

### In This Issue:

Why Successful Marketers Never Take A Break

Tell Your Customer Success Stories with Case Studies

The Start of Our 2019 Marketing Webinar Series

The Secret Sauce of SEO

Why Your Website is Your Most Important Marketing Tool

Service Highlights: Affordable, Monthly Campaigns to Promote Your Services

### The Start of Our 2019 Marketing Webinar Series



Each month in 2019, we will be holding a FREE webinar designed to educate you on various topics relevant to your MSP's marketing efforts.

You will now be able to find each month's topic and the date(s) the webinar is being held on page 4 of this newsletter in the 'This Month's Webinar' box, as well as through other communications we may be sending you.

Our first webinar for the year, **10 Ways to Kickstart Your Marketing in 2019**, will be happening soon, and you **MUST** register to attend a session.

**Learn More and Register!**  
<http://jmct.io/kickstart2019>

**Have marketing questions?**  
**Call Us: 888-546-4384**

### Why Successful Marketers Never Take A Break



It's easier than you think for small businesses to fade into obscurity. It's been reported time and time again that 20% will fail within their first year, 30% within their second year, and 50% after five years of operation. You don't want that to happen to your MSP. So, what can you do to make sure that (1) your current clients stay with you, and (2) you continue to bring in new clients?

The best thing to do is to never stop marketing.

#### Why Continuous Marketing is So Important

To ensure that your company stays top of mind, you need to be marketing frequently throughout the year to your leads, prospects, and clients. There are probably other options that your target audience can turn to in your area, whether these options are break-fix IT companies or other managed service providers. What makes you the best? Why is your company worth remembering?

If you don't keep reminding your audience, they're bound to start forgetting what makes you so special over time. They may take a look at the other options they have, and then...you've lost them.

Your leads, depending on what type of lead they are, may or may not even be aware that you exist. You need to solidify the idea of your brand in their mind and your expertise by touching

*(Continued on page 3)*

### Tell Your Customer Success Stories with Case Studies



Case studies are a key marketing tool that too few small businesses take advantage of. But, using case studies to showcase your problem-solving capabilities can be an especially powerful social proof and lead to an increase in conversion rates.

#### Why You Need Case Studies

Case studies are a great marketing tool because they combine compelling storytelling with key informational content about your business. They provide the opportunity to expand upon and analyze a customer's problem, going on to explain how your

business helped them by providing a solution.

These are especially powerful for MSPs due to the nature of services provided. Think of it this way:

Imagine a legal firm whom is interested in utilizing some sort of managed service subset to keep their business' data safe and minimize their network's downtime. They have been looking into their options, and they happen to stumble across your company in their search. They see that you have mostly positive reviews on Google and Facebook - a good sign. They also see from your website that you have services that seem to fit what they are looking for, and that you seem to be very knowledgeable in all things IT-related due to your regularly updated company blog. And, you do list working with their industry on your Industries Served page.

Is this enough to get them to give you a call or fill out a form on your website? In many cases...no. If you already work with legal firms, you know that your services can solve their industry-related needs and issues. But, do *they* know that?

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## The Secret Sauce of SEO



What made online marketing a boon for businesses was the capacity to provide nearly real-time, focused search engine optimization (SEO) results. SEO can provide a wealth of information about user engagement, which - combined with this ability to acquire and analyze data quickly - can turn marketing and promotion on its ear.

### How Can I Tell My SEO is Effective?

Analytics can tell you whether or not your site is receiving visitors, what those visitors do, and how your audience interacts with your website. These results are measurable: you have more or less traffic, your ranking is increasing or decreasing, and your content is trending or underachieving on social media.

Examining metrics like these can tell you the 'health' of your SEO and ultimately, your website's ability to attract visitors.

What makes SEO such a valuable asset to your business is the fact that this data is trackable, measurable, and repeatable. If your metrics are consistently showing progress and positively increasing, and if you're observing positive organic traffic, referrals, goals, an increase in engagement, and a low bounce rate; your SEO is a success and doing what it is supposed to do: drive traffic to your site.

One thing to consider is that the fundamental goal of SEO is to keep your business' website relevant and visible, enabling it to draw traffic. This traffic is what provides opportunities. The more visitors you have to your site, the more chances you have to make a conversion.

However (and this is the point that many misunderstand), conversions are just a side effect of SEO, not the goal of it. If your goal is conversions, then you need to focus on developing a CRO (Conversion Rate Optimization) strategy, which, while

similar to SEO, is a different animal entirely.

Your CRO strategy would focus on conversions, while your SEO strategy focuses on traffic. This means that, instead of trying to gain the attention of Google's bots like SEO does, CRO's goal is to attract the attention of human users. The best way to do this is by having landing pages, calls to action, and deliverables; everything short, sweet, and designed to convert.

We'll discuss CRO in more detail in a future blog, but until then, consider this: would you want to stay on a website that took 20 seconds to load each page?

### Now, Back to SEO

If you do not see conversions after optimizing your website, the question shouldn't be whether or not your SEO is working, but if your marketing is working. Conversion is just a fancy word for moving someone to the next stage in the marketing funnel. Like any traditional prospect, you need to work to coax them along.

You need to think about conversions, not as a passive activity that happens due to the magic of SEO, but as part of a successful marketing process. SEO is like any other marketing tool - if you want it to be effective, you have to work for it.

### Are You Putting in the Work?

You can't just "do" some SEO, read your data, and hope that customers will flock to your website. Selling services requires effort, as you are literally convincing someone to buy from you. This is particularly true in the Internet age, where there are literally thousands of competitors, all with access to the same tools and techniques that you have.

What are you doing to stand out from this competition and prove your value to customers?

While SEO must be part of your online marketing strategy (you'll have nobody to sell to if nobody shows up) and can help

your company stand out, it can't be your only marketing tactic.

SEO is the thing that feeds the search engines and keeps your website top of their "mind" and higher in the rankings, but it works behind the scenes. You still need to engage potential customers by using front-facing tactics. This is important because different people respond to marketing differently. The more diverse your marketing strategy is, the better your chance to connect with them will be.

Finally, unless potential customers are able to see your message, they won't buy from you.

### What Are You Doing to Promote Your Business?

The question is, besides SEO, what have you done as a business owner to promote your business? Have you:

- Visited your local Chamber of Commerce and built relationships with fellow business owners?
- Joined industry organizations or groups?
- Used other methods of marketing, advertising, and promotion such as; print media, email marketing, or traditional mail campaigns?
- Created custom content designed to show your expertise and authority?
- Promoted your content and insights on social media to drive traffic to your site, developing an audience and your authority?
- Offered your services pro bono as an expert to your community?

As you can see, active promotion of your business requires action and effort, which goes beyond just looking at SEO, even though SEO is essential for your marketing efforts.

Moreover, conversions or sales don't just happen, they require work, patience, and engagement to show a potential...



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

## Why Successful Marketers Never Take A Break

*(Continued from page 1)*

them very frequently through your marketing efforts.

It's especially important to market to your sales prospects - those who have actually engaged with one of your sales reps. You want to land that sale, so you have to show them why you are the best choice compared to their other options - your competition.

And, you shouldn't forget about those who are already doing business with you - your clients. Not all small businesses will take the time to do this. And, why should they? These people are already generating

your company money through the products and services they pay you for. So, what's the point?

If you have that mindset, it's time to readjust the way you think. Because of the relationship you've developed with your clients through services rendered, they (hopefully) think fondly of you. So, why shouldn't they turn to you for all of their IT-related needs?

Think of it this way: a client who uses you to help them backup their data may be interested in installing some security cameras in their store, a service that you (hypothetically) also provide. But, if they

don't know that you can assist them in doing so, how will they know to turn to you for help? If you market your other services, they will know, and you can successfully obtain sales in that way for other services your clients may or may not know that they need.

### The Need to Mix Things Up

When we say you need to be marketing continuously, that doesn't mean that you should pick one or two marketing methods and use them to target your...



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## Why Your Website is Your Most Important Marketing Tool



When was the last time that you Googled your company? What about the last time that you navigated from your company's

homepage to each of your service pages? Your company blog? Your About Us page? What do those pages look like? When were they last updated?

The fact of the matter is that if your website doesn't live up to you visitors' standards, you're likely not going to generate any new business or provide a useful resource for your existing clients.

### Can Prospects Find You?

Most managed service providers like yourself must compete with other small businesses in the same service area that are vying for the same customers. These may be indirect competitors - break-fix IT companies - or other MSP's who have the same or similar service offerings.

When local businesses are looking for some sort of IT-related assistance, they're most likely going to turn to Google. And, what might they be searching? Well, that depends on what exactly they need. For example, a client in the Healthcare

Industry interested in backing up their business data might search:

- Business continuity plan for healthcare industry
- Data backup assistance near me
- BDR options for small businesses
- How to safely back up patient records
- Affordable data backup options
- How to keep my business data safe
- HIPAA compliant information backup

...and, numerous other related searches.



Now, try typing each of those bulleted items into Google, one by one. Does your company appear as the first result? Are you even on the first page? If not, then you more than likely won't be getting their business anytime soon.

It helps to have content on your website that contains the various keywords listed in the searches above.

### Will Prospects Like What They See?

When prospects click into your website

after finding you, they want to be able to easily navigate your website so they can learn about what you do. To make sure that they have a good experience, you need to be prepared for every scenario.

Is someone browsing from a mobile device? Then, your website better be optimized for mobile. Are they browsing outside of normal business hours? If so, you better include forms throughout your website so that they can submit their information to you conveniently, at any time of the day.

You need to provide as much information as possible on your website in an easily digestible way, and content that can reach individuals of all industries you serve at all stages of your sales funnel. Do you have social proof (awards won, testimonials, case studies) on your website in easy-to-find places? What about educational content (blogs, brochures, whitepapers)? Does your website link to your social media pages?

It helps to utilize multiple Menu items and sub-menu items as needed, and put each individual page in a place where...



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

## Tell Your Customer Success Stories with Case Studies

(Continued from page 1)

Case studies can help fill in that gap. They help set the reader up with an idea of what to expect, should they choose you to provide a product or service, due to what they essentially are - customer success stories. By explaining how problems are solved while at the same time providing valuable social proof through your stories, you position your brand in the readers' minds as an authoritative and capable figure in the IT industry.

### Using Case Studies to Target Your Niche(s)

As showcased in the example above, case studies work best when they are industry-specific. You probably have certain industries that you work with more than others. For each of those

industries, you should create at least one case study and publish it on your website.

But remember, it's not always enough to just put in on your website for people to find - not every customer in your target audience is going to behave like the decision makers for that legal firm discussed previously. In fact, they may not even be aware of the value that managed... services can bring them.

That's where the rest of your marketing comes in. You can run campaigns that...



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

## Service Highlights: Affordable, Monthly Campaigns to Promote Your Services

The New Year is a time to re-evaluate yourself and your business and make changes for the better. One area that almost every small businesses could improve in is **marketing**.

Our **Monthly Service Highlights** can help put you on the right track. This service will provide you with laser-focused mini campaigns **every month** that allow you to focus your marketing on a single service, whether that service is your offering for business continuity, network security, cloud services, or unified threat management.

Promoting your services in this way is the **best method** if you want to avoid overwhelming your target audience with too much information.

### Each Month We Provide You With:

- A newsletter article detailing your chosen service and its benefits
- Two social media posts to draw your followers to your service page
- A postcard for direct mail or, if you prefer, an email



Start The New Year Off Right! <http://jmct.io/servicehighlights>

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## MSP Website Content

This month's upcoming content articles for the Ultimate MSP Website subscribers:

- [Windows 7/Windows Server 2008 R2 EOL](#)
- [Google Cloud](#)

Enjoy the new content!

## Partner Training

Join us for **FREE** weekly training!  
**Website:** Tuesdays at 4 pm  
**JoomConnect:** Thursdays at 4 pm

Register for a session at:  
[training.joomconnect.com](http://training.joomconnect.com)  
(All times are EST)

## This Month's Webinar

### Kickstart Your Marketing in 2019

- Tuesday 1/8 at 11AM EST
- Wednesday 1/9 at 1PM EST

Learn more and register at:  
<http://jmct.io/kickstart2019>

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