

## JOOMCONNECT MARKETING GUIDE

# Conquering MSP Problems



Presented By: JoomConnect | Revised: December 2019

DISCLAIMER: What follows is an analysis of marketing problems that many managed service providers face and potential solutions to those problems. JoomConnect does not look to defame any marketing strategy included or omitted, and makes no claim that the solutions proposed will fix the problems discussed in every circumstance. This text is intended as a referential resource to assist MSPs in evaluating their current marketing strategies and efforts.

## ABOUT JOOMCONNECT

Located in Central NY, our MSP company Directive has been serving local business' IT needs for over 25 years. While making improvements to our own internal processes, our CEO recognized a need in the managed IT space: an intuitive integration of our website with our PSA. The result was JoomConnect, a platform that assists managed service providers in automating their sales and marketing efforts with their PSA.

From marketing automation, to marketing services, to websites, JoomConnect provides scalable marketing solutions to meet your company's marketing needs. Our services are designed to assist you with as much or as little as you need in running your marketing efforts and tracking the results.

**For a selection of our core services, see the rest of this page, or visit our website at [joomconnect.com](http://joomconnect.com)**



### JOOMCONNECT

Get automated and get more out of your website with JoomConnect! JoomConnect is the integration between your website and PSA, letting you automate the processing of leads and sync users. Deploy opportunities, activities, and tickets for your team, track and manage website visitors - all before you even type a single keystroke into your PSA. JoomConnect's feature list is enormous and delivers some amazing capabilities, including a unified login solution, automation templates, a quick forms builder, and more! JoomConnect is also compatible with plenty of advanced ConnectWise API add-ons, to help make your marketing plans easier with the power of automation.



### MSP MARKETING

Are your marketing efforts under-performing? As a full-service marketing agency for MSPs, we can help you develop your marketing strategy from concept to completion. Our services are designed to assist you with as much or as little as you need in running your marketing efforts and tracking the results. We can help you get in front of other businesses by putting together your marketing plan, fulfilling your campaigns, and equipping you with the content and resources you need to stand out from your competitors. With our web and marketing experience, we provide a wide range of marketing services designed specifically for IT companies. Check out our website to learn more.



### MSP WEBSITE

Our Ultimate MSP Website templates are an MSP Marketer's dream turnkey solution. Each design is fully equipped with content optimized to establish your brand. Alternatively, our graphic designers can build a custom website for you from scratch or based on a pre-existing website template of your choice. After your website launches, we continue to provide the skills and tools for you to be successful by offering free weekly training webinars and access to our extensive knowledge center. Each month we also provide MSP Website Subscribers with new IT-centric website content and marketing campaign materials to go with it. Multiple add-ons to enhance your website are also available.

## CONQUERING MSP PROBLEMS: COMPETITION

# IF YOU'RE STRUGGLING TO MARKET YOUR MSP, START HERE

As an MSP marketing agency, we have gotten to know managed service providers from around the world. Through the many relationships that we have built over the years, we have noticed some common hardships that these businesses experience on a regular basis in relation to their marketing - some of which we even experienced ourselves in the early years of running our own IT company!

If you're reading this, your IT company has probably experienced quite a few hardships yourself, and are looking for the answer(s) needed to make them disappear. Our job is to find MSP marketing solutions to solve these problems for each and every one of our clients, and we do our best to make sure that with the help of our services, these hardships can fade away.

### Wouldn't you like to know how to conquer the problems you face?

***If so, then you've come to the right place!***

This document will go over how to conquer some of the most common problems that managed service providers face related to their marketing and communication efforts., and provide you with ways to overcome them.



#### ***These hardships fall within four major categories:***

- ⇒ Competition
- ⇒ Finding the Time to Market
- ⇒ Marketing Effectiveness
- ⇒ Communication that Leads to Conversion

## CONQUERING MSP PROBLEMS: COMPETITION

# THE COMPETITIVE ATMOSPHERE

If you're like most managed service providers, you probably are faced with competition from multiple different areas. Whether this competition is direct or indirect, they pose a threat to your business because they can take away current and potential customers from you.

Let's take a look at five common sources of competition for MSPs, and how you can use your marketing and communication efforts to come out on top.

## 1. THE BATTLE BETWEEN OLD AND NEW

Break-fix IT was the standard IT solution for local businesses for a long time. Many businesses, especially ones who have been around since break-fix IT was in its prime, are very reluctant to make the switch to managed services or any related recurring monthly IT service because they still have a "if it ain't broke, don't fix it" mindset.



### CONQUER THIS PROBLEM!

The trick to converting prospects that have been trapped in the break-fix world for so long is to prove to them why recurring IT services would be better for them in the long run.

To do this, think about the many issues that these businesses face when subscribing to this model: **EVERYTHING about the downtime of their technology is unpredictable.** This includes:

- |  |   |
|--|---|
| ⇒ Duration of the downtime                                   | ⇒ Cost it's going to be to fix things                                   |
| ⇒ Time it's going to take to get things up and running again | ⇒ Cost the business incurs from not having their technology operational |

Keep in mind that those issues encompass managed service-related issues, and don't take into account various other IT-related issues related to network security, data backup, and business continuity that can occur to businesses not taking advantage of managed services.



How should you be showing these prospects that your solution is better? **By proving it in your marketing!**

You can run campaigns targeting these leads that focus on either showcasing the benefits these businesses would receive by switching from break-fix to managed services (e.g, reduced downtime, predictable billing, etc.), or by highlighting the downsides to the break-fix model (e.g., unpredictable downtime, unexpected costs, etc.) that the managed service model can correct. It depends on how you prefer to frame your campaign.

## CONQUERING MSP PROBLEMS: COMPETITION

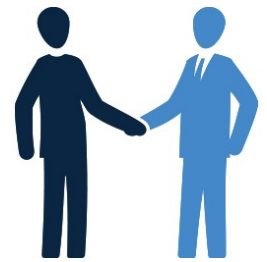
### 2. AN 'OFFICE TECHIE' IS NO SUBSTITUTE

When you're marketing to a small business, it's inevitable that you'll run into a suspect or prospect that employs an amateur 'techie' that handles all of the technology-related issues that come up within the business.

For a lot of the businesses that you're going to be targeting, their internal resource is going to have other responsibilities on top of these tech-related ones. This is important to keep in mind when you work to successfully convert these businesses into paying customers.

#### CONQUER THIS PROBLEM!

Your marketing content must clearly demonstrate the value of your services to compete. An employee who acts as part-time tech support for their employer is bound to make mistakes. Even if they aren't making mistakes, they aren't actively managing company technology 24/7. Because of this, issues can develop, and problems can go unnoticed for quite some time.



Your company can provide additional support to companies who have an internal resource similar to this. You don't have to tell these companies that their internal resource is incompetent. Doing so would likely deter these businesses from doing business with you. Instead, through your marketing, demonstrate that your services can complement and work in conjunction with their internal resources to make sure that nothing compromises their network.

### 3. BIG BUSINESS, BIG PROBLEMS

Similar to the way that amateurs can encroach on MSP territory, the same is true with big corporations. Many large companies like this have recognized the revenue potential that recurring monthly billing IT services can bring. Others have developed a hybrid break-fix and semi-managed services model that can be appealing to businesses that are hesitant to switch from break-fix to managed IT services.

Because these businesses are larger corporations, they often have the name recognition and the marketing budgets to attract small businesses in your area to accept their IT help.

#### CONQUER THIS PROBLEM!

Your marketing has to make a case as to why you can provide superior service, security, and features that those giant companies looking to get into the SMB market cannot.



These larger box companies such as Best Buy's Geek Squad or Office Depot may have the brand recognition, but they also have a large assortment of clientele with different needs and requests. This hinders them from getting to know their clientele on a personal level. Therefore, they can't provide as customized of an approach as you would be able to.

Make sure you are showcasing your client satisfaction and retention through your marketing. Focus on collecting and showcasing social proof on your website and through targeted campaigns.

## CONQUERING MSP PROBLEMS: COMPETITION

### 4. NICHE BUNDLERS

For many of the industries that you likely work with, you will likely come across vendors that have begun to offer some MSP services those who purchase their industry-specific business applications; this bundled deal can be initially appealing to those businesses looking for IT support because they are typically bundled at a discounted rate.



#### CONQUER THIS PROBLEM!

Similar to big business, these vendors are unable to provide personalized service that a business like yours would be able to. These vendors also often have the additional weakness of not being able to provide on-site visits on a moments notice. The lack of any face-to-face interaction depersonalizes the business relationship, and isn't likely to drive any loyalty to that vendor.

As a company who works with local businesses, you are likely not located too far from your clientele. As such, if they were having an issue and needed someone to come to their location, your technicians would be able to accommodate that request. If you want to stand out from these niche vendors who bundle MSP services, make sure you showcase your ties to your local community.

### 5. YOU'RE PROBABLY NOT THE ONLY ONE

In addition to the competition from outside sources, you also likely will have to compete with other managed service providers that have service areas that overlap with yours. This source of competition will be the toughest to beat, especially if you are located in an overly saturated area with a lot of MSPs.

#### CONQUER THIS PROBLEM!



A lot of your service offerings are going to be nearly identical to other managed service providers in your area. Because of this, you need to find what makes your company stand out from these businesses. What can you do better? What makes you unique? Why would you be a better business partner?

The more competitive your service area is, the more marketing you need to be doing. This means running targeted campaigns, maintaining an information-rich website, developing an active social media presence, getting involved in the local community, and more. In your messaging, you need to focus on what makes you different - and better - than the other MSPs if you want to attract new customers.

## CONQUERING MSP PROBLEMS: TIME TO MARKET

# FINDING THE TIME TO MARKET

Businesses of all sizes and all industries recognize at least in part that they need to promote themselves if they want to find new customers and grow their company. However, even if they recognize this, it doesn't mean it is actually happening. Marketing takes a lot of time and effort; those businesses that are on the smaller size tend to let marketing fall on the wayside, which hurts their companies in the long run.

When it comes to marketing-related tasks that take longer to manage and perform, certain things that are **EXTREMELY** important for your overall marketing success were at one time overlooked by many of the managed service providers that came to us for assistance. Let's review what those things are, and what you can do to make sure that your MSP stays on track.



## 1. MAINTAINING (AND GROWING!) YOUR EMAIL LISTS

You probably have emails from the clients that you work with contained in your company's PSA. You may also have emails collected from trade shows you've attended, local chamber events, from people who have filled out forms on your website but haven't yet become a client...the list goes on.

*There are two problems that tend to arise regarding your lists.*



First, no maintenance is done regarding the emails in the list. There may be emails from companies that no longer exist, or they may be improperly organized in your marketing lists (e.g., clients may still be in your prospect marketing lists, or businesses you no longer work with may still be getting emails you send out to your clients). You could even be still emailing people who have unsubscribed from your emails altogether, which could land you in legal trouble! Second, often no effort is put into growing these lists.

### CONQUER THIS PROBLEM!

Let's first tackle what you can do to maintain your lists. If this is something you haven't been proactively doing, it might take you quite a bit of time to clean things up, especially if you have a lot of different marketing groups to segment your clientele. Once you correctly classify individuals as you need to, you can use the tool **BriteVerify** to better weed out which emails you shouldn't be attempting to contact.

To grow your list, you can do so through your marketing! This can best be done by running campaigns that direct individuals to a landing page with a form, in which that person would provide their email. Having an incentive for them to fill out that form such as a discount on a service or a free deliverable can help you increase the number of people that fill it out.

If you want some help growing your list, our **Lead List Service** can help provide you with a list of potential prospects. However, you will need to gain their permission before you can start emailing people from that list.

## CONQUERING MSP PROBLEMS: TIME TO MARKET

### 2. MAINTAINING ACTIVE SOCIAL MEDIA ACCOUNTS



Something we often see amongst most B2B companies is that they won't bother to promote themselves via social media because they don't think it gives them enough value based on the work they have to put into it. They usually create their pages on the appropriate platforms, but leave them there with no content and don't bother to monitor them in case people reach out via one of the social networks. Social media is actually a great way to engage with the people interested in your business. If you're using it as you should be, it can also help direct traffic to your website.

#### CONQUER THIS PROBLEM!

The easiest way to make sure that you're actively pushing out content is to schedule it ahead of time. We set aside a block of time to write posts for the whole month - 1 per day for Facebook, Twitter, LinkedIn, and Instagram - and schedule them via Hootsuite. These pages are checked every day so that we can make sure no comment or question goes ignored.

If you would be interested in something like this but don't have the time to write your own posts and find images to go with them, we do this through [Social Media as a Service](#).

### 3. NOT ENOUGH NEW WEBSITE CONTENT

After getting your website design to a way that you like it, it can be very tempting to just leave it as-is. Maybe this will involve updating a couple of pages, like your Employment page when you have a new position open, or your About Us page with the picture of and information about a new hire. For some smaller companies, that's all they'll do. If you let your website grow stale, it's going to hurt your search engine ranking, and won't give people an incentive to visit your website.



#### CONQUER THIS PROBLEM!

When looking at things from a time perspective, this is one of the things that can be the most difficult to manage. If time is your concern, try to prioritize blog writing over other content types. Blogs allow you to provide an educational resource to your website visitors, and are a great tool to drive traffic to your website via search engine results and the marketing efforts that you utilize.

If you're too pressed for time, consider our [Blog Service](#), which provides you with three IT-related blogs per week.

To make sure that you are still providing your website visitors with other things that they'll be looking for (social proof, and something they can download to keep with them after they leave your website), make sure you are still fulfilling those desires. If you're taking care of things yourself, you can prioritize the things that take less time to do, like focus on adding testimonials that you collect from your clients instead of case studies. Or, you can have us do the work for you through one or more of our many [MSP Marketing Services](#).

## CONQUERING MSP PROBLEMS: TIME TO MARKET

### 4. FORGETTING ABOUT VIDEO MARKETING

One of the best ways to market is to use video. Unfortunately, because of the costs associated with producing a high-quality video (not to mention the time needed to plan out, write a script for, shoot, and edit together), many smaller managed service providers won't even attempt to market themselves in this way.

#### CONQUER THIS PROBLEM!

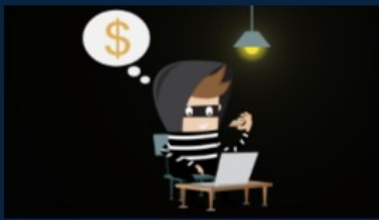
**What if we told you that it's not as expensive and time-consuming as you think to market with videos?**

Not every video that you do has to be one that you have to spend hours shooting and editing. You can shoot videos from around the office featuring your team, or something from when you attend an event. Another affordable option is to do screen-capture videos from your computer.

If you're looking for another option, we also have multiple animated videos available for purchase on topics that include cloud computing, managed services, VoIP, backup and disaster recovery, spam & virus email protection, and more! These videos are priced at a rate that is even affordable for smaller MSPs, and they come with a mini campaign that you can run to promote it.



Feel free to check out our selection of [MSP Marketing Videos](#).



BACKUP & DISASTER RECOVERY



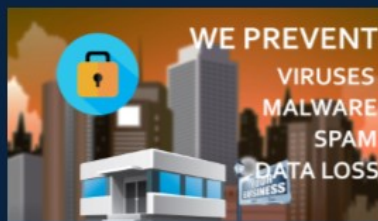
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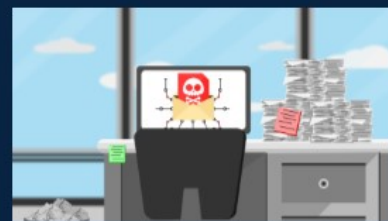
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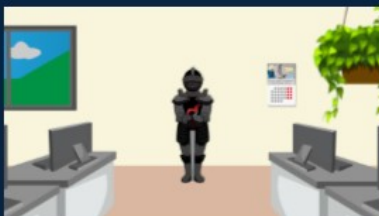
IT INFRASTRUCTURE



MANAGED SERVICES



SPAM & VIRUS EMAIL PROTECTION



UNIFIED THREAT MANAGEMENT



VOIP



WHAT IS MANAGED IT?

## CONQUERING MSP PROBLEMS: MARKETING EFFECTIVENESS

# MARKETING EFFECTIVELY

Since you downloaded this deliverable, it's more than likely that you're interested in marketing your company. To do that effectively - that's a whole other story! Many of our clients have come to us after attempting to market their MSP, but failing. No judgments here - marketing can be quite difficult if you don't have the experience in doing so.

Fortunately, we've learned a lot from years of experience marketing our own MSP and from helping other MSPs from all over the world market their services.

We now understand the common problems and pain points that the majority of managed service providers will face, and what needs to be done to overcome them.



## 1. MARKETING INSTEAD OF WAITING

If you're reading this right now, you've probably already taken at least a step or two towards marketing your company. A lot of our clients didn't market themselves AT ALL before partnering with us. Instead, they just established their storefront and online presence, then waited for the clients to come to them.

Depending how much competition is in your area, you might have found this method effective at one point; it certainly can be to a degree. However, eventually that new business is going to stop coming in if you're not actively promoting your service offerings to potential prospects.

### CONQUER THIS PROBLEM!

Fortunately, the solution to this problem is quite simple: **start marketing!** Specifically, start by introducing your company and service offerings to local businesses who meet your requirements. We suggest running an awareness campaign to do this; you can do so with the help of our "**Meet Company Campaign**" if you'd like some assistance in doing this.

#### *The Meet the Company Campaign includes:*

- ⇒ 50 new vetted contacts
- ⇒ 2 Landing pages with content highlighting 2 services of your choice
- ⇒ 3 Letters (each with an added deliverable)
- ⇒ 2 Oversized postcards
- ⇒ Follow-up phone script
- ⇒ ConnectWise Setup (if applicable)
- ⇒ Complete fulfillment (branding, printing, handling)

## CONQUERING MSP PROBLEMS: MARKETING EFFECTIVENESS

### 2. GETTING NOTICED BY GOOGLE

When conducting research, where do you go? If you're like the vast majority of people, you're going to turn to Google. It's likely that most of your target audience is going to do the same thing when they're ready to look for solutions to keep their business IT secure and operational.

The problem that many managed service providers run into is that these individuals will end up on their competitors' website instead because their competition will show up higher in the search results. Sometimes, the company in question might not even show up on the first page of results!



#### CONQUER THIS PROBLEM!

If you want Google to start paying attention to your company and website, you need to work on developing a SEO and content marketing strategy. Make sure you are working on all of the technical aspects of SEO such as H1/H2/H3 tags, alt text, keywords, optimizations, etc. You also need to work on developing your content itself by having a lot of content, a lot of different types of content, and new content on a regular basis.

You can give your ranking an extra boost by directing your audience to your website through your marketing efforts. The more visitors that you are getting, the more "relevant" Google will see your website to be, and the higher you will rank.

### 3. RESISTING THE URGE TO ALWAYS EMAIL

Email is a fantastic, low-effort communication tool that businesses have at their fingertips. Instead of having to get in the car to drive over and have an in-person conversation with a business owner or even pick up a phone, MSPs can instead communicate with clients via email.

Pretty much every modern MSP uses a ticketing system with their PSA that can contact clients via email with any updates. Many of these PSAs can send other email communications outside of these ticket updates so that even marketing communications can be sent through the system.

#### *How convenient!*

However, this convenience comes at a price: if email is the ONLY way you are communicating with clients, then your emails are going to start being overlooked. This also cuts off your ability to market towards potential leads, as you likely don't have their permission to contact them via email yet.

#### CONQUER THIS PROBLEM!



We don't mean to bash your email marketing here; it's definitely something that you need to be doing. However, we encourage you to expand outside the scope of just email. You have so many different marketing options out there!

It also doesn't hurt to give your clients a call every now and then to check in or give a more personalized, in-depth response. This is especially important when you are dealing with a sensitive issue, as your tone can be misconstrued in a typed response.

## CONQUERING MSP PROBLEMS: MARKETING EFFECTIVENESS

### 4. PROPERLY MEASURING IT

While you're reading this blog, you may be asking, "How do I **know** whether or not my marketing is effective?"

If you're asking this, don't worry - you're not alone! A lot of our clients came to us because they didn't understand how to determine their return on investment that they got from their marketing, whether it's their ongoing marketing efforts or their marketing campaigns that they run.



#### CONQUER THIS PROBLEM!

Proper measurements require proper planning beforehand. You should never start a campaign, or even an ongoing marketing effort, without determining what you're going to look at to see if your marketing succeeds or fails. From the metrics that you will get once you start marketing, determine which ones are your key performance indicators (KPI's), and make sure you look at those during and after your marketing takes place. This will help you evaluate what you're doing so that you can make any changes, if needed, to improve performance.

### 5. GREAT CONTENT, NOT SO GREAT RESULTS

You might already have some great content out there on your website - the type of content that is great for convincing prospects you're worth doing business with, and content that is a useful resource for your current clients to go to. **How great is it if no one is actually reading it?**

#### CONQUER THIS PROBLEM!

There are a few reasons why this can occur; let's go over how to determine what went wrong, and how to fix things. One reason could be the design of your website. If things aren't organized in a logical manner and/or if you are not taking advantage of internal linking capabilities paired with calls-to-action, certain sections are going to be overlooked. Remember: your audience won't know for certain whether or not you have a company blog, case studies, and testimonials. Not all companies do!

If you have these things, you need to make them easy to find. To determine whether your website design is the problem, have someone you know that is unfamiliar with your website attempt to navigate through it and tell you what the experience is like.

If you want, we can be that resource! Feel free to contact us to ask for our opinion. Or, you can browse through how our [MSP Website Templates](#) are organized to get a feel of how to promote the resources you have.



The other common reason is that you're not marketing that content as you should be. Are **you actively promoting your content to the correct audience?** Or, are you just letting it sit there on your website?

Make sure that you are sending out emails, running campaigns, and using social media to promote your content.

## CONQUERING MSP PROBLEMS: **MARKETING EFFECTIVENESS**

### 6. LOCAL MARKETING AGENCY ISN'T CUTTING IT

You may have tried having one or more of your employees juggle marketing on top of their normal everyday tasks. When that didn't work, the next logical step for many MSPs is to turn to a local marketing agency to handle their marketing needs.

However, a lot of the time when this happens, these managed service providers end up spending a LOT of money, and see minimal return on their investment...if any.



#### CONQUER THIS PROBLEM!

We don't mean to disparage local marketing agencies at all - in fact, we are one to many small businesses in our local area!

There are a lot of complex things and concepts when it comes to the world of IT, and to effectively market those services, an in-depth understanding of technology is needed to explain these complexities using simple, easy to understand examples and language.



A local marketing agency may be able to create your website design or create a nice postcard template for you to use. But will they be able to write your website content for you? Do they know enough to write you blogs for your website? Can they produce a case study that accurately explains how you helped one of your clients with an IT-related problem?

There may be some local marketing agencies that have the knowledge equipped to market IT services. Unfortunately...a lot don't.

That's why a lot of managed service providers will turn to an MSP marketing agency like us who understands what it means to be a managed service provider, and how to effectively sell these IT services.

## CONQUERING MSP PROBLEMS: COMMUNICATION

# COMMUNICATION THAT LEADS TO CONVERSION

Communication is at the heart of marketing. If you want to successfully sell your services, you need to be able to effectively communicate their value to your audience. How successful you are in your communication efforts, wherever those efforts come from, will determine how good you are in turning your suspects, leads, and prospects into paying customers.

Through our business relationships with managed service providers located all over the world and through our own experience as an MSP, we have determined a few common issues that MSPs tend to face related to communicating effectively with their target audience, and have worked out ways to solve them.



## 1. MINDING THE (COMMUNICATION) GAP

Explaining a technical concept during a conversation with a user can be a struggle - for both parties. As someone who works with business technology day-in and day-out, it's easy to forget that your users might not have the slightest idea about topics you are very familiar with.

The same thing is true when it comes to marketing content. If you're including too much "techy" language in your marketing materials, a lot of your audience isn't going to know what you're talking about.

### CONQUER THIS PROBLEM!

Remember: most of your audience isn't going to understand a lot of the nitty-gritty stuff when it comes to IT. They may not know what the different types of RAID arrays in servers are and what theirs should look like; if they do, then they probably are already very knowledgeable about business technology, and may be able to handle most - if not all - of their business technology problems on their own.

A LOT of your audience will be on the opposite end of the spectrum; they might not have any idea what things like VoIP or "the Cloud" are. Some will fall somewhere in the middle: they know OF VoIP and the Cloud and of some of the features available through them, but not specifically how they could benefit their business.

You need to make sure that you are producing content free of jargon that simplifies what your services do. Use relatable, easy-to-understand examples when you can to explain difficult concepts.

For perspective, consider having a non-tech savvy associate read over what you've written so they can let you know if there are things you need to clarify.

## CONQUERING MSP PROBLEMS: COMMUNICATION

### 2. THE “AS A SERVICE” MODEL

The world of managed services very heavily relies on monthly recurring revenue that come from “as a service” pricing structures. One-off projects can of course be a great source of revenue, but you don’t always know when you’re going to get them, and how many you’re going to get. Your services that you bill for on a monthly basis help keep your business’ lights on even in the slow months.

Unfortunately, many small businesses are wary about buying into this model. They think, “Why should I be paying when things are working properly?” Because of this, you have to work quite a bit harder to communicate the benefits that the businesses who purchase these services from you receive.

#### CONQUER THIS PROBLEM!

To get prospects to buy into the “as a service” model, you need to get them away from the break-fix mindset. Sure, they COULD take the gamble and not take any extra precautions when it comes to their technology...but why would they want to do that if it leads to downtime, network vulnerability, and a risk of data loss?

There are a lot of benefits that come with utilizing technology as a service - whether it’s hardware as a service or software as a service - and fortunately for your MSP, this model is where the technology world seems to be going. To drive the point home in your marketing, focus on educating your audience about this model by highlighting the benefits of it, as well as the downsides to not using it.



### 3. CONVINCING USERS THAT IT’S TIME TO UPGRADE THEIR OLD TECHNOLOGY

How many times have you or your team encountered a business who is reluctant to upgrade outdated technology because “it still works fine”?

Your marketing and your sales team have their hands full when it comes to explaining the value and importance of an upgrade. It can be very hard to convince these people that the ever-so-scary “what-if” scenarios become much more likely the longer they wait to update their outdated business tech.

#### CONQUER THIS PROBLEM!

You should already know that outdated technology can pose a pretty big threat to a business - one that continues to grow as this technology reaches its End of Life. **Does your target audience know this?** If so, why are they so reluctant to do anything about it?

**You may think that they aren’t aware of the risks themselves; sometimes, this is the case.**



You will also have some small businesses who are aware of the risks, and choose to ignore them. So many will wait...and wait...and wait... because they think that upgrading is going to be (1) a huge hassle that interrupts their operations, and (2) too expensive for them to afford.

Make sure you have content on your website focused on educating your audience about the risks, as well as content that showcases your company’s dedication to making the upgrade process as simple and affordable as possible.

## CONQUERING MSP PROBLEMS: COMMUNICATION

### 4. GENERAL MARKETING VS. PERSONALIZED TARGETING



Unless you're an MSP that is entirely focused on serving a particular industry and/or very narrow niche, it's likely that you work with small businesses who are in many different industries including (but not limited to) healthcare, manufacturing, education, law, accounting, engineering, non-profits...we could go on!

Successful marketing is usually pretty closely tied to personalized marketing. However, if you're working with so many different industries that all have different technology requirements and pain points, how are you supposed to personalize your marketing communications?

#### CONQUER THIS PROBLEM!

Keep in mind that you don't have to make EVERY marketing communication that you do super personalized. However, running targeted campaigns that are focused on particular industry pain points can definitely work in your favor.

At minimum, we suggest making sure that you have some industry-specific content for the industries that you tend to work with more frequently than others. This can include service pages, blogs, case studies, and other deliverables.

### 5. PICKING THE RIGHT COMMUNICATION MEDIUM

Thanks to technology, you have so many different ways that you can communicate with your audience. You can use digital mediums such as pay-per-click ads, email, and social media. Or, you could stick to communicating using more traditional methods such as direct mail, newspaper advertisements, and cold calls. You could even use a combination of mediums to target a business or subset of businesses about a particular service that you offer.



Because there are so many options out there now, we will often hear the question from our clients, "which is **best**"?

#### CONQUER THIS PROBLEM!

Unfortunately, there isn't a universal "best" or "right" communication medium to choose; it's going to depend on a number of different factors, including the message itself, who you are targeting, and where they are in your sales funnel.

For help picking a communication medium, check out our blog [How to Turn Your Leads into Clients](https://jmct.io/leadtouches) at <https://jmct.io/leadtouches>

## CONQUERING MSP PROBLEMS: CONCLUSION

# IT'S TIME TO START CONQUERING YOUR MARKETING FEARS

Like any small business, there will be many challenges ahead that you'll need to face - and overcome - to successfully market your company. The best way to overcome them all is to create a comprehensive marketing strategy that accounts for any issues that you may run into when trying to sell your services, and successfully prove your company as the superior choice through your website and any inbound or outbound marketing efforts that you choose to take.

This is not going to be an easy road to take, but it is one that is necessary if you want long-term success for your company.

It is going to take time, money, and resources...but it's something that you need to do, and there is no better time than now to get started.






**Stop letting your marketing problems control you & turn your efforts into profit!**

## WE ARE HERE TO HELP WITH YOUR MSP MARKETING NEEDS

If there are any other questions you have about marketing yourself conquering any of the problems discussed in this guide, please don't hesitate to reach out to JoomConnect. Armed with the knowledge to improve your efforts, we can share our advice with you and assist you in their implementation.

To speak to us about this, you can call **888-546-4384** or send an email to [info@joomconnect.com](mailto:info@joomconnect.com).

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