JoomConnect

Questions? Please Call **888-546-4384** *option 1 or email* **info@joomconnect.com**
Terms of Service: **joomconnect.com/terms-of-service**

ULTIMATE MSP WEBSITE	Setup	Monthly
Ultimate MSP Website: Our Ultimate MSP Website platform with powerful marketing and sales tools to help you efficiently run marketing campaigns and provide a starting web presence. Joomla and WordPress Templates are available for review at www.mspwebsite.com. **Ultimate MSP Website Monthly ($99):** Each month you will receive a marketing campaign kit that includes either an article or blog, letter, email, postcard and social media. We also handle updates for web components, extension and security updates. Quick support is included small (10-15 minute changes). *Note: Base hosting is included for **free** on our servers with the monthly agreement.*	$500 Once	$99/Month

ULTIMATE MSP WEBSITE ADDONS	Setup	Monthly
MSSP MSP Website Content & Marketing Kit: Our MSSP Cybersecurity Content Kit includes the marketing materials you need to educate your prospects and clients about the importance of doing so while promoting your cybersecurity service offerings.	$850 Once	
Ultimate MSP Brochure Kit: This MSP Brochure kit is an addon for the Ultimate MSP Website only, and currently contains over 80+ brochures that are customized with your logo and colors from your Ultimate MSP Website.	$500 Once	

(MSP Website Addons)

SALES MATERIALS	Setup	Monthly
IT Playbook: Meant to educate the reader about your IT solutions in easily absorbable summaries, this fully-branded deliverable allows you to provide a hands-on, in-office reminder of your valuable services. In addition to the Playbook itself, we also include marketing collateral designed to complement the Playbook and maximize your lead nurturing activities. The IT Playbook is provided to you in printed or PDF form only. **Printed Playbook Costs:** 10 books = **$309** 25 books = **$539** 50 books = **$814** 100 books = **$1,262** *Note: One time cost does not include any printed books and shipping to your location is a separate cost. Available in Printed or PDF format only.*	$1,300 Once	
Case Study Creation: Case studies, or customer success stories, are beneficial to your MSP marketing strategy because they combine compelling storytelling with key informational content about your business.	$500 Once	
Sales Folders: Elevate your sales team's professional image with 4-page, color gloss folders featuring your company branding and convenient pockets on both sides. **Printed Folder Costs:** 50 folders = **$657** 100 folders = **$886** 250 folders = **$1,102** 500 folders = **$1,317** *Note: One time cost does not include any printed folders (it is for one of the designs you select and we brand for you).*	$340 Once	

ULTIMATE MSP BLOG SERVICE	Setup	Monthly
Ultimate MSP Blog Service: We keep your website up to date with our syndicated blog service. We write the topics and content (2-3 times a week) and post to your Ultimate MSP Website. Posting fulfillment is included with the Ultimate MSP Website. *Note: Have us post your 12 blogs to your non-JoomConnect managed website for $50/month.*		$60/Month

ULTIMATE MSP BLOG SERVICE ADDONS	Setup	Monthly
eNewsletter: Monthly Newsletter we produce and send for you which includes a template we brand, 4 articles each month, and fulfillment for you to be able to submit your own content. We build within MailChimp or Constant Contact (you can export HTML if you need to send with a different email platform). *Note: The subscription for MailChimp, Constant Contact or any other mailing service is separate.*		$150/Month
Printed & eNewsletter: Printed newsletter with 4-pages of IT content, information about your company, and a monthly comic. *Note: Printing and postage is separate and the cost is based off of the size of your list.*		$250/Month
Social Media as a Service (SMaaS) : 5-7 **syndicated** post a week to these 3 platforms: Facebook, X (Twitter), and LinkedIn. Includes subscription to Social Center (regularly $45 a month).		$250/Month
SM Plus (SM+) : 2-3 **customized** social media posts per week to these 3 platforms: Facebook, X (Twitter), and LinkedIn. Includes subscription to Social Center (regularly $45 a month).		$450/Month

(Ultimate MSP Blog Service is Required)

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SEO & CONTENT MARKETING	Setup	Monthly
Search Engine Optimization: SEO Compliance Service w/ Power-listing Service (Monthly Reports, website content optimization and content recommendations).		$250/Month

Content Marketing Services (see tiers below)

Nowadays, the main focus of search engines is to deliver unique, resourceful information to users on their networks. So not only is it required for your site to be readable and compliant with search engines, but it is now essential for it to contain custom content.

To maximize your efforts, you need to know how people search for your services, present yourself when they do, and capture their interest to give them a great experience. This takes a lot of time and effort to operate and maintain, but you can trust us to do this work for you.

We offer 3 content marketing packages, fully equipped and customized based on your business needs to deliver web traffic to your doorstep. Monthly SEO maintenance that includes strategic custom content, directory listing management, and reporting. Custom blogs and service pages keep your site fresh, and we can ensure that they are both engaging and SEO compliant. You'll also be well informed about how your website is performing from month to month with our informative search reports.

Choose the package that best suits your needs, based on your site size, how many services you would like to focus on, and more. Check out the chart below for more details. We also offer a base package for companies with simple SEO needs.

Features	SEO Basics $250 month	SEO SILVER $1100 month	SEO PLATINUM $1500 month	SEO TITANIUM $1800 month
Initial Setup Cost	-	$1800	$3300	$4700
Monthly Maintenance	x	x	x	x
Content Adjustments/Suggestions	x	x	x	x
Analytics/Search Console Monitoring	x	x	x	x
You-Write-It Content Optimization	x	x	x	x
Local Business Directory Listing Management	x	x	x	x
Monthly Plain-English Reporting	x	x	x	x
Initial Creation of Custom Page Content	-	5 Service Pages	10 Service Pages	15 Service Pages
Monthly Custom Blog Content	=	2 Posts	3 Posts	4 Posts

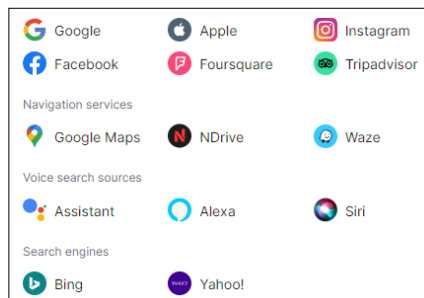|	Setup	Monthly
Content Marketing - Silver (*Includes SEO Service* & Content Generation)	$1,800 Once	$1,100/Month
Content Marketing - Platinum (*Includes SEO Service* & Content Generation)	$3,300 Once	$1,500/Month
Content Marketing - Titanium (*Includes SEO Service* & Content Generation)	$4,700 Once	$1,800/Month

INCLUDED WITH EACH TIER ABOVE: Premium Business Listing Service

- Drive high-intent traffic from search engines, voice assistants, maps, apps, and more directly to your website.
- Control all the facts about your business online from one platform, saving you time and resources, while driving an exceptional customer experience.
- Learn how you can improve your business's reputation online so that consumers turn into customers whenever they search.
- Up to 150+ globally supported directories.

G Google   Apple   Instagram
Facebook   Foursquare   Tripadvisor

Navigation services
Google Maps   NDrive   Waze

Voice search sources
Assistant   Alexa   Siri

Search engines
Bing   Yahoo!

JOOMCONNECT INTEGRATION	Setup	Monthly
JoomConnect: We designed JoomConnect to be the industry's most powerful automation tool by integrating with two of the leading PSA tools available: ConnectWise and Autotask. Extend ConnectWise/Autotask to your website to automate MSP marketing campaigns, sales activities, client requests, and more. **How JoomConnect Benefits Your MSP Marketing Goals** • Create Companies and Contacts • Generate Service Tickets for your chosen service board • Assign and schedule Activities or To-Dos • Create Sales Opportunities with product details (CW) • Design custom fields to collect specific information, such as text areas, radio buttons, or select boxes • Assign Activities and Opportunities to your Marketing Campaigns (CW) • Apply Marketing Groups and Tracks (CW), allowing users to choose which groups to opt into • Customize website experiences based on Marketing Group subscriptions • Utilize customized forms for landing pages, event registrations, campaigns, specialized service requests, and more **JoomConnect Forms** • Easily create your own forms using our drag and drop capabilities. Select from PSA fields, custom fields, and what events you want to have happen, from a Ticket, an Activity or To-Dos, an Opportunity, and so much more! Create forms for your clients to report emergencies, submit specific support requests like add/move/change requests. You can even create a configuration from a form submission! **Subscription Management** • Easily add users to your Marketing Groups as they complete simple forms. Give your users the ability to select which of your Marketing Groups they are subscribed to. **Control Your Users' Website Experience** • With user permissions connected to your Marketing Groups, you can control the content displayed to your logged-in users. Once your users login to your website, you can give them different menus, modules, and forms to access. ConnectWise Manage users can also use the 'Company Type' for this feature.	$500 Once	$99/Month

JOOMCONNECT ADDONS	Setup	Monthly
Quick Analytics & Landmines: Track registered users as they browse and navigate your website. Quick Analytics records page views by individual users in a closed historical activity based on session time. Quick Landmines lets you trigger an activity, campaign, and attach marketing groups and tracks the moment a user lands on a particular page. *Note: Not available with JC Anywhere (will not work on non-Joomla websites).*		$10/Month
Quick Capture: Simplify new lead and customer entry for your staff members into ConnectWise or Autotask. This is a web based application to automate process sales, service, and marketing processes within ConnectWise or Autotask via the API.		$15/Month
Quick Referral: Automate the collection of referrals, enables tracking for you and your customer. *Example referral form: referral.directive.com*		$15/Month
Quick Commerce: Synchronize your product lists, categories, and pricing levels with JoomConnect for use with the Automation Forms, on Joomla' using the VirtueMart E-Commerce component.		$30/Month
Quick Campaign Pro*: Send out your newsletter or email marketing campaign from the easy to use interface of MailChimp/Constant Contact, allowing you to track results, sync lists, campaigns and end user subscriptions to marketing groups. *Note: If you have our eNewsletter and JoomConnect Integration, this addon 'Quick Campaign Pro' is free with your newsletter service. Your company's subscription for MailChimp, Constant Contact or any other mailing service is not included.*		$30/Month
Customized ConnectWise Email Template: Your clients most frequently receive your updates via ticket updates as emails - which can be bland, slightly confusing, and inherently anonymous. Fortunately, your ticket email template can be customized to match your company branding!	$850 Once	

MARKETING PLAN SERVICE	Setup	Monthly
Marketing Plan Service: JoomConnect's Marketing Plan is designed specifically to help you outline your direct mail, email campaigns, events marketing, social media posts, and other marketing projects for an entire year. With a detailed marketing plan full of what to do, and when to do it will help your MSP stay on track for growth throughout the year. Before we iron out a plan, we get to know the ins-and-outs of your company; we'll have a few questions for you. We want to get a feel for your company, your team, geographical-location, services offered, marketing targets, and more. This information allows us to formulate a plan that will best fit your company's time, marketing budget and resources. The success of your Marketing Plan will be dependent on the effort that your company puts into carrying it out. With a customized, comprehensive marketing plan, your company will have a step-by-step guide to successful marketing and advertising. **What's Included?** • A comprehensive analysis of your company • Customized marketing plan and calendar created specifically for your company • A yearlong schedule of marketing activities, broken down monthly • A spreadsheet to help calculate your campaigns, ROIs and other metrics • A quick-reference guide to see the analysis of your company at-a-glance • Extensive meeting with your team to review the plan **Why choose JoomConnect's Marketing Plan service?** We've come up with this Marketing Plan solution because we ultimately believe in the value that it provides. We want to share our methods, tips and solutions that we've been able to successfully implement with our own on-site MSP company. JoomConnect was designed to make lead processing easier and more effective. It would stand to reason that JoomConnect and the Marketing Plan go hand-in-hand. We have a documentation library that includes guides, webinars, partner training, and other resources that will make running campaigns, tracking email open/clicks, and processing of leads more efficient.	$3,500 Once	

MARKETING PLAN FULFILLMENT	Setup	Monthly
Virtual Marketing Manager: Let our Marketing Team become yours, with our Virtual Marketing Manager service. With our VMM, one of our experts help manage your marketing. We will help take on the administrative tasks that are required to run a successful marketing strategy, while you focus on running your business. The VMM service includes a single point of contact for all of your project and service tickets, weekly meetings to keep you up-to-date on your marketing events, and provide updates. Additionally, your VMM will let you know when our team needs your input. Our Marketing Team is Your Marketing Team with our Virtual Marketing Manager service. **Virtual Marketing Manager acts as:** • Single Point of Contact - Assumes Role of Marketing Manager • Oversees ALL Service and Project Tickets • Resource management, scheduling and driving processes • Weekly Update Meetings and As Needed • Acts as Client Liaison for Input and Approval of Content, Copy and Artwork to Maintain Quality • Maintaining and Reporting on Marketing Metrics **Our Virtual Marketing Managers can assist with:** • Any live events, direct mail, social media, prospect list consulting, custom web and content building, blog articles, press releases, and much more.		$1,000/Month

MEET COMPANY CAMPAIGN	Setup	Monthly
DIY - Meet Our Company Campaign: This campaign will introduce you and your company to suspects. Each letter will direct traffic back to a landing page on your website. Additional recommended add-ons include printing a case study (or other deliverable) and a newsletter to include in letters 2+3. For best results suspects should be vetted. **Campaign Includes:** • 1 Landing Page with Content including CTA and Interest Capture Form • 3 Letters, 2 Postcards • How To Run Guide	$850 Once (does not include fulfillment)	Time & materials for changes once setup
Fulfilled - Meet Our Company Campaign to 50 Contacts: 50 Contacts Provided by Client	$2,250 Once	$1,400 Once
Fulfilled - Meet Our Company Campaign to 50 Contacts: 50 Contacts Provided by JoomConnect	$3,150 Once	$2,300 Once
LEAD LIST SERVICE	**Setup**	**Monthly**
**MSP Lead Generation	Lead List Service:** When you sign on to our Lead List Service, we'll do the leg work for you. We'll scour your area for potential business opportunities, evaluating each prospect we find to ensure that they are a good match for the assistance delivered by a managed service provider. If you sign up for our monthly service, your list of these vetted contacts will have 50 new additions for your marketing and sales staff to pursue every month, with a greater likelihood of successful lead conversions.	$1,000 for 50 suspects $1,900 for 100 suspects *Save $100*	
ADDONS	**Setup**	**Monthly**
Google Ads: With our PPC service, our Content Marketing team will take care of everything. From setting up your account to continuous monitoring and improving, you'll get the maximum return on investment (ROI) for your budget and the opportunity to increase your opportunities to promote your MSP services. **Our PPC Campaign Management service includes:** 2 managed campaigns, 1 ad group per campaign, 5 ads per ad group, 1 landing page per ad group *Note: Monthly cost does not include your pay per click budget - only management of 2 campaigns (more campaigns can be added).*	$1,000 Once	$300/Month
Websight Tracker: With Websight Tracker, you will be able to learn a lot about your visitors and where they are located, with comprehensive mapping of your traffic patterns and the regions your website is accessed from. You'll be able to track which links were most effective in attracting visitors, and when a visitor has clicked on one of these links for the first time.		$15/Month
VirtueMart eCommerce: Customization, setup and configuration of VirtueMart, integration with payment gateway or PayPal. This works for Joomla or JoomConnect Anywhere with a standalone store only.	$1,500 Once	
SOCIAL MEDIA	**Setup**	**Monthly**
Social Center: Schedule and publish posts on all major social media platforms with an easy-to-use interface, making your social media management simple and painless.		$45/Month
Ultimate Social Media Rig: The Ultimate Social Media Rig will set up your business' social media accounts, brand them to your company's logo and train you and your staff on using social media. **What's Included?** • Social Media Platform Setup and Branding • Social Network Best Practice Training • Facebook Page, X (Twitter), LinkedIn Business, YouTube • Dashboard account with all supported sites connected • Free 1 Month Trial of Social Center	$600 Once	
Social Media Graphics Refresh: We'll review your existing social media accounts and make sure that everything across the board, fits best practices and your branding is consistent.	$350 Once	
Instagram Link Wall: Every business needs to consider what works for them and their audience when determining which social media platform to include in their social marketing strategy. Including Instagram in your social media strategy can be beneficial for your MSP if you're looking to engage a broader audience and enhance your brand's visibility.	$129 Once	

TALKING HEAD & ANIMATED VIDEO SERVICES	Setup

Talking Head Videos: Come onsite to Directive for a full day's worth of recording!

These quick, straightforward videos cover your main services while building trust with your prospects. We supply the scripts (and we can help you tweak them), handle the makeup, editing, and get them on your website, YouTube, and social networks.

Video plays a big role in lead generation for B2B companies. In fact, 75% of B2B decision makers watch videos before reaching out to a company. Talking head videos showcase the business owner or face of a company and give the prospect a good sense of who they could be working with. When done correctly, talking head videos allow you to speak directly to your website visitors in a professional, sincere, impactful way.

Our service includes 15 scripts highlighting various IT services, and we can work with you to customize them or create new ones, a day of shooting, editing, and materials to promote the videos.

Use your talking head videos on your website (we'll post them to your website and YouTube channel) and use them to supplement your ongoing marketing campaigns for years to come. They work great as brief explainers to both new prospects and existing clients, and share great on social media.
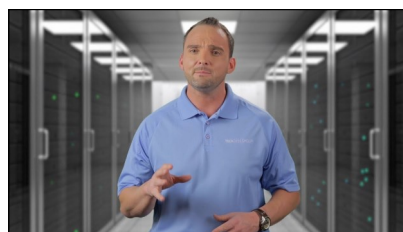
What's Included:

- Video shoot at Directive Studios
- Full day of studio time
- 15+ Scripts based on content for your homepage, about us, service videos (Managed Services, Cloud, Security, Email and more!)
- Full-scale post-production including editing, custom branding, audio mixing, and more
- Videos posted to your YouTube channel and on your Ultimate MSP Website on appropriate pages
- Optional professional makeup styling

Customizable Script List:

- Website Welcome
- Managed IT Services
- Backup and Disaster Recovery
- The Cloud
- VoIP
- Security / UTM
- Helpdesk Support
- Mobile Device Management
- And more!

$5,000 Once

MSP Animated Videos: We have several videos to correlate with services provided by MSPs and continue to grow the library. Each video is branded to include a bumper with your company logo and contact information at the end and is customized with your company name and phone number in the audio.

Each video purchased will be added to your YouTube, added to your website, and a landing page for you. We even give you a marketing campaign kit to promote your video landing page!

Available Videos:

- What is Managed IT?
- Help Desk Support
- Backup and Disaster Recovery
- Unified Threat Management
- Managed Services
- Voice Over IP
- Cloud Computing
- Email Protection
- IT Infrastructure

$495 Each