



## SERVICE BRIEF

# Service Highlights

Draw more attention to your core services.

### Start Promoting Your Services... the Right Way

As a professional, you already know all about how helpful the services you offer your clients are. The thing is, you're not the one who needs to know... that information needs to be known by your prospects, and possibly even your existing clients.

Think of how much easier it would be to sign a hesitant contact up for a service if they really understood the benefits that service would bring, and had seen this message enough to give it more than a second thought.

Information overload is a real thing, and in order to combat it, you need to make sure that your marketing materials have laser focus on the service you are trying to push.

### A Service Highlight can help!

With this supplemental marketing package, you'll be able to leverage additional content meant to draw your audience's attention to a specific

service, whether it's your offering for business continuity, network security, cloud services, or unified threat management.

### Benefits include:

- Affordable way to regularly market your company
- Introduce your service offerings to clients and prospects
- Keeps your MSP top of mind

### What You Get

- 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
- Email copy you can use to send to your list

**Keep your target audience "in the know" when it comes to the services you provide in an educational, no-pressure way:**  
[jmct.io/servicehighlights](http://jmct.io/servicehighlights)



## INFORMATIONAL BLOGS

- **How to Avoid Information Overload When Marketing Your Services** - If you want to start selling more of your services, you have to promote them through your marketing. We talk about the best way to do this. **Learn More:** [jmct.io/infooverload](http://jmct.io/infooverload)
- **10 Best Practices to Follow When Promoting One of Your Services** - Running a service-focused campaign can help you generate more sales. We go over best practices to follow to run one: **Learn More:** [jmct.io/servicepromo](http://jmct.io/servicepromo)

## COMPANION SERVICES

- **Ultimate MSP Newsletters** - Broadcast informative, authority-building monthly Printed and/or eNewsletters to your target audience that feature newsletter-exclusive blogs, content from the Ultimate MSP Blog Service, and more. **Learn More:** [jmct.io/newsletterservice](http://jmct.io/newsletterservice)
- **Lead List Service** - Get 50/100/150 carefully vetted potential leads from your service area on a one-time or monthly basis that match your desired specifications. **Learn More:** [jmct.io/getleads](http://jmct.io/getleads)
- **Social Media as a Service** - One post per day to your Facebook, LinkedIn, and Twitter profiles that includes and image and (often) a link to a page on your website. **Learn More:** [jmct.io/socialmediaservice](http://jmct.io/socialmediaservice)

