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4 Important Reasons to Own Your Facebook Page



Does your business own its
Facebook page? NO? You really
should own your Facebook
page.

Your business' Facebook page is
very similar to your website,
wherein you can use it as a tool
to market your business, as well
as use it as a type of marketplace
to sell your products and
services.

Do You Own Your Facebook Page?

If you're not sure what a page...



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When it Comes to MSP Content, Don't Hide the Secret Sauce



Blogging isn't just a hobby or a marketing tactic used for side hustles. For an MSP, it is your primary method of communication and a tool to drive traffic. Are you giving your blog the attention and, most importantly, the information it needs to attract an audience? Here's why it's essential to share the "secret sauce."

Does Your MSP Website Have a Blog?

While blogging may have a lingering reputation of being a form of self-indulgence, the reality is blogs are the primary source of organic SEO marketing. Having a website without doing some legwork is no longer enough to drive traffic and attract an audience. If you aren't spending time to build content, you'll likely not be pulling in a lot of traffic, which means fewer leads.

In addition, if you're still focusing on keywords as a driver of traffic, you should consider rethinking how you use keywords. Modern SEO is driven by content and context, not individual (key)words.

In many ways, SEO is a feedback system: the more relevant content you have, the more Google will offer your website as a search result. It goes something like this:

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Gaining Trust is Hard, Especially Without These Nine Efforts



Trust is a critical factor in running any business successfully. A business owner needs to trust their employees to work effectively, a business as a whole needs to trust its vendors and service providers, and—perhaps most pressingly—a business' audience needs to trust that business.

Let's examine just how critical this trust is... and what can be done to help grow it in your own audience.

Trust is a Major Consideration, Especially Today

Regardless of industry or the audience for it, there has to be some sense of trust between a provider and its clientele... otherwise, the business relationship will not be a long-lasting one.

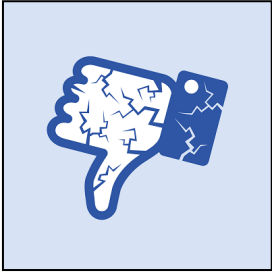
As it happens, businesses are the most trusted institution in the world, according to the 2021 (and 21st) edition of the Edelman Trust Barometer. This survey, which collected data online from over 33,000 respondents in 28 different countries, showed that businesses were the most trusted institution when compared to NGOs (non-governmental organizations), government, and the media, with it being the only one that scored—barely—as both competent and ethical:

- **Business** was scored at 14 on the competence scale and at 5 on the ethical scale.
- **NGOs** were scored at -5 on the competence scale and a 16 on the ethical scale.
- **Media** was scored at -19 on the competence scale and at -3 on the ethical scale.
- **Government** was scored at -34 on the competence scale and at -10 on the ethical scale.

While the relatively small sample size of this study should be acknowledged as a potentially biasing influence on it, considering these trends just goes to show that—despite business'

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Have You Made One of these Social Media Marketing Faux Pas?



Social media is one of those things that people often assume they are really good at. Now, we aren't suggesting

that you're one of these people, but you want to be sure that you aren't inadvertently making a critical error when using it.

Let's go through some basic social media marketing mistakes that you don't want to make with your business' accounts.

Lacking a Strategy to Guide Your Use of Social Media

With social media being so accessible nowadays, particularly with the general public using it so prolifically, it's important that businesses make use of it. However, this will take more than just throwing a post up every few days and leaving it at that. You need to—at the very least—be posting at least once a day, ideally also interacting with your followers, engaging

with other posts, and otherwise being present and active on the platform.

A great way to simplify this task is to come up with a plan beforehand of what you intend to post and when you plan to post it. While automatically posting links back to your website whenever you post a blog isn't a bad thing to do, it cannot and should not be your entire strategy.

Likewise, your social media needs to be used for more than just promoting your business. It's right there in the name: social media. Your business' social media accounts are an opportunity to start a conversation with your audience and educate them. By doing so, you might just foster a few brand ambassadors to help talk up your business. You'll at least increase the likelihood of your social media audience clicking through to investigate your website.

Focusing on the Wrong Audience, and Not Listening to Feedback

On a related note, you need to be sure that the right people are seeing your social media activity—after all, there's a

specific kind of person who you need to be targeting for your MSP services. The makeup of your target audience will have a significant impact on how you can get the most use out of your social media platforms, beginning with which one you focus on.

While we recommend that you maintain a basic presence on all of the popular platforms—Facebook, Twitter, LinkedIn, and Instagram—your particular audience's behaviors may indicate that paying extra attention to one over the others is warranted. By following best practices on each platform, you'll be able to reach your audience wherever they happen to log in.

Furthermore, social media gives your business access to one of the most effective marketing litmus tests: engagement measures. Feedback comes in more forms than just business reviews, after all (although you should still listen to these as well). Pay attention to the...



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Gaining Trust is Hard, Especially Without These Nine Efforts

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relatively high trust amongst respondents—it isn't enough to take this trust for granted... it has to be earned.

So, let's go over a few effective ways that your business can do so, through your operations and your marketing.

How to Generate Trust in Your Business Amongst Your Audience

Be Honest in Your Marketing, and Beyond

Nobody likes to be the target of a bait and switch. Why would your prospects be any different? Promising something and not delivering it is a great way to alienate the people you're trying to attract. Instead, make sure your marketing provides an accurate impression of your capabilities and what a client can expect from your services.

This honesty certainly shouldn't end once a client has been signed on, either. Let's say that your business missteps in its processes and it has an impact on your clientele. You need to own up to it. Will your clients be thrilled? Absolutely not, and you may lose some... but those that stay will likely be those that appreciate your candor.

Be Communicative and Supportive

Let me ask you this: how happy have you been after you've been left on hold for hours, just trying to get an answer to what you're starting to suspect is a relatively simple problem?

Yeah, not too happy. We've all been there, and we all know that not getting the help you need from a company is a uniquely infuriating experience. This makes it a bit of a no-brainer that you need to ensure that working with your

company is a thoroughly positive experience by keeping the lines of communication as open as possible. If your clients are having a challenging time, you need to do whatever you can to relieve them of their challenges. Use whatever tools are available to you to make your assistance available to them, and broadcast that your team can be reached through a variety of convenient communication channels.

Be Consistent

I have another question for you: would you feel more comfortable working with a company that (assuming they put any new information on their website) visibly only did so every so often, and it came in spurts of a few days—or...



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- If your content provides valuable information, the more your website will turn up in a search result. The more you appear in a search result, the more people will see your content and go to your website.
- Google pays attention to the amount of traffic your website receives. As such, the more traffic your website receives, the more Google will offer your website as a search result because you are providing information people are looking for... which Google uses as a metric to send more traffic to your site. Rinse and repeat.

Your blogs can provide the fuel that powers search engines and drives visitors

to your website. Once there, these visitors are more likely to convert. However, you have to give Google a reason to send them to your website and then a reason for them to stay. Your blogs must answer a prospect's technology-driven pain points. They are looking for a solution. If you can provide the answer, chances are they will be willing to take a chance that you can solve their other problems.

Don't Hide the Secret Sauce

When sharing information, many businesses tend to hold back out of fear of devaluing their services—often falling into the mindset of "why buy the milk when you can get the cow for free"?

The problem with this idiom is that owning a cow is a lot of work. Quite frankly, most people are better off paying for the milk than taking care of a cow. The same can be said for a business owner managing their own IT.

Let's take a real-world example: One of our first marketing products was called the Ultimate Social Media Rig. We still offer it today. The idea is our team will get some information from you, and build out your initial social media presence. We set up your Facebook business page, your Twitter profile, your LinkedIn company...



Read the Rest Online!
jmct.io/donthide

Why Good Blog Content is Important



I'm marketing my MSP, not trying to entertain people. I just want to sell my products and services, so why should I

spend my time writing a blog?

This is an opinion that we've seen far too often, and something that we wanted to set straight. So, let's answer that question: why is a blog important for a managed service provider to use in its marketing?

There are actually a few different reasons that warrant exploring.

When Done Right, a Blog Attracts Attention

Look, we get it: in an ideal world, every visitor to your website would result in a sale, each and every time. Unfortunately, this world isn't an ideal one, and so it isn't nearly this easy.

In actuality, it's far more likely that your prospects will be looking for the answer to their own problems, plugging their questions into a search engine and seeking out the right path. Naturally, you

want your website to be the path they take in their pursuit of answers, as this would make it more likely that they'd start on the buyer's journey and convert to a client.

Therefore, you need to be sure that your website gives them the answer to their questions... something that a few service pages just won't be able to do. With a blog, on the other hand, you can cover an ever-expanding range of IT-related content so your website is more likely to get both your audiences' attention, as well as Google's attention. After a while, your blog could prove to be the thing that draws these searchers to your site, where the content on your service pages can convince them to reach out to you.

Again, it is important to remember that your blog isn't necessarily what will seal the deal, but it is a great way to draw your audience in.

Your Blog is Meant to Educate

Your blog is an ideal means of sharing key IT lessons with your visitors. Sure, you may not be in the business of blogging, per se, but your business should be providing your audience with key insights and other educational information to

enable them to make the right decision for their business' success.

By covering all the key considerations that a business needs to keep in mind concerning its technology and overall IT strategy, you can prove to your visitors that you know your stuff and can show them the optimal way to function. You know the old "teach a man to fish" adage? While the person you teach may be better able to take care of themselves, they'll be more willing to reach out to you for assistance when it's needed.

Your Blog Gives You the Opportunity to Present Your Business Positively

While it may be gauche to talk up your own capabilities, a blog gives your organization the opportunity to "humblebrag," in a way. Let's face it, once you've taught your visitors about the needs that a modern business has, they're likely going to want a convenient way to fulfill them.

- Use your blog to talk about your wins and successes
- Share relationships that you have...



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jmct.io/goodblogcont

Is “www” Necessary in Your Marketing URLs?



URL—or uniform resource locator—is the technical term for the web address used to navigate to a website. Historically, the URL has always begun with “www,” to signify the “world

wide web”... but is it really necessary to include this information on your marketing materials?

As it turns out, it hasn’t been for years, and there are quite a few reasons that you shouldn’t.

Why You Should Drop “www” From Your Marketing URLs

With very few exceptions, the “www” prefix has not been necessary to include in a web address since 1994. In addition to this:

It Takes Longer, Both to Say and Type

Be honest: when was the last time you recited a website’s URL and actually included “www?” It’s just too cumbersome to be practical. Plus, with many address bars now doubling as search engines, it becomes especially redundant.

You want to make the process of navigating to your website as seamless as possible—particularly when you’re making use of printed materials. Giving them the simplest available URL to type helps make it that much more appealing for them to do so. It may be a little thing, but you’d be surprised by how often these little things can get in your way.

It Makes Your Website (and Marketing Overall) Feel Less “Human”

While your MSP would certainly qualify as a “tech company,” it is important to remember who your audience is: the average John/Joan Q.

Businessowner. While they want you to know all the technical stuff, all they need to know is that they have someone to turn to. They need to know that they can go to your-website-dot-com. It’s simpler that way, and adding “w-w-w” to the mix just muddies it up at that point.

It Interferes With Your Branding

On a similar note, your website’s domain name (taking some of these points into account) is itself a marketing opportunity. Name recognition is a powerful tool, so the muddying impact that we just touched on is best to remove when it comes to your brand name.

Of course, you can keep going with this process, utilizing something known as a vanity URL in your marketing.

How Vanity URLs Can Benefit Your Marketing

You’ve probably seen vanity URLs in action before. A vanity URL, much like a vanity license, is a branded version of a shortened URL that makes it more appealing and memorable for your audience. These kinds of URLs—which just so happen to lack the “www,” by the way—offer a variety of benefits to a business.

Tracking Your Efforts Becomes Easier

This is particularly true when these links are used on social media. Tracking a shortened URL can provide you with insight into the behaviors of certain segments of your audience, as you can share different versions of a shortened URL in your various efforts to deem which is most effective... something that your business’ typical URLs can’t accomplish with so much specificity...



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