JoomConnect

Newsletter
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Facebook 101 - Hiding Your Personal Profile

Social Media 101

Successful MSP marketing relies on social media, including Facebook: the social media platform that people love to hate. We've come across so many MSPs adamantly against this platform, despite the benefit that it can bring to their business.

The problem is, if you hate Facebook enough to not have your own personal profile, then you can't manage your Facebook Business Page…

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Create the Perfect Landing Page to Market Your MSP

The landing page is the apex of your marketing funnel. It's where you want everyone to end up and (hopefully) convert. As you might imagine, this makes the quality of any given landing page a critical consideration and something that needs to be prioritized on your website.

Let's go over the process of building up your landing page so that it is as effective as possible in achieving your goal.

We'll start from the very beginning: with an empty page that we can go through piece by piece to maximize its returns. Before you do anything else, you should take a few moments to get yourself in the right mindset.

Ask yourself, have you taken the time to think about how you would pitch the landing page's offer in person? Your goal should be to emulate this approach as closely as possible on your landing page. You also need to make sure that everything on your page helps to support that particular page's goal, and you need to establish the appropriate tone for that landing page to

Four Tips For Maintaining Your SEO After Relocating Your MSP
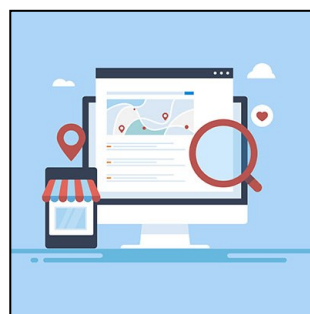
Relocating your business is stressful enough; the last thing you want is to discover you can no longer find yourself on Google after the move. If you can't find yourself, neither can your clients. Here are three things you can do to ensure leads can find you online after the move.

Have You Relocated Your MSP?
Whether due to growth, downsizing, or opening up offices closer to your clients and prospects, moving your office is a complicated endeavor and it's easy to forget about your digital footprint. In the days before the digital landscape, all you had to do was make sure all your team and equipment ended up at the same location at the same time. Schedule your mail to be forwarded, your phone numbers were transferred, and your phones were turned on, and you were set.

However, as so much business is conducted online, a successful move to a new location must include adding Google, social media, and other online communication. Many of the same tools you would use to market your MSP are needed to keep clients informed of your relocation and ensure that your new location doesn't get lost in the transition. Before you move

8 Tips To Create MSP Content Your Audience Will Want To Read

Are you writing content, as a box to check off or treating it as a vanity project? In reality your content is the main generator of leads for your MSP.

Here are eight ways to turn your content from fluff to profit for your MSP. Content is king. While many MSPs have grown to understand this, they often don't know how to create content that converts. If you've been struggling to make content that breaks through the noise and gains attention, here are eight tips to create more compelling content.

Establish What You Are Trying to Accomplish With Your Content
All marketing needs a goal before you even start the process. This goal can be

name recognition, sales, or traffic to your MSP website. Content is the primary tool Google uses to rank your website for the foreseeable future. You need to focus on making the most of your content.

When composing your content, you need to decide what goal you're trying to achieve because different goals require different types of content. How you develop your brand (generating name recognition) will differ from how you write to drive traffic to your site or make a sale.

Learn From Your Competitor's Content
While it may seem counterintuitive, your competitors can be a great resource in understanding what type of information customers are interested in. For example, if your competitors are writing about and ranking for cybersecurity, that could indicate what businesses in your location are concerned about. Conversely, you can take this opportunity to fill an underserved service

area your competitors may be ignoring allowing you to gain market share.

It would help if you also spent the time to learn what issues are affecting local businesses. Local news, industry publications, and word-of-mouth are all useful resources to seek out this information...and to spread the word that you're available to help.

Conduct Keyword Research
One mistake many MSPs make is assuming they know what search terms potential leads are searching for. The reality is that most business owners don't know what services they need to solve their problems. They don't even know what an MSP is, let alone how you can help their business. They know they are having trouble with their technology...

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Four Tips For Maintaining Your SEO After Relocating Your MSP

(Continued from page 1)
to your new location, here are some things you should consider before you load the moving van.

Four Online Steps To Take When Relocating Your MSP

1. Update your Google My Business listing
Your Google My Business Listing is the primary method Google uses to let potential customers learn more about your business and offer it as a search result. It is essential to understand that whenever someone searches for a service, Google assumes that the searcher wants a business "near them." This makes a complete and optimized Google My Business listing essential to ensuring potential customers can find your business.

An additional benefit of an optimized Google My Business listing is that your business increases your opportunity to show your MSP business in the Local

3-Pack. The Local 3-Pack is the block of three business listings that appear below the map on the result page after a localized search. Being part of the Local 3-Pack is valuable because most leads will click on the first few listings they see, and if your MSP is part of the first three listings, you have an increased chance to be selected.

It is important to understand that Google focuses on local businesses, making it essential to let Google know that you have changed locations and the areas you are now serving. If you don't do so, Google may not show your business to qualified leads because Google isn't aware that you serve customers in your new location. If Google doesn't know where your business is, neither will searchers relying on Google to provide information about your business.

2. Update Your Website's Metadata
What is metadata? Metadata is a brief description or summary of the information contained on a web

page. Metadata such as title tags and meta descriptions are critical to let your customers and Google know information about your business. Although Google knows where your business is (if you have completed an optimized Google My Business listing), adding your location to your titles and meta descriptions is standard practice.

An example of relevant metadata would be (Title Tag) **Managed IT Services | Serving Smith County | Acme MSP** (Meta-description) Tech Support for businesses in Smith County. Managed IT prevents downtime and loss of productivity for your business. Call today to learn more.

Metadata gives searchers a quick way to determine whether or not your business is a good fit for them and the confidence that you serve their community. If your location has significantly changed, your...

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Create the Perfect Landing Page to Market Your MSP

take. It is crucial that your landing page is designed and drafted to focus specifically on your visitors' priorities.

Once you are in the right headspace and have established the right language for your page to use, it is time to get writing.

The Elements of an Effective Landing Page

Let's go over the considerations you need to make concerning each component of your landing page.

The Headline
The headline is going to be the first thing that one of your website visitors will see when they click through to your landing page. Therefore, it is important that it makes the value of what you have to offer particularly clear. **It isn't the *what*, it's the *why*.**

For example, let's say you wanted to create a landing page to collect signups for a business continuity webinar. While your headline could be "Business Continuity Webinar", it definitely shouldn't be. Something like "Find Out What to Do to Keep Your Business Going Through Disaster" is a far more impactful alternative that communicates the value that will be taken away from the landing page.

By making it clear what you have to offer in a way that elicits some emotion, you can start off your landing page strong.

When you build your landing page, your Headline needs to be in a **Heading 1** format, and you can break up your content with **Heading 2** subheadings as well.

The Content
Once you've primed your audience to your landing page's intention, it's time to state your case. You need to lay out your...

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How To Have Your MSP Website Rank On Google

Are you taking advantage of this fundamental tool your MSP marketing plan needs to gain your audience's attention and Google's too? Meta descriptions are your first opportunity to let potential leads know what your webpage is about and whether or not they should click on your link. Read on to learn best practices to use regarding your meta descriptions for marketing your MSP.

Why are Meta Descriptions Essential to MSP Marketing?
MSP marketing, like all marketing, relies on getting your message or product in front of an audience. Your meta description is the sentence that Google and the other search engines show to help searchers decide whether or not your webpage is providing the answer to their question. One way to think of meta descriptions is like one-sentence promos, giving searchers a taste of the webpage's information. As such, it needs to be compelling if you want your message to be noticed.

Note: Your meta description is not the same thing as your meta keywords. Meta keywords on your website used to contain a list of keywords Google used to determine whether or not your website was a good fit for a searcher. However, Google no longer uses meta keywords due partly to their abuse, i.e., black hat SEO. It's been over a decade since they have, and if you're still primarily focusing on keywords as a means to drive traffic to your MSP website, it's time to reconsider. **The keywords meta tag does not play a role in SEO.**

Back to meta descriptions: meta descriptions allow you to place important keywords in front of your audience and Google, giving you a better chance to gain the attention of a potential lead. This is achieved by actually telling them what information they will find if they click on the link. For example, take a look at how one of our marketing keywords, MSP Marketing, is being displayed in this meta

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Google

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We would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

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Conquering MSP Marketing Problems (Part 2): Finding the Time to Market

Businesses of all sizes and all industries recognize at least in part that they need to promote themselves if they want to find new customers and grow their company. However, even if they recognize this, it doesn't mean it is actually happening.

Marketing takes a lot of time and effort; those businesses that are on the smaller size tend to let marketing fall on the wayside, which hurts their companies in the long run. To prevent your MSP from doing this, this blog will talk about how to be proactive with your marketing efforts and take care of the very important (but somewhat time-consuming) tasks that need to be done if you want your marketing to be effective.

Finding the Time For Marketing-Related Tasks

Most managed service providers can be classified as a small-to-medium sized business. Businesses of this size will often put marketing on the backburner due to not having the time or resources to handle marketing on top of handling day-to-day operations.

When it comes to marketing-related tasks that take longer to manage and perform, certain things that are EXTREMELY important for your overall marketing success were at one time overlooked by many of the managed service providers that came to us for assistance.

Let's review what those things are, and what you can do to make sure that your MSP stays on track.

Maintaining (and Growing!) Your Email Lists
You probably have emails from the clients that you work with contained in your company's PSA. You may also have emails collected from trade shows you've attended, local chamber events, from people who have filled out forms on your website but haven't yet become a client...the list goes on.

There are two problems that tend to arise regarding your lists.

First, no maintenance is done regarding the emails in the list. There may be emails from companies that no longer exist, or they may be improperly organized in your marketing lists (e.g., clients may still be in your prospect marketing lists, or businesses you no longer work with may still be getting emails you send out to your clients). You could even be still emailing people who have unsubscribed from your emails altogether, which could land you in legal trouble!

Second, often no effort is put into growing these lists.

Conquer this Problem: Let's first tackle what you can do to maintain your lists.

If this is something you haven't been proactively doing, it might take you quite a bit of time to clean things up, especially if you have a lot of different marketing groups to segment your clientele. Once you correctly classify individuals as you need to, you can use the tool BriteVerify to better weed out which emails you shouldn't be attempting to contact...

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