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## 11 Practices to Accelerate Your B2B Social Media Marketing



While it may not be the first marketing avenue that a business serving other businesses might consider an effective tactic, social media can actually present some significant benefits. These benefits only become more pronounced and apparent when a business' social media adheres to certain best practices. Let's go over them together so you can embrace them for yourself and your business.

These best practices are as follows:

### Express Your Brand's Personality

Okay, so your business provides technology support and related services to other businesses. While many of these services are, admittedly, pretty dry to discuss, that doesn't mean your social media activity should be. Your business' social media presence is your opportunity to let your brand—and the people who operate within it—shine. Take advantage of the chance to show off what makes your business appealing to clients and prospects, which is the human element that builds it up. Crack

*(Continued on page 2)*

## What We Learned While Marketing Our Cybersecurity Lunch and Learn



We recently ran a Lunch and Learn series talking to local businesses about essential cybersecurity protections and laws they needed to uphold. We learned quite a bit throughout this process—thanks in no small part to an obstacle that suddenly required us to make some significant changes in the middle of our series—and wanted to share what we learned here so you could take advantage of the lessons the next time you plan an event... or how we can help you directly.

Let's take a little trip through the process to help put these challenges into perspective.

### The Story Behind the Series

We wanted to address a few cybersecurity-focused topics, so tying them into a single series seemed a good plan.

Our series was going to be about the threats that businesses in our service area are apt to face and how many companies would be accountable to different standards based on various regulations that laws, regulatory compliances, and even industry groups would place on them. Our original plan was to host a series of three separate seminars: one discussing the importance of cybersecurity, one concerning how important it is that they maintain their compliance, and one explicitly covering the requirements of

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## It's February and...



## Love is in the air!

We know this month is usually about showing love with flowers and heart-shaped candies, but we thought let's add a sprinkle of marketing love into the mix?

**We invite you to show the love.**

Do you know a colleague whose marketing needs a little love?

We'd love it if you would send them our way!

<https://jmct.io/showlove>

Referrals make our heart *skip* a beat! XxOo

## 11 Practices to Accelerate Your B2B Social Media Marketing

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a joke, highlight some of your team members, and make sure all of your social media channels (while sharing slightly different messages) share a unified voice.

This will help to galvanize a recognizable presence for your business, encouraging those who come across your messages to remember it.

### Line Up Your Social Media Use with Your Goals

We've spoken at length about how important it is to establish SMART goals—goals that are specific, measurable, attainable, relevant, and timely—to help guide your efforts toward a desired outcome. This applies to your marketing, including your social media. What objectives do you have for your business, and how will your social media efforts assist you with them?

## What We Learned While Marketing Our Cybersecurity Lunch and Learn

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the New York State SHIELD Act. (Certain events required us to change these plans on the fly, but more on that later.)

Fortunately, our membership with our local chamber of commerce made hosting this series far simpler, as we could host it as a chamber-sponsored event, with the chamber announcing the series to other member organizations. As a result, we could access the chamber's resources to market the event.

We were even able to partner with a local bank (a fellow chamber member) and have them help sponsor part of the series and offset some of our costs. Considering that they had been dealing with phishing attacks, working

Knowing what you want to accomplish with your social media in terms of your marketing efforts will further help you shape your social media presence.

### Establish a Consistent Routine for Your Social Media to Follow

It's important that your social media marketing isn't allowed to alternate between activity and dormancy. Figure out what you can sustain, and commit to repeating that over time. If you can create impactful and insightful social media content for every platform you use, each and every day, that's great.

However, if remaining consistent means you only post a few times per week, do that. You want your audience to pick up on when they can expect to see your insights come across their feed, reinforcing your reliability as a provider.

with them to put on the first of our seminars—which covered phishing (as well as other threats)—seemed appropriate. It also helped that we know the folks at the bank personally, which just goes to show the value of personal relationships between businesses and their representatives. This also allowed the bank to appear at one of our sessions to market themselves and what they could do for the businesses in attendance, making their involvement mutually beneficial.

As for the venue, we had already used the facility for other events and found it quite nice, and the team there was extremely helpful and accommodating. The availability of the space ultimately dictated our schedule, which was a crucial bit of data to have as we continued.

### Research Your Audience

Who is it that makes up your social media following? You need to know who you're talking to if you want to communicate with them effectively.

Consider who it is that is actually following you, taking the time to do some research into the people following your page and identifying who it is they work for and what their roles are in their respective fields. This knowledge will give you the opportunity to shape your messaging to better fit the people reading it, or to actively retarget other roles and people within your target audience.

The more effectively your social media activity communicates with those following it, the more effective it will be as a marketing tool...



[Read the Rest Online!](https://jmct.io/11b2bsm)  
[jmct.io/11b2bsm](https://jmct.io/11b2bsm)

### Marketing Our Event Series

Regarding these kinds of events, we've created a general plan that allows for a healthy preparation period before any marketing touches are made. While different circumstances will necessitate changes to this plan, we can easily help you customize it for your needs.

First, we plan what these marketing touches should look like and when they should be activated, creating a calendar and scheduling our resources accordingly. Our writer is scheduled to compose the copy, our team reviews the copy, our designer is scheduled to make the final product look nice...



[Read the Rest Online!](https://jmct.io/mktcyrlnl)  
[jmct.io/mktcyrlnl](https://jmct.io/mktcyrlnl)

## 4 Reasons You Should Be Using Case Studies



Case studies are a great example of marketing collateral that any business should

consider using for various reasons. Let's review a few of these reasons, then cover what a case study should provide and how to put it to use.

### What Makes a Case Study Valuable?

A case study is an account of a real-life example of your services in action, outlining the experience that one of your clients had working with you. It starts with the challenges they were encountering and ends with the results your work ultimately allowed them to enjoy, outlining the process between these two points.

In short, it's a peek into what a prospective client can expect from a professional relationship with you and your business.

The nature of a case study makes it a powerful tool for you to use in your marketing. For instance:

### They Show Proof of Your Skills

Frankly, this is one of the most critical things any of your marketing initiatives need to accomplish, but case studies provide you with a particular opportunity to do so.

Let's put it this way: you could talk all day about what your services can enable your clients to do, the problems you can help them solve, and the results they can expect, and it could do little to nothing to impact their decision to work with you. After all, they're almost certainly hearing the same pitch from their other

candidates if they're shopping around. A case study puts your process into context, demonstrating a bad situation and how you fixed it. This approach gives your capabilities the spotlight, supporting the claims your marketing makes.

On top of that, the case study helps give your prospect an idea of what to expect as the service is being delivered. With the problem and the journey to solve it laid out in black and white, your case study forges what your prospects can expect when they receive your services.

### They Establish Your Experience

Additionally, a collection of case studies helps to demonstrate that you have encountered various situations before and have a history of delivering in equally various circumstances. Try to select clients that once had a diverse set of issues and needs you solved and fulfilled through your services, and ask them if they're willing to share their stories with others.

By covering a wide array of scenarios, you increase the chance of a case study that resonates with a reader's needs and leaves a meaningful impact.

### They Give Practical Examples of Your Results

It's one thing to tell your clients how great your services are. Of course, you'll say that... you're trying to sell them those services. A case study helps to insert some objectivity into these statements by introducing a third party

that saw actual, real-life results from your efforts.

Their words will likely be one of the most inherently trustworthy elements of your case study, so you'll want to focus on where they were coming from beforehand. By contrasting a client's experience before receiving your services to what they experience after, you can delineate what your services provide.

### They Help You Develop a Positive Reputation

Similarly, case studies can be used to show that your services aren't just a cookie-cutter assortment of quick fixes and half-measures. By producing multiple case studies that cover a range of your services, you can prove how well you can handle various needs and circumstances.

Put yourself in the shoes of your prospects. At least at first, they will be most concerned with the return...



Read the Rest Online!  
[jmct.io/4usecase](https://jmct.io/4usecase)



 **MARKET NOT JUST YOUR MSP, BUT YOUR SUCCESS AS AN MSP WITH A CASE STUDY!** 

Show your prospects they are **not alone with their technology issues** and more importantly, that they are perfectly solvable!

[JMCT.IO/GETYOURCASESTUDY](https://JMCT.IO/GETYOURCASESTUDY)

## Why You Need a Formalized Referral Process



The value of a good referral should not be underestimated. Not only do they help you acquire a new prospect

without the typical marketing investments you would otherwise make, but they also typically enter your marketing funnel much closer to the purchase point than the average lead does.

However, don't make the mistake of thinking that referrals will start flowing in without some effort on your part. Let's discuss the processes you must adopt to encourage your clients to provide you with referrals.

### Why You Can't Rely on Organic Referrals

If you treat your clients well, they will probably talk about you to their business associates, maybe even friends. That's a pretty safe assumption to make. If they find out that another business is suffering from the same problem that you're actively helping them avoid, they very well might mention your company to them.

The key word here is *might*. They *might* mention your business.

Wouldn't you prefer that your client would *definitely* mention your business, or even better, give that associate your contact information or mention that associate to you directly? *Of course, you would.*

The problem is that there is no incentive for your current client to do so. You may have built up enough goodwill with a few of them for them to actively vouch for your business, and that's great, but can you say that about all of your clients?

Simply because your client isn't the one invested in the problem at hand, you can't assume they'll take the initiative to help solve it. So, how do you fix that?

**It's simple: formally incentivize your clients to generate referrals.**

Now, the word "formally" is important in this context. It isn't enough just to reward successful referrals—you *need* an established process to help coax your clientele to take the initiative. Otherwise, you may leave many leads and prospects on the allegorical table.

So, how do you go about creating this process?

### How to Encourage Referrals

Your first step is to have a page on your website that is simple and easy to access to collect these referrals. In addition to the form to collect the necessary contact information, your referral process should be outlined on this page to clear up any questions your potential referrer may have. Once this page is running, you must drive your clients to it. Educate them about...



Read the Rest Online!  
[jmct.io/formref](http://jmct.io/formref)

## Monthly 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!

## Marketing Tips

On average of 1 out of 4 B2B organizations allocate **only 5%** of their total budget to marketing.

## 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)

## 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!

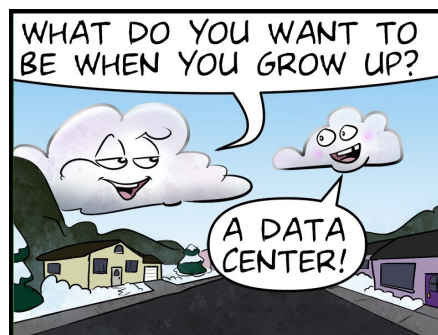
Mmmm...so good! Find out more at: [refer.joomconnect.com](http://refer.joomconnect.com)



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