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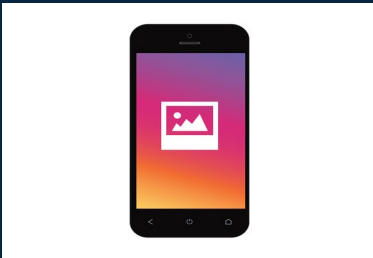
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### A Reminder About Instagram Marketing



Due to the current limitations of the Instagram app, links in the descriptions of posts can NOT be clicked on. This is why it is important to use shortened URLs in your company's Instagram posts.

If you want to give mobile users the ability to click on your links, you can choose to boost your Instagram posts through the app for as little as \$1.00 per day.

If you're interested in learning more about boosting on Instagram, check out the blog we wrote about this topic. Head to the link below to read it.

**Learn How to Promote Your Instagram Posts!**  
<https://jmct.io/igboosting>

### 10 Ways to Save Time on Your Marketing Efforts



Look, I get it - you're really busy. On top of all of your other responsibilities, it can be hard to find the time to market your managed services the way you really should be. Having said this, marketing is really the only way that you can be sure that you can continue your operations. That's why I wanted to share a list of ten marketing activities and strategies for you to leverage. By adopting these various actions as habits, you will be able to give your business' marketing a high-return, low-investment boost.

#### 1. Identify How You Work Best

Or, when you work best. Are you a morning person, do you hit your stride in the early afternoon, or do you accomplish your best work while burning the midnight oil? Marketing properly takes a wide variety of circumstances into account. Therefore, you need to do a bit of self-examination so that you can identify what conditions are ideal for your circumstances, and your marketing efforts.

#### 2. Establish and Commit to a Workflow

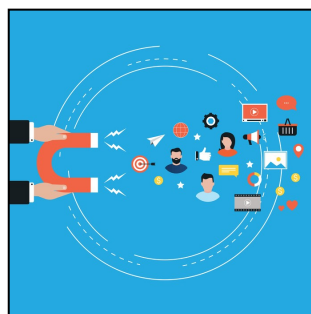
For the sake of consistency and in the interest of saving time, it always helps to have a set process to any activity... especially where marketing is concerned. This makes it easier to establish the most productive timetable possible, and from then on, it becomes that much easier to stick to it. Trying some A/B or split testing can help you to determine your most productive course of action. You should also make it a priority to establish who is responsible for what throughout your new process, as this will keep things running smoothly.

#### 3. Leverage Automation Capabilities

The fastest way to get something done is to have it be done automatically. Automated solutions take the scheduling of a resource out of the equation, not to mention the potential for human error. As a result, repetitive processes can be completed faster and with more accuracy, leaving

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### How to Generate Leads for Your MSP



There are a few prerequisites to being a good managed service provider. Of course, you have to provide your clients service, and your delivery needs to be proactive. One of the most important considerations, however, is to have clients to provide services to. This means you are going to have to generate the leads to nurture into these clients. Let's discuss how to do that.

Your marketing will be your most important tool as you work to attract these leads. There are various activities that you will need to undertake, covering the gamut of marketing efforts.

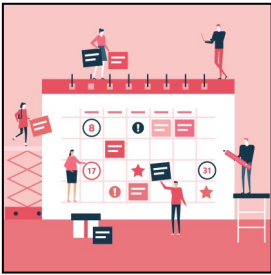
#### Generating Leads via Inbound Marketing

Today, most people are doing their own research online before reaching out to service providers. Inbound marketing helps you turn the tire-kicking traffic into potential new prospects. This will require you to undergo some inbound marketing activities.

An inbound marketing strategy should revolve around providing a considerable amount of value on a website that is compliant to search engine optimization best practices. What does this mean? In essence, you want your website to serve its visitors, which is what the search engines really care about. What answers are your visitors looking for? What problems are you able to

*(Continued on page 2)*

## Simplify Your Social Media Marketing Strategy with Scheduled Posts



It's important to have active social media accounts, but generating posts for your social media business pages is a LOT of

work. You don't want to be rushing to write some posts during a busy time of the quarter or trying to scramble to push out a post on a holiday in which you're not in the office.

That's why it helps to plan out your social media posts in advance.

### How Should You Plan Your Social Media Posts?

Planning out your posts so far out in advance can seem a bit daunting. How are you supposed to know what you want to post about so far in advance?

It's actually not as scary as you think if you know the general process of how to do so. To give you an idea, we like to plan out posts for the entire month all at once before that month starts. It's more than

doable! The best part is, it frees up a lot of our time and makes social media marketing that much easier.

*Here is how we do it.*

#### Step 1: Plan Out Your Topics

The first thing that you will need to do is to get a general idea of what you want to share through social media. Here are some ideas to keep in mind of things you can schedule posts about:

- Any holiday posts, including official holidays, tech-related holidays, or fun holidays
- Any internal company things that you want to feature that you can plan for in advance
- The services that you want to focus on
- Other pages on your website that you want to send your social media followers to (e.g., your testimonials page, referral page, newsletter archive page, etc.)
- Any deliverables on your website you want to link to
- Advertisements for an event that you will be hosting
- Any specific blogs that you want to share

- Educational information that you want to include that comes from sources other than your website (e.g., technology fun facts, birthdays of historical figures in technology, anniversaries of a major tech event that happened, etc.)

The more variety you have in your post topics, the greater benefit that your followers receive if they follow you.

#### Step 2: Write Your Posts

After you plan out your topics, you have to actually write posts to go with your topic. This is for social media, not a blog, so your posts need to be short and to the point. No post should be more than a couple of (short) sentences. Also, keep in mind that you're writing for those who are using a social network and don't want to be bombarded with overly sales-y messaging. Most of your posts shouldn't be pushing for a hard sell; focus on educating instead. Many of your posts will probably link to your website, and that link should be at...



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[jmct.io/smplanning](http://jmct.io/smplanning)

## How to Generate Leads for Your MSP

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help them resolve? What outcome can they expect from your services?

### Why Your Content Should Focus on Results

These outcomes should be the focal point of the content that populates your website - not so much the specifics of the services you offer. The reasoning behind this is simple.

*If someone asked you what time it was, would you teach them how to build a clock? Of course not - and the same should go for your marketing. Nine out of ten times, your audience just wants the solution, not the equation that leads to it.*

Shaping your content around the results of what you offer will make your website

more attractive to your audience, and your marketing more effective. To optimize your inbound efforts, focus on producing the right kind of content - including targeted landing pages - and working on your SEO efforts. The higher you appear on a search engine's results page for the right term, the more likely you are to attract the right audience.

### Outbound Marketing Lead Generation

Of course, your website isn't often going to convert a suspect into a lead on a single visit, much less complete their transition into a paying client. This means you must keep pulling them back to your website. This is where some outbound marketing tactics can come in handy.

Outbound marketing is the "yang" to inbound marketing's "yin." While inbound

brings your audience to your content, outbound involves sending content to them. As such, things like direct mail and email marketing are considered outbound tactics.

One of outbound marketing's greatest strengths is how effective it can be at cementing your business and services into your audience's consciousness. Direct mail can provide a tangible reminder of your services, which can have quite an effect as it stands apart from the primarily digital communications we typically see nowadays. Of course, this doesn't cheapen the value of email marketing, which also delivers a considerable...



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[jmct.io/howtoleadgen](http://jmct.io/howtoleadgen)

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your team free to focus on other tasks at hand.

### 4. Recycling Content

Who says that content has a one-use limit? However you procure your content, whether you write it yourself or have it written for you, it can have more influence than you might think.

Let's say that you have a blog on your website that offers quite a bit of insight. With a little bit of editing, you could easily have a script for a talking head video, or a series of social media posts to share. You could have an infographic designed to use as a deliverable. Of course, this is also ignoring the obvious - printing out the

blog and including it in a mailer. While you need to make sure your content stays fresh, you don't necessarily have to start from scratch each time.

### 5. Using Targeted Email Lists

How many email contacts do you have permission to reach out to? Do all of them have identical needs, each in the same stage of the buyer's journey? If so, you need to go out and buy yourself a lottery ticket, because you're quite a fortunate individual.

The fact of the matter is that your email list is never going to be so homogenous, so you need to figure out how to best divvy it up so that your email communications can be as effective as

possible. Possible segmentations to target can cover an individual's job title, the kind of organization they belong to, what content they have expressed interest in during the past, and many others. This can also help you keep your lists free of any wasted email addresses.

Want to learn some more best practices for leveraging email as a marketing tool? We have a few suggestions.

### 6. Batch Your Tasks

The human brain doesn't cope with frequently switching between tasks very...



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[jmct.io/savetime](http://jmct.io/savetime)

## How Marketing Your Business is Like Baking a Cake



*"Marketing... how hard could it be, right?"*

This is the position that many business owners take

when they decide that it is time to market their services. They figure if they just have a website, a few social media accounts, and keep their doors unlocked during business hours, they'll be set.

Unfortunately for these business owners, they don't have someone to show them the right way of marketing - having a plan.

### Why is a Marketing Plan So Crucial to Success?

There are tons of reasons that your marketing needs to be shaped around a carefully constructed strategy. We'll get into the specifics in a moment, but for now, I want you to consider a grocery shopping trip.

One of the key components to any truly successful grocery shopping trip is the list that one makes of the items that they need to buy. Out of milk? Put it on the list. Running low on eggs? List. Something

special that you want for dinner? Add it to the list. In many ways, a marketing plan is to your business' initiatives as your grocery list is to your shopping trip - it helps to keep you organized and on-task.

It does so in multiple different ways, as well.

### Planning a Winning Marketing Strategy

There are many advantages to creating a comprehensive marketing plan before you undergo your marketing activities.

For instance, by fully planning how your marketing will take shape, you are better prepared to make decisions using fact-based analysis, mitigating risks brought on by your own preconceptions. As a result, you will more effectively be able to optimize a variety of other crucial decisions that you will have to make.

Let's return to our grocery list analogy for a moment, assuming that you want to bake a cake for your staff. This will take some doing.

### Understanding Your Audience

First, you need to do a bit of research. It simply wouldn't do to bake a peanut butter lava cake if one of your team

members had a crippling peanut allergy. You need to make sure that you are using the right tools to present the right message to your audience - otherwise, your efforts will be misplaced. Just as when selecting the right kind of cake recipe, you need to carefully match your marketing efforts to your audience... which will require you to understand what makes them tick.

### Identifying Your Business and Marketing Goals

It is also important to recognize *why* you want to accomplish one particular goal over another. Why is it that you are making this cake? Has your team been particularly effective at their jobs and you are trying to reinforce that efficacy? Are you trying to cultivate loyalty through a positive experience? Should your team see this cake as a simple perk of the job, or is there another reason that you want to treat them to cake?

These are the questions you need to ask yourself for every marketing effort you put out. Otherwise, it could be easy to...



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[jmct.io/mktgcake](http://jmct.io/mktgcake)

## Enhance Your Marketing With Videos!

### 10 Animated Videos, Each With Their Own Mini Campaign Kit!

Videos increase conversion rates, help explain your services quickly, and make you stand out. Why not start using them in your marketing efforts?

So many managed service providers shy away from using video because they don't have the internal capabilities to create their own, and purchasing these videos can often be quite expensive.

Our **MSP Marketing Videos** look to fix that issue for you. These short videos (each approximately 1 minute long) are an **affordable option** and can help simplify your service offerings while capturing the attention of website visitors. Take a look below at some of our available options.

CLOUD COMPUTING	SPAM & VIRUS EMAIL PROTECTION	VOIP
UTM	MANAGED SERVICES	IT INFRASTRUCTURE

**These Videos - AND MORE - are available to be branded to your company!**

Purchasing one or more of our videos also gets you MORE than just the video. It also includes content to help you market it! Each video comes with the following:

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- Oversized Postcard
- Social Media Posts
- Letter from CEO
- Related Blog Article

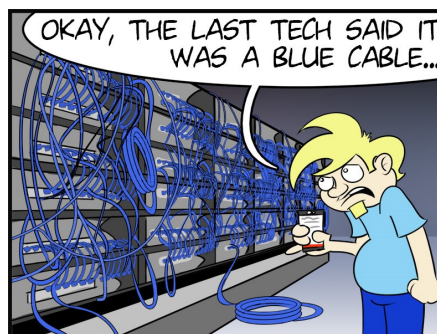
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### This Month's Webinar

**Everything You Need to Know About Facebook Business Pages**

June 27th (2 Sessions)

Learn more and register at:  
<https://jmct.io/fbbusiness>

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