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5 Types of Marketing Campaigns You Need to Be Using



The idea of marketing can be intimidating, particularly for small (or, yes, even medium-sized) businesses. After all, other work must still be done, and properly promoting your company and its services can drain your resources. That said, marketing is something that no business can go without.

We've strategized and tested different ways to execute marketing efforts most effectively, so we can confidently recommend a few marketing campaigns. In our experience, the five you'll see below are essential to any MSP's success.

First... What is a Marketing Campaign?

A campaign is a push. It's a push you make so you can reach a goal.

We've discussed how to set goals before... keeping them specific, measurable, and attainable, ensuring they are relevant to your company, and setting a time limit for their achievement. That mindset will get you a SMART goal. A campaign is the process you actively follow to meet it.

By this logic, a marketing campaign is simply a strategic push to accomplish whatever goal you've set for your business using the right marketing tactics.

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When it Comes to Cybersecurity, MSPs Need to be Educators



Today, every business needs cybersecurity. In some industries, we (and other MSPs) are starting to see more and more decision-makers actually come to us and request it. If you are an MSP and cybersecurity isn't a part of your service stack, and you aren't talking about it each and every week on your website, in your QBRs, and in your marketing, then you are going to be left in the dust.

Let's talk about how you can maintain that balance with some strategic marketing and culture-building.

Cybersecurity is a Profit Center... if Your MSP Can Get Over Some Hurdles

Let's consider it from the perspective of the average small or even medium-sized business. While the awareness and recognition of modern cyberthreats have improved over the past few years, far too many businesses still overestimate their chances of avoiding cyberthreats due to either overconfidence in their own security practices or the classic misconception that they will not be targeted due to their size.

You and I may know that neither of these scenarios is true, but your prospects are far less likely to have that level of insight. This means that your efforts to sell them the security measures and safeguards they need to protect themselves will seem to them

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Marketing for Those with Little Time



Marketing is an integral part of the business process. If your MSP isn't allocating any time to marketing, then your MSP isn't growing. However, if you allocate too much time to marketing, you take time away from other aspects of the business process. You can escape this trap by utilizing your time marketing effectively and efficiently.

Here are 4 ways you can optimize your marketing to save time!

1. Look for Opportunities to Incorporate Automation

Automation is a great way to streamline your MSP's marketing efforts. There are many tools in the market that automate the marketing process. Some are offering to create custom landing...



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Second... What are Marketing Tactics?

In this context, your tactics are your marketing tools—the means you have to communicate with your target audience, whether they're fresh prospects or loyal clients.

There are plenty of tactics that a smart business could strategically put to use, such as:

Email

As long as you have a contact's email address and permission to use it, you have a direct line to their inbox to share messages and insights. As you do so, being selective about what you send to your contacts is the best strategy. How often have you unsubscribed because the emails you were receiving were irrelevant to you? Be careful to maintain very specific marketing lists for this reason. If you

do so, you can keep sending carefully crafted messages directly to the person you want to see them.

Social Media

Keeping a healthy social media presence is an excellent way to increase awareness of your business and its services. The native tools these platforms offer can help get your brand in front of your best-fit audience, and since this exposure often happens outside of working hours, it is all the more impactful. Boosting posts that let your business show off a little and highlight your involvement in your community helps you build a positive reputation for just doing what you'd do already.

Content

We've said it countless times before, and we'll say it again now: content is king. With so many different formats—blogs, videos, deliverables,

and so many more—you can communicate with different audience segments more effectively depending on the format you choose.

It's also important to note that you can use different formats to communicate the same message. You need your audience to consider you a trustworthy authority when all is said and done. Content helps establish that trust and authority.

Search Engine Optimization

SEO, for simplicity, is a series of small actions that help you rank better on search engine results pages (SERPS). Many have to do with how your website is built and maintained, but many have to do with the content (as seen above) your website offers...



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as though you're just trying to get them to pay for something they don't need.

It also doesn't help that many of these protections seem extremely expensive... particularly as they appear to do nothing when they are most effective. It's hard to sell preventative measures when the customer doesn't perceive cybersecurity as a threat.

Nevertheless, an MSP Has the Responsibility to Provide Businesses with the Protections that Will Keep Them in Operation

So, not only do you need to ensure that your clients have a comprehensive assortment of cybersecurity services and solutions, but you also need to be able to educate your audience

about the importance of cybersecurity so they are receptive to your services.

This education is the key to effective B2B marketing, particularly regarding IT and cybersecurity-related matters. Let's take a moment to laser in on the lessons you need to work into your audience's awareness.

Three Key Lessons to Teach Your Audience About Cybersecurity Lesson One: How Truly Important Cybersecurity Is

This is the big one, as it precedes the other two lessons by its very nature. If you can't get your audience to buy into how critical cybersecurity is, you aren't going to be able to urge them to shift their focus to be as security-first as possible. Make sure you communicate how prevalent cyberthreats

are nowadays, and don't be shy about the consequences of falling victim to one, highlighting the financial and reputational damage that a data leak can easily cause for the business that suffers from one.

The idea is to help prospects realize how serious their needs are by opening their eyes to how much they have yet to do to ensure their own cybersecurity.

Lesson Two: How Cybersecurity Isn't a Challenge Solved with Money Alone

While proper cybersecurity will require some monetary investment from a company, money is far from the only variable that influences how secure...



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jmct.io/cybereducator](https://jmct.io/cybereducator)

Cold Email Effectiveness: Tips for Better Results

Email marketing is a supremely beneficial element of a managed service provider’s overall marketing strategy. Once you have permission to reach out to a contact via email, there are quite a few ways to use it to promote your business’ services.

One such way is through cold emails, but are they effective enough to bother with? Is there a more effective way you can send them?

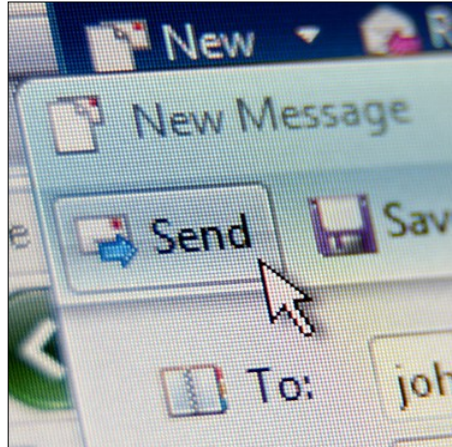
The annoying answer is that it all depends.

What is a Cold Email?

In the simplest terms, a cold email is received from or sent to someone—for our purposes, a business—with whom you have not yet interacted. While CAN-SPAM does allow cold emails under very specific guidelines...

- No misleading subject lines
- Clarity and specificity in your “from” line
- Your business address is available
- There’s the option to opt out of communications easily

(NOTE: None of that is legal advice, mind you, but guidelines from the Federal Trade Commission support these statements and offer more information regarding what limits and restrictions your messages need to abide by.)



...it is still best to focus on creating a natural-sounding, personable email that presents what you have to offer in a more educational tone. That’s how you can ensure that your cold emails are as effective as possible, making them more than worthwhile to invest time in utilizing as a means of communicating with prospects and clients (along with many other potential uses).

Given this, let’s discuss a few ways to boost the effectiveness of your cold emails.

How to Write a Cold Email that Lights a Fire in the Recipient

Make It Personal

Or, in other words, do your homework. The more generic a cold email is, the less likely it is to be effective. So, take your time and research who you plan to contact. Who is it you plan to contact, specifically? Find out who would be the most promising person to reach out to and craft a message that is directed to them specifically.

This level of personalization helps communicate that you would value a relationship with the recipient, so make sure you research who you are reaching out to specifically and build some level of rapport.

Keep It Simple

When you reach out to your...



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Highlight Cybersecurity By Adding the MSSP Kit to Your MSP Website!

With so many ever-evolving threats against businesses and their data, today’s organizations must prioritize cybersecurity.

Our MSSP Cybersecurity Content & Marketing Kit includes the marketing tools you need to educate your prospects and clients about the importance of doing so while promoting your cybersecurity service offerings.

It is a great add-on for the Ultimate MSP Website subscribers to take advantage of!

Your purchase of the kit includes the setup of the content (service / landing / success pages) on your website, with forms, as well as the branding of your deliverables to match your company.

Want to learn more of what is included in this kit? Use the link or scan the code below!



[Learn More!](http://jmct.io/mssp)
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MSSP KIT: MSP WEBSITE CONTENT & MARKETING KIT!

The MSSP Cybersecurity Kit provides you with the tools you need to promote and sell your cybersecurity services to businesses in your area.

JMCT.IO/MSSP

How Important is Your SEO for Your B2B Marketing?



In a word: very.

If you operate in the business-to-business space, SEO—search engine optimization—is

an essential aspect of your modern marketing and, in many ways, your business' potential success. Let's review what SEO is and how to use it to your business' advantage.

What is Search Engine Optimization?

SEO, especially in the B2B sense, uses a collection of practices to more effectively connect those interested in your services to your business by making your website more likely to appear in relevant online searches.

To effectively take advantage of SEO, there are a few important aspects to focus on, as we'll touch on again later.

First, let's focus on a more fundamental question:

Why is SEO So Essential in the B2B Space?

Businesses can see three primary benefits from investing in their SEO:

- Search engine optimization helps you get interested eyes on your business and its website.
- Search engine optimization helps you build your business' reputation and implicit trustworthiness.
- Search engine optimization helps you boost your qualified leads by putting you

in front of those seeking what you offer.

In short, search engine optimization is a great method for attracting prospects and drawing them in to learn more about your services.

What Kinds of SEO Do Businesses Have to Focus On?

Generally speaking, SEO is broken down into four different types:

On-Page SEO

Your on-page SEO measures how well your website is built based on modern users' preferences and search engines' priorities, aiming to make every page as visible as possible and worth viewing. This means you are focusing on elements like:

- Meta tags (tags that hint to search engines what a page contains)
- Keyword optimization (how well you are incorporating certain terms into your content, seen below)
- Internal linking (how well you are tying your website's content together)
- Images (ensuring that images used are formatted and indexed appropriately)
- Schema markup (structured data meant to tell the search engine what the page contains)

Off-Page SEO

Your off-page SEO activities are any efforts you make to signal to the search engines...



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Monthly Campaign

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

Co-Managed IT

Free monthly content to market your services!

Marketing Tidbits

"People don't buy what you do, they buy why you do it." – Simon Sinek

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