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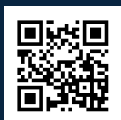
Enhancing Your Sales Presentation Strategy



In sales, context is everything. Crafting a compelling sales presentation remains a cornerstone of successful business interactions. In today's rapidly evolving landscape, merely delivering information is just not enough. The true measure of a presentation's success lies in its resonance with the audience. For everyone involved in the sales process, understanding this dynamic is crucial for driving meaningful engagement and fostering lasting connections.

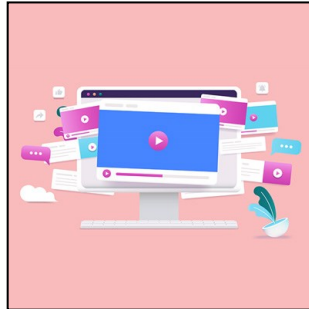
Connect with Your Audience

Every presentation is a unique opportunity to connect with the clients or prospects you are meeting with, it's not just to deliver them information. Take a really good look at who you will be...



Read the Rest Online!
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How To Use Marketing Videos on Your MSP Website



website.

Effectively communicating and relaying information to visitors to your website is easier with marketing videos. Communicate your services, company culture, company values and anything else you think is important to your prospective and established customers via video. To the uninformed and unprepared mind, marketing videos may seem like a lot of work, but with some information and planning, your MSP website can start reaping the benefits of adding marketing videos to your

Why Your Website Should Feature Marketing Videos

We already talked about this in one of our previous blogs ([embed link here](#)), so, to cut a long story short, marketing videos should be used for the following reasons:

- Get your message out quicker
- Reach more people
- Increase conversion rate
- A video is worth even more than a picture

For more details on these reasons check out our blog 'Why Your MSP Website Should Be Using Marketing Videos'.

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How to Use Your Blog to Its Fullest Potential



We often say that a business' website should serve as the centralized hub for all of its marketing efforts. It is where you should direct your prospects and contacts to really hammer home your value proposition and push them to convert. Your blog can (and should!) play a role in all this.

Let's review some practices that will help you optimize your blog and make it as beneficial as possible.

First, Have a Blog Worth Your Audience's (and Google's) Time

Before anything else, you need to make a blog that your visitors will learn from and that search engines will evaluate as useful. Identify your audience and what pain points they frequently contend with that your services will help them address. This will give you an idea of what your blog should cover.

With this information in hand, write blogs that discuss these needs and how you and your services can address them. Focus a few on consistent needs and some on those that address things happening in your community if they apply to your business. Also, do everything you can to optimize the blog for search by including relevant keywords.

As you do so, pay attention to what seems to get your desired engagement regarding topics, format, and tone. If something gains more attention, A/B test to identify exactly what worked better so you can replicate it moving forward.

(Continued on page 2)

How To Use Marketing Videos on Your MSP Website

(Continued from page 1)

Now that you know why you should be using marketing videos on your website, we can move on to the “how”.

How To Create A Marketing Video

There are necessary steps that you need to take to create a marketing video. We'll cover the basics of each of the steps that you need to take, but just know that there are a lot of fine details that are going to vary depending on your experience and capabilities.

Write Your Script(s)

Before you begin any recording you should write your script and outline the topics you wish to cover in the videos. Write out exactly what you're going to say for each and every video that you plan to produce. A video that is recorded on the spot can come out disjointed and unprofessional.

Keep the following tips in mind when writing your scripts:

- **Plan Your Topic(s)** - Before you even start writing, you need to decide what you are writing about.

What services do you want to create videos for? What general topics (such as ‘about your company’ and ‘welcome to your website’) do you wish to cover? We suggest planning out multiple videos at once that you can shoot in the same day to make the setup and/or studio time you need worth it.

- **Pick Your Words/Phrasing Carefully** - You want what you are saying to sound natural. That means that it shouldn't be too casual... but it also shouldn't be too formal. Find a proper balance between the two.
- **Time Yourself** - When reading your script over, try timing how long each one is. You probably don't want a talking head video that is less than 30 seconds. However, it's also not usually ideal to have one 5+ minutes. These videos should be relatively short (a few minutes each).
- **Practice Makes (Almost) Perfect** - Practice, practice, practice! Don't waste valuable recording time on the day you shoot these videos fumbling over your words because you didn't take the time to learn what you should be saying.

- **Enunciation, Speed, and Voice Inflections** - Once you have the content more or less down, take the time to ensure that your words are easy to understand, are said at a reasonable pace, and don't sound too robotic. You can do a practice recording using your phone to determine what areas you need to work on.

Remember a script should be finalized as making changes to the script during the filming isn't ideal, and cost you time and money.

Location, Location, Location

Your next step is to pick a location to shoot the video. For the best results, the video should be shot in a professional studio. A local studio can be rented out for a period of time and most studios come equipped with all the necessary equipment needed for filming. However, if renting studio time is outside your budget, you can find a well-lit location in your office that could make a decent backdrop...



[Read the Rest Online!
jmct.io/how2marketingvid](https://jmct.io/how2marketingvid)

How to Use Your Blog to Its Fullest Potential

(Continued from page 1)

To make your content optimally effective, make sure it offers some practical benefit to your audience while injecting your own take on the matter, if applicable. Tie it to current events around your service area, tell stories and anecdotes, and use images and multimedia to your advantage.

These steps will help you produce the best, most impactful blog possible.

Second, Invest in Sharing It

Once you have your blog populated with some posts and have committed

to a regular posting schedule, it's time to put it to use.

Naturally, your blog should live on your website, but links to it should appear everywhere it makes sense to include them. Use your business' social media accounts to help publicize it, reference it in emails, and link to it via QR codes on deliverables and direct mail efforts.

Depending on how much time you want to commit to it, you could create a condensed, adapted version of the blog to share elsewhere online, like on

a forum-based social site like Reddit or as a guest post on another website. This helps you reach an audience you may not have otherwise and build the links that Google likes to see.

Returning to step one momentarily, writing your blog in a certain way also helps it spread. You can encourage your audience to share your content within the blog by including convincing calls to action and prompting...



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

Why You Should Identify Your Ideal Client (and How to Do So)

While it might be nice to think that your business can serve “anyone”—after all, being able to serve anyone means that you have the potential to work with everyone—this, unfortunately, isn’t the reality. Even the most accessible businesses will have certain clients that are inherently more valuable than others. These “ideal clients” are critical to identify, so let’s talk about how you can do so.

Before we do that, however, let’s examine why it is so important to know who makes up your ideal customers or clients.

Why Should Small and Medium-Sized Businesses Know Who Their Ideal Clients Are?

At The End of the Day, a Client is a Client... Right?

Yes... and no.

It’s true that money is money and that doing business with anyone could be seen as a plus for an organization. However, that statement omits the

considerable amount of value that can be seen by dividing your clientele into different groups—different people with specific shared needs and behaviors—and identifying which niche benefits the most by working with your business.



This niche exemplifies your ideal client.

This is the niche your marketing should really be speaking to. This niche should have problems you can solve, can (and will) purchase (and use) your products and services, and support the values that your brand

exemplifies and represents. Your ideal client is excited to work with you because of your brand and the services you provide.

Your ideal client is the client you’re really excited to get because (short of you fumbling the ball) they’ll be around forever.

How to Identify Your Ideal Clients

Clearly, this is the kind of client you want to have more of, so let’s get into how you can figure out who they are.

To do so, you can undertake a somewhat straightforward set of tasks, combining their results to get a pretty concrete idea of whom your marketing should be primarily targeting.

Determine What Your Services Help Solve

Regardless of your industry, your...



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Do you have the best go-to deliverable in your sales kit?

The IT Playbook is a foundational piece for a managed service provider to include in their marketing strategy. We are so pleased to announce it has been updated with new content, focused on cybersecurity topics like: Employee Phishing Training, MFA and physical security topics like digital cameras and access control the IT Playbook is a **must have** for your sales team!

The IT Playbook makes communicating this a lot easier.

By condensing all of your prospects’ greatest IT concerns and needs into a single document that not only

demonstrates your comprehensive understanding of their challenges, but also addresses how solutions exist and are available, the IT Playbook clearly demonstrates that your business is the best option to fulfill their needs.

Give your prospects the information they need to associate your services with profits and productivity.

Reach out to us today to learn more about the IT Playbook, and how you can put it to use for your marketing!

jmct.io/itplaybook

THE GO-TO DELIVERABLE TO MAXIMIZE LEAD GENERATION AND CONVERSION.

Our **IT Playbook** is a foundational piece to include in your marketing strategy.

JMCT.IO/ITPLAYBOOK



How to Make Compound Marketing as Effective as Possible



There is no one way to market a business. One can take dozens of approaches, each a better or worse choice in a given situation. Different

tactics will produce different results depending on your industry, audience, offer, and reputation. However, a strategy focused on compound marketing efforts will—in most cases—be most beneficial to your growth and sustainability.

Let's examine what compound marketing is and what makes it so effective.

Compound Marketing is a Long-Term Strategy

Many parables and fables teach that persistently working toward a goal is the best way to accomplish it. Take, for instance, the story of the Tortoise and the Hare. This story provides a valuable life lesson and easily translates into the marketing strategies that managed service providers and other businesses utilize.

The hare represents many more traditional advertising options. It is effective in short-term bursts but lacks the power or resources to last through a longer campaign.

The tortoise represents the kinds of efforts that compound marketing tactics are associated with. **Compound marketing uses smaller efforts, primarily based on content, shared over time to build a value**

proposition that connects with a target audience. This helps you encourage loyalty and foster an impression of reliability and dependability as you build a community of followers to your brand and its story.

Let's examine what your compound marketing strategy needs to pursue your goals effectively.

Compound Marketing Relies on Consistency

Let's consider this from the perspective of one of your prospects. Would you sooner trust a business that clearly established it would keep in regular contact with you or one that rarely communicated with you? Would you be more likely to consider a business that you regularly heard from and established itself as an option or one that was just another name in a list of alternatives?

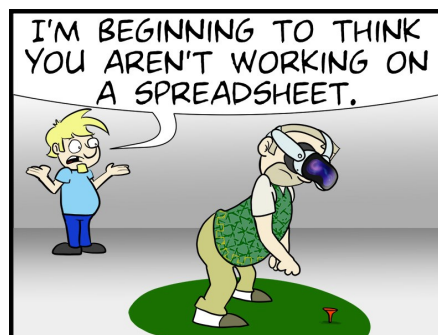
Consistent communications in compound marketing help reinforce your dependability. Your audience will be more confident that you are available to help them and have the ability to do so. Establishing a voice for your brand to use will add to the consistency of your messages and make your business more memorable to your marketing recipients.

Compound Marketing Requires that You Provide Value

Let's step back into the role of a prospect...



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—Tom Cates

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