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### What to Do to Get Other Businesses Reading Your Business' Blog



We spend a lot of time discussing how beneficial a blog is to a managed service provider—or any B2B organization, really—as it serves as a simple means of attracting attention from search engines, demonstrating your business' value, and boosting awareness of what problems you can solve for them. One question remains, however:

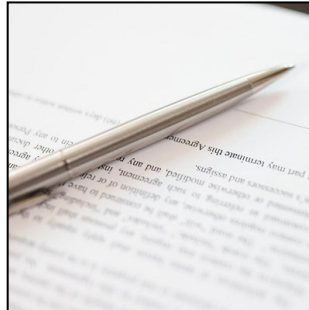
How do you get the appropriate eyes on your blog?

Let's look at ways to ensure your blog content reaches its intended audience...



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[jmct.io/b2bread](http://jmct.io/b2bread)

## If Your Prospects Aren't Converting, Check for These 3 Issues



Little can be more frustrating than thinking you're doing everything right, only for your desired outcome to elude you... for instance, if your marketing prospects aren't being drawn in.

Let's explore some potential reasons why your prospects aren't converting and how you can resolve the issues that may be present.

### If These Scenarios Sound Familiar, That May Tell You All You Need to Know...

#### Your Services Don't Resonate with Their Needs

Consider this: would you hire a lawyer if you needed someone to wash your business' windows? No?

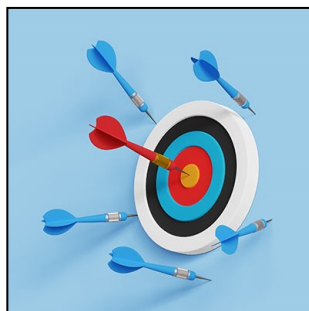
Similarly, you should avoid targeting someone whose needs differ from those your services would address. Instead, focus your resources on your most promising targets.

#### You Aren't Inspiring Confidence

A big part of selling your services is ensuring that people will feel that working with you

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## How to Make Your MSP Marketing More Effective



What do you do when you are presented with marketing?

Do you skip YouTube ads? Do you throw away any envelope that looks like it's an XM Radio offer? Do you delete marketing emails?

You are living, breathing proof that most people don't want to be marketed to.

This might sound strange coming from an MSP Marketing Agency, but it's the cold, hard truth. Fortunately, MSPs have a really great opportunity to skirt around this fact.

#### It Sucks to Be Marketed To

There are only rare occasions where marketing efforts actually delight the general public. In the entertainment industry, usually fans of a certain topic get pretty excited when they learn about tour dates, new shows and movies, video game announcements, new music, and other types of consumable media or products. A decent percentage of the American public admits to watching the "big game" for the ads, so there's that too.

For the rest of us on a normal day, marketing is a distraction. It's an interruption of our day-to-day lives where we are just trying to run our businesses, relax on the couch, or

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## If Your Prospects Aren't Converting, Check for These 3 Issues

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is the best investment they could make. If you don't, they may not buy what you're selling... or worse, actively seek it from someone else.

To counter this, you need to build more credibility, which can be accomplished by sharing social proof like case studies and testimonials, referring them directly to agreeable past and current clientele, and otherwise supporting your claims. The more you prove you have accomplished, the more your prospect will be inspired to trust you.

### You Haven't Identified Their Needs and Paired Your Services Properly

Similarly to our first point, you not only need to offer what they require, but you can connect these needs to the proper services. If you don't do

this, these potential clients won't see the value you offer and will seek it out elsewhere.

### Does Your Marketing Do Enough to Emphasize the Reward and Address the Risks?

This is the secret formula. Any decision a prospect makes is effectively the result they came to—consciously or not—based on the Ratio of Risk to Reward.

The ratio is pretty simple. If the prospect's risk outweighs your service's potential rewards, they will find another option. However, if the rewards your service can deliver are perceived as worth the risk, they are more likely to reach out and convert into a customer. It's a scale that is critical to balance.

## How to Make Your MSP Marketing More Effective

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look up a YouTube video on where to find a serial number on our particular model of refrigerator.

Let's look at MSPs, for example. Even in a perfect world, our ideal prospect doesn't wake up in the morning hoping to sign up for a managed services contract. IT is not something on the top of the average business owner's mind, in the same way that your water heater, despite using it daily, is probably not on your mind.

### The Right Marketing Puts You Top-of-Mind

I'd be willing to wager that reading the above paragraph was the first time you've thought about your water heater in several months. Now your water heater is top of mind. The first task that an MSP's marketing needs to do is get your prospects to think about you in the first place.

At the same time, you don't want to be the junk mail they throw away, or the ad they frustratingly mash "skip" on.

### So how do we do this?

#### Produce Marketing Materials That are Actually Valuable

We've talked about this at length several times. Here are two examples:

#### When It Comes to Cybersecurity, MSPs Need to be Educators

#### You Should Take the Lead in Cybersecurity Education

Educating your prospects for free might seem counterintuitive, but they aren't as aware of technology trends, best practices, and cybersecurity as you are. Stuff that seems very commonplace to you and me might very well be a mystery to others.

### How You Can Highlight the Rewards of Your Services/Assuage Those Worried About the Risks

You need to focus on this critical goal to boost your success. Fortunately, three simple strategies will greatly help you do so:

#### First, Don't Present Your Offer as a List, Present It as a System

While some targets may want additional details later in your marketing funnel, approaching your prospects with an itemized list of services and products likely isn't convincing them. Instead, initially share how working with you, and the overarching systems you utilize will encourage their success...



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[jmct.io/3issues](https://jmct.io/3issues)

On top of that, most business owners can easily understand that they need their staff trained on certain best practices and cybersecurity, too. Offering resources every so often will go a long way in establishing a great relationship with a prospect.

#### Stand Out With Your Differentiators and Reviews

One major focus that MSPs should have when it comes to their sales and marketing is establishing great reviews and building case studies. A business owner might not understand everything you bring to the table, but if you work with other players in their industry and can account for their success, it makes you a much better option...



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## 4 Topics You Need to Talk About in Your MSP's Marketing



Marketing managed IT services, much like marketing any service offering, largely

depends on the quality and applicability of your content and the topics it discusses.

As a result, it is essential to produce good content and address the topics your audience is most interested in learning about. Let's discuss a few things that this could—and really should—entail.

### What Your Business Should Share With Your Audience

Let's discuss a few topics you should instruct and inform your audience about through your content.

### Security Alerts and Pressing Issues

It is critical that your audience, as business owners, be aware of threats and looming security issues. This

means that you—as a professional—should take every opportunity to educate those who follow you through your content. You're more likely to be in the know, and passing this information down to your audience will reinforce your status as a trusted and engaged provider.

### Company News

It is also important to emphasize what has been going on in your business in terms of internal events like anniversaries, accomplishments, and accolades, as this helps show how impressive the team you have assembled is.

You should also share these events because they help welcome prospects to learn more about your company and its culture. The more appealing you can make your company seem to work with, the more likely a prospect will want to work with you.

### Tips and How-Tos

You're also trying to present yourself as an expert, so use your marketing to

showcase your expertise. A simple way to accomplish this is to share comprehensive instructions and useful tips with your audience. This helps them get used to turning to you when they need your assistance.

### Current and Future Offerings

Naturally, you should use your marketing avenues to highlight what you have to offer your clients. To this end, don't hesitate to discuss the pain points your target audience is apt to be experiencing and—most importantly—how your business' services can alleviate them.

While this may be the most obvious thing your business should talk about, it is no less critical for you to do as you work to cultivate a presence in their mind.

### Focusing On These Topics Can Help Shape a Successful Strategy.



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## Leverage the Best Marketing Deliverable for MSPs!

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!



Learn More!  
[jmct.io/itplaybook](https://jmct.io/itplaybook)

### SPECIAL OFFER: \$200 OFF YOUR IT PLAYBOOK ORDER!

IF ORDERED BY 12/31/2024

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

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[JMCT.IO/ITPLAYBOOK](https://JMCT.IO/ITPLAYBOOK)



## Unlock the Power of Email Marketing: 6 Steps for Success



Email continues to remain a steadfast tool for B2B marketers. However, like all tools, its effectiveness can dwindle if

misused. By following these six best practices, you can harness the full potential of email marketing to your business' benefit.

Don't worry; we can help! Email marketing is easier than you think if you can follow these six steps.

### Step 1: Build a Clean and Segmented List

The quality of your email lists is paramount. An outdated or messy list can derail even the best campaign. Alternatively, a well-maintained list not only increases your engagement rates, but also reinforces your brand's credibility and trustworthiness. Here are some tips to follow to help ensure that your list contains quality contacts:

1. **Have Permission** - Ensure every email on your list is from someone who has given you explicit permission to contact them. GDPR, CCPA, and other privacy laws have made this even more crucial.
2. **Regular Cleaning** - Remove junk, duplicates, and inactive emails regularly. Avoid generic emails like "sales@" or "info@".
3. **Use Segmentation** - For better personalization and higher engagement,

segment your list based on criteria like interests, past purchases, or behaviors.

### Step 2: Master the Subject Line

A compelling subject line is the gateway to your email. It's the first impression you make and it can be the deciding factor between an open or a dismissive swipe. Crafting a subject line that resonates with your audience requires a blend of creativity and understanding of who you are sending your message to. Here are some tips to help you craft a good subject line:

1. **Personalization** - Email tools are available today that allow you to personalize subject lines and content with re-replacers so that you can insert the first name, last name, and other information about the recipient.
2. **Optimize for Mobile** - Ensure your subject remains impactful. On smaller screens, email subject lines are typically truncated, so be sure to adjust your subject lines accordingly.
3. **Leverage Preheaders** - Summarize or supplement your subject line with catchy preheaders that incite curiosity. This text is visually hidden and only appears in the inbox preview, not in the email body.
4. **Evolve Beyond being Sales-y** - Even if your email itself is very sales-focused, your subject should aim for relevance and value rather than hard sales...



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[jmct.io/6emailsteps](https://jmct.io/6emailsteps)

## Monthly Campaign

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

IoT

Free monthly content to market your services!

## Marketing Tidbits

"If you are not taking care of your customer, your competitor will." -- Bob Hoey

## 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](https://training.joomconnect.com)

## We Love Referrals

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