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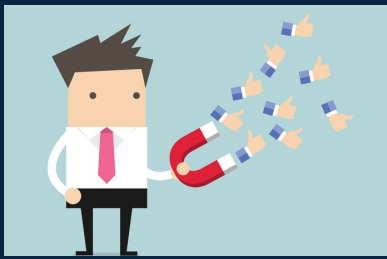
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Eight Ways to Hear What Your Clients Have to Say



When it comes to your business' marketing, there's one group who knows what works (and what doesn't) better than anyone else: your audience. As a result, their feedback is some of the most important for you to hear. The best way of finding out what this group is thinking is to ask, and it just so happens that there are many ways for you to do so.

Some of the following methods will probably be very familiar to you, and some may be completely new. Regardless, it is important to include a mix of them so you can reach the widest range possible. Doing so means you have the potential to collect feedback from those who may not have responded to one method, but...



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4 Questions You Need to Ask to Get Better Testimonials



over the four questions you should always ask while collecting customer accounts to accomplish just that.

If you want to build trust with your audience, you could do a lot worse than relying on testimonials. These accounts, straight from the mouths of your previously satisfied customers and clients, can easily bear much more weight than many—arguably most—other marketing efforts. After all, they are first hand accounts of what someone can expect from working with you. That said, there are still ways that you can and should coax the best, highest-quality testimonials from your happy clientele. Let's go

First and Foremost, How You Ask Matters

The key to a good testimonial is the number of details you can include. The more details you provide, the more convincing and believable your testimonial will be.

For instance, let's say a new ice cream shop opened up in town. Which account would you find more convincing?

"It was really good!"

...or...

"They make all their stuff—like, the ice cream, cones, and toppings—in-house, so everything was super fresh-tasting... especially the ice cream, I've never had any so rich and creamy before. It was really good!"

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Have You Setup SMTP Mail for Your Website?



If you haven't done this yet, your website might not send emails out.

Did you know... that emails from your website, such as password resets, notifications, and form submissions, need to be sent using a verified SMTP user.

Due to sender verification changes earlier this year, it's crucial to set up a mailbox within your website CMS.

Failing to do so may result in missed opportunities from website forms, unreceived support ticket requests, and clients not receiving password resets.

Please go to our guide to learn more about setting up SMTP Mail
<https://dti.io/smtppmail>

You can also reach out to us at support@joomconnect.com with any questions.

Failure to do this could result in missed leads from your website!

4 Questions You Need to Ask to Get Better Testimonials

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When all is said and done, both say the same thing—that the new ice cream shop is good—but the details of why the new ice cream shop is good make the latter testimonial more engaging and, as a result, more memorable and impactful.

When collecting your testimonials, it pays to ask more open-ended questions that can't so easily be answered with a simple “yes” or “no.” Frame your questions in a way that requires more details to be shared in a more engaging way—“how” and “why” over “if.” It is always better to have a testimonial be too long and need to be trimmed than to have it be too short to be used.

You Need to Ask for Permission

It's one thing to have someone say something nice about your business. It's quite another to use what they say as an official testimonial, publicly associating them with that opinion.

To do the latter, you need to obtain their express permission to use that person's identity and company's brand in your marketing materials, in addition to the testimony they provided... and it never hurts to get this permission in writing or documented in some other way.

On a related note, you should also run your completed testimonial by the person who provided it to be sure their opinion is accurately represented. That way, you aren't misquoting them or putting words in their mouth, and you can also reinforce their trust in you to do right by them for a bit of bonus reputation building.

So, despite customarily being one of the last questions you ask in an interaction where you may be

collecting a testimonial, this is one of the most important ones to ask.

Your Questions Need to Help Shape the Testimonial

Again, while your questions should be relatively open-ended, it is important to use them to gently drive the testimonial toward the desired outcome—namely, a testimonial that paints your business and its services in as positive a light as possible. This is why it is also important to ask the right questions and do so in the right way.

What Four Questions Should You Ask for a Better Testimonial?

These questions (or some variation) can be considered the blueprint for a compelling testimonial... whether that testimonial is a brief blurb or expanded into a full case study.

1. What was your experience/what problems were you experiencing before working with us, our products, and/or our services?

This is important to ask, as it gives a baseline, the “before” for your readers to compare the “after” to, as your testimonial resolves itself. Without this comparison, there's no reference for your audience to gauge the difference.

Let's look at a few more examples:

“We sold 100 units of widgets by the end of the month.”

...as compared to...

“We sold 100 units of widgets by the end of the month, five times what we sold the month before.”

See the difference? One states a fact without any context, while the other provides the perspective needed to

comprehend the scale of an accomplishment. If you can ensure that your testimonials are made specifically enough, this perspective will remain consistent.

2. What almost stopped you from working with us, our products, or our services?

While this might seem counterintuitive, and openly counterproductive, to share in a testimonial, it can help show one of your testimonial's readers that some concerns your client had (some of which your reader may also feel) were ultimately unwarranted.

So, let's say that your client/customer needed to make a relatively expensive purchase for their business that another prospective client of yours would also need to make. Highlighting your existing client's initial hesitation and—crucially—their happiness about the outcome helps your prospect put themselves in the shoes of your client for the entire journey.

As a result, they may take the plunge a little more quickly, saving you time and money in your marketing efforts.

3. What convinced you to try working with us, our products, or our services?

Similarly, a testimonial is a great place to highlight what would make someone want to work with your business, taking a selling point and again adding the perspective of someone who has benefitted from your business' involvement. Asking this question allows you to identify why someone decided to work with...



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Why You Want to A/B Test Your Marketing (and How to Do It)



There are a lot of decisions to make in any marketing effort you put out, many of which could

be the difference between success and failure. Even more common, however, are the decisions where the difference is between success and great success. Obviously, the latter option would be preferable... so how can you identify the right path?

Simple... by utilizing something called A/B testing. Let's discuss what it is and, more importantly, how to do it.

Question: What is A/B Testing?

Answer: A method of comparing two approaches to determine which results in a better outcome, focusing on a single variable.

Which call-to-action inspired the most prospects? Which blog title attracts

the most attention on your website? Which image on your social media ad resulted in more click-throughs? Which font generated more responses to your postcard?

Using the A/B testing process, you can evaluate and improve any design or content choice in any aspect of your marketing. Your options can almost be turned into a tournament-style bracket to find the supreme approach for you to take.

As you might imagine, this process presents many benefits to the business that uses it. Not only are you minimizing your risk by adjusting just one detail at a time, but you're also actively working to make every detail of your marketing work toward your ratio of conversions to visitors.

What Else Does A/B Testing Allow Me to Do?

Answer: Quite a few things, from connecting with your audience and their priorities better to staying in step with current market preferences.

While the primary goal of A/B testing is to maximize your conversion rate, it also offers other benefits that can give your business an advantage. For instance, it can give you valuable insight and understanding into what your audience is looking for and who they are.

With that knowledge, you can direct your future marketing efforts even more precisely... and as a result, craft content that more directly addresses their needs as they evolve. This helps you both stay abreast of your industry and its trends while also helping reduce your bounce rates. After all, if you provide what your audience is looking for, they're apt to stick around.

So... How Does One Run an A/B Test?

This is where you get to be a scientist, as an A/B test largely follows the scientific method of running an experiment. It begins by identifying...



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

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!



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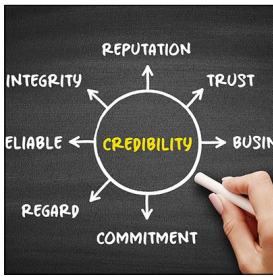
THE GO-TO DELIVERABLE TO MAXIMIZE LEAD GENERATION AND CONVERSION.

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

JMCT.IO/ITPLAYBOOK



How to Be Sure That You're Seen As A Credible Source



It's one thing to deliver a message to an audience. It's another thing entirely to have that audience believe and trust you, putting what

you say into practice. The first just takes marketing. The second, however, requires you to have built up your perceived trustworthiness: your "ethos," or credibility.

Let's explore why credibility is so important to your business' success and how you can cultivate it among the audience you want to attract.

First, What is Credibility?

A long, long time ago, the ancient Greek philosopher Aristotle argued that the ability to persuade someone relied on three key factors:

1. *Pathos*: How well a speaker connects with and engages an audience's emotions.
2. *Logos*: How well a speaker presents their position as reasonable and logical.
3. *Ethos*: How well the speaker is trusted by their audience to be sincere and speak in good faith.

This third factor speaks to credibility—a word derived from "credo," which translates to "I believe" in Latin. Your credibility is quite literally your ethos; how likely it is that people will accept what you say.

How Do People Judge Credibility?

Most people go through an unconscious process when determining if someone they are listening to is speaking in good faith.

"Can I relate to the person speaking or what they are saying?"

First, most people look for some level of relatability between themselves and the speaker—which, for our purposes, represents you and your business communications—as a litmus test to deem how credible the message is. Are there any similarities between the scenario or problem being described and what the audience has dealt with, if not currently struggling to manage? The more evident this connection, the more likely your audience will resonate with and ultimately believe what you say.

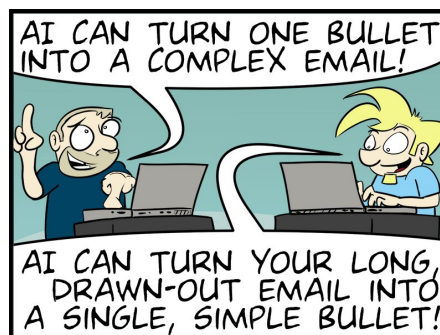
"Is this a person who should know what they're talking about?"

Second, people tend to defer to an authority figure when judging how trustworthy and accurate what is being said is. After all, if anyone should know what they are talking about, the person at the top is a likely contender.

Looking at it another way, who would you prefer to perform a complicated surgery on you... an established and accomplished surgeon, or the talented and precise butcher behind the meat counter at the grocery store? While both may be...



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