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### IMPORTANT! - Setup SMTP Mail for Your Website!



*If you haven't done this, your website might not send emails!*

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.

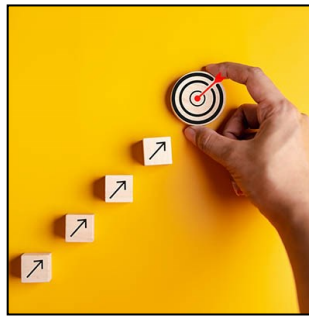
Due to sender verification changes earlier this year, it's crucial to set up a mailbox within your website CMS. Failing to do so may result in missed opportunities from website forms, unreceived support ticket requests, and clients not receiving password resets.

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](mailto:support@joomconnect.com) with any questions.

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

## Getting Stuck on the Small Stuff Prevents Success



The difference between success and failure isn't just about how motivated you are. Most of us in the IT industry are very detail oriented, and it's easy to get tangled up in the small details. Sometimes, getting stuck on the minutiae can really get in the way of launching and succeeding. Let's talk about some common pitfalls MSPs often get stuck in that prevent them from driving business forward.

It happens to the best of us. We get stuck on the day-to-day tasks and minutiae and forget about using our time and talent to do things that actually drive the business forward.

I think every single IT professional faces this challenge every so often. After all, we like the minutiae. We love the details. That's what makes us great IT professionals in the first place. We like solving problems. I don't think a single day goes by where I'm not compelled to jump on a ticket and just take care of something when I really should delegate it out.

I recently sent out a quick little email that got a lot of response from our clients. Here's an excerpt:

*If you are anything like me, you probably want your hands on as many things happening within your business as possible. You want to make sure your techs are handling your clients well, you want to make sure projects are being done right, and*

*(Continued on page 2)*

## The 5 Things You Should Do Every Day for Marketing Success



If there's one thing marketing needs to be successful, it's consistency. Sure, it needs to be informative, engaging, and convincing, but if your audience doesn't see it regularly, it just will not be as effective as you need it to be. Of course, to create this level of consistency, you need to be consistent in your activities.

That's why we've outlined five things that you should do each and every day to help make your marketing as effective and impactful as possible.

So, without further ado, let's dive in.

### 1. Check in On Your Competition to See What They're Up To

Let's be clear: Your competition will be trying to target the same audience as you. Reflecting on this, why not evaluate what they're doing to see what you can emulate and improve upon?

This can involve paying attention to your competition and their messaging, taking note of what they offer, how closely it aligns with your services, and how they are selling

*(Continued on page 2)*

## Getting Stuck on the Small Stuff Prevents Success

*(Continued from page 1)*

*sometimes you just want to dive in and solve a problem because it's faster than delegating it...*

*Treat this email as permission to step away!*

*Give yourself time this week (and every week) to get away from the day-to-day tasks and focus on doing something great for your business. Automate a process. Kick off a new cybersecurity service. Ask your clients for referrals (and use this FREE campaign).*

I got a lot of nice feedback from this, so I wanted to put together a list of some things that I see a lot of MSPs get stuck on. Maybe this might inspire you to step back and just push the “go” button instead of getting stuck on things that don’t really matter.

## The 5 Things You Should Do Every Day for Marketing Success

*(Continued from page 1)*

it—the prices they’ve set, their marketing activities, and the claims that they make in this marketing.

It also helps to look at the reviews left reacting to your competitors and the services provided to their existing customers. What did—and critically, *didn't*—these clients appreciate? What did they prioritize, and were these priorities met?

This research can inform your strategies as you design an optimized approach.

### 2. Network Amongst Your Audience and Industry

Successful marketers regularly network with their team and target audience for many reasons. Not only does it help promote improved internal communication and

### Don't Let These Trivial “Problems” Stop You From Marketing I'm Too Busy Putting Out Fires

Let's start big. You might not say this is a “trivial” issue but when it comes to your career and your company's growth, the day-to-day problems are short lived. If you let them consume all of your time, you won't have time for the important things that could actually bring long-term benefits to you and your company.

Yes, you need to put out fires, but you should always be looking for ways to prevent them or at least delegate them as they come in.

### I Just Don't Have the Budget for Marketing

You can't expect to grow without putting some effort into your marketing. Fortunately, that effort doesn't have to involve spending a ton of money.

collaboration, but it also allows you to collect firsthand accounts of what your audience needs and any suffering your services can mitigate. There are plenty of ways to accomplish this, too, from partnering with other organizations to participating in your chambers of commerce.

This kind of hobnobbing can also introduce you to new ideas, concepts, and strategies... and while they may not all apply to your processes, you may be able to take pieces of them to improve your operations and marketing efforts. Speaking of which...

### 3. Research New Opportunities and Trends

Similarly, any industry you care to name will constantly be undergoing innovation to help make tasks more manageable, more fruitful, more efficient, or all of the above. Taking

We've put together a comprehensive 4 part MSP marketing guide here that goes into some things you can do if you don't have a big marketing budget, but to sum it up, there are a lot of things that don't cost more than a little bit of your time and effort.

For example, you can run our free referral campaign. It's absolutely free. It's the second time we linked it in this blog post; that's how much we love using it.

You can go to your chamber mixers or other local peer groups. Shake hands and mingle!

Talk to your vendors about MDF funds. More likely than not, they...



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

time each day to research your industry will help you stay apprised of these shifts and prepared to jump on the opportunities such innovations typically bring.

The same goes for trends in marketing... staying abreast of trends and fads is very mindful, very demure (time will tell how well that fad ages). In all seriousness, it pays off to read the room on social media and speak the language your chosen audience is likely to hear and respond to best.

### 4. Practice Your Storytelling

Marketing requires an odd balance of facts and feelings—you must describe what you have to offer truthfully but...



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jmct.io/5everyday](https://jmct.io/5everyday)

## How to Make Images Your Most Powerful Marketing Tool



Modern marketing is essential to any business' operations, making it even more critical that

all marketing efforts are as effective as possible. Images can play a significant role in accomplishing this goal.

Let's talk about how you can (and should) use images and other visual elements to make your content more engaging.

### First: Why are Images Such an Effective Element for a Marketing Strategy to Include?

Using images makes a huge, measurable difference to your marketing's impression-generating capabilities. It doesn't matter how these images are shared; you just need to be sure that the image you use is relevant to the message.

By giving your audience images to associate with the information you are

trying to convey, you can help incite a reaction in them... and this can be for multiple reasons:

- Images help **grab your audience's attention**, as the brain processes them faster than written text. Have you ever noticed that reading a long, unbroken wall of text is more challenging than reading the same content, only with images to split it up?

You might not have, as you may never have made it far enough down such a wall to take in its message. In this way, you can almost think of marketing images as your campaign's gas station... they allow your audience to stop and refuel every so often, reinvigorating them to focus better on your messaging and to do so faster.

- Similarly, images are **easier for the brain to comprehend**, and since we inherently prefer the easier route, we're just more likely to stop and engage with what we can process more easily. Images beat out words in terms of their simplicity, and so

are the suggested strategy for many.

- It is also far easier to elicit an **emotional response from your audience**, which again helps retention and engagement but does so in a way that is easy to broadcast and encourages people to share. Again, the brain can absorb far more via an image, so use them to clarify and reinforce your messaging.

### How to Select the Right Image to Use

Of course, you need to ensure that your images accurately reflect your business, its brand, and the message you're using them to convey. Additionally, those that can help stir up emotions have been shown to be more effective.

You just need to know what emotion you want to instill.

If you want to make your audience feel positive about the experience...



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

## Instagram Link Wall—What is it and Why Your Business Needs One!

Like many other social media platforms, Instagram does its best to keep users on its app... partly by significantly limiting the number of links that can be shared in your business profile's bio. This can significantly hamper the value you can get from using Instagram as a marketing tool. However, we can assist by implementing a special workaround: the Instagram Link Wall.

The Instagram Link Wall is a specialized web page that we'll set up for you where you can share more. Send your social media visitors to your most valuable blogs quickly and

conveniently. Instagram can be great for adding visibility to your brand, but why limit its utility to an online billboard? Why not use it to direct your audience back to your website, where you control the conversation?

The Instagram Link Wall allows you to do just that—bring your Instagram followers to your website, where you can more effectively convert them into loyal clients. Learn more about the Instagram Link Wall.

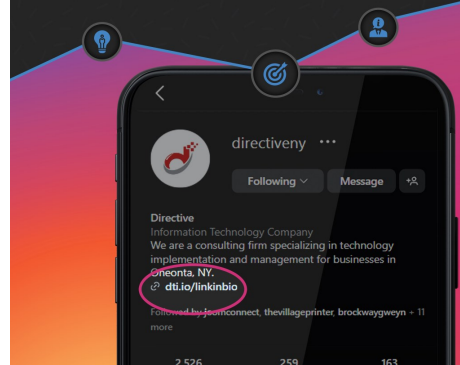


**SCAN ME!**  
[jmct.io/instalinkwall](http://jmct.io/instalinkwall)

### INSTAGRAM LINK WALL

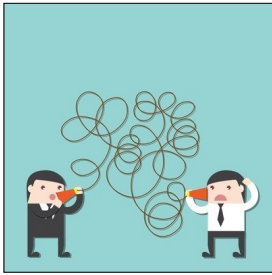
Instagram only lets you have one clickable link in your bio. Your MSP website can easily be set up to serve as your link management solution, allowing you to share multiple posts under one URL.

[JMCT.IO/INSTALINKWALL](http://JMCT.IO/INSTALINKWALL)





## The Importance of Following Up With Your Clients



There is an old saying that says, “the fortune is in the follow-up.” The saying is actually pretty accurate. Follow-ups have the

potential to influence a customer’s overall experience with your company. How frequently you follow-up and the quality of your follow-ups can be beneficial - or detrimental - to your MSP’s long-term success.

### Why You Need to Follow-Up

Keeping in touch with your clients in a non-marketing-related fashion should be something that you are doing. Follow-ups can help you:

- Provide a better customer experience to your clients
- Differentiate from your competition
- Identify changes in a client’s business and/or processes
- Increase your customer retention rates
- Address your company’s ‘problem areas’
- Upsell your clients
- Generate testimonials and referrals

Despite the numerous benefits that following up can bring, too few small businesses will do it. That’s because it can be very time consuming to do: you probably have a relatively big employee-to-client ratio due to the nature of providing managed services. But as you can see from above, it’s definitely worth spending the time and effort to do it.

### Frequent Follow-Ups

So, the question you might have after reading that: *when* should you be following up? *How*?

The answer to that question does vary and is dependent on your internal capabilities. Depending on what the topic is you are following up on, the method you use might also be varied. But, here are some possible options that small-to-medium-sized managed service providers should be able to handle:

- **After Onboarding:** This is a VERY important one. The onboarding process can be pretty overwhelming, especially for a company who hasn’t outsourced their IT to another company before. Even if your onboarding process typically runs pretty smoothly, it doesn’t hurt to check in to see if they have any questions or concerns.
- **After a Client Purchases a New Product or Service:** You can follow a similar follow-up procedure when one of your current clients purchases an additional service from you that they didn’t previously use.
- **After Any Customer Service Experience:** If you’ve helped a client with a particular issue they were having, be sure to follow up shortly after to ensure that things are continuing to work properly after you helped them. This may also help you identify weak spots in your customer service. Asking for feedback...



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

## Monthly Campaign

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

### Cybersecurity Awareness Month

Free monthly content to market your services!

## Marketing Tidbits

“Marketing is really just about sharing your passion.” – Michael Hyatt

## 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)

## We Love Referrals

Do you know someone who could benefit from our services?

For every referral you send to us, you will receive a **sweet gift** and a credit towards your account!

Check out our referral program!  
[refer.joomconnect.com](http://refer.joomconnect.com)



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