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How To Launch Your Business' Social Media Presence

Recently, we wrote about where to begin when starting to market your company in our blog Kickstart Your Marketing Efforts Using These Strategies. One of the things we suggested you should do first is to develop a social media presence. 96% of small business owners use social media marketing and believe it is important to their business. This means you should, too. What platforms should you use? What should you be posting? How do you grow your follower count? How should you be managing...

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How to Design and Run a Social Media Campaign from Start to Finish

Social media, in the relatively short time it has been a part of modern society, has revolutionized how we communicate—and business communications are no exception. Let's go over why you should absolutely be using social media to your marketing's benefit, and how you should go about doing so.

Why Should Today's Businesses Be Putting Social Media to Use?

There are plenty of reasons that a modern business (particularly a managed service provider) should be utilizing social media to their marketing advantage—something we've been saying for years now, despite the many excuses we've heard.

First, it's another reminder of your business and the services that you offer, delivered someplace where your audience isn't necessarily looking for it. This can help make whatever message you're trying to share that much more impactful, as well as boost the reach of these messages. This is particularly true if you encourage your audience to interact with them, share them, and otherwise amplify your message on your behalf.

Why are My MSP Competitors Ranking Better?

Are you doing everything right to market your MSP, but still ranking below competitors who seem to be doing everything wrong... at least according to what Google says? Learn why an out-of-touch competitor is doing well and what you can do to exceed them.

Are Your Competitors Outranking Your MSP Website?

It's an unfortunate situation to find yourself in. You've spent resources following best practices to develop your MSP website. Yet a competitor with a website straight from the early 2000s, with all the accompanying baggage of keyword spamming, being non-responsive, and a lack of HTTPS, is still ranking higher than you when you search for MSPs in your location.

Understandably, you may be frustrated by the idea that you're doing everything right. Yet, how can they be doing better as they're doing what everyone says is wrong?

Seriously, How are They Doing It?

When thinking about how Google ranks websites, there are many factors to consider. First of which is there is no one thing you can do to achieve number one rank. There is no one keyword and no perfect photo. The reality is page rank (how high your website ranks on a search result) is determined by various metrics or, as Google calls them, signals.

It is rumored that Google uses **over 200 signals** to determine what page to provide as a search result from a user's query (question). More importantly, no one outside of Google knows precisely what influence each metric has on page rank. This is something to keep in mind if you're interested in hiring an SEO specialist, and they "promise" your MSP website will have page one ranking.

Are Your Tracking the Leads From Your MSP Website?

Online marketing, such as SEO, email blasts, social media, and more are designed to perform one task; drive traffic to your website. While many MSPs understand this, they often neglect the importance of collecting and following up on clicks, opens, and conversions.

Why Tracking Campaign Success Matters for Your MSP Marketing

When we talk about finding qualified leads, we refer to leads that have a potentially high conversion rate—these are contacts that are most likely to not only engage with you, but potentially be a good fit for you as a client. This could include contacts from lists you purchased and vetted, chamber members, social media follows, etc., but they could also simply be users who found you and inquired about your services online. These contacts are known as inbound marketing leads and are valuable because the

prospect made an effort to communicate with you. This communication displays a high level of engagement which is essential to making a sale regardless of the industry.

However, due to the MSP industry's nature, it often takes months or even years before a lead materializes into a sale. It should come as no surprise that a lead, no matter how solid it is, may lose interest in your services over time. This is why it is critical that you keep your MSP *top of mind*, and tracking your leads can help ensure that you continue to nurture contacts that just aren't ready to sign a contract yet.

How to Track Leads

Tracking leads doesn't have to be complicated; in fact, Google Analytics offers a simple but effective method to keep track of your leads: conversions. By creating goals (under the admin gear icon on the lower left) to track your success pages, you can measure the number of qualified leads you receive.

A success page is a page a potential lead lands on after they complete a form. Forms can be from a request for more...

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Why are My MSP Competitors Ranking Better?
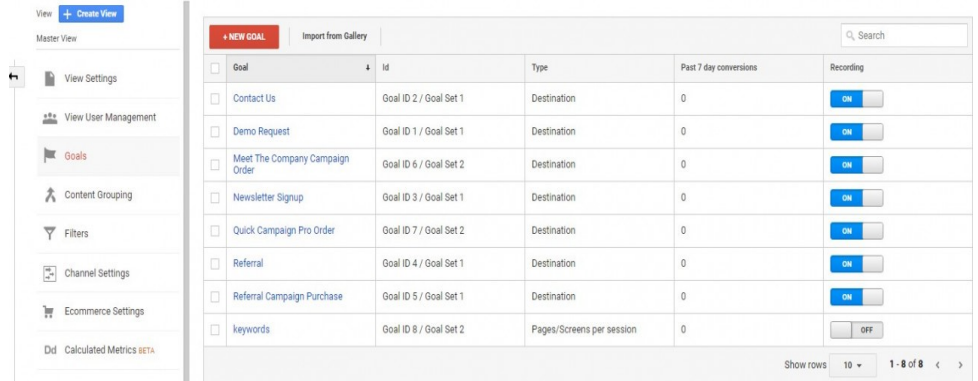
However, when a lower-tiered competitor is out-ranking you, three main signals are considered when performing a competitive analysis: **Authority**, **Relevance**, and **Trust**. These metrics are essential to giving Google the information they need to determine your page rank better. Chances are, these are areas your lower-tiered competitor is significantly higher than you are.

Here is some explanation of how these metrics may contribute to why your lower-tier competitor beats you to the punch in ranking for MSP searches.

Authority

Backlinks: Backlinks remain one of the most influential ranking tools an MSP website can have. Backlinks act as a form of validation for your MSP as a business providing services at such a high level that

other companies are willing to link (vouch) to your services.

As you can imagine, high-quality backlinks are hard to acquire. Because their value flows in both ways, if a high-quality site links to a poor-quality one, the poor-quality one gains Authority, while the higher-quality one loses it. Therefore, most businesses are very selective with who they share links, hence their value.

However, this wasn't always the case. Previously, most businesses would give a backlink just by asking them for one. If your competitor had a web presence back in those days, chances are they have a large number of backlinks from other long-historied websites. This is important because if all the sites have been online for some time, they share and reinforce a high-level of Authority. This means that their Authority has risen to a level a newer site may never be able to achieve because

the opportunity to do so doesn't exist anymore.

So, How Do You Get Backlinks Now?
It takes some work.
• **First**, you don't want to buy backlinks. This usually leads to Google devaluing the backlinks you get. That's only going to hurt you and waste your money.
• **Second**, long gone are the days of soliciting other websites and begging for backlinks. You are just going to get ignored.

The best way is to build online and offline relationships with other businesses and entities to promote each other's content. This takes time, and it's not something that can be faked. Here's a perfect...

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How Socialization Can Boost Your Business

The "social" nature of social media can also encourage this naturally, as the format helps to inspire interaction organically where many people spend some of their downtime. This means that a more casual tone is of benefit on many platforms, with added personalization to better… well, personify your services. With a casual tone to help draw in your audience and send them to your website, social media marketing can generate some relatively quick returns on your investments.

Furthermore, managing this activity is relatively simple, especially with the assistance of the tools that these platforms commonly offer to assist you in creating your ads and budgeting them appropriately. Working proactively can also make this kind of activity much simpler, especially if you're in the habit of scheduling your social media posts ahead of time.

So, there are some clear benefits to utilizing social media in your marketing efforts. Now the question becomes how to do so most effectively.

How to Effectively Use Social Media to Market Your Business

There are many different facets that should be incorporated as you implement social media into your marketing strategy, starting with the strategy you will use to do so.

Create a Social Media Strategy for Your Marketing

In fairness, the word "strategy" sounds scarier than it must be where social media is considered. As social media is effectively an extension of your business' brand, its corporate personality, that needs to be reflected in how it takes shape.

So, should the content you post there be all improvised and shared on the fly if that reflects your company culture? Absolutely not. The tone of your social media activity, the variety of content you share, and even which platform you primarily utilize should be planned out and pruned…

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Have You Been Putting Off Your 2021 MSP Marketing Plan?

First, 2020 was a paradigm shift, and no business, regardless of size or industry, including MSPs like yours, survived it without needing to abandon their 2020 plans. This caused most companies to adapt on the fly or risk losing their business. As we near the end of the first business quarter of 2021, you need to consider putting your MSP marketing plans into motion.

First Step: Dust Off Your Post-Pandemic MSP Marketing Plan

Now that your business has gotten settled into 2021, it's time to (re)evaluate your marketing plans. Usually, when you plan your marketing campaign for the new year, you would review the data from the previous year and determine how many goals were met.

Some marketing objectives or measurements to success for your MSP marketing to consider should include:

- Past social media campaigns.
- Website analytics including organic traffic, CTR, audience behavior
- Email open and click rates.
- Results from all of your paid media buys (PPC, radio, tv, print).
- How your content was being received, including user engagement.

Traditionally, reviewing this data would have provided the insights you need to develop your action plans for the new year. Usually, the plan would have been simple, analyze the data and do more of what worked to generate leads for your MSP and less of what didn't. While there is no silver bullet to guaranteed success, you could use the information you acquired to refine which tactics effectively generated leads for your MSP.

2020 was such an anomaly that chances are you may not be able to extrapolate meaningful results from the data you collected as would be expected. For example, if you created content focusing on how your MSP provided remote workforce support and services, you may have seen incredible growth in that area.

However, as time has progressed, most businesses may have reached a saturation point regarding their remote workforce. This means focusing so many resources into promoting it may no longer be the right course of action, despite the large number of leads it generated for your business last year. For example, ransomware attacks have become an almost daily occurrence in the news, making sense to focus on the issue to capture potential leads' attention.

One first step to starting your MSP marketing planning process would be to put yourself in the shoes of a business still facing technological uncertainty as its first-quarter draws near. By now, they should have a better idea of their issues and are seeking solutions to their problems. However, it is common for most businesses not to know which services to ask for when searching for answers to their questions. This is where a persona is valuable as it allows you to more closely focus on the services businesses are interested in.
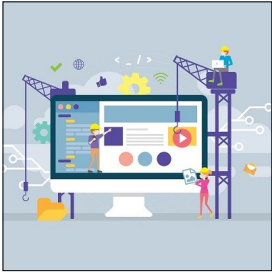
You Need To Update Your Personas

If you developed your personas as part of your MSP's marketing strategy some time ago, it is time to review them. The business environment in which you created them has long evolved from…

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Why a 'Use It or Lose It' Webpage Policy Benefits Your MSP

You want your website to best represent your MSP and the many services that you offer. As your central marketing hub, your website NEEDS to impress its visitors. To do so, it needs to be up-to-date and continuously maintained.

This is why we suggest setting a 'use it or lose it' policy when it comes to the pages on your website.

Why 'Use It or Lose It?'
This mindset when it comes to your website is directly tied to the user experience of your website visitors. What will these people think when they come across:

- **Incomplete Pages?**: "*Wow, it seems like quite a few pages here are still under construction. Maybe I should come back later when things are actually done.*" If they even remember to come back to your website, you're likely going to lose them if nothing has been added to these pages.
- **Outdated Pages?**: "*Clearly this company isn't updating their website. Are they going to be showing the same lack of care to my business?*" With this sort of response, you've already lost them to your competition.
- **No Longer Relevant Pages?**: "*Why is this page on their website when the salesperson I spoke to said that the company no longer offers this service? I'd rather partner with a company who is more straightforward about their...*"

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