

## In This Issue:

The Ultimate Guide to Event Marketing for MSPs

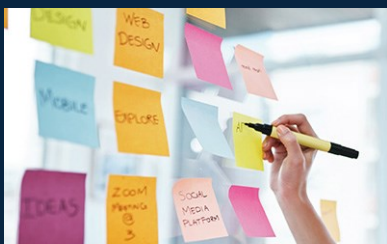
How to Build a SWOT Analysis that Works for You

Tips for Marketing Your Cybersecurity Services

How to Use Your Content to Send the Message You Want

As an IT Expert, You Need to Remember How to Talk to Those Who Aren't

### Tips for Marketing Your Cybersecurity Services



As a managed service provider (MSP), one of the most important services you can provide to your clients is in regards to their cybersecurity, which also makes it an invaluable asset to utilize in your marketing efforts. Let's go over some tips to help you draw in potential clients by effectively marketing your cybersecurity services—something that's often easier said than done.

It can be so challenging to market your cybersecurity services for three fundamental reasons:

#### Cybersecurity Marketing's Challenges: Competition, Ignorance, and Neglect

Overall, these three factors are what will ultimately make it a challenge for you to market...



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## The Ultimate Guide to Event Marketing for MSPs



marketing.”

Managed service providers can get real, quantifiable value from hosting an event for prospects or existing clients. Stick around because, by the end of this blog, you'll be able to track the value your MSP receives from properly utilizing event marketing to pursue your goals.

### The Difference Between Success and Wasting Your Time and Money on an Event

There's a reason we said, “properly utilizing event

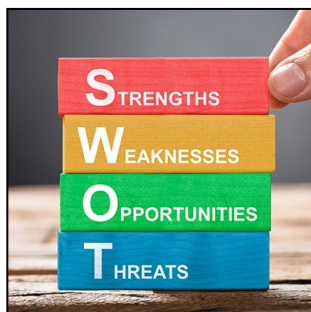
If you want your audience to show up or even know that you're holding an event, you need to excite them about it. It's a matter of drumming up interest and getting your target audience excited about your offer. People are busy, so you need to have something of value to offer before anyone will consider investing their valuable and very scarce time into registering for and attending your event.

This even includes any free events you plan to hold. As much as people like a free lunch, your lunch and learn needs to offer more value than just a party sub and assorted chips. You have to give your audience something of value to take away from your event and put into action, whether or not they intend to lean on your MSP for more assistance.

Speaking of lunch and learns, let's explore what shapes your marketing events should take.

*(Continued on page 2)*

## How to Build a SWOT Analysis that Works for You



To develop a strategic marketing approach, it helps to know where your strengths and weaknesses lie and how your opportunities compare to the threats you'll face. This is the purpose of the SWOT analysis... it allows you to assess your internal and external factors so you can refine and improve your marketing of the managed services you offer.

Let's explore what goes into a SWOT analysis and how to use it to your advantage, beginning with a breakdown of its most basic parts.

### What Goes into a SWOT Analysis?

The four components of a SWOT analysis are as follows:

- Strengths - what internal factors give your business an advantage?
- Weaknesses - what internal factors put your business at a disadvantage?
- Opportunities - what external factors could give your business an advantage?
- Threats - what external factors could put your business at a disadvantage?

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## The Ultimate Guide to Event Marketing for MSPs

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### Types of Marketing Events Your MSP Should Be Pursuing

There is no shortage of events that an MSP can benefit from hosting or supporting. For our own MSP, we've seen some very good results from webinars, lunch and learns, and leaning on our local chamber of commerce by participating in meetings and events.

Participating in trade shows also helps you get seen by an interested target audience, putting your name in their heads for when they experience the kinds of IT problems you solve. Hosting workshops for your local businesses and teaching them some basic best practices is also worthwhile, as these workshops reinforce your status as a trusted provider.

These are relatively inbound events, most likely to attract an audience

### How to Build a SWOT Analysis that Works for You

*(Continued from page 1)*

By identifying these factors, you can shift your operations more accurately to balance them out—or even make changes to resolve them—to make your business more marketable. After all, the more positives and fewer negatives your business presents, the more reliable it will appear to prospects and clients.

Let's dive into the four components of a SWOT analysis individually to give you a better idea of what each looks like.

#### Strengths

In short, what is or would be beneficial to include in your greater marketing strategy that you have control of in your business? What do you do best that can be highlighted in your marketing? What wins can you brag about?

somewhat aware of your business and your IT services. In addition to these benefits, event marketing can serve as an excellent outbound opportunity for your MSP, getting your name in front of a larger audience that may not have known you were an option.

To accomplish this, you might sponsor local sporting events, like golf tournaments and little league teams, or promote non-profit organizations and charitable events. Not only can this help associate your name with positive community experiences, but it also allows you to put your branding in a public forum, putting your logo in front of more faces. How many of these faces might belong to business owners dealing with IT challenges and would be interested in talking to you?

#### Goals of Your Marketing Events

One objective you might harness marketing events to pursue is getting

your name out there to introduce your business to new prospects and expand your marketing list. Event marketing can help you embrace many other opportunities. Sponsoring something the community has put on can help boost your brand awareness simply by having your logo printed everywhere. Hosting educational events helps show your expertise to new prospects and current clients and proves you to be an excellent informational resource for them.

Different events may be better suited to different goals. Let's say you wanted to boost the relationships between your MSP and its current clientele. Inviting these clients to a picnic as a sign of your appreciation may help forge that connection to...



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lacking in some way so you are prepared to avoid its impacts. What can you improve via a bit of attention, and what might you want to invest less in at a given time?

There are numerous reasons that your business may underperform in different ways, in terms of its efficiency, its productivity, or its competitiveness... just to name a few.

This is valuable information to know because it shows you where improvements are needed, which helps you identify your next steps. Alternatively, it may reveal that a certain initiative is not what you want to invest in at the time, so it may be less important to focus on than...



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#### Weaknesses

Of course, it is also essential to identify where your business may be

## How to Use Your Content to Send the Message You Want

*“Content is king.”*

This is a relatively common piece of marketing advice, but what does it really mean?

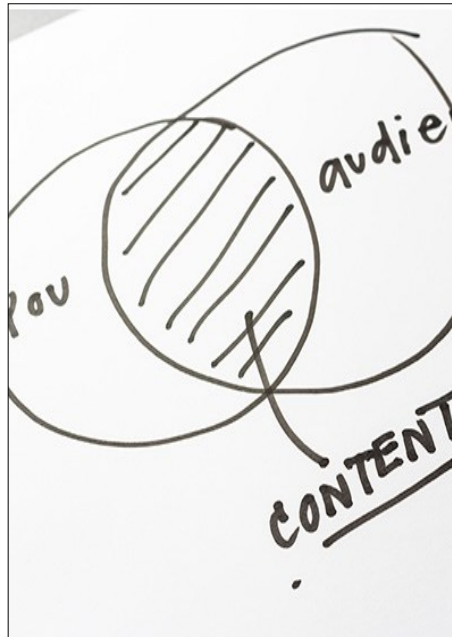
**Simple:** Regarding your marketing, your content will communicate most of your message with your audience. It pulls traffic to your website, gives visitors a reason to be there, and gives them ample opportunity to reach out to you. That said, your content also represents your business, so let’s discuss how to ensure your content puts you and your company in the best possible light.

### How to Establish a Voice for Your Business’ Content

In other words, how can you ensure that your marketing is recognizable as coming from your business, specifically?

This is precisely why developing a unified voice for all your business communication is so important. You want to think of your business as an individual with its own way of speaking and communicating. This

makes it essential to determine how you want your business to do so—creating a style guide for all business communication and content moving forward. The goal is to make it seem that everything comes from a single speaker and can be identified as coming from your business.



Next, you want your voice to be accurate, which means everything you create needs to be diligently and comprehensively proofread. Spellcheck is not perfect, and it is too,

too easy to make typos. By proofreading your content—ideally, having other people proofread it to get fresh eyes on it—you can catch these typos before they detract from your credibility.

Your business’ voice also needs to skew slightly to an authoritative tone. Believe it or not, filler words and ambiguous terms chip away at the confidence a prospect will feel in your words. Make sure that you consistently deliver value and do so in a way that makes it clear that you stand behind what you say.

### Content is King, So Treat It as Such

If you take anything away from all this, remember that your content represents your business to anyone who views it. Any miscommunication between your business and its intended audience will ultimately result in less traffic to your site and less business generated overall.



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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!  
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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](http://JMCT.IO/MSSP)



## As an IT Expert, You Need to Remember How to Talk to Those Who Aren't



I don't have to tell you that, for the managed service provider, the sales cycle doesn't have an end... it kind of just keeps going. While the finish

line may seem to be signing a new contract, there's a lot you still have to do to encourage continued and increased business with your new client. Much of it will depend on your ability to communicate with them.

From your sales team to all those who work with your clients regularly, everyone must remember a few critical practices when communicating with your clients and prospects.

### Leave Out the Jargon

It's no secret that the average person using a computer almost sees the IT professional—at least, in the context of their role—as a different species. As such, it can sometimes feel like they speak a different language.

Therefore, as you deliver your services, try to remember how the words you're using may sound to the person you're talking to... and that you're working with a lexicon they simply don't have access to. What may be a simple explanation to you might be complete gibberish to a layman.

This means that to create a relationship with your clients, you must be aware of

your expertise enough to adjust your communications appropriately. Over time, you may be able to educate them to keep up, but at least at the beginning of your relationships, you must make it as simple for your clients to understand you as possible.

### Make an Impression

In most industries, a professional's ability to communicate heavily influences people's impressions of them. A doctor with a good bedside manner is often viewed more highly than one without. The same is true in IT. People tend to trust confident and knowledgeable technicians more readily, as they seem better prepared to deliver the services properly and efficiently.

This creates an opportunity whenever one of your techs visits a client onsite. Once the service is complete, the tech can then reinforce your business and its reputation by recounting what was accomplished. Leaving behind a business card or tech feedback card also helps.

### Tee Up Future Business

Let's face facts: if there's anyone whose advice your clientele is most likely to take, it will be the technician who comes in and solves their problems, working on their IT in person. After all, they're the most familiar with it...

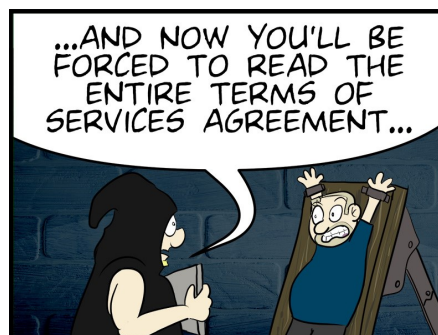


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## Monthly Campaign

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

### Endpoint Security

Free monthly content to market your services!

## Marketing Tidbits

"Business has only two functions – marketing and innovation." – Milan Kundera

## Partner Training

Join us for **FREE** weekly training!  
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