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Automate Your Sales, Marketing and Support Processes with JoomConnect Forms



Our JoomConnect integrations help to automate a lot of critical processes for managed service providers to make their sales, service and marketing efforts standardized and simplified. We wanted to take a few moments to dive into some of the capabilities that a form on your website's landing pages can offer in conjunction with ConnectWise Manage and Autotask.

Create New Companies in ConnectWise / AutoTask

If a visitor fills out a form on one of your website's landing pages, the information it contains will be compared to the records in your ConnectWise Manage or Autotask PSA to see if the name and email...



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How to Maximize Your MSP's Email Marketing Strategy



Ever since the first marketing email was sent out over the ARPANET in 1978, the tool has been a cornerstone of many businesses' marketing strategies, in just about every industry. Managed services are no exception to this rule.

Let's take a look at some of the strategies and tactics that you should be incorporating into your MSP marketing emails.

You Should Be Segmenting Your Audience

Let's face it—when you're trying to market your services as an MSP, it isn't as though you're only talking about one thing. Likewise, you very well may not be talking to the same people in your prospect organizations. You may be talking to different industries entirely, depending on whom you'd prefer to serve.

As such, it is critical that you take the time to create specific and dedicated emails to address the various talking points that you want to focus on for different buyer's journeys. Creating specific lists for different campaigns allows you to avoid overwhelming your entire list of contacts with messages that are only relevant to some of them, more specifically addressing them and making use of more direct calls-to-action to match their specific needs.

You Should Automate Your Campaigns

Today, there are means to set up your email campaigns and effectively allow some parts of your email marketing to run itself. By creating campaigns that are activated based on certain triggers—say, someone fills out a form on your website requesting a deliverable that lists out a checklist for evacuating the office during an emergency—you can proactively ensure that you keep your contact engaged with you through repeated touches. The other benefit to this is that

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Marketing Requires Understanding Google's Algorithm



Have you been investing time and resources in SEO, content, and marketing for your MSP and aren't seeing your website as part of the search results? You could be a victim of the Google algorithm's effect on your page position. Here are three metrics to focus on to ensure that Google sees you, and shows you to searchers.

What is Google's Algorithm?

The Google Algorithm is a series of metrics (primarily unknown outside of Google) used by Google to evaluate, interpret and determine which website to show as a response to search queries (questions). The primary goal of Google's algorithm is to offer the user the best result to their question. This translates to; if you're not showing for a particular keyword or search term, it's because Google feels another website (your competitor) is providing the searcher with a better answer. Google's algorithm uses various metrics to determine your website's page position. While no one outside of Google knows exactly what signals they follow to determine your page position, most experts agree the algorithm analyzes at least these three areas: Content Quality, Usability of Pages, and Expertise. This is also sometimes referred to as Expertise, Authoritativeness, and Trustworthiness (E-A-T).

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How to Maximize Your MSP's Email Marketing Strategy

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it works at all times, so if an insomniac is looking up business technology services at three in the morning, they don't have to wait until the start of the workday to get the information they've requested.

You Should Do More than Just Pitch Your Services

It's important to remember that email is effectively a direct line to a prospect's personal message board—do you really think they want to see it filled with ads or sales pitches? Probably not, so while these kinds of emails certainly have their place in your strategy, you also need to incorporate some other messages.

Take the opportunity to share some of your expertise as an MSP through your emails to your contacts, handing out some useful tips. This helps to reinforce your reputation as a thought leader and

industry authority, helping build trust and a positive impression of your team. You can also just keep them up-to-date regarding the goings-on at your company, helping to personalize your organization in their eyes.

You Should Put the Focus on Your Recipients' Needs

On a related note, it is also important to remember to avoid talking too much about yourself and what you have to offer. While your business' accomplishments and capabilities may help sway a prospect toward trying you out sooner, or calling you before they call a competitor, your email contacts don't really care all that much about you, or what you do. What they really care about is the problem they're struggling with or the hurdle that is keeping them from progressing, and what you'll do to fix that.

Most people don't buy groceries because the food has been fortified with essential vitamins and minerals, they buy groceries because they need to eat. Managed services work in much the same way.

You Should Test and Refine Your Emails

Finally, don't assume that once your email campaigns are written that you're done. There's always a means to improve your email marketing efforts as an MSP. A/B testing—or the process of simultaneously running multiple options to establish which is the most effective—can help you optimize your campaigns. Test when is the best time to send your emails, which message works the most effectively, and how other variables impact your message's efficacy.



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Marketing Requires Understanding Google's Algorithm

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Content Quality

Google views and evaluates keywords within their relationship to your content, as opposed to their value as individual words. If you've been following our MSP marketing blogs on content and keywords, you know our focus has been helping MSPs better understand how to use content (and keywords) to drive traffic to their website. One central theme is encouraging MSPs not to focus on a single "magic" keyword but instead to create content that solves a business' technology problems.

When you create your content, you should describe the services you offer and not focus on having a specific keyword or number of keywords (AKA keyword density). Instead, it would help if you strived to describe the benefits of the service and how it can help a business remain productive, as doing so would naturally cause the keywords to flow into your content.

TIP: Avoid using jargon when describing your services, and meet potential

customers where they are. Businesses are searching for solutions to why their workstations are slow, how to stop spam, or how to recover lost files, and are asking for help using layperson's terms.

Usability of Pages and User Experience

How your website is organized is another one of the metrics Google examines when determining whether or not to show your website as a search result. While the term SEO (Search Engine Optimization) is well known, only some businesses understand that SEO is a two-tier process, consisting of Technical and Creative SEO.

Creative SEO is the content on your website, consisting of your blogs, your service pages, your video, and other sources of information designed to attract and engage visitors to your website. We have already discussed the importance of content, so let's take this opportunity to discuss Technical SEO.

Technical SEO is the "under the hood" optimizing of your website to make it easier for search engines to crawl—or read—your website, index—or list—your

website, and rank—or place—your website in its search results. Another factor in providing a good user experience, Technical SEO prevents broken links, ensures your website is mobile-ready, and creates engaging titles and metadata.

If your website isn't fully optimized due to poor navigation, slow-loading pages, broken links, or other usability issues, visitors will have a poor user experience. Users who have a poor experience tend to leave your website quickly. If it happens enough times, Google will notice and may limit your website being shown as a search result, as they feel you need to provide searchers with the answers they are looking for.

E-A-T (Expertise, Authoritativeness, and Trustworthiness)

Google's priority is to provide searchers with the best answer to their questions; as such, the algorithm will assess your...



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Your Business Needs a Facebook Page...Here's Why

Businesses have been able to create specific pages to represent themselves on Facebook since November of 2007, opening the door for many great opportunities. If you haven't established a presence for your business on the social network, or you haven't fully utilized it to this point, you're missing out.

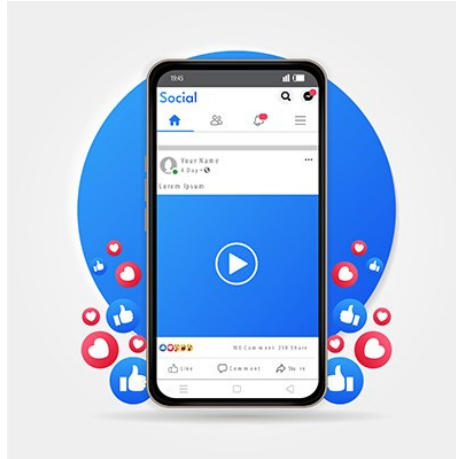
Let's run through three reasons that a Facebook presence is an excellent asset for your business to have in support of your marketing efforts.

Reason One: It Keeps You in Front of Your Audience

While there are various statistics out there that claim different times spent each day on Facebook by the average person, the point still stands that there is still a window where they will be online and absorbing the content on the platform. Utilizing Facebook helps you to potentially capture their attention during this time, encouraging increased impressions and generating more engagement.

This has benefits whether you're concerned with attracting new business or keeping your current clients engaged and interested in your services, too. Not only does Facebook offer its business pages a lot of helpful tools and capabilities, it gives you the opportunity to get your messages

in front of people who aren't necessarily following you, but would be interested in what you have to offer. Let's break down both aspects briefly.



What a Business Profile on Facebook Enables You to Do

While it might be nice to think that your prospects would be spending all of their time online perusing your business' website, we both know that this simply is not realistic to expect. Chances are far better that they'll be spending their time on Facebook...which means you should embrace the opportunity to get your services in front of them there, too. An official Business Profile allows you to do that, along with some other helpful features for your business to embrace.

How You Can Use Facebook to Advertise Your Business

Facebook offers extensive advertising opportunities to Business Profiles, which is supremely useful for the various marketing efforts you'll want to engage in. These ads can be used to accomplish a variety of goals that you might have for your marketing efforts, with options ranging from who you are targeting to the specific goals you're hoping to accomplish. Be sure to check out our other collections of blogs and best practices on using Facebook as an MSP marketing tool, Facebook 101 and Facebook Ad Guide.

Reason Two: It Pulls Attention to Your Website

Just to make something abundantly clear, I in no way mean to say that Facebook can take the place of a dedicated website. The two each serve different purposes, and between the two, your website is the more essential in terms of your marketing. Having said that, your business' Facebook presence serves as an invaluable inroad back to your website for people to learn more about your available services and reach out to you to start a conversation...



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Why Should I Refresh My Social Media Profiles?

As a rule of thumb, it's always good to stay fresh and current in the eyes of your audience. One way to do this is to update your social media profiles with new images to help you stand out, catch your audience's attention, and show that you're active.

You should consider updating your business social media profiles whenever there's a change in branding or a new campaign, product launch, or event that you want to highlight. Take a look at your social media profiles and ask yourself:

Is it aligned with branding? We all make moves and changes and sometimes forget about social media, especially if we aren't

active on it. However, if you aren't, your clients and prospects may be. It's important that your branding across all your marketing platforms is consistent.

How do the images look? Social media platforms are notorious for making changes often to their interface and algorithms. These changes can affect how graphics are displayed and interacted with.

The frequency of updating your business social media profile depends on your marketing activities—it could be monthly, quarterly, or even weekly. At a minimum, we would recommend a yearly refresh.



SOCIAL MEDIA GRAPHICS, DESIGNED TO IMPRESS

We offer premium graphics that are customized to match your company's branding. Get professionally designed social media graphics branded to your MSP.

JMCT.IO/USMRGRAPHICREFRESH

Using the 5 C's of Marketing to Understand Your Business' Capabilities



In order to effectively market any business—a managed service provider or otherwise—it is important to have a pretty in-depth understanding of the

business as it stands. However, this is often easier said than done. That being said, there is a helpful framework you can use to greatly simplify the process and ensure that you accomplish this level of understanding: the five C's of marketing.

Let's run through what the five C's are, and how to consider them in a way that gives you the most valuable insights towards optimizing your efforts.

What Are the 5 C's of Marketing?

The five C's are different areas where your business' details and specifics play a particularly impactful role in how your marketing strategy should be shaped. As such, it is important to have a thorough understanding of each of them so that you can leverage the information to your greatest advantage.

Company

Specifically in reference to how effectively your business operates and the strength of your brand, examining various details about your company gives you the data you need to not only more specifically define what it is you have to offer, but also more effectively communicate this data. These metrics—covering things like your brand image, your competitive advantages, your service offerings, and the goals you have for your company—can help you determine

where your most advantageous opportunities lie, and what your best course of action will be as a result.

Customers

Likewise, it is important that you're familiar with how your prospective and existing clientele operate. Understanding how the people you seek to do business with perceive their challenges and their priorities will help give you the ammunition you need to communicate with them. On a more macro scale, you should be examining the overall business patterns in the service area you're targeting. This will help you finesse your marketing efforts to make them more effective at sharing your message—and can help you optimize your costs, while you're at it.

Competitors

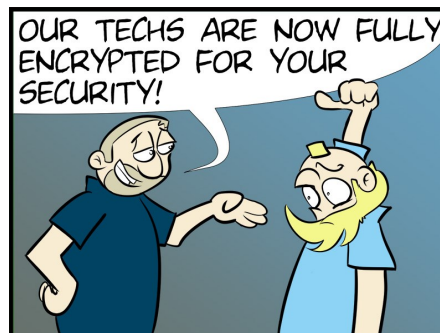
Of course, it's unlikely that your business will be the only one offering managed services within a given area...and these odds get even slimmer when you take other IT providers into account as well. All of these companies make up your competition, and are therefore important for you to fully understand. Knowing what these competitors are doing and offering gives you the opportunity to focus your own efforts to counter theirs.

Collaborators

In order to effectively serve your clientele, you almost certainly work with an assortment of other vendors and suppliers. While it may not be the first benefit that these business associates offer that comes to mind, these partners can provide some significant...



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Marketing Tips

Invest in search engine optimization (SEO) to improve online visibility.

#marketing

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