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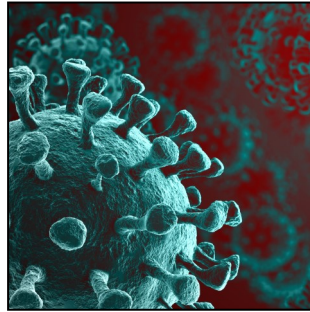
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Are You Addressing COVID-19?



COVID-19, or coronavirus, has been on everyone's mind lately. However, your clients may also be worrying about how their businesses will be able to weather the storm of absences that is sure to strike, on top of the other complications that will ensue.

We recently released a "Bonus Blog" to our Blog Service subscribers with content to help do just this. We are now offering this blog to all our service subscribers. If you didn't receive any notifications here are the details.

The blog addresses the various health (and cybersecurity) concerns that COVID-19 can bring into the workplace. In it, they'll find out about the issues that coronavirus has instigated, as well as how to keep their office as healthy and operational as possible.

Visit <https://jmct.io/coronavirus> to download the document and Joomla installation package, or reach out to us directly at support@directive.com and ask. Stay healthy!

Scan Me!



Marketing for Those with Little Time!



Marketing is an integral part of the business process. If your MSP isn't allocating any time to marketing, then your MSP isn't growing. However, if you allocate too much time to marketing, you take time away from other aspects of the business process. You can escape this trap by utilizing your time marketing effectively and efficiently.

Here are 4 ways you can optimize your marketing to save time!

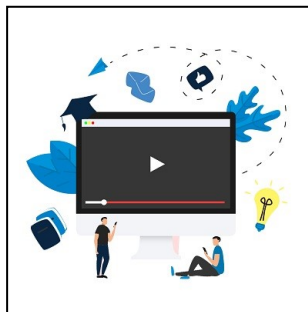
1. Look for Opportunities to Incorporate Automation

Automation is a great way to streamline your MSP's marketing efforts. There are many tools in the market that automate the marketing process. Some are offering to...



Read the Rest Online!
<https://jmct.io/notime>

5 Documentaries to Watch to Help Guide Your MSP Marketing



As a business professional who doesn't have to sit in a classroom and take tests anymore, it's a lot easier to actually enjoy learning. There are so many resources available in this day and age which you can take advantage of to expand your knowledge base. Even when it comes to your marketing!

You can of course read some of our JoomConnect blogs! We have blogs in the following categories that you can read to get up-to-speed on the latest MSP marketing information and trends:

- MSP Marketing
- Website Design & Development
- Social Media Marketing
- Search Engine Marketing
- Paid Advertising (PPC)
- Email Marketing
- Video Marketing
- Traditional Marketing
- Business Related

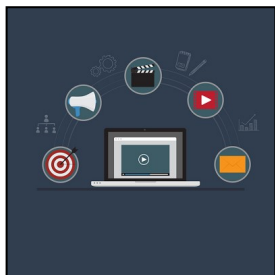


We also have various webinars that you can check out to learn about some specific MSP marketing topics.

However, we understand that sometimes you just want to relax in front of the television or computer screen with your phone in hand, listening and half-watching to what's on the screen. **That's okay!** We've all been there, and we just want you to know that you can trust us to suggest to you some great options you can casually watch in your free time that are educational and (hopefully) won't put you to sleep.

(Continued on page 2)

Why Your MSP Website Should Be Using Marketing Videos



Videos are a great way for your MSP company to connect with your potential prospects and customers and increase the

time spent on your website.

A video is a quick and easy way to market your company, allowing you to introduce your company to the visitors of your website as well as showcase your products and any services that you perform. Let us tell you some reasons why your MSP website should be featuring marketing videos.

Get Your Message Out Quicker

Videos can help explain your services quickly, and give viewers an idea of not only what your company does, but also how and why, all of this in the span of

minutes. Videos can condense complex information into bite size pieces of absorbable information that visitors to your website can understand. After all, you can only say so much before your audience simply stops listening.

Reach More People

Hundreds of millions of internet users consume video content daily! If you held the attention of even a percentage of such a large audience, you could drive new and old traffic to your website and increase the time spent on it. Videos can be a great way to connect to potential customers who are looking for solutions that your company just may provide.

Increase Conversion Rate

Videos can increase the conversion rate of visitors to your website. Viewing a video on your website can influence visitors who are simply searching for information in regards to their own issue to further seek

out your company, specifically, to mitigate and/or fix said issue. Standard marketing methods like brochures, local ads, emails, and letters simply cannot match up against videos.

A Video Is Worth Even More Than A Picture

If a picture is worth a thousand words, how much is a video worth? Research has shown that a one-minute video is worth 1.8 million word descriptions! A video is a way to efficiently and economically get your message across, plus a video has a longer lifespan than a letter or ad. If you want to effectively communicate your service benefits and/or company message in a highly efficient and economical way, video marketing is right for your MSP...



Read the Rest Online!
<https://jmct.io/whymarketingvid>

5 Documentaries to Watch to Help Guide Your MSP Marketing Strategy

(Continued from page 1)

The following are some suggestions of educational content that you can watch to learn more about how to effectively market your MSP. Note that while we have included some places in which you can watch this content, this may not be completely up-to-date depending on when you are reading this blog.

Something Ventured

Year Released: 2011

Length: 1 hour and 25 minutes

Where to Watch: Amazon Prime, Vimeo, Tubi, Vudu

Summary: Without the financial backing of a handful of men, companies like Apple, Intel, Genentech, Atari, Google, and Cisco might not be here today. This documentary covers the triumphs and pitfalls of building some of the biggest and greatest companies of the twentieth century as well as some of the drama that occurred behind the scenes with some of the most famous names in business.

Value to MSP Marketers: This documentary, among other things, teaches us that

you have to spend money to make money. While your MSP may not need to put money into developing new products and softwares like the companies covered here, you do need to invest money in other areas if you want to grow. Specifically, into your marketing.

Fyre Fraud

Year Released: 2019

Length: 1 hour and 36 minutes

Where to Watch: Hulu

Summary: This documentary covers the infamous failure of the 2017 music festival, the Fyre Festival, and its failure to live up to the very high expectations set by concert promoters, rapper Ja Rule, and a large number of social media influencers paid to promote this event. Organizers failed to plan for the infrastructure to support the venue, artists, and guests attending the festival.

Value to MSP Marketers: There are many things that can be learned from this documentary. First, the Fyre Festival itself is the perfect example of over-promising and under-delivering. When you promote

something, you need to make sure that you do so accurately to ensure that clients and prospects are not dissatisfied with what they get. Second, social media is a very powerful tool that you can take advantage of to further your reach. While you may not be able to harness it as much as these concert promoters did with their use of social media influencers, you still might be able to capture the attention of a local influencer in your area. Third, you need to always plan when it comes to your business, its operations, your... marketing, and everything in between. This includes planning for a PR crisis if one were to occur.

The Century of the Self

Year Released: 2002

Length: 4 episodes, ~60 minutes each

Where to Watch: YouTube

Summary: This documentary demonstrates how psychoanalytic discoveries about human nature regarding the...



Read the Rest Online!
<https://jmct.io/5documentary>

How To Create Marketing Videos for Your MSP Website



Effectively communicating and relaying information to visitors to your website is easier with marketing videos. Communi-

cate your services, company culture, company values and anything else you think is important to your prospective and established customers via video. To the uninformed and unprepared mind, marketing videos may seem like a lot of work, but with some information and planning, your MSP website can start reaping the benefits of adding marketing videos to your website.

Why Your Website Should Feature Marketing Videos

We already talked about this in one of our previous blogs ([embed link here](#)), so, to cut a long story short, marketing videos should be used for the following reasons:

- Get your message out quicker
- Reach more people
- Increase conversion rate
- A video is worth even more than a picture

For more details on these reasons check out our blog 'Why Your MSP Website Should Be Using Marketing Videos'

Now that you know why you should be using marketing videos on your website, we can move on to the "how".

How To Create A Marketing Video

There are necessary steps that you need to take to create a marketing video. We'll cover the basics of each of the steps that you need to take, but just know that there are a lot of fine details that are going to vary depending on your experience and capabilities.

Write Your Script(s)

Before you begin any recording you should write your script and outline the topics you wish to cover in the videos. Write out exactly what you're going to say for each and every video that you plan to

produce. A video that is recorded on the spot can come out disjointed and unprofessional.

Keep the following tips in mind when writing your scripts:

- **Plan Your Topic(s)** - Before you even start writing, you need to decide what you are writing about. What services do you want to create videos for? What general topics (such as 'about your company' and 'welcome to your website') do you wish to cover? We suggest planning out multiple videos at once that you can shoot in the same day to make the setup and/or studio time you need worth it.
- **Pick Your Words/Phrasing Carefully** - You want what you are saying to sound natural. That means that it shouldn't be too casual... but it also shouldn't be too formal. Find a proper balance between the two.
- **Time Yourself** - When reading your script over, try timing how long each one is. You probably don't want a talking head video that is less than 30 seconds. However, it's also not usually ideal to have one 5+ minutes. These videos should be relatively short (a few minutes each).
- **Practice Makes (Almost) Perfect** - Practice, practice, practice! Don't waste valuable recording time on the day you shoot these videos fumbling over your words because you didn't take the time to learn what you should be saying.
- **Enunciation, Speed, and Voice Inflections** - Once you have the content more or less down, take the time to ensure that your words are easy to... understand, are said at a reasonable pace, and don't sound too robotic. You can do a practice recording using your phone to determine what areas you need to work on.

Remember a script should be finalized as making changes to the script during the filming isn't ideal, and cost you time and money.

Location, Location, Location

Your next step is to pick a location to shoot the video. For the best results, the

video should be shot in a professional studio. A local studio can be rented out for a period of time and most studios come equipped with all the necessary equipment needed for filming. However, if renting studio time is outside your budget, you can find a well-lit location in your office that could make a decent backdrop for your video, and set up shop there.

Gather The Necessary Equipment

If you have decided to shoot outside a studio, you will need to acquire various types of equipment, including:

- Video camera
- Microphone/boom mic
- Camera support stabilization (e.g., a tripod)
- Lighting
- Color and calibration tools
- A teleprompter or cue cards
- Green screen (optional)
- Video editing software

Please note that some of the equipment listed above is optional, but recommended if you want to create a quality video.

Wardrobe

Any video you make will be a representation of your company. It will showcase your company's standard and culture so you need to carefully consider and coordinate what the wardrobe for the video will be. Depending on the culture you want to portray, you may decide to wear your best suit/dress clothes or simply a company shirt with khaki pants, either way this decision shouldn't be made lightly and be carefully considered.

Note, do be careful to ensure that appearances are neat and clean, clothes should be worn neatly and free of wrinkles and hair should be styled. Makeup, if it is used, should be light.

Filming

After following these steps you should be prepared for the actual filming of the...



Read the Rest Online!
<https://jmct.io/how2marketingvid>

A Guide to Planning Your Next Giveaway



Need more traffic to your site? Want to increase brand awareness? Could you use more

email subscribers? Try a giveaway! Maybe you've tried to do one before, but did not see the results you were looking for. Would you be willing to try again if you were armed with some additional knowledge?

Giveaway Without Giving it All Away

Many companies try their hand at a giveaway, but don't end up with the desired outcome that they wished for. This could be the result of not properly promoting their giveaway, not offering the right prize, or having a signup form that demands too much information. Giveaways should be simplistic, but at the same time well thought out. When done properly, giveaways can generate a lot of buzz for your company (**everyone loves free stuff!**)

Do not waste your time and money with an unprepared giveaway. Here is a guideline that could be beneficial when planning a giveaway:

Strategize

Think concept before action; figure out the reason why you are doing a giveaway. Is it because you want more traffic to your site, more email subscribers, new potential clients, etc?

Once you determine your reasoning for offering your giveaway, you need to set your expectations. These should be set based on how much you promote your giveaway (including how much you're willing to spend to do so), the prize, the number of winners you want there... to be, and the audience which you are targeting for this. Having realistic expectations from the get-go will help this process go a lot smoother.

Pick the Right Prize

Now it is time to put your focus on finding the right prize. When choosing the prize, consider making it a combination of something that is both relevant to your MSP and desirable to your target audience. Some sort of technology piece or gadget would be ideal. This doesn't mean you off-load an old piece of used technology sitting around the office; that's not much of a prize. Find something affordable that is in your budget, while

keeping in mind that the desirability of your prize will impact the number of entries.

Set Your Rules & Regulations

There are three types of promotions that can be used as a giveaway: sweepstakes, contests, and lotteries.

- **Sweepstakes** - A promotional drawing in which winners are selected at random and participants do not have to pay to receive the prize
- **Contest** - An event in which participants compete to do something better than other participants, the winner(s) of which are chosen based on their submission or level of performance
- **Lottery** - Participants pay a small fee to win a much larger sum of money or desired prize, the winner(s) of which are chosen at random

Whichever giveaway you choose to pursue, they must have a set of "official rules" for legality reasons. These need to be easily located for each contestant.

Here is what the "Official..."



Read the Rest Online!
<https://jmct.io/giveaway>

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Submit yours at:
testimonials.joomconnect.com

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For each referral that signs up you get a **\$99 credit** towards your account and they will get a **\$99 credit** too!

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Upcoming marketing campaign content for the **Ultimate MSP Website** subscribers:

Microsoft 365 Non Profits

Free monthly content to market your services!

Partner Training

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

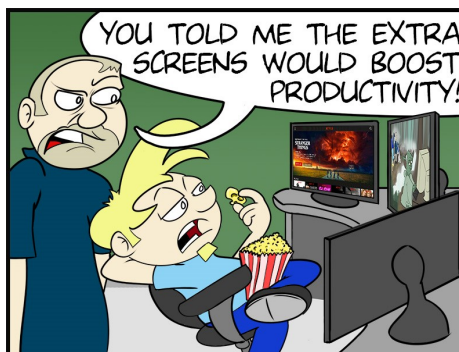
Register for a session at:
training.joomconnect.com
(All times are EST)

Start Connecting with Your Audience! <https://jmct.io/socialmediaservice>

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