JoomConnect

SERVICE BRIEF

Ultimate MSP Blog Content

Don't let your company blog go stale - use it to build authority!

Establish Yourself as the Local IT Expert

A blog can serve many functions from SEO, to providing great marketing content to prospects, to providing current clients information about other services.

We understand completely; there's little time in the day to dedicate to marketing, especially the task of keeping your blog up to date. However, providing regular blog content can say a lot about your company - you are reliable, disciplined, knowledgeable, and you have a lot more evidence that you are the best solution in town. A big part of marketing and networking is the concept of 'freemium,' and sometimes something simple as some good advice or tips can play a huge impact.

Complete Content Aggregation

Ultimate MSP Blog Content is more than just 3 blog articles per week.

Blog articles are automatically posted 2-3 (mostly 3) times per week and automatically dished out to your social networks that you provide for us. Content is often comprised of several tags that automatically get replaced with your information, such as your company name, phone number, and the local area that you serve.

The Ultimate MSP Blog Content is also used for our **Monthly Printed and eNewsletter** services.

Content isn't outsourced to copywriters, but is written by experienced Managed Service Providers. Blog content varies from article to article, often directed towards business owners, although user tips and tutorials and some consumer content is also created.

What the Service Includes

- 3 relevant IT-related blog articles per week
- OPTIONAL: Blog articles can be set to unpublished if you'd like to review and customize them first
- Automatic social media posting available
- Content includes with images
- No copyrights, no links back to us, no royalties, just great content!
- GeoProtection - We have multiple streams of content to attempt to prevent your nearest competition from having the same content stream.

In Addition

As an additional feature to the Ultimate MSP Blog Service, subscribers will occasionally receive *FREE bonus blogs. When there is a major event in the technology industry that is likely to impact SMBs, a bonus blog will be created to for you to use to inform your readers about this event.*

Considering how many major cybercrime attacks have happened over the past several years, education and awareness of IT security and best practices will help your clients protect their business' data and networks. These blogs also include a few social media posts that you may use to share your blog!

For those of you looking to go the extra mile, email blasts are available for each bonus blog for a small charge. If you are subscribed to the **Ultimate MSP Newsletter** service, we'll send the email blast out for you with a branded template from either your MailChimp or Constant Contact account.

SOME PAST BLOG POSTS

- Why is My Computer So Slow?
- 3 Ways Remote Monitoring Helps Businesses
- Simple Math: Less Focus on IT Equals More Focus on Your Business
- Goodbye USB Drives, Hello Cloud
- The 7 Habits of Highly Effective PC Users
- Employee Training - Business Can't Afford Not To
- The Cost of Adequate Cybersecurity is Way Less Than the Cost of a Data Breach
- 6 Security Policies (local) Businesses Should Consider
- Desktop Virtualization: Does it Work for (local) Businesses?
- The 80/20 Rule is a Time-Tested Way to Protect Your Network
- Looking to Advertise? Try Facebook
- Shining Light on the Mysterious Dark Web
- Understanding the True Cost of Downtime
- The Causes of Network Crashes (and How to Avoid Them)
- Handy Tips for Taking Screenshots to Help Support
- Spam: The Art of Deception
- Have no Doubt, Every Hard Drive Fails