JoomConnect

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Newsletter

In This Issue:

5 Tips to Make the Most of Your MSP's Facebook Marketing Presence

Facebook serves as an excellent marketing resource for businesses of all types nowadays, including managed service providers—assuming that the MSP in question is utilizing Facebook to its full potential. We wanted to share a few basic practices that can help you get the most out of using the social network for your business' benefit.

Post Strategically
When it comes to Facebook, *when* and *how often* you post are critically important.

In terms of *how often*, you want to hit the Goldilocks zone—not too much, not too little, but just right. Posting too much from your business can actually become irritating to your followers...

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How to Market Your MSP as a Solution to Business Pain Points

Content is king when it comes to getting and keeping Google's attention, but the big question is what content? By addressing client pain points, MSPs can develop content that connects with potential leads and helps market their services.

MSPs, Do You Understand Your Customers?
One of the biggest mistakes Managed Service Providers make when marketing their services is assuming they know what services potential leads are interested in. This misalignment is often represented by the keyword strategy they implemented using their gut. These "magic keywords" are the search terms many MSPs use to gauge the success of their SEO and marketing. The problem is that most businesses searching for solutions aren't using the "magic keywords" as search terms but instead searching for solutions that reduce or eliminate their pain points.

What are Pain Points?
Pain points are persistent or recurring problems that frequently cause inconveniences, annoyance, and even financial stress. When a business is having a technology issue, the first thing most of them do is Google a solution. What you want as an MSP is to be the one to provide the answer Google shows. The only way to do this is to have the best answers to their queries.

It's also essential to understand what points of pain potential leads are experiencing if you want to be able to address them. It's important to realize that there are a variety of pain points. What makes managed IT unique is that your services can handle all pain points, allowing you to

Understanding Your SEO Report

Are you receiving SEO reports as part of your MSP marketing strategy? Do you read or even understand them? If not, you are missing a wealth of insight on how to improve your website and use it to generate the leads your business needs to grow.

What is an SEO Report ?
An SEO report provides information on your website's performance on search engines such as Google and Bing. It provides insights into your SEO strategies and where there are opportunities for improvement.

Everyone who generates an SEO report will usually provide different information, organize it differently, and use different data sources. Unfortunately, some may be less helpful than others.

One critical thing to remember is that an SEO report is a snapshot in time, and it is only over a long time that you can determine the best strategy to increase your online presence. This intimate look at your website is the main difference between having a monthly SEO plan and relying on "free" SEO reports to develop your MSP marketing strategy.

Finally, your SEO report aims to view and analyze the data and metrics regarding your SEO performance. This will allow you to understand which content drives results and which doesn't

How to Market Your MSP as a Solution to Business Pain Points

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double the opportunities to market your services effectively. Here are three points of pain managed services can help alleviate.

1. Financial Pain Points
The biggest worry of most businesses is the unexpected expense. Fortunately, the most significant selling point of managed IT is that it offers companies a flat-rate fee. This allows companies to easily budget their IT spending without worrying about the sudden expense of something going wrong.

2. Inability to Focus on the Business
A common MSP mantra is, "Let us worry about your IT while you worry about your business." A common refrain of businesses is that there aren't enough hours in the day to get things done, especially if they have to spend time dealing with problems. Your goal is to show businesses that your services can allow them the confidence that their

critical systems will be reliable. Services such as remote monitoring and maintenance, help desk, or vCIO are well suited for this purpose.

3. Prior Poor Customer Experience
The reality is that many businesses have had poor experiences, particularly regarding the technology they depend on for their operations. Your goal in addressing this is to have tangible proof that you will provide them with a different experience. Social proof in the form of reviews and testimonials are well designed for this. Additionally, white papers and case studies can help bolster the perception of your expertise.

How to Market to Points of Pain
Your marketing materials should promote how your services can help solve your target audience's problems. Very rarely will your prospects care about what vendors you use (unless it's for a very specific line-of-business app or something similar) or the hardware you can deploy.

Your MSP content should explain how managed IT can perform as a form of technology insurance. Instead of the piecemeal expenses that come with break/fix, with an MSP service agreement in place, their IT is covered, and they know exactly how much they will be spending to keep it up and running.

Ask your leads why they contacted you and develop a marketing plan focusing on the area flagged as the most critical issue they are concerned with. For example, if most responses are about cybersecurity (keep in mind, they won't mention cybersecurity, but terms like "hacking"), then that's what your marketing should focus on.

Finally, it is helpful to consider that effective marketing is marketing that is shared over multiple channels. Multiple...

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Understanding Your SEO Report

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(SEO is no longer driven by keywords only, but within the context of its content).

Your SEO report should explain your SEO status without jargon. It should also offer solutions to issues preventing your website from being as prominent as possible. Your SEO report is to provide you with the advice needed to put your MSP in front of people as it rises to the top of Google and creates opportunities to generate leads.

If you do not read your SEO report, you effectively set your MSP marketing efforts on the back foot. Now that you have your SEO report in front of you, take a moment to understand some of the essential information it contains.

Understanding Your SEO Report: Sources of Traffic
One of the most critical data points your SEO report can provide is the type of traffic that your website receives. Is it organic, direct, or referral? Each source of

traffic is valuable in different ways. Your SEO report will usually pull this information from your Google Analytics and Google Search Console.

Organic traffic is regular, unpaid traffic from a search engine. When someone enters a search term, such as "computer consultants in Springfield" into a search engine like Google or Bing, the resulting traffic to your website is considered organic because it is generated "organically" as part of the natural search process.

Direct traffic comes when a user types the URL of your website in the browser or visits your site through saved bookmarks. Direct traffic is crucial because it is usually where traffic bots will influence your data and are the first place to look if you see extreme swings in traffic.

Referral traffic occurs when someone clicks on a (hyper) link to a new page on a different website. The originating site (such as Twitter or Facebook) is called a

"referrer" because it refers visitors to your website from its own. Keep in mind that some referral traffic might be split into a few parts. It's common for social traffic to be in its own bucket.

Paid Traffic: As the name suggests, this is traffic generated by your Pay-Per-Click (PPC) campaigns. While PPC can increase traffic and name recognition, once you stop running your PPC, all the traffic and perhaps name recognition will disappear as your ads will no longer be shown.

Location: Where is your traffic coming from? Are you successfully attracting customers from your targeted area? Google treats traffic as local, and most traffic should be from your location unless you're a nationwide organization. If it's not, then your content (blogs, meta-descriptions, white papers, etc.) isn't conveying the areas you serve...

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How to Write a Successful MSP Marketing Blog

Tips to Write a Successful MSP Marketing Blog

The task of creating blogs for your marketing might seem daunting. But remember, you're the expert when it comes to the services your MSP offers. You can use your blog as a platform to showcase your experience and insights, convincing readers of your unparalleled expertise.

The Power Beyond Keywords: High-Quality Content

While MSPs often prioritize keywords, the true secret to outperforming competitors on Google rankings is outstanding content. Blogging remains a formidable yet often overlooked marketing resource for many MSPs. With the right approach, it can be a game-changer. Here's how:

Embrace Writing Without Fear

Forget about winning literary accolades. Your focus should be on conveying useful information and nudging the reader to engage further with your services.

However, keep in mind a hastily written, error-prone, or vague blog can be harmful. It might infer that you're inattentive or indifferent, neither of which is ideal for fostering trust.

5 Basic Steps to Get Started Writing Your MSP Blog

1. **Identify Your Topic:** Choose an MSP service you're passionate and knowledgeable about. Reflect on its relevance, audience, and how it reinforces your MSP's authority.
2. **Sketch an Outline:** This will help you concentrate on keywords, address pain points, and propose solutions.
3. **Draft & Refine:** Write a cohesive article, ensuring that even if you diverge from the outline, your core message remains intact.
4. **Proofread:** Enlist someone to review your work. Collaborative proofreading often catches errors that individual reviews might miss.

5. **Revisit & Revise:** Let your blog sit for a day or two. Re-evaluate and refine with a fresh perspective.

Tip: Always prioritize value over blatant sales pitches. An overtly promotional blog needs reworking.

How to "Supercharge" Your Blog's SEO

- **Header Tags:** These help search engines identify the essence of your article. While H1 tags target primary keywords like "Why Outsource your IT?", H2 tags reinforce them with subheadings, e.g., "10 Benefits of Outsourcing Your IT". Remember: Natural integration of keywords is crucial. Overloading content can hamper its readability and even raise red flags with search engines.
- **Meta Descriptions:** Consider these as your content's elevator pitch. In under 160 characters, they should grab attention and pique curiosity. E.g., "Ever wondered about outsourcing IT? Discover 10 ways it can supercharge productivity!"
- **Integrate Diverse Keywords:** By encompassing a range of relevant...

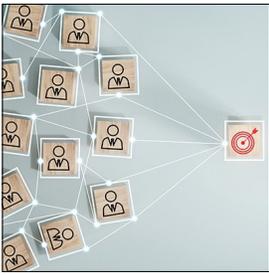 **Read the Rest Online!**
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Get Ready for 2024 with a Marketing Plan

Having a clear, targeted Marketing Plan isn't just a luxury—it's an absolute necessity. Especially you, the Managed Service Providers (MSPs), where reaching your specific audience is pivotal for success.

Successful MSP marketing requires a plan!

Our Marketing Plan service is designed specifically for MSPs to organize and coordinate their marketing projects for an entire year. With a detailed Marketing Plan roadmap, your marketing efforts will stay on track for growth throughout the year.

Your custom MSP Marketing Plan is tailored specifically for your company. By building out a customized and

comprehensive marketing plan, your business will have a step-by-step guide for successful marketing of your services.

We start with a preliminary study of your company. This is where we help you by examining your company's needs. After our analysis, we will suggest specific goals for your marketing efforts and include a month-by-month marketing calendar to accompany your marketing plan.

The new year is fast approaching, don't wait to get started on your 2023 plan. To learn more about what's included in the Marketing Plan service visit:

 jmct.io/marketingplan

Three Ways to Market Your MSP to Your Community

Unfortunately, if you're like most MSPs, you're not promoting your services in a way that reaches the local businesses that may need these services. Are you doing everything you can to introduce your business to, and explain how you can help, your local community?

Three Ways To Introduce Your MSP

For the better part of two decades, MSP marketing has consisted of designing a website, doing some SEO, writing a blog or having a social media account, and waiting for the phone to ring. However, traditionally, the actual business generator has been word of mouth, driving leads to your business with little effort on your part.

In today's business environment, most interactions occur virtually via email, chat, and even video; word of mouth is a thing of a simpler time. Fortunately, there are still ways your business can meet and engage with potential customers. These ways include the social proof of your capabilities modern audiences expect before they make a decision and the face-to-face interactions you are used to.

The best way to solve both challenges is by developing relationships with different businesses, working as partners with some while mentoring others. Here are three ways to introduce your MSP to local companies.

1. Partner with Local Businesses and Nonprofits

The main benefit of partnering with local businesses is that it allows you to connect with audiences you usually wouldn't have access to, increasing your brand awareness, and reach. Additionally, such partnerships can be a low-cost investment requiring more time and expertise.

Successful partnerships include teaming up with a business that compliments yours. For example, as an MSP, a good partnership would be with your local home security company, as many of their services rely on you. As an MSP, your partnership opportunities are endless because you touch on many areas any industry can benefit from.

Some things to consider when developing a partnership with another business are whether they are a good fit and how they benefit your business. In today's business environment, you are judged by the company you keep, and if your partner doesn't have the best reputation in your area, then there is a strong chance that their ill will may transfer over to you.

You can also just simply look for opportunities to sponsor local organizations. Sponsor little league games to get your logo below the bleachers, help out at your local animal shelter and build strong relationships with the people who pour their time into the community. Usually these people have a strong following, and if you are giving back, they probably won't be shy to recommend your services.

2. Share Your Success Stories On Social Media

Let's face it; "managed services" isn't likely to trend on social media anytime soon. If you want to tell your community how your services have helped other businesses and, therefore, can help them, you have to tell them...

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JoomConnect

330 Pony Farm Road
Suite #3
Oneonta, NY 13820
Toll-Free 888-546-4384
Voice: 607-433-2200

Visit us **online** at:
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I'VE HACKED YOU. I HAVE ALL YOUR PASSWORDS.
OH THANK GOODNESS. CAN YOU PLEASE TELL ME WHAT THEY ARE?

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Marketing Tips

Prior to starting any marketing strategy, it's crucial to define your target market!

#marketing #targetmarket

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