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### Add Buyer Personas to Your MSP Marketing Strategy



Whether you are determining what marketing strategies to use in your MSP's overall marketing efforts, or deciding what to do during your next marketing campaign, it helps to know who you are marketing to.

That's where buyer personas come in.

#### What is a Buyer Persona?

A **buyer persona** is a semi-fictional representation that a marketer would create of their ideal customer. This...



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

### Your MSP NEEDS to Participate in Social Media—Period.



on there and do it anyway.

It's been almost 15 years since Facebook opened itself up for the public, and not long after that, it gave businesses the opportunity to use the platform to communicate with customers, clients, and prospects. If you aren't using social media as a part of your online presence, you are extremely late to the game.

We get it though—there are countless excuses to ignore social media (and we have our fair share of complaints about some of the most popular platforms) but it's time to buckle down and get

#### Why Wouldn't an MSP Use Social Media?

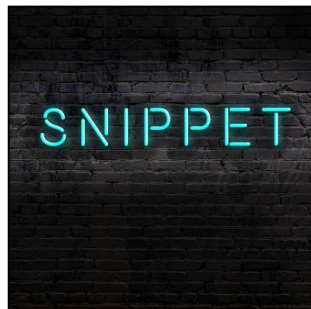
We've heard a lot of excuses over the years. At first, business owners would ask us, "Is it really worth it?"

Of course, for the first few years, Facebook was the main game in town. It was also where people played games, shared pictures of their dinners, and spent their free time. It definitely didn't seem like a place businesses could interact with users—but it was.

The overall buzz of social media shifts over time, but it's still a great way to stay connected with clients and prospects.

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### The Featured Snippet Conundrum



While content is king, there are other factors that can affect your SEO, primarily of which are featured snippets. The value of featured snippets isn't in doubt, but in order to take full advantage of them, you need to understand how they work.

#### The Featured Snippet Conundrum

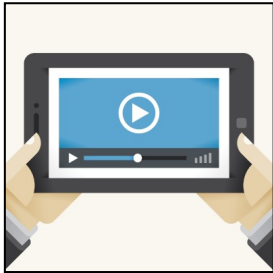
As we discussed previously, featured snippets are among the most effective SEO tactics to drive traffic to your website and help your MSP gain visibility. Featured snippets are valuable because they hold the topmost position your MSP can rank for in a search result. SEO's primary goal is to help your website rank higher than your competitors' because the higher your website ranks, the more likely a potential lead will click on a link or visit your website.

Yet ironically, featured snippets usually don't result in a click; instead, they provide the searcher with a quick and easy way to learn more about the subject they are interested in. As part of a zero-click strategy, featured snippets indicate that you're providing valuable information and are a trusted resource. Featured snippets are Google's way of vouching for you and, as such, are coveted as for SEO.

A little-known fact is that a featured snippet can come from anywhere in the search position, not just the top-performing sites. This means that a lower-ranking competitor may have a featured snippet because they provided the best answer to a question. Despite this advantage, the lack of following best SEO practices, including marketing their MSP, results in their being relegated to page two of a search result. However, in practice, it is more likely that a high-ranking MSP website will have a featured snippet because chances are, higher ranking websites

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## Is Your Business Utilizing Facebook Video Ads? It Should Be



You want your business to gain and keep the attention of your prospects and clients, don't you? Social media is a

perfect tool that businesses can use to do just that, especially Facebook! Using Facebook to market your business can help you build and engage with your audience in a bunch of different ways at an especially low cost. We highly recommend and encourage businesses of all sizes to take advantage of such a great marketing tool in their marketing efforts.

For many people, watching a video is much more preferred. People would just rather watch ads than read them. This form of advertising allows you to showcase more details about your business and what you can do, such as your products, service, or brand.

### Why Use this Ad Format?

There are many reasons why you should

utilize this ad format. Video ads are known to get more clicks. This is something that every business desires. More clicks mean more traffic, and more traffic means more potential business.

With videos, you have a more creative way to show your products and services. Videos introduce a personality and connection with an audience rather than just reading a post, it gives a relatable human identity to your business for people to connect with. These ads tend to create more interaction and reactions than images. That's not to say, of course, that image ads are a thing of the past, they are still a very valuable ad format. Video ads are just growing in popularity, so don't get left behind.

If you choose to create a video ad for Facebook, here are just some of the specs that you need to be aware of.

### Design Specs

**File Type:** MP4, MOV or GIF

**Ratio:** 4:5

**Video Settings:** H.264 compression, square pixels, fixed frame rate,

progressive scan and stereo AAC audio compression at 128kbps+

**Resolution:** At least 1080 x 1080 pixels

**Video Captions:** Optional, but recommended

**Video Sound:** Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

### Text Specs

**Primary Text:** 125 characters

**Headline:** 40 characters

**Description:** 30 characters

### Technical Specs

**Video Duration:** 1 second to 241 minutes

**Maximum File Size:** 4GB

**Minimum Width:** 120 pixels

**Minimum Height:** 120 pixels

### How to Create a Video Ad

The following instructions will help you create a video ad on Facebook. Now, to create video ads go to your Ads...



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

## The Featured Snippet Conundrum

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are creating more valuable content and following best SEO practices.

This means that if you're still focusing on individual keywords and not long-tailed keywords and phrases, your SEO isn't going to be as effective, and it's time to reconsider how you're using your keywords. In other words, stop worrying about a 'magic' keyword to drive traffic to your site, traffic is driven by providing useful information. For example, instead of sticking "IT Support" in every menu item, write a blog about how local businesses can determine if they are getting ripped off by their existing IT by breaking down their budget and looking at the amount of downtime and frustration they have to deal with.

Finally, 34 percent of desktop users don't even click on a webpage because the featured snippet has answered their

question. Understand this is by design. Google is focused on user experience, not necessarily driving traffic to your site. When traffic is driven to your site, it is a side-effect of providing the best response to a person's question. Google decides that your answer is the best fit and directs the user to your website first.

### How to Provide the Best Answer

When determining what the best answer is, it is essential to consider user intent. Understanding user intent is what it sounds like, understanding what answer the user was looking for when they asked their question. While it can seem like a simple process, in reality, it can be a little challenging, particularly based on which industry you serve, the services you're providing, and even your location.

As you're no doubt aware, MSPs aren't at the top of Google's trending list, which means your potential leads are going to

be somewhat restricted. Moreover, businesses in need of managed IT may not even know that managed IT is what they are looking for. All they know is that they have a problem with spam, are afraid of ransomware, or can't get decent Wi-Fi coverage in their office. Those are the pain points they are interested in solving, and may never include the term "MSP" in their search query.

Sticking "MSP" everywhere as a keyword—and deciding your SEO isn't working because when you search for MSP you're not turning up—isn't the most effective method to determine your online presence. Your potential leads don't even know what an MSP is. It's time to stop thinking as an MSP and starting thinking...



Read the Rest Online!  
[jmct.io/featuredsnippet](http://jmct.io/featuredsnippet)

## Your MSP NEEDS to Participate in Social Media—Period.

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If your business is like most, the last year has forced you to make many unexpected changes to adapt to change. It isn't uncommon for companies to have made extensive changes to their organization in order to remain productive since the pandemic started. These changes could include the number of employees in the office, the office's layout, operating hours, and of course, if your business visits clients, etc.

People, including ideal prospects, are spending more time on social media. Online marketing strategies require a social media component. After all, that's where the audience is. That's also where other businesses are putting their marketing efforts, so like anything else,

you need to be willing to apply pressure in order to stand out.

### Social Media Can Be a Solution For Your MSP

Yes, we have heard all the excuses MSPs make why not to use social media, but the reality is social media is a useful communication tool. Not just for marketing and messaging, but for keeping your MSP top of mind to potential leads. Moreover, while social media is usually part of an MSP marketing plan to help drive traffic to your website, it can be much more than that for your business.

Social media can take up the slack during these trying times due to the lack of word-of-mouth marketing created by social distancing and help you continue to

interact with clients, potential, and existing. As a tool designed for communications and engagement, social media should be one of the first places you look as a method to reach out to your customer base.

### How the Ultimate Social Media Rig Can Help Your MSP

While social media is all the rage, there are still many businesses—particularly small and medium-sized organizations—who aren't taking full advantage of it.

Our Ultimate Social Media Rig is the solution to this issue and is designed to...



Read the Rest Online!

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

## What 5 Marketing Questions Should An MSP Ask?



Are you looking for help to market and promote your MSP? Congratulations! By asking for help, you're a

step ahead of your competitors. Before you partner up with a marketing agency, make sure they understand your industry. Here are five questions you should ask about marketing your MSP.

### Five Questions To Ask Before Deciding On An Agency To Market Your MSP

#### 1. Does the marketing agency know what an MSP is and does?

It seems a silly question to ask in your first marketing meeting, but the reality is most businesses don't know what an MSP is, let alone what you do. As you can imagine, this makes it challenging to market your business, particularly to customers who may not know what to ask for, only that they are having a technical problem.

To develop an effective marketing strategy for your MSP, any marketing agency you choose must understand what an MSP does. How will they be able to market

your services if they don't? Simply put, you can't market what you don't understand.

#### 2. Have they worked with an MSP before?

Treat your marketing agency as you would any other business you're considering hiring. Ask them if they have any prior experience in your industry. Yes, there are transferable marketing strategies; however, being an MSP is unique from most other industries. Any marketing agency that you work with needs to understand what makes an MSP unique.

#### 3. Can they show you examples of their work?

Marketing agencies are by nature confident in their ability to help you market your product or services. It is not uncommon for them to have the mentality "if you've worked on one campaign, you've worked on them all," and to be honest, there is some merit to it. Still, it helps if they can show you what they have done prior for the MSP industry; at least for your own peace of mind.

#### 4. Do they have MSP-themed websites?

Do they have examples of MSP-focused websites? Many marketing agencies have a few templates and swap out logos and

keywords and call it a day. A website designed to sell sweaters will struggle to convey your services no matter how much you try. Not understanding how to pitch and sell the complex services you offer will put your agency at a severe disadvantage. Before you approve a website for your MSP, make sure you check for the four qualities a good MSP website should have.

#### 5. Do they have MSP-specific content?

Content is the primary driver of traffic to your website. While MSPs share similar concerns as other small to medium-sized businesses, an MSP is a unique business. Using our sweater versus MSP website as an example, the content on a sweater site should be designed to invoke emotion, which is the hallmark of an impulse-driven website. However, a person interested in an MSP will first search for information and solutions to their IT problems, usually multiple times before they even contact your sales department. This is why content is king for driving traffic to your MSP website.

The MSP content on your website must provide valuable information that...



Read the Rest Online!

[jmct.io/5questions](http://jmct.io/5questions)

## Twitter 101 - Lists [Social Media 101]



Twitter is an amazing social media platform that can provide you with a wealth of insight into your customers, competitors, and so much more. With its 145 million+ active

users, Twitter is a powerful marketing tool for both large and small businesses. One neat feature on Twitter you may not have heard of is its Lists.

### What is a Twitter List?

First things first—what exactly is a Twitter List? A Twitter List is **a curated group of Twitter accounts**. You can create your own Lists as well as follow Lists created by other users. Today, we are going to explain all of the important

features and even how to use Twitter's Lists for your business' social media marketing efforts.

### How to Create a List

1. Click on **Lists** in the navigation bar.
2. Click the **Create new List** icon at the top.
3. Name your list, add a short description. (List names cannot exceed 25 characters, nor can they begin with a number.)
4. Select if you want the List to be private or public.
5. Click **Next**.
6. You can then search for people and add people to your List.
7. Once you've finished adding people click **Done**...



Read the Rest Online!  
[jmct.io/twitterlists](https://jmct.io/twitterlists)

## Enhance Your Marketing Efforts! <https://jmct.io/brochures>

Put the information pertaining to your MSP and the services you offer directly in your clients' and prospects' hands! Our **Ultimate MSP Brochure Kit** can help you do just that while perfectly complementing any marketing efforts your MSP already has.

With our **Ultimate MSP Brochure Kit**, you will receive an impressionable, easy to print, and easy to distribute brochure branded specifically to your MSP!



### Service Features:

- 75+ Brochures in digital format
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- Business Card Template File
- Branded BDR Whitepaper
- Call to action graphic for service pages
- And more....

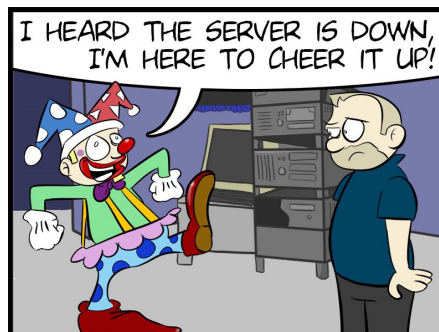
Get started with enhancing your marketing efforts with our **Ultimate MSP Brochure Kit!**

## Find Out More! <https://jmct.io/brochures>

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(All times are EST)

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