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### Planning an Event to Keep Your Remote Workers Engaged



There is absolutely no denying that the not-entirely-voluntary adoption of remote work has shown how many benefits a business can see by enacting such strategies. However, this is not to say that remote work doesn't have some drawbacks to it.

One such drawback is how much company culture can potentially suffer without the presence of a unified workplace. Let's take a few moments to examine the phenomenon, and then discuss some ways that this kind of damage can be mitigated through the right kind of employee event.

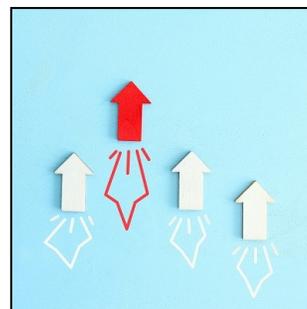
#### Fact: Nurturing a Company Culture is Easier in Person

For this discussion, let's delve into some armchair sociology.

Human beings are, at their core, social creatures. We function better when we are part of a tribe and can benefit from the support that such a structured environment can provide. For all

*(Continued on page 3)*

### Marketing Your MSP in Hypercompetitive Areas



Managed service providers, as well as other B2B vendors and service providers, have a very different market to compete within than they once did. In fact, the competition between different businesses has transformed into *hypercompetition*—the shifting adoption of various tactics for the express purpose of undermining another business' advantages. Let's consider how the right kind of marketing activities can help your MSP to gain an advantage over its competitors.

#### Competition is No Joke

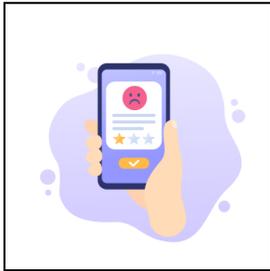
As you would imagine, these strategy-centric considerations are nothing new. The Harvard Business Review published an article back in their July 1978 issue that explored the management strategies that service-based businesses should consider, posing questions like:

- "How can we defend our business from competitors?"
- "Do we fully understand the specific type of service business we are in?"
- "What is the rationale for our pricing strategy?"
- "What process are we using to develop and test new services?"

The answers to these questions (along with many others) are what help to shape a business' strategy to take a more competitive stance in their market. Let's explore some ways to generate value for your business, and how to leverage that value in your marketing.

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## 3 Ways to Handle Fake or False Customer Reviews



Maintaining your business' reputation can be hard in today's age when there are so many ways and places for

people to share exactly what they think about your business, whether it be correct or even true! Unfortunately, some people share fake or false accounts of their interactions with a business, and oftentimes, the business is unable to outright remove those comments. So, here is what you do if you ever find your business facing this problem:

### 1. Report the Comment(s)

Luckily enough, the commonly used platforms like Google, Yelp, and Facebook Business allow you to report a comment to have it removed as they have policies in place against fake reviews and defamation. Look into the removal policies for the platform in question to see if this applies to you.

## Marketing Your MSP in Hypercompetitive Areas

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### How to Establish Your Value Amongst the B2B Market

If you can't demonstrate what you have to offer to your prospects, you won't reach the level of success you could have achieved otherwise. Part of this is for you to establish the value that you can offer your customers and outline it in clear terms. This value can take shape in a few ways:

- **Service** - Naturally, what you can offer to your clients as an MSP is a critical way that you can deliver value. If you can eliminate the risks that they face—or even those they fear that they face—their relationship with you is clearly beneficial.
- **Quality** - Delivering consistent and consistently good services that uphold your service level agreement will reassure your clientele that they've



### 2. Respond to the Comment(s)

Sometimes your response to the situation can improve it. Reach out to the reviewer, and politely debunk the comment, and explain how what they're saying is false. Addressing their complaint can help to improve their perspective of your business and may even encourage them to remove the post.



### 3. Bury the Comment(s)

If reporting and responding fail, try

selected the right resource to trust their IT to.

- **Responsivity** - When a client reaches out, they expect (and likely need) expeditious services. Promptly communicating with them and addressing their needs and/or concerns will raise your standing with your clientele.
- **Time** - Or the lack thereof, really, in how long it takes for a client to see a return for their investment. Clients expect prompt benefits, so the faster you can provide them, the more value your clients will perceive.
- **Price** - Clients aren't always motivated by low, low prices and other big bargains. A lot will instead seek out the highest (surprise, surprise) value they can get for the price that they pay.

Focusing your marketing messages around these aspects will help to elevate the

burying it. You can bury any false comments with positive ones. While the negative comment may have a negative impact, it certainly is not the end of the world or your business. A positive review could counteract any negative comment. We suggest going to your clients and asking them to leave feedback and share their experience working with you and your team. You can ask your clients to leave feedback with our Tech Feedback Card and avoid all of the awkwardness!

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perceived value that your audience sees in your services and give you the edge over your competition. We can help you to do so through a variety of means, starting with a comprehensive marketing plan.

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Give us a call at 888-546-4384 to learn more, and be sure to read our other blogs for more marketing best practices.



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## Planning an Event to Keep Your Remote Workers Engaged

(Continued from page 1)

the emphasis that we put on collaboration in our MSP Blog Service, the reality of our collaborative nature goes far deeper than the modern workplace. Humanity only really began to advance when we formed cooperative tribes, something that isolation and solitude actively work against. The tribe is what led to the invention of so many concepts, industries, and processes that we take for granted today.

Now, something else that we frequently touch on in our MSP blogs is the value that remote work can bring to a company.

### However, Remote Work Isn't ALL Sunshine and Rainbows

All of the values we say that remote work

can bring exist and can considerably benefit the operations that a business carries out. However, we admittedly tend to focus more on the impact it has on the business' wellbeing, and less so that it has on the wellbeing of an employee.

At the very least, remote work—particularly that which stretches over an extended time, as many businesses are still relying on—can make your disparate employees feel cut off from the rest of the business, from the tribe that they and their coworkers instinctively form. Cut off from something that the business world refers to as *company culture*.

### A Healthy Company Culture is an Underappreciated Necessity

Company culture is something else we've extensively discussed, both in this

blog and in our syndicated service. We won't reinvent the wheel here, but a good company culture offers a lot of benefits to a business that nurtures it:

- Improved productivity
- Improved loyalty
- Improved employee attraction and retention
- Improved efficiency
- Improved customer service
- Improved business reputation
- Improved company health
- Improved revenues

I think you see the point: the better your company culture is, the better off your...



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## How to Empower Your Marketing by Leveraging FOMO



FOMO, or the *Fear Of Missing Out*, can be a powerful motivator to accelerate the decision-making

process. This is no less true when it comes to business decisions. As a result, you might be able to use FOMO to your advantage in your MSP's marketing... so long as you do so responsibly.

Before we dive into the marketing strategy side of things, let's briefly examine the science behind FOMO.

### Why Do We Feel FOMO?

Believe it or not, FOMO has been the subject of its fair share of academic research. Defined in 2013 as the "pervasive apprehension that others might be having rewarding experiences from which one is absent," there have been multiple examinations of the phenomenon and the impact it can have on the human mind.

We'll spare you the deep dive into these studies and instead focus on the primary

takeaways of FOMO that have been identified.

Basically, the idea is that people tend to feel losses, be affected by them, twice as much as they do for any victories they experience. Naturally, we want to avoid these losses—including any missed experiences—and tend to dwell on those we do experience. It's just how our brains work.

Exacerbating this, the excess of choices we now have access to makes it all the more challenging to make a choice without some level of regret. Whether we prioritize an obligation over an opportunity or see someone enjoying such an opportunity on social media, FOMO can strike anyone at any time, from anywhere.

### Scarcity and FOMO Go Hand-in-Hand

As you might imagine, FOMO is strongly tied to scarcity. After all, if there's a chance that something could be missed out on, there's some limit in play that effectively sets a cap on that something. This means that in order for FOMO to exist, something can't be around forever. We'll touch back on this concept in a moment, but it's

an important condition to keep in mind.

### FOMO Can Really Benefit Your Marketing

To apply the concept of FOMO to your marketing, the message you share needs to communicate that missing an opportunity—specifically, the one you are presenting them with—is something that they will ultimately regret.

Let's go into a few ways that you could do just that:

#### Set a Deadline or Other Limitation

Remember how we said that FOMO requires something to be inherently limited or temporary? This is where that concept becomes important for you to remember.

The entire concept of FOMO hinges on the idea that someone else is going to enjoy something (in this case, the benefits of improved business) that you will not, exclusively because of your inaction. It's this scarcity that gives FOMO its influence in the first place, and as a result, offering...



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## Keywords are a Big Part of a Good SEO Strategy



One thing that most search engine optimization experts agree on is that including keywords in your web content is a good strategy. Think of keywords as the most pure

version of your website's content... if you wanted to sum up this content in just a word or a phrase, what would that phrase be? Let's go into how you can determine what your keywords should be, and how you can use them to your advantage.

### Why Do Keywords Matter So Much?

Keywords are important for your website to use because they help give the search engine crawlers responsible for ranking a website on the search engine results pages (SERPs) more context into what the website delivers. This means that, as you try to draw attention to your business' managed service offering, it pays off to use them to draw the attention of these search engines so the people looking for information are directed to you as the source.

Keywords can also help you use your website's content more effectively. Let's say you have some service offerings designed to meet the needs of certain industries. Involving that industry in your keywords for those service pages can help you more precisely target your ideal audience.

Ultimately, the goal of your keyword strategy should be to ensure that your content is presented in organic search results for the audience that best fits your business. An outcome like this is generally associated with improved click-through-rates (CTRs) and conversions.

### Where Should You Be Using Keywords?

In a word: everywhere. However, there are a few caveats to this, as we'll get into.

On your website, keywords can be a valuable addition to a variety of areas:

- Titles
- Headers and subheaders
- Title tags
- Meta descriptions
- Image tags
- Alt text
- Within content (keeping primary keywords towards the top of the page)

You can also use keywords to help draw your audience to your business' social media profiles by adding them in places like:

- Your profile name and description
- Post captions
- Hashtags
- Video subtitles and captions
- Your profile URL
- Alt text

### Keywords are Best Used in Strategic Moderation

Having said this, it is important to strike the right balance with your keywords. Your first priority should be to ensure that the content on your website is of a high enough quality to deliver what your audience was looking for in the first place. Sure, you may get a higher rank by including a ton of keywords, but it isn't going to help if your reader finds your content unhelpful...



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