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Enjoy the Weather with a Company Picnic!



The weather is finally starting to warm up, and there's no better way to enjoy it than to have a picnic! Have you considered hosting one for your company?

Company Picnics are a great way to relax, recharge, and enjoy some delicious food with coworkers and family.

We have a **Picnic Planning Guide & Checklist Deliverable** that can help make the planning process easier. It will also show you how to use this picnic to showcase your company culture and personality in your marketing!

Download Now!
jmct.io/picnicchecklist

Have Marketing Questions?
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Why Your Website Needs New Content on a Regular Basis



About five years ago, your MSP's website went through a huge redesign. The difference was HUGE! Your clients were happy that your website was finally easy for them to navigate, and prospects were converting after visiting your website at rates you hadn't previously seen.

Unfortunately, you're no longer seeing results like this. In fact, your organic traffic has been slowly decreasing over the past few years.

What gives?

What We See Happen

To ensure that they don't push clients and prospects toward their competition, most managed service providers with less than stellar websites eventually realize that their website needs a change. So, they go through the process of redesigning their entire website. They may turn to us, or have someone else bring their website up to modern standards.

The mistake that we see so many of our clients make is that they get this newly designed website from us, then never actually touch it after they complete their training.

It's not going to matter at first. It's likely that your new website will be vastly superior to your old website, so you'll probably see some initial spikes in traffic - especially if you're directing traffic to it through your marketing efforts like you should be doing.

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The Print Newsletter is Not Dead - Here's Why



As a part of the tech industry, you probably find it very tempting to steer away from most - if not all - forms of print marketing. A lot of managed service providers feel this way, and won't bother to promote their company with anything but digital means.

We're here to tell you that there's a lot of value to print marketing - one in particular that we'll be discussing in this blog today: the print newsletter.

The Value of Print Newsletters

Print newsletters are a tangible piece of marketing collateral that recipients can actually hold in their hands. This physicality gives printed newsletters a higher perceived value and greater stickiness compared to your MSP's digital marketing efforts.

You can also send your printed newsletter to anyone - suspects, leads, prospects, and clients - as long as you have a valid postage address. You can't do this with email due to regulations connected to business email communications - only people who have opted in.

Even when comparing printed newsletters to other direct mail marketing pieces, sending out printed newsletters is going to add more educational value compared to other pieces you send out. With printed newsletters, you have space for multiple blogs on top of any other type of information you want to include. With other direct mail types (letters, postcards, brochures), they're more than likely going to be focused on a singular topic.

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Conquering MSP Problems (Part 1): The Competitive Atmosphere



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?

This first part of our blog series will cover how you can conquer the businesses that are targeting the same clientele as you are: your 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 the duration of the downtime, the time it's going to take to get things up and running again, the cost it's going to be to fix things, and the cost the business incurs from not having their technology operational during that downtime. 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.

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...



Read the Rest Online!
jmct.io/mspprob1

Why Your Website Needs New Content on a Regular Basis

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However, if your website is just sitting there, you're going to see diminishing returns - just like the example we started this blog off with.

Fix The Issue With New Content!

You can prevent this 'slump' from occurring if you are regularly updating your website with new content. Updating your website on a regular basis helps improve your search engine ranking, making it easier for your prospects to find you.

It also makes it easier for you to market your services! If you're always sending your clients and prospects to the same few website pages that sit there, unchanged, they're going to start not

paying attention. If you send them to a page that they've never seen before, they're bound to at least take a peek!

Fortunately, managed service providers have a lot of content options that they can use to keep their website fresh.

Blogs

Probably the easiest way to add new content on a frequent basis and provide the biggest boost to your search engine ranking (provided you're writing about the right topics) is to start a company blog.

There's always a lot going on in the world of technology, so you should have plenty to write about if you decide to write your own. You could also outsource this to someone else to free up company time.

Company News

Are you hosting an event? Launching a new service? Did you win a local award? Whatever it is, write something about it and put it on your website. Include pictures and videos when you have them.

Deliverables

You have a LOT of deliverable options that you can put up, including:

- Whitepapers
- Case Studies
- Checklists
- How-To Guides
- Brochures
- Newsletters...



Read the Rest Online!
jmct.io/morewebcontent

How to Manage Your MSP's Online Reputation



Online reviews are a contentious thing for many businesses, as they have been known to both make and break them in the

past. Chances are, there are some reviews of your business floating around on the Internet right now... and not all of them may be complimentary.

Below, we'll discuss how much impact a review can have, and how to deal with negative (and even fake) reviews of your managed services.

The Impact of Online Reviews

Reviews can be found in a variety of places, like the assortment of business review websites out there that compile the opinions of business customers and clients. Google compiles the ratings from these sites to help inform its Google My Business results, as well as its search results in general. Finally, social media sites are quickly becoming a popular resource for a prospect to investigate your business, evaluating what other users have said about their experience.

Each of these platforms considers your business' ratings (by both number and quality) as they return the ranking of a business - but more on that in a second.

Reviews Aren't Always Bad!

If you've generated positive reviews, you can expect a few positive after effects as a result. Reviews serve as a form of social proof for the prospects who are doing their due diligence and investigating their options for a potential provider - in your case, of managed services.

Like we said, the platforms we reviewed takes the quality of your reviews into account when returning a user's search results. This means that having good reviews associated with your business can actually have a positive impact on your business' local search engine optimization. So, the better your reviews, the better you do on Google.

How Reviews Help Your MSP Marketing

Positive reviews also give your business as a managed service provider a few free marketing benefits. For example, they are a great example of social proof, as we mentioned - and when studies have shown that 90 percent of consumers trust online reviews as much as a peer's

recommendation, this is a kind of social proof you want to leverage.

On a related note, the casual reviews that people leave on their social media accounts are also important, as they are simply a modernized form of word-of-mouth. You can encourage your audience to interact with you with a carefully selected hashtag, or directly converse with them on your page.

In essence, the right review can be considered an opportunity to better connect with someone who is already engaged with your business.

Reviews Can Definitely Be Bad, Though

We've all seen them... reviews so scathing, it seems that the paint should be peeling from the walls as you read them.

These reviews can have a considerable effect on your business in many, many ways - and of course, once you've lost ground, it can be difficult to gain it back. In fact, it has been demonstrated that five positive Yelp reviews can give your



Read the Rest Online!
jmct.io/msponlinerep

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But What About eNews?

We're not trying to badmouth eNewsletters at all - in fact, they're a great marketing piece to incorporate into your overall strategy. eNewsletters have different benefits to your marketing that include:

- Having multiple ways for the recipient to read it (desktop computer, laptop, mobile phone, etc.)

- Being affordable to produce and send out
- The ability for readers to click links instead of typing them in or needing to scan a QR code
- Easier ways to track the success of your marketing...



Read the Rest Online!
jmct.io/printnewsalive

Get More Out of Your Marketing with the IT Playbook Package!

The **IT Playbook** is the definitive marketing resource for MSPs. This branded educational guide breaks down IT services in a way that clearly demonstrates the benefits and value of the solutions that you offer. It includes detailed information about the most popular IT services, including:

- IT Management
- IT Security
- Business Continuity
- Cloud Computing

...and other highly-demand services that your clients and prospects may or may not know they need!

Readers are directed to the appropriate service articles on your website with QR Codes and shortened URLs, allowing those who are reading it to easily learn more.

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The Playbook Kit includes marketing collateral that will help your team leverage the playbook to maximize lead generation and conversion. In addition to a **prospect letter** for you to send out, a fully-written **3 email drip**, and a **Playbook Request landing page** for your website, you'll get **5 EXCLUSIVE deliverable offerings** that link back to landing pages on your website!



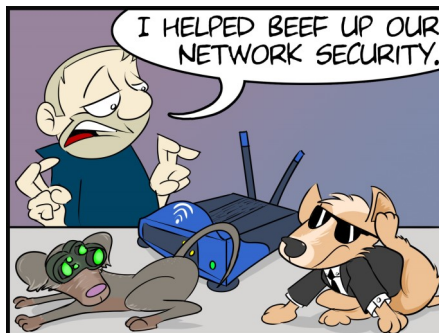
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10 Best Practices in MSP Social Media Marketing

All Sessions at End of May

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