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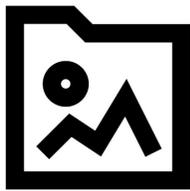
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### Facebook 101 - Image Ads [Social Media 101]



Social media, Facebook especially, is an amazing marketing tool to gain the attention of your target audience. It can be used by businesses of all sizes to effectively communicate and expose your business to not only your clients and prospects but also to a much larger general population.

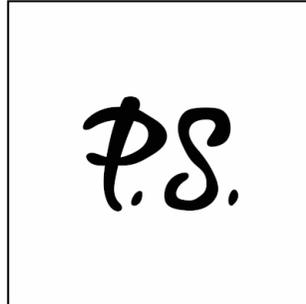
Advertising on Facebook with their Image Ads allows you to promote your business and services directly to your target...



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### PS: There's a Really Easy Way to Make Your Marketing Materials More Effective



Let me ask you something... when you happen to receive some correspondence, whether it's a letter or an email, where do your eyes go first? If you're like most people, you likely follow something known as the "reading curve."

#### Understanding How the Reading Curve Impacts Your Marketing Efforts

The concept of the "Reading Curve" was first posited by Professor Siegfried Vögele in his work in direct marketing, which he literally wrote the book on (*Handbook of Direct Mail—The*

*Dialogue Method of Direct Written Sales Communication*) in 1992.

One of the critical theories that Vögele shared was the importance of the first twenty seconds after a letter is picked up (or indeed, an email is received). The moments are some of the most crucial to your marketing endeavor's success, as it is during those moments that the decision of whether to read the letter is made.

Let's focus on the last 7 seconds of this time after the letter has been opened and unfolded:

*(Continued on page 3)*

### How to Measure Online Success For Your MSP



When determining whether their online marketing is successful, most MSPs only focus on their page position for some golden keyword like "Managed IT" or "Computer Support." While page positioning is a valid consideration, it shouldn't be the only or even primary method of measuring your online success. Here's why.

#### How Do MSPs Measure Success?

A frequent reprise from many MSPs is, "how do we know our marketing, SEO, or blogs are working"? This is, of course, a valid

question.

Understandably, what often happens is that an MSP will do a search on Google for "IT Support" or a similar generic term, and if their business doesn't turn up in the number one position, they feel that their SEO has failed. This belief is wrong on a few levels because despite how intuitive it seems to focus on page positioning, how you measure success depends on what, why, and how you're measuring.

Of course, having your MSP on page one of a search result is a valuable measurement. It is a good sign that Google recognizes the value of the services you offer as an MSP. It is also well-known that the higher your business is on a search result, the better chances you have to catch a potential lead's attention. However, a page one ranking is the beginning of the process, not the end. For that measurement to be transferable to lead generation for your MSP, some additional steps need to happen.

- The search results promote a potential lead to click on the link and visit your website.
- Once on your website/page, the lead needs to find the content or service of value.

*(Continued on page 2)*

## How to Rank for the Keywords You Want



When you search for your MSP on Google, are you finding your business? Are your competitors ranking for

keywords you feel you need to attract more clients? Take a moment to learn why you're not ranking for your keywords and what you can do to change it.

### Why Isn't My MSP Ranking for (Insert Keyword Here)?

Google's core goal is to provide the best experience possible for users using their search engine. The results they display for any particular search are based on a huge variety of factors that Google tends to keep close to the chest. There are over 200 infamously secret factors Google uses, but the big ones are content, user experience, and social proof.

**Content** is pretty self-explanatory. You need to clearly describe your services and products, what you offer, what makes you

stand out, and what a potential customer can expect. If you don't talk about what you do, you aren't getting ranked for it. You also need to explain your services in a way that makes sense to your audience. They are doing the searching to find you, after all. Steer clear of jargon—if you are an MSP, your ideal client doesn't usually care about the tools you use to virtualize a server, they just want their technology to work.

**User Experience** is a little more complex. Your site needs to be mobile responsive, easy to navigate, and provide an overall good experience. Google loves seeing users spend time on your site. If you aren't providing a good experience, people aren't clicking around on your website. Of course, poor content could detract from your user experience, too.

**Social Proof** is more of a general term here. Google is looking for others to vouch for you, either through legitimate reviews, social media, or links from reputable websites. Collecting reviews and building solid press releases can help with this, as well as making sure you are active with

local peer groups and your Chamber of Commerce, provided they have a good online presence.

When SEO "specialists" promise your website will be on page one of Google, they use a variant of this process to get you to rank for a keyword as a page one result. They choose a keyword that your competitors aren't using and promote it using Grey or even Black Hat SEO techniques. Besides risking the wrath of Google, the problem with this tactic is if your competitors aren't interested in using the keyword, then they are of questionable value. If your keywords can't generate leads, they are of limited value, even if they place your MSP on page one of Google.

SEO is a ranked competition. Your competitors that rank above you are likely doing one of these three things better, or have some other quality that's keeping them in Google's favor...



Read the Rest Online!  
[jmct.io/rank4keywords](http://jmct.io/rank4keywords)

## How to Measure Online Success For Your MSP

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- The lead needs to complete a form or make a call.

It is the final step your business should measure above all else. Are you getting leads, also called conversions, from your website? In other words, you could very well turn up on page one for "Managed IT", but if no one finds your content compelling enough to ask for more information, your placement amounts to all show, but no substance.

### First of All, Seeing a Page One Ranking Isn't as Amazing as it Used to Be

Try this experiment out. Do a Google search for "Chinese takeout." Then ask a friend from the next town over to do the same search. You'll almost certainly get different results.

This doesn't just apply to restaurants and

brick-and-mortar establishments. Google will customize search results for everybody. Most people are logged into Google when they are doing searches, and that means Google has a ton of data on them and their preferences. Your physical location, the device you are on, and your web browsing habits all contribute to getting unique results. If you do a search and find yourself ranking in the first position, that doesn't mean others do.

Okay, but we all knew that, right? Here's something that most might not know. 96.54 percent of all search queries in the US have fewer than 50 searches per month.

What does that even mean?

That big-ticket, high-demand keyword or phrase that you think you need to rank for in order to be successful on Google probably isn't netting you as much traffic

as you think. Let me explain this with an example.

Let's say you sell t-shirts online. Your inventory consists of thousands of t-shirts with different sayings and graphics geared towards all kinds of different people. Of course, when you do a Google search for t-shirts, you see the big brands like Kohls, JCPenny, Teepublic, etc. Ranking among them is going to be an incredibly difficult mountain to climb. Fortunately, you've got a secret weapon at your disposal: the *long-tail keyword search*. Long-tail keyword searches are what most users tend to do. There are statistically fewer people searching for "t-shirts" than there are people searching for "*something something* t-shirts." That "*something...*



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## PS: There's a Really Easy Way to Make Your Marketing Materials More Effective

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- First, the recipient checks the letterhead for a logo.
- Next, the recipient checks the date for when it was sent and double-checks that it was intended for them (and that the sender cared to spell their name correctly).
- Then they either skim the correspondence to pick up on the main ideas or skip right to the bottom to check who it was who sent it.
- Their eyes land on any message left after the signature—the post scriptum, or “P.S.”—to figure out what the letter was about.
- Finally, they might go back and read the entire document.

Seriously, the next time you open a letter or check your email, pay attention to where you first cast your gaze.

Vögele was chock-full of marketing theories and insights, so make sure to leave a comment and let us know if you want to hear more about what he had to say as part of his Dialogue Method. Today, let's narrow in on just one aspect of it: the importance of a quality postscript.

### Why the P.S. Matters

If we go back over Vögele's methodology for a moment, we can see that the first time any real attention is paid to the contents of the correspondence only happens once the reader's eyes find a P.S. at the end of it. Vögele went so far as to explicitly give it a value in his book:

*“Over 90% of readers read the PS before the letter. It is the first sentence, not the last.”*

It's true: people love to see a letter with a P.S. included. Not only does it give them a quick means of getting to and comprehending your real message, reading it first actually serves as its own reward. This is due to something called the Zeigarnik effect, as it was first recorded by 1920's psychologist Bluma Zeigarnik after observing how waiters in a café could remember an order until it had been paid for. We'll cover this in a little more detail below...



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

## How to Design the Perfect MSP Print Newsletter from Scratch (Part 2)



We recently talked about what you need to do to get started putting together your own printed newsletter from scratch.

Now, we'll go over some extra things you can do to add a personal touch to your newsletter, and what you should be doing before your newsletters get printed and sent out to your mailing list.

### Go the Extra Mile and Personalize It!

Personalizing your newsletter is another way to hook your reader into holding on to that piece of mail you sent. What do we mean by personalizing it? We are referring to a few things that include:

- **Employee Highlights:** You can choose an employee to feature each month and write a short article about their involvement with the company. Feel free to add in some things about their home life to make it more personal.
- **Company News and Announcements:** Holiday hours, upcoming events, and a new service or product offering - all of these provide information to your readers. Include these whenever you have them.

- **Promotions and Giveaways:** Give an exclusive offer to those who receive your newsletter. You could even give something away for free (people love free things!). Set up a landing page, include the link in the newsletter, have people register there, and let the lead capture begin.
- **Testimonials:** Share what others say about the experiences they have had with you or your company. People like to hear what your other clients have to say about you; this gives them a sense of security that they are in the right hands.
- **Events and Event Follow-Ups:** Do you go to tradeshows, or host lunch and learns or webinars? Include them all in your newsletter to promote it. After the event, you can add quick write-ups and some images from the event in question to show them off and show your readers what they missed out on by not attending.
- **A Message from the Owner/CEO:** A newsletter is a great way for a CEO to reach out to their prospective clients. Messages don't have to be elaborate. Consider writing about a simple new service announcement, holiday greetings, or a special thanks!
- **Trivia and Fun Facts:** Not all of the educating has to be in the form of an

article; you can educate your readers by giving small facts or quotes that fit the general feel of the newsletter.

- **Social Media Links:** Having links to your social media pages gives the readers other ways of finding information they are looking for, and lets them know other forms of contact with your business.
- **Comics:** These help to fill space and let the readers know that you aren't just all business.

**How We Do Ours:** Every printed newsletter that is a part of our Printed Newsletter Service includes links to your social media accounts, a fun Tech Toons Comic, and (when applicable) a holiday message. We work with you to help you customize your newsletter and can include any of the above personalization options - and more - depending on your preference. This content can be written by you, or our content team can do so for you.

### Don't Forget to Proof!

#### Initial Proofing

It's all in the details, or so they say. This...



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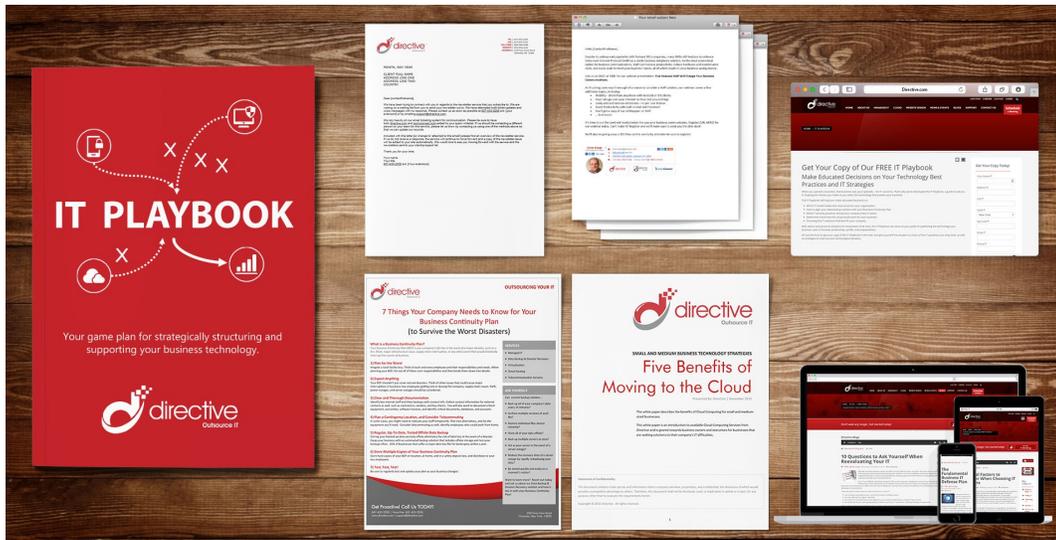
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Bundled with our IT Playbook, we offer a multitude of materials to help you showcase your "best side," so to speak, to your clients and prospects, with included materials to supplement your sales and marketing activities like:

- A "How to Market Your IT Playbook" guide
- Playbook Request landing page
- Prospect letter
- Three-email drip
- Three blog articles
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Find out more about our IT Playbook and how it can benefit your MSP's marketing!  
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