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Black Hat vs. White Hat SEO Part 3: White Hat Practices



The best way to avoid having your website blacklisted (or marked as untrustworthy) by a search engine is to use SEO tactics that are allowed - and often even encouraged - by search engines themselves. Part 3 of our blog series will cover what exactly those tactics are so that you can set up your company for long-term success.

White Hat SEO

To remind you, White Hat SEO involves using optimization techniques, tactics, and strategies that focus on providing website...



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Your Competitors Can Help You Market Your MSP



Instead of relying on your 'gut' to determine which MSP services to market, take a page from what your competitors are doing. Stop guessing which technology is in demand; by studying your competitors you might be able to gain insight into what you are lacking, or how you need to stand out.

Let's go over a few ways that you can collect this kind of data.

Research Market Trends

One question we often get from MSPs is, how to establish which services to promote? The data collected with your Google Analytics and Google Search Console can provide some valuable insights into what potential customers are interested in based on their search patterns. This information allows you to tailor your message based on what potential leads are searching for. When you utilize this information, your marketing message

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How To Use Business Trends to Market Your MSP



Knowing which services your MSP should market can seem like a guessing game, but it doesn't have to be. If you understand and take advantage of market trends, you can tailor your MSP marketing strategy to target your audience, drive traffic to your site, and convert. Read on to learn how.

Why Business Trends Matter When Marketing Your MSP

Business trends can be crucial to your marketing because they allow you to observe the areas where potential customers may be interested in learning more. The most obvious example of a business trend would be the mass adoption of remote work. As scores of businesses embrace a remote workforce (willingly or not), it shouldn't be difficult to determine what bottlenecks they will face as they make the transition. Understanding these trends is critical to developing a marketing plan for your MSP. Doing so will allow you to market your MSP post-COVID-19.

As an experienced MSP, what services do you think a business new to remote work would need to be successful? What tools would provide them with solutions to their challenges? When marketing your MSP, your marketing plan should explain how those tools will help solve their remote work problems and why you're the MSP who can make it happen.

Put Yourself in the Shoes of Your Clients

How to decide which service to offer? Become your client by adopting a buyer persona. While developing a fictional persona can seem a little out there, all you're doing is putting yourself

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Need a Marketing Boost? Try PPC!



A great way to see an improvement in your website traffic is to run pay-per-click (PPC) ads. These advertisements

can help clients and prospects discover your MSP's numerous service offerings, and even serve as a reminder of what you do if they've visited your website before.

Let's talk a little bit more about pay-per-click advertising, and where you can turn if you're considering giving it a try.

SEO Before PPC

Before we get into pay-per-click advertising, we need to talk about search engine optimization - SEO for short. You shouldn't begin running pay-per-click ads before working on improving your ranking organically. To do this, make sure you do the following:

- Ensure that your website is designed with desktop and mobile users in mind

- Add diverse content to your website on a regular basis, including videos, deliverables, and educational articles
- Work on the various technical SEO strategies
- Include relevant keywords on your website

Feel free to reach out to us if you need help with any of this.

After you put in the effort here, pay-per-click ads are a great 'next step' to take to really improve your overall ranking and visibility. Your best bet is to start with Google and Facebook, the two largest Internet advertising platforms used by nearly 50% of ads. The reason they are used by so many marketers is that they have the best targeting features, enabling them to be more effective than your average PPC ad.

Why Google PPC Ads?

Regarding PPC Campaigns, Google is usually the first place that B2B marketers start. The most popular advertiser, Google holds 37.2% of the digital advertising market, and rightfully so due to its

flexibility and great targeting features. Take a look at these statistics to better understand why people turn to Google Ads:

- There are over 160 billion monthly Google searches
- 75% of people that click on ads say that search ads make it easier to find what they're looking for
- Google drives 95% of all paid search ad clicks on mobile devices
- Businesses make an average of \$2 in income for every \$1 they spend on Google Ads

There are a lot of options available to you if you're interested in running an ad campaign through Google. To better understand what you need to do to run a Google Ad Campaign, please check out our blog, [What You Need to Know About Running A Google Ad Campaign](#).

Why Facebook PPC Ads?



Read the Rest Online!
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How To Use Business Trends to Market Your MSP

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in the shoes of your customers and behaving as if you were them. Doing so can provide invaluable insight as to what services your customers need.

If you imagine yourself as a business owner who is new to supporting a remote workforce, what challenges come to mind? Is it communication, collaboration, or perhaps data security? Would you be worried about having an insufficient infrastructure to handle the influx of online requests, and are you set up to take credit cards? Does your remote team have the level of technology at home to allow them to be productive?

Your persona's goal is to better understand your customers to provide them with the services they need to solve their technology problems.

Soothing Pain Points

Once you recognize the issues that prevent businesses from being successful, you are now in a position to show that you can solve them. If team collaboration is a problem, then a productivity suite such as Microsoft 365 or Google Workspace can help. Is your business shifting to online ordering due to social distancing? Then invest in robust data security, including PCI compliance, and even a new website design. Is communication with your team and clients faltering? VoIP and video conferencing may provide a solution.

While as an MSP, you know which tools are right for the job, your potential customers won't unless you tell them. Your primary purpose as a business owner is to generate leads in order to grow your business. To do so, you must explain how

and why the services you offer will help organizations do their jobs better.

However, how can you reach them, let alone show them how you can help their business if they know your MSP even exists?

The Need to Market Your MSP

The only way a potential lead will know how you can help them is by letting them know, which means you need to market your MSP. Marketing your MSP can utilize various tactics, and strategies, but ultimately the goal is to get your message out to generate interest in your services...



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Your Competitors Can Help You Market Your MSP

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can reflect their needs and establish your MSP as a resource to solve their technology concerns.

Previously, we discussed using your analytics to follow marketing trends and develop personas to help you put yourself in the shoes of potential leads. Doing so will help you anticipate what services they may be interested in. While this is a great visualization technique, you are limited to what knowledge your customers have about their technology needs and what they are searching for as solutions.

For example, if they have security concerns, they may be searching for virus protection, which makes sense, but they will be equally served by investing in a BDR or UTM device. The thing is, they don't know what these services and tools

are or how they can help their business, meaning they won't be searching for them. The goal of a marketing plan for your MSP should provide the services they are looking for and anticipate the services they need.

Research Your Industry for Trends

Another source of marketing trends can be gleaned by evaluating what services enterprise-level managed IT providers are focusing on. By following what the enterprise-level MSPs are focusing on, you can gain the insights you need to help guide you on technology trends. This will allow you to develop your marketing to feature those services most likely to attract and convert leads.

For example, suppose the trend is going towards cloud-based infrastructure design and management. In that case, you should

not only feature these services prominently on your website but offer content on these topics for marketing purposes. It would help if you created campaigns designed to inform potential customers of the benefits of migrating to the cloud and use social media to share your insights.

Right now, it's pretty obvious—there has been a strong focus on higher-end cybersecurity and compliance, and a huge push for remote work and collaboration during the pandemic. It's all about safety and efficiency right now, for most areas.

How to Gain Industry Insight?

The best way to gain industry insight is...



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How to Use Social Media to Market Your MSP, Without "Marketing"



Social media allows MSPs to reach millions of potential customers all over the world. However, most people

don't want to be 'marketed' to. Moreover, they have various methods to tune out your message and your business from their Facebook feed. Take a moment to learn how to use social media to create leads without giving the impression you're 'marketing.'

Marketing Your MSP in the Digital Landscape

You have to market your MSP despite the reasons or excuses you have for not doing it. Simply put, if you don't market your MSP, no one will know you exist or how your services can help them. Even now during the pandemic, you have to market your MSP. Yet despite the need to market your MSP services, the reality is that most people don't want to be marketed to.

Unlike previous generations, this generation of consumers have a greater ability to ignore your advertising, making it difficult for your message to break through. Due to this, it's fair to say that digital marketing can be a double-edged sword. While the digital marketplace can allow you to reach hundreds, thousands, even millions of people, these same people have the means to block your advertising from reaching them.

The ability to install ad blockers or block unwanted visitors to a social media account can make it very difficult for your message to break through. Here are three tips for using social media to market your MSP to an audience that doesn't want to be marketed to.

Three Tips To Use Social Media to Market Your MSP without 'Marketing'

Make it Local

The majority of your customers will be from your community, and the best way to show that you're part of the community is to discuss issues that matter to your neighbors. A great way to use social media is to bring awareness to a local problem

and your opinions and solutions to address it.

For example, if you live in a location with extreme weather, you can use your social media presence to feature best practices to keep devices safe, such as surge protectors or BDR devices. If there has been a rash of cyberattacks on the elderly, you can provide tips to protect their passwords.

Keep in mind, Google treats most queries as local and that criteria when deciding which business to serve up as a search result. This is why it is essential to pay attention to local issues and provide content related to your community.

Give Them a Reason to Click

You'll be amazed at how many leads can be generated by a sweepstakes or a survey with a reward of a gift card to a local business. Not only are you encouraging your audience to provide...



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Your MSP's Social Media Graphics Matter - Here's Why



A picture is worth 1,000 words, but when it comes to pictures that represent your company and brand, we'd argue that those pictures are worth so much more

than that.

It's important that the pictures you choose to represent your company do so in a positive manner. That includes the images you're choosing to represent your company on your social media profiles: your profile picture and your cover photo.

What should they be, and what are general best practices surrounding them?

Let's talk about it.

Social Media Profile Pictures

This is an easy one: as a business, your profile picture should be your logo! When people run across your company's page through the search function or see any of your posts in their feed, your logo is what is going to be associated with your company name and - in the case of the latter - what you are posting about on social media. This is a good thing because it will help you establish better brand recognition.

Depending on what your logo looks like, it may make sense to make it the emblem in your logo instead, if you have one. As it is now, all of the...



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Boost Your Social Media Presence with Our Facebook Like Campaign!

Our **Facebook Like Campaign** uses your business' Facebook page to promote your knowledge and expertise as an MSP. Our campaign is a Facebook-based advertising campaign specifically designed for MSPs to help drive traffic to their website, encourage people to "Like" their Page, and increase engagement with their posts.



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