MSP Website

Here are 5 tips to help you get your MSP website in front of an audience:

1. **Invest in SEO:** SEO remains the primary method to get your website noticed by

Google and, therefore, by businesses searching for solutions to their technology problems. While SEO tactics include keywords and how Google ranks content, the one constant is that Google strives to understand user intent and give them the best answer to their question. Your SEO plan aims to ensure that you can convince Google that your website is the best resource to answer that question.

2. **Create MSP-Focused Content:** The content on your website should reinforce the belief that you are an...



Read the Rest Online!
jmct.io/websitenotEnough

Establish Your Social Media Authority!



As a business owner, you've no doubt been informed about all of the values being active on social media can bring to a business. You've also more than likely sat down and considered the ways

that your own business could benefit from social media, but you've been stopped by one thing or another.

Whatever it is that is stopping you from starting, whether it be time, experience, or anything else, our Ultimate Social Media Rig (USMR) will help you get started with your business' social media! This service will help you get your initial social media accounts set up, organized, and optimized, enabling you to begin establishing your MSP and its authority on social media!

Download & Learn



Learn more on how we can help you launch your business' social media and begin your social marketing initiatives with the Ultimate Social Media Rig!



Learn More!
jmct.io/usmr

SOCIAL MEDIA GRAPHICS, DESIGNED TO IMPRESS

We offer premium graphics that are customized to match your company's branding. Get professionally designed social media graphics branded to your MSP.

JMCT.IO/USMRGRAPHICREFRESH

REVIEW US ON

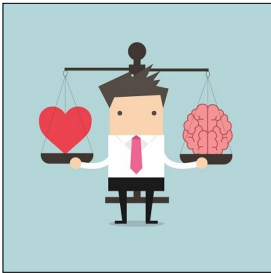


We would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

jmct.io/googlereview

'Facts' vs. 'Feels': Creating the Right Balance for Your Marketing



The Super Bowl is a time where people watching TV actually pay attention to the commercials being shown. Even non-football fans will watch - just for the commercials! Some

of these advertisements shown are more memorable than others.

What commercials do you remember?

You may recall the Budweiser *Puppy Love* commercial from 2014 when a Clydesdale forms a close bond with a Labrador Retriever puppy. Another well known video - which may or may not be before your time - was Coca-Cola's "*Mean*" Joe Greene commercial from 1980. This commercial was so powerful that NBC produced the movie *The Steeler and the Pittsburgh Kid* based on it.

Both of these ads are memorable and well-renowned. But, one thing that they ARE lacking? **Actual information about the product they are intending to promote!**

That's because they're emotional - rather than rational - appeals.

Rational vs. Emotional Appeals

As you may have gathered from above, an **emotional appeal** is a persuasion method used in marketing to create a certain type of emotional feedback and/or response from a target audience. They're very popular in the B2C space because these types of appeals tend to be very effective in making an audience notice, remember, share, and purchase. On the contrary, a **rational appeal** is a

technique in which a marketing communication attempts to appeal to its audience's rational mind by using facts and logical arguments. You see these types of advertisements in the B2B space, and sometimes the B2C space (depending on the product category).

Because of the nature of business-to-business partnerships, marketing efforts tend to appeal more to the rational side than the emotional side of things. It does make sense - B2B purchases tend to be for much larger sums of money than do consumer purchases, so decision makers want to decide based on cold, hard facts. But, that doesn't mean they can't be swayed by emotions.

While not as popular as the other two commercials mentioned, you may recall the *Cat Herders* commercial from 2000 that aired during the Super Bowl. This award-winning commercial was made by Fallon for Electronic Data Systems (EDS) played off the metaphor/expression "herding cats"; the cowboys successfully herding the cats was intended to be analogous to EDS' ability to solve the seemingly unsolvable problems that companies were facing. The commercial helped revive their brand and won numerous awards.

What we're trying to say is that just because you're marketing to other businesses doesn't mean you can't incorporate emotional appeals into your marketing.

Invoking the Emotion You Want

With emotional appeals, you can design them in a way that evokes a specific emotion. For example, you can use them to create one of...



Read the Rest Online!
jmct.io/factsvsfeels



It pays to refer!

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



Upcoming Campaign

The topic for next months marketing campaign content for our **Ultimate MSP Website** subscribers is:

BYOD

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)

Trivia

73% of marketers believe that their efforts through social media marketing have been "somewhat effective" or "very effective" for their business.

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