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Newsletter

In This Issue:

Is Smart Bidding Right For My MSP?

If you're new to Pay-Per-Click (PPC), you're probably looking for as much assistance as you can find, so it makes sense that when Google calls with advice; you listen. However, before you give Google the reins, here are some things you should consider before you hand over control of your ads and your budget.

Should I Just Let Google Manage My MSP Ads?
It seems like a no-brainer; who better than Google to run and manage their product? They certainly have decades of experience, and their expertise can be helpful for many businesses. However, is it right for your business? PPC, like most advertising, relies on the impulse buyer, but as you know, a managed services agreement will rarely be...

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What is Always-On Marketing, and How Can My MSP Use It?

If you haven't heard of always-on marketing, there's probably a good reason for that: the term is a relatively new one, and represents something that we really haven't seen before. Let's try to explain what it is, and how you can take advantage of it for your benefit as a managed service provider.

First Off, What is Always-On Marketing?
It can be very easy to hear the term "always-on marketing" and immediately associate it with the kind of content marketing that we often promote. While this isn't technically wrong, it's a vast oversimplification. In this context, always-on marketing refers to the kind of marketing that you can put in place once and it continues working for you over time—the things that you put on your website behind a form for people to download, for instance.

However, true always-on marketing is more than just making something available. It's ensuring that there's always another means of communicating with your prospects, another channel to reach them through. If you're constantly planning new initiatives to help pull in new business opportunities without the need for you to take a super active role, you're engaging in always-on marketing.

Always-on marketing includes efforts like:
- Search marketing, including pay-per-click, search engine optimization, and collecting backlinks.
- Social media marketing, including both paid and organic social as well as earned mentions.
- Digital advertising, including programmatic display ads, native advertising, and sponsorships.

Three Things You May Not Be Doing To Market Your MSP

Marketing your MSP is more than getting your name recognized, it is about developing a reputation that inspires potential customers to contact you. While marketing is critical, there are some things that you may not be doing to increase its effectiveness, and generate the leads you're seeking.

Are You Doing All You Can to Market Your MSP?
If you're like most businesses, your marketing efforts consist of a website and a Facebook account, neither of which is updated, and for the most part were created as a box to check off, with no real plan on how to use them as a marketing tool. While your MSP website is an essential component of your marketing, your website can't and shouldn't be the only marketing you do.

However, if you have been engaging in more marketing than having a website and you feel your MSP marketing hasn't been delivering the results you hoped, here are three steps you can take to bring your business to the attention of potential customers.

1. Develop Your Brand
Many business owners feel that branding is just more marketing mumbo-jumbo. It is common for most businesses to think about branding as having a logo designed. However, branding is a

What is Always-On Marketing, and How Can My MSP Use It?

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- Digital press releases, including guest blogging, influencer outreach, and advertorials.
- Digital partnerships, including affiliate marketing, co-branding, and co-marketing.
- Digital messaging, including emails from publisher pushes, in-house pushes, and partners.

In short, always-on marketing simply means having a strategic approach in place that ensures continuous activities between you and your contacts, from the very beginning of your marketing funnel to the retargeting and retention activities you direct towards your existing clientele.

How Can You Start Using Always-On Marketing?

There are a few approaches you can take to adopt always-on marketing in your own business. For instance:

Identify Your Most Valuable Buyers Journeys

Where do your most lucrative leads come from, the ones most likely to sign up for your services, or the ones who sign up most quickly? The paths they took need to start somewhere, and follow a certain route. By mapping these routes, you're able to figure out which approach tends to work the best to convince your prospects to go with your services.

From there, you can both adjust your other efforts and channels to more closely emulate your most successful journeys, as well as really promote the channels that have already proven to perform well.

Enhance Your Engagement Opportunities

When do your marketing efforts really resonate with your prospects—or, in other words, which of your marketing initiatives tend to move them along the funnel most rapidly, that your prospects seem to respond well to? This is a useful metric to collect, as it can help you figure out how to enhance the rest of your efforts to match.

This also enables you to more consistently engage with your prospects, helping you to form the kind of relationship that you want with them…one built on trust and confidence.

Clarify Your Current Capabilities, Based on Your Resources

Of course, there's only so much you can do based entirely on the funds you have available to commit to these efforts, so it's important to ensure that you don't outpace or overreach. Sustainability is key to successful marketing, after all, so make sure you strategically design your marketing in such a way that your efforts match your abilities to maintain it.

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Three Things You May Not Be Doing To Market Your MSP

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lot more than the superficial buzzword people have come to view it as. Effective brand development is far more strategic, designed to develop your reputation and how potential customers view your business.

Is your business viewed positively or negatively? Worse, do other companies even know your organization exists? What does your social proof say? Are your reviews complementary? Do you have any? All these factors go into fleshing out your brand and giving leads a reason to take a chance on your services.

When developing your brand, one question is, what makes your MSP different from your competitors? To be successful, go deeper than stating you're dedicated to customer service because, let's face it, everyone says that. Take this moment to promote your specialty. Is it server support, cybersecurity, or something else?

Of course, talk is cheap. It would help if you showed that you are the best at what you do; this is where your content comes into play. By offering case studies, collecting reviews, and creating helpful content, you can provide potential leads with the proof they need to feel confident to contact you.

2. Market Consistently

One of the constant refrains businesses make regarding marketing is that it takes too long, and that's a fair point. Your business can take a long time to become top-of-mind for potential leads. Unfortunately, many companies lose patience and stop marketing, preventing any momentum from being gained. We get it, you need the phones to ring now, but marketing can be nebulous, subject to the whims of a fickle marketplace.

This is the reality of most marketing, and it takes time to develop enough name recognition, SEO, and social proof to break through the noise and enter your audience's consciousness. The best way to

enter your audience's consciousness is to be consistent in how you engage with them. What does consistency look like? It's blogging or posting on a predictable schedule, and most importantly, it's providing your audience (and Google) with high-quality information that provides solutions.

3. Think Outside the Box When Marketing Your MSP

While it is true that managed IT isn't exactly a glamorous industry, you should still strive to produce content that is interesting and can drive traffic to your website. A common refrain of "unglamorous" businesses is that they aren't in the "entertainment" business. However, when competing against dozens or hundreds of other companies, you had better be entertaining if you want to have a chance of getting your audience's attention and keeping it...

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"If your actions inspire others to dream more, learn more, do more, and become more, you are a leader." — John Quincy Adams

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Keyword Density: How Many Times Should You Use a Keyword?

Are you trying to find the "magic" number of times a keyword should appear in your MSP content? Keyword density remains one of the most misunderstood SEO and content marketing aspects. Here are three tips to better understand and use keyword density to rank on Google.

What Is Keyword Density?

Keyword density is the number of times your chosen keyword is repeated as a percentage of your overall content. A down-and-dirty example would be if you have a 100-word blog piece and mention "Managed IT" 10 times, your keyword density for "Managed IT" would be 10%.

If 10% of Keywords is Good, 5 Times That Should Be Better, Right?

If you haven't updated how you use keywords, you may still be using the pre-Panda keyword (stuffing) method. While jamming your content to the brim with keywords was a best practice over a decade ago, it is now considered black hat SEO. Google frowns on **black hat SEO**, punishing violators with reduced page rank and in extreme cases removing their ability to be shown at all. In modern SEO, less is more when it comes to keywords (in terms of their density).

What's a Good Keyword Density?

If you're familiar with SEO, you will also be familiar with the usual answer…it depends.

Google suggests that an average of one keyword per 200 words is good. There's some wriggle room, but Google may view our down-and-dirty example of having ten keywords in a piece of 100 words suspiciously. Perhaps suspicious enough for Google to place it at a lower rank than your competitors.

Your Competitors Remain Your Greatest Resource

For many businesses, competitors are viewed as a threat. However, when it comes to SEO, your competitors can be your greatest resource to market your MSP. If you're unsure if your keyword density is at the correct ratio, you can look at your competitors and adopt their

percentages. There are several free keyword density calculators to examine your competitors' websites, which can help determine why they rank higher.

In doing so, you can adjust your content accordingly. For example, if your competitors have a keyword density for "cybersecurity" of 4% and yours is 1%, then you should increase your keyword density, and the inverse is true as well. If you're at 10% and they are at 4%, then there's a chance that Google feels you are keyword stuffing and are reducing your page positioning as a consequence.

Three Tips To Improve Keyword Density

1. **Add Keyword Variants**: Keyword variants are variations of a targeted keyword. Keyword variants allow you to supplement your target keyword with other related and relevant keywords. For example, in addition to using "Managed IT" as a keyword, you could incorporate terms such as "outsourced IT", "Flat-Rate IT", or "24/7 maintenance and monitoring" as variations. Not only do keyword variations beef up your content, but they also increase your ability to reach customers by providing a wide range of related keywords. When considering which keywords to focus on, remember that most people don't know the jargon you use as an MSP. They may search for solutions to their problems using layperson's terms. Expanding your vocabulary can increase keyword density while avoiding triggering Google's keyword stuffing penalty.

2. **Incorporate Keyword Clusters**: Keyword clusters lean into user intent, linking your targeted keyword to

themes relevant to the content you create for your audience. For example, if you focus on "cybersecurity" as a keyword for your content, you would also mention the problems cybersecurity would solve. When you do this, your keyword cluster will naturally include other cybersecurity-related keywords such as "phishing", "ransomware", "data breach", and similar terms. Keyword clusters would help the reader better understand your services as an MPS can help their business by linking those services to real-world issues they could be experiencing.

3. **Understand User Intent:** In its simplest form, user intent is understanding what users expect to find when clicking a link. Part of the significant changes Google has done was triggered by searchers having a poor experience when they click on a link. In other words, user intent strives to predict what information searchers seek and provides content that answers the searcher's question. Google's latest update, "The Helpful Content Update", focuses heavily on giving searchers the information they are looking for.

Content Remains the Main Driver of MSP Marketing Success

Managed IT is a specialized industry, and it isn't often easy to find writers (or marketing agencies) that understand what an MSP does and explain it in a way that non-tech-savvy people can understand. A specialized business, such as an MSP, will not be well served with the generic "tech" content that most marketing agencies that take on MSPs as one of their verticals provide.

We are one of the few marketing agencies that specialize in MSP marketing. A significant reason why this is important is that, as an MSP, we understand the stress you feel when your phone doesn't ring, and you're not sure how to generate leads...

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Creating a Mission Statement That Reflects Your MSP's True Identity

A mission statement serves as the backbone of any business as it captures the essence of your MSP's purpose, values, and goals. A well-crafted mission statement can inspire your team, attract clients, and guide your strategic decisions. In this article, we discuss six valuable tips to help you develop a mission statement that truly represents your MSP's identity.

Define Your Core Values:
The foundation of a meaningful mission statement lies in a deep understanding of your MSP's core values. Take the time to reflect on what your business stands for and what principles you prioritize.

- Are you committed to exceptional customer service?
- Do you value innovation and cutting-edge technology?
- What are the aspects that set your MSP apart?
- What qualities define your company culture?

Engage Your Team:
Involve your team in the process of developing your mission statement to gain diverse perspectives and foster a sense of ownership. Your employees are invaluable assets who can contribute unique viewpoints and highlight aspects of your MSP that you might overlook. Organize brainstorming sessions or hold discussions to collect ideas and insights.

Define Your Vision:
A vision statement outlines your long-term goals and aspirations. Reflect on the impact you wish to make in your industry, the market position you aim to achieve, and the value you want to deliver to your clients; where do you want your MSP to go? Your vision will provide guidance and direction as you craft your mission statement.

Be Concise and Memorable:
An effective mission statement is concise, memorable, and easily understood by your team, your clients, your prospects, your community.

- Avoid lengthy sentences, don't dilute the essence of your message
- Use clear language, powerful verbs, and impactful adjectives
- Strive for simplicity and clarity

Focus on Your Target Audience:
Your mission statement should resonate with your target audience. Consider the pain points and aspirations of your customers and align your mission statement with their needs. By highlighting the value you bring to your clients' businesses, you can differentiate yourself from competitors and demonstrate your dedication to their success.

Be Authentic:
Authenticity is key. Ensure that your mission statement genuinely reflects your MSP's identity, values, and capabilities. A mission statement that feels forced or disconnected from reality will fail to inspire your team…

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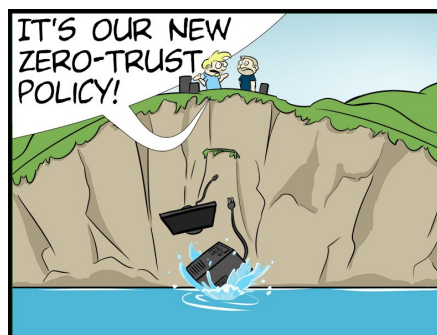**training.joomconnect.com**

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