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### 5 Key Elements to A Successful Marketing Strategy



A **marketing strategy** is the building block of a marketing plan. It lays out a clear, well-defined big picture plan to attract customers to your business by specifying long-term objectives, actions to be taken, and marketing tactics used to achieve marketing goals. B2B marketers often struggle to develop successful marketing strategies. 40% of the least effective marketers have no defined marketing strategy, and 56% of B2B marketers in the United States find it difficult to build their brand through the strategies they create.

Below are some elements to consider when developing your marketing strategy.

#### Create a Captivating Value Proposition

The foundation of a successful marketing strategy is built on a strong value proposition. Your...



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## Don't Fall for These Image Copyright Infringement Scams



Of all the shady scams on the Internet, image copyright infringement scams are among the worst. Let's talk about what they are, who they victimize, and how you can beat them.

### What is a Copyright Infringement Scam?

A copyright infringement scam involves a third-party, claiming to be a law firm or lawyer representing the copyright owner of an image you are using on your website. They send you emails or reach out to you from a contact form on your website stating that you have violated copyright law by unauthorized use of an

image that doesn't belong to you. They usually give you a few pages of legal mumbo jumbo, including terms that usually more or less say that removing the image now doesn't solve the issue, that you owe for damages just for using the image, etc. Finally, they let you know that you can conveniently settle outside of court if you quickly hand over a large sum of money (as if it's some huge favor to you).

There have been a lot of variations of this scam over the years, and some seem much more legitimate than others, and some of them are actually from legitimate, practicing law firms. Others are much more low-effort and probably just done by bots or scam artists. Some are simply a means to distribute malware.

**All of them are scams.**

### Copyright Infringement Scam Examples

Let's take a quick look at a few examples we've seen over the years. Please note that for all of these examples, we are blurring out any contact information that has possibly been stolen, URLs that could be harmful, and information about the recipient.

### Blatant Malware Spreading Scam

This particular scam tends to come in through a contact form on your website, but it's possible it could also be sent as an email.

Email [redacted]@trello.com  
First Name Joe  
Last Name [redacted]  
Company Name Joe  
Phone [redacted]  
County chigbe  
Comments Hello,

Your website or a website that your organization hosts is infringing on a copyright-protected images owned by our company (trello Inc.).

Check out this document with the URLs to our images you utilized at [www.\[redacted\]](#) and our previous publication to find the proof of our copyrights.

Download it right now and check this out for yourself:

[https://storage.googleapis.com/d03jtd-\[redacted\]](https://storage.googleapis.com/d03jtd-[redacted])

[Enlarged image available at https://jmct.io/scamimages](https://jmct.io/scamimages)

Our friend Joe here, who allegedly works at Trello, from the nation of... Chigbe? Anyway, there are a few other major giveaways that prove that this correspondence is a scam.

1. Why would someone use a website form to reach out to a company accusing them of a crime?

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## Don't Fall for These Image Copyright Infringement Scams

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2. The general text feels a little off, with misspellings and an odd flow that doesn't seem like it was written professionally.
3. There is a big mysterious link in the middle of the text to "prove" that the recipient is guilty. This link (although it's redacted in our screenshot) has red flags that shows that it is potentially harmful.

As it turns out, our security team checked the destination of the link and was able to determine that it takes you to malware. There was no real claim being made here, it was just a trick to get your computer infected.

We've seen plenty of variations of this email, often claiming to come from companies like Netsuite, MailChimp, Freshbooks, HubSpot, Zoho, and Slack as well.

Here's another example, but this time the scammer is claiming that they own the image.

Hil My name is Auden. Your website or a website that your company hosts is infringing on a copyrighted images owned by myself. Take a look at this report with the hyperlinks to my images you utilized at [redacted] and my previous publication to obtain the proof of my copyrights. Download it now and check this out for yourself.  
<https://firebasestorage.googleapis.com/v0/>

I believe you have willfully infringed my legal rights under 17 U.S.C. Section 101 et seq. and could be liable for statutory damage of up to \$150,000 as set-forth in Section 504(c)(2) of the Digital Millennium Copyright Act ("DMCA") therein. This message is official notification. I seek the removal of the infringing materials mentioned above. Please be aware as a company, the Dmca demands you, to remove or/and terminate access to the copyrighted materials upon receipt of this particular notice. If you do not stop the utilization of the aforementioned copyrighted materials a lawsuit can be initiated against you. I have a strong belief that utilization of the copyrighted materials mentioned above as presumably violating is not permitted by the copyright owner, its legal agent, or the legislation. I swear, under consequence of perjury, that the information in this message is correct and that I am currently the legal copyright owner or am certified to act on behalf of the owner of an exclusive right that is presumably infringed. Best regards, Auden Stewart

[Enlarged image available at https://jmct.io/scamimages](https://jmct.io/scamimages)

Both follow a similar playbook - they are vague about your website and situation, but try to make up for it with a big confusing link claiming to be proof, and then a lot of legal text about copyright law.

Again, the link in this case goes to a cloud hosting service that downloads malware onto your computer. The claim is absolutely false and it's just trying to scare you into getting your network infected.

**If you get an email or form submission like this, don't click the link or download the attachment. It's likely dangerous.**

A good way to check for these usually is to take some of the text and Google it. Note that the scammers will change names and some other info to try to throw people off, but most of the time if you get scammed like this, other people have reported it online too, especially when the scam is spreading malware.

### Copyright Infringement Settlement Demand Scam

Let's take a look at something that will look less blatant and more official. There is going to be a lot to unpack here, so let's start with an example.

REMINDER: Authorization Request / Unauthorized Image Use - Case No.: [redacted]

Dear [redacted]

We, COPYTRACK, are writing to you a second time on behalf of our client [redacted] whose license and image rights, limited to the territory of the Federal Republic of Germany, we are protecting here - abroad this is done by our local lawyer partners. Our customer has informed us that [redacted] is likely using an image **without permission** and has exclusively commissioned us with the clarification, administration of the image rights and, if necessary, the enforcement of any rights infringement. Images are protected by copyright and infringements are actionable under national and international law. Please see the attachment below for details.

On behalf of our client, we must first determine if you have a valid license to use the images in question. If you have a valid license to use these images, please reply to this email and include proof of purchase and any other license information.

**Please respond to this letter no later than October 7, 2023.**

If this is not the case, your use of the image material most likely constitutes a rights infringement on the territory of the Federal Republic of Germany - abroad, our local lawyer partners will check this - and you would then be legally obligated to compensate our customer for the damage caused by this rights infringement.

Rights holder	[redacted]
Image found on	<a href="https://www.[redacted].com">https://www.[redacted].com</a>
Online Since	[redacted]

#### 3 STEPS TO SOLVING YOUR CASE

In order to resolve this case amicably with you, we request your cooperation. Please complete the following steps to close this case:

1. Check

Review the evidence on this case by going to <https://portal.copytrack.com> and entering CASE ID [redacted]

[Enlarged image available at https://jmct.io/scamimages](https://jmct.io/scamimages)

This example looks much more official and professional compared to the malware-spreading variants. There's actually a good reason for this; this correspondence is actually coming from an actual business.

As we break down this correspondence, they definitely do a lot more to convince you that this is a legitimate request. They provide links to the page the image is on, screenshots of the image, and they provide a specific case number, and a link to their website where you can supposedly review more information about the claim.

Finally, they go into settling. They are trying to get you to settle outside of court and to pay them directly for the image on your website, which in this case is a yearly fee and a single payment for compensation.

Before we get too far into things, it's worth pointing out that this correspondence is referring to a legally licensed, royalty-free image that was legally obtained from Adobe Stock. There was absolutely no foul play here whatsoever, nor was there any accident.

We even reached out to Adobe's copyright team to verify that everything was above...



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[jmct.io/imagescams](https://jmct.io/imagescams)

## The Value of a Printed Newsletter Should Not Be Underestimated

With so much focus on digital marketing nowadays, it can certainly be tempting to focus solely on these efforts... often, to the detriment of other forms, like print. We wanted to take a few moments to correct this temptation and talk about how print marketing, specifically in the form of printed newsletters, still has a lot of value to offer businesses... particularly, managed service providers.

### Printed Newsletters Have a Lot of Benefits

Whomever you're trying to keep in contact with—clients and customers, prospects and leads, even employees and partners—a newsletter is a great way to do it. The benefits of a printed newsletter stand out, much like the newsletter itself does, as compared to just another email in a sea of others.

### What are Some of these Benefits?

Firstly, we've already touched on the fact that a printed newsletter already has one key advantage over an email: it's printed.

It's a physical document, which not only makes it feel more valuable to the reader,



it also makes its messages stick with the reader more effectively. This is important because it helps keep your expertise at the forefront of the reader's mind, helping prospects think of you more quickly and reminding clients of the value you provide to them. Think about how many marketing touches your newsletter, sitting on a prospect's desk, can generate as they

keep seeing it over and over, day in and day out.

There's also the fact that it's easier to get a print newsletter in the hands of a suspect or lead. Rather than having to secure consent to send it to them, as email regulations demand of business marketing communications, all you need with a print newsletter is a stamp and a valid address. This makes it simpler for you to get your name out there in the first place... and gives you the opportunity to secure permission to email, to boot, by directing them back to your website (more on that later).

Newsletters can also be used to share a variety of information as compared to many other forms of marketing. Take other direct mail marketing options... letters, brochures, or postcards all serve...



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## Why Should Your MSP Send a Printed Newsletter?

Statistics show newsletters result in repeat business from current clientele, they help to inform your prospects, establish your expertise and credibility, and contribute positively to your overall sales process.

### Why Send a Printed Newsletter?

**Deepen Client Engagement:** A printed newsletter delivered monthly, cuts through the noise, delivering engaging and relevant content right to your audiences' doorsteps.

**Strengthen Your Brand Image:** A well-designed, high-quality printed newsletter sets your brand apart as a visual representation of your professionalism, helping to elevate your business in the minds of your clients and prospects.

**Create Memorable Experiences:** Unlike fleeting digital messages, printed newsletters have a lasting presence serving as a continuous reminder of your

brand's commitment and reminder of your expertise.

With your already hectic schedule, there is just not enough time to add creating a content-filled newsletters each month to your to do list!

### What Does Your Subscription Include?

**Newsletter Content:** Each month, four newsletter-only articles are created for your newsletter.

**Monthly IT Comic:** Each edition features an in-house comic, showcasing the lighter side of IT.

**Space for Personalization:** Do you have an announcement or promotion you'd like to share? We make sure there's room!

**eNewsletter Service:** eNewsletter versions are delivered to your newsletter list too! and more!

## Add the Monthly Newsletter for 2024!

Act now to get  
**3 FREE months**  
of the blog service!



[jmct.io/printed](http://jmct.io/printed)



## 5 Steps to Creating a Killer MSP Business Plan



As a managed service provider (MSP), you know the importance of having a solid business plan. It serves as a roadmap for your business, outlining your goals,

strategies, and financial projections. A well-crafted business plan can help you secure funding, attract clients, and guide your business toward success.

In this article, we'll discuss the five essential steps to creating a killer business plan that will set your MSP up for growth and profitability.

### Step 1: Define Your Business

Before you can create a business plan, you need to have a clear understanding of your business. This includes defining your target market, services, and unique selling proposition (USP).

#### Target Market

Your target market is the specific group of customers that you will serve. As an MSP, your target market may include small to medium-sized businesses in a particular industry or geographic location. Understanding your target market will help you tailor your services and marketing efforts to attract the right clients.

At first, you might decide you will take whatever business you can get, but as the years go by, it doesn't hurt to establish certain industries that you fit in with the best. For example, maybe you are one of the only MSPs in your area that has experience with dental offices. While you don't want to shoo away other business, establishing some marketing and specific packages for dental offices and producing materials, like case studies, will help you get in with other similar businesses.

#### Services

Next, you need to define the services you will offer as an MSP. This may include managed IT services, cloud solutions, cybersecurity, and more. Be sure to outline the benefits of each service and how they will help your clients achieve their business goals.

Consider "Foot-in-the-door" offerings too. For instance, in our area, most businesses have been using one local telephony company that still primarily offers traditional on-prem phone systems. They are expensive, hard to scale, and missing a lot of modern features, so VoIP is a no-brainer for a lot of our prospects. We don't make a lot of revenue selling and supporting a VoIP system, but it gets us into the building and gives us an opportunity to talk to the decision-makers about the rest of their IT.

Other foot-in-the-door offerings could include cybersecurity compliance (especially now that insurance companies are bringing up compliance with their customers), web design, zoom rooms, office relocation services, and plenty of other technologies.

#### Unique Selling Proposition (USP)

Your USP is what sets you apart from your competitors. It's the reason why clients should choose your MSP over others. Your USP could be your expertise in a specific industry, your exceptional customer service, or your use of cutting-edge technology. Clearly defining your USP will help you stand out in a crowded market. In a more competitive market, try to avoid the generic stuff, and focus on something more tangible. Maybe you are one of the only MSPs that truly covers everything for a flat rate, or maybe you are the only MSP with certain...



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## 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](http://refer.joomconnect.com)



## Upcoming Campaign

The topic for this month's marketing campaign content for our **Ultimate MSP Website** subscribers is:

### IT For Government

Free monthly content to market your services!

## Partner Training

Join us for **FREE** weekly training!  
**Website:** Tuesdays at 4PM  
**JoomConnect:** Thursdays at 4PM  
\*EST  
Register for a session at:  
[training.joomconnect.com](http://training.joomconnect.com)

## Marketing Tips

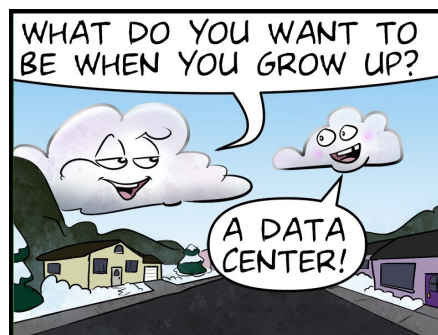
The month of love is approaching! Are you going to ask for referrals in February?  
#lovereferrals

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