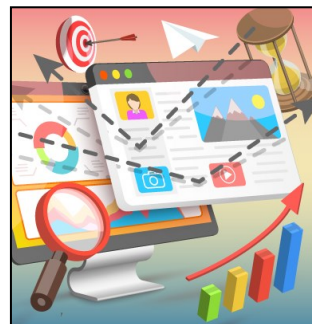


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- The MSP Marketing Collateral Your Clients and Prospects Want To See
- How to Start A Company Blog



Reduce Your Bounce Rate and Increase Conversions with Videos



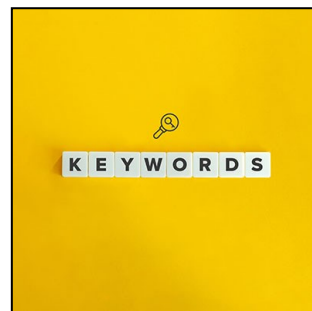
Is your MSP website having a problem keeping visitors on your site long enough to convert? Video is a great way to increase engagement, however only if it's done correctly. Here are some best practices to incorporate video on your website and retain the attention of potential leads.

Does Your MSP Website Have a High Bounce Rate?

As we recently discussed, a high bounce rate can indicate that your content or even the website itself isn't resonating with potential leads. Most unhappy customers "vote with their feet"

(Continued on page 3)

MSP Marketing: 20 Must-Have MSP "Magic" Keywords



Are you using the most effective keywords for your MSP marketing goals? Moreover, are you using keywords in the most effective way to rank on page one? Here are the best keywords and how to use them.

The Top 20 MSP Marketing Keywords

When starting an online MSP marketing campaign, the first question most managed service providers ask is "What keywords should I use?" The most straightforward answer should be whichever services you want to focus on.


For example, if you're going to focus on VoIP, your keyword(s) should be VoIP and its variants. You'll also want to consider your demographic and local trends, as that will alter what people search for. If nobody in your area has ever heard the term "VoIP" and they all just call it a "phone system," then you should be sure to include the latter term as well. You won't be selling much "soda" in a region that only calls it "pop".

There are some fundamental search terms (keywords) that you can use as the basis for your online MSP marketing strategy. Here are 20 "magic" keywords that cover the majority of the services most MSPs offer. If you were to only incorporate these 20 keywords into your SEO or content marketing plan, you would find that they will serve your MSP marketing needs well.

- it support
- computer consultant
- remote support
- it services
- backup
- cybersecurity
- computer services
- data backup
- network security
- managed it
- cloud services
- security cameras
- computer repair
- cloud hosting
- tech support


(Continued on page 2)

The Basics of Sales Promotions (1 of 2) - Framing



You probably have heard of the Four P's of Marketing - Product, Price, Place, and Promotion. As an established company, you likely already have the first three P's more or less figured out. The fourth P - promotion - can be a little bit more difficult to do, specifically when you are looking into running a sales promotion.

This first part of our blog series will go over the types of sales promotions that B2B marketers typically use to generate sales, and what you should be...



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Have Marketing Questions?
Call Us: 888-546-4384

MSP Marketing: How to Optimize Your Google Business Profile: Part 3



Your business' online web presence is directly related to how extensive your SEO strategy is. As you by now know, a

good way to improve and manage your SEO is your business' Google Business profile.

We're further exploring what you'll need to keep in mind when setting up your Google Business Profile so that you are utilizing it to the fullest.

A Google Business Profile Gives Businesses a Lot of Utility

In setting up a Google Business Profile, you can use it to throw information at the people who are most likely to be interested in what you have to offer, or

you can inform your audience of changes in your hours.

Your Google Business Profile gives you another place to share information and events. Your customers can also share their impressions of your business—including pictures—which hopefully helps to motivate you and your team into providing the highest possible standards of customer service to ensure that any social proof generated on your GBP is positive.

On the functional side of things, the GBP also gives you another place to shape your business' branding the way you wish. You will have full control over the messages you share and have the benefit of improved traffic analytics.

Naturally, your Search Engine Optimization (SEO) will see a boost as

well. Most importantly, perhaps, is the fact that the people who see your profile are likely to be the people who are looking for precisely what you have to offer.

Having a GBP also ties into how well your business is represented on Google Maps (just one reason that having your NAP match everywhere it is featured is so important), and significantly contributes to the likelihood that your business will appear in relevant Local 3-Packs on Google when a user's local search indicates an interest in your services.

Let's be honest... is it more likely that a business is going to search for "managed service providers" or for "tech support near me?" ...



Read the Rest Online!
jmct.io/googleprofile3

MSP Marketing: 20 Must-Have MSP "Magic" Keywords

(Continued from page 1)

- computer support
- office 365
- microsoft 365
- help desk
- it security

The next question to ask is how to use them? If you have prior knowledge of keywords, chances are you're considering adding them to the meta-data of your website. Additional obsolete practices include forcing keywords in the menu or footer of your site, or anywhere else where it doesn't make sense.

Forget Everything You Think You Know About Keywords

In previous generations of SEO, a focus on keywords was a viable strategy because all the search engines were driven by them, as opposed to the context in which they were contained. As you can imagine, this led to many businesses taking advantage of this, and for a while, it was considered black hat SEO. Oh, your competitor is showing up? In 1999, you

would stick their name in your keywords metatag, as well as misspellings of your core services, and repeated terms—you know, just to put some extra emphasis on them.

Back then, businesses would purchase domain names with keywords in the domain, to really try to one-up their competition, too. Every menu item on a site's dropdown would contain the same terms over and over again. It was a lawless time for the web, and sometimes these odd strategies worked, although mostly they just made your website a little bit more annoying to navigate for visitors.

In response to these bad practices, Google eliminated using keywords in metadata as a means to determine whether or not a website contained the information a searcher was looking for. Instead, Google turned its focus on the content itself for determining page rank and user intent.

If you have been developing an MSP

marketing plan for your business, you most likely are familiar with the importance of using keywords. Unfortunately, like many businesses, you may still be using keywords the way they were used in the internet's early days. If so, then it's time to rethink how you use keywords.

So wait, **Does Google Use Keywords?** Yes, but not as individual SEO signals and not in the meta tag, and that's been the case for over a decade.

When developing a content marketing strategy for your MSP, it is essential to understand how Google and the other search engines determine your website's rank (the page position). Simply put, they read the content, trying to understand the context. This information is used to determine whether or not your blog, service page, or website, in general, provides the best answer to a searcher's...



Read the Rest Online!
jmct.io/20keywords

Reduce Your Bounce Rate and Increase Conversions with Videos

(Continued from page 1)

in the case of a website; they may leave in enough numbers to generate an elevated bounce rate. The question then becomes what to do to keep visitors engaged long enough to convert. Some initial steps should be:

- Ensure your website is responsive and well designed
- Create high-quality content which answers search queries
- Immediately show the user the value of your services and your intent
- Add internal links to other relevant content on your website

These few steps should help reduce your bounce rate by attracting and retaining

increased visitors to your services as an MSP. However, there may be times when you wish to drive your bounce rate even lower and keep as many visitors to your website as possible. One additional step you can take to achieve this is to include videos on your website.

Video and Bounce Rate

Video isn't anything new. Using video and animation was an effective tactic to gain and retain visitors' attention in the early days of text-heavy web development. However, they were often used as a gimmick, not really as part of an integrated SEO or content marketing strategy. As such, it's not surprising that most people began to dread the animated GIFs, flash animations, and

auto-playing music many websites employed.

The standard practice was (and still is) to stick a video clip on the homepage or a landing page, hoping that a visitor would find it "interesting" enough to watch the video. The theory is if they stay and watch the video, the greater the chance they will be willing to visit and explore the rest of the site. However, as users became more sophisticated, so did their resistance to being "wowed" by random video content placed on a webpage...



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The MSP Marketing Collateral Your Clients and Prospects Want To See



MSP Marketing collateral is a collection of media that is used to support the sales of a company's

products or services. The primary purpose of marketing collateral is to showcase your business' products and services in an informational but attractive way, while at the same time expanding your credibility. The collateral you use should support your overall marketing efforts.

Collateral comes in many different shapes and sizes. It can be online content such as landing pages, videos, and emails. Or, it can be physical marketing materials such as printed newsletters, promotional flyers, and letters. It could even be scripts for your sales team to read when selling a particular product or service. Your collateral can be standalone collateral or supplemental media to other collateral pieces.

Because there are so many options of collateral to choose from and so many different ways to use them, picking your

go-to collateral pieces can be a bit intimidating. Here are our top suggestions to help you get started.

1. Brochures

Brochures are a unique but flexible piece of marketing collateral. They allow you to provide information about your products and services in a visual, easily digestible format.

Brochures can be distributed in both physical and digital formats. You can distribute them in person, whether you are at a trade show or you just finished meeting with a potential client. Brochures are also a staple piece for direct mail campaigns. They can also be added to your website for clients to download (we recommend creating brochures for each of your product and service pages) or emailed as an attachment to those that request a copy.

Utilizing brochures allows you to reach customers both online and in-person in a visually attractive way, making them a great piece to add to your overall...



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Thanks in advance!

jmct.io/googlereview

How to Start A Company Blog



Our recent blog [Kickstart Your Marketing Efforts Using These Strategies](#) touched upon the importance of establishing a blog when starting

to market your company. Once you establish a social media presence, starting to blog through your company website is one of the best things you can do to ensure success with your initial marketing efforts. Let us tell you why.

Why Blog?

Blogging has become more important than ever for B2B companies. Through blogs, you can showcase your subject matter expertise. This becomes helpful when B2B purchasers are searching for a particular product or service: posting blogs helps make it easier for them to find you because it improves your search engine ranking, especially when you are writing content that is related to those products and services.

Need proof? Here are some statistics:

- 71% of B2B researchers start their research with a generic search
- Companies that blog receive 55% more traffic to their website and have 434% more indexed pages compared to those that don't
- 68.52% of survey respondents believe that a blog adds credibility to a website
- Marketers who prioritize blogging in their marketing efforts are 13x more likely to see positive ROI than those who don't

So, if you're not already blogging, you better get started!

Tips On How To Blog

Getting started is always the hardest part, we know. But once you do, it's a lot easier than you think. You just need to pick what you are going to write about, research it, draft your content, post it to your website through your content management system's blogging module (or use a platform like WordPress), and monitor your blog traffic. Besides that, there are a few other things to keep in mind:

- **Post regularly and consistently:** We know this is easier said than done, but it's very important that you are adding blog articles on a regular basis to your website. Otherwise, you will not receive most of the benefits you would from blogging.
- **Talk about what your audience wants to read:** You may have a topic that is super interesting that you want to post about. However, if it's something your audience isn't interested in, it's not going to be read. Or, just as bad: it'll be read by the wrong people. Know your audience, and pick your topics based on what you think they want to learn more about.
- **Make it visual:** It is helpful to add something visual to your blogs regardless of what you are writing about: blog articles with images get 94% more views. At the very least, you should include a cover photo at the beginning of the article. You can also incorporate other visual elements such as videos and infographics.
- **Be both authentic and transparent:** You can showcase your expertise and professionalism without sounding robotic or too good to be true. Find your voice, let your emotions show, and be 'real' with your readers. It...



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