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Unlock the Power of Email Marketing: 6 Steps for Success

Email continues to remain a steadfast tool for B2B marketers. However, like all tools, its effectiveness can dwindle if misused. By following these six best practices, you can harness the full potential of email marketing to your business' benefit.

Don't worry; we can help! Email marketing is easier than you think if you can follow these six steps.

Step 1: Build a Clean and Segmented List

The quality of your email lists is paramount. An outdated or messy list can derail even the best campaign. Alternatively, a well-maintained list not only increases your engagement rates, but also reinforces your brand's credibility and trustworthiness. Here are some tips to follow to help...

**Read the Rest Online!
jmct.io/6emailsteps**

How to Track Marketing Success

Success! Your marketing efforts have paid off, and you're seeing leads for your MSP. The only problem is you don't know what worked or why. Here's how to help figure out what worked and how to keep the leads coming.

Your MSP Marketing is Successful!
Congratulations, your MSP marketing plan has borne fruit, and you're seeing the leads, calls, and form completions you've been working so hard to achieve. You've followed the recommendations of your MSP marketing agency, increased your social media presence, written localized custom content, and followed the various suggestions offered, and yes, you are seeing the benefits.

However, short-term success, while important, isn't enough to sustain your business. Real long-term and sustainable success is only achievable if you can understand and replicate the steps you made to reach your current levels of success.

Create Your Marketing with Intent
Many marketing campaigns are created by tossing things against the wall and seeing what sticks. It's not uncommon for businesses to go from PPC to SEO, to buying a variety of lists, without determining the best method to increase their leads. Unfortunately, this leads to insufficient budget or time for their marketing to gain traction. The result is setting themselves up for failure, ultimately wondering if marketing their MSP is worth the effort or even works.

The End Of Google's Page One
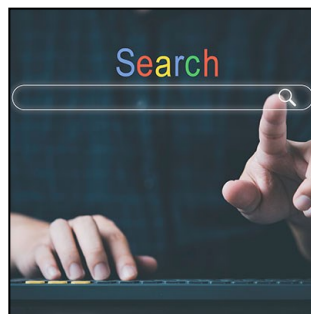
Is your marketing agency promising to have your MSP show on page one? What happens when there is no longer a page one to shoot for? Learn more about Google's changes to how they show top-performing websites.

Is Your MSP Marketing Still Focused On Page One?
Before Google's switch to continuous scrolling, they organized search results into pages. As such, for decades, businesses have used page positions on Google to measure SEO and, ultimately, marketing success. After all, being the first often brings with it an advantage.

In the case of a search, being first or at least at the top increases your opportunities to be seen and contacted. Traditionally, more often than not, people would click on the first few responses they see and go no further. If you want a chance for someone to visit your website, it must appear somewhere on page one.

Being on page one was so coveted that an entire industry developed in response to help businesses obtain that goal: Search Engine Optimization. Old joke, "Where's the best place to hide a body?" On page 2 of Google. Despite Google's best intentions, the goal to be on page one became the only thing, regardless of how it was achieved (hence, black hat SEO).

In an attempt to provide searchers with the best experience, over the years, Google has tried a variety of changes to combat the questionable SEO tactics of some businesses. These modifications include changing how keywords are measured and focusing on high-quality

How to Track Marketing Success

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This is why creating a marketing plan with clearly defined goals and benchmarks is essential. This allows you to determine what you want to accomplish and develop a path to success that you can follow. So, what do you want to accomplish? Of course, you want to increase business, but marketing can achieve that in different ways.

Do you want to increase your brand awareness? Increase your foothold in a different location or different service? Or do you just want the phones to ring? You will need to develop specific strategies in order for these different, albeit related, actions to occur.

Define The Sources Of Your Leads
Do you know where your leads are coming from? Successful marketing reaches out and contacts potential customers using various methods. This means there are (or should be) different ways your leads could be coming in. The best way to determine where your leads are coming from is to create methods to track them, allowing you to make the best decision for your campaigns.

Before you start your marketing campaigns, you should:
- **Create unique landing pages and forms.** A common mistake is using one form to collect all submissions, making it very difficult to track and isolate the source of the lead.
- **Determine which service area to focus on:** MSPs offer a wide range of business technology solutions, but most only specialize in a few specific areas. It makes sense to put your resources into one or two areas you specialize in, making it easier to manage where your leads are coming from.
- **Set up a method to document the changes that you are making or have made:** For example, if you change the content of your landing page, you should note what changes you made, so you can compare which landing page was more successful.

Use Your Google Analytics to Track the Source of Your Leads
Google Analytics provides different ways to track your leads. The easiest way to do so is by tracking the success pages of your campaigns. Why not the landing pages? The success page can only be triggered when someone completes a form that

confirms the lead is genuine.
Other interesting metrics to consider are tracking which pages are driving the most traffic, the location where most of your traffic originates, and which queries are generating clicks. These can help you gain insight into what services potential leads are interested in, allowing you to refine your marketing campaigns further.

Your Team is Your Biggest Resource
While there are numerous marketing automation systems, (such as the JoomConnect MSP Marketing Platform) to track your conversions, and they work well, your team will always be your best resource. Your team has the ability to optimize how you develop content for your website because they are most familiar with the pain points customers are going through.

The simplest way to leverage your team to make the most of your marketing success is to have them ask a potential lead how they found your MSP. This is important because they can have a conversation in...

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The End Of Google's Page One

(Continued from page 1)
content. A recent update, "The Helpful Content" update represents Google's continuing focus on user experience.

Google Changes The Game Again
Toward the end of 2022, Google announced it changed how search results were displayed. Instead of the familiar page design, Google will now show search results in a continuous feed reminiscent of social media feeds.

Google's recent changes reinforce its commitment to providing searchers with the best experience by providing them with a familiar interface. Due to social media, many people have become used to scrolling through content in search of the best answer to their questions or to find something of interest.

Reflecting Google's focus on user intent, the company recognized that users have grown accustomed to this form of engagement.

Taking Advantage Of Scrolling Requires a Return to SEO Basics
With the removal of definitive page positioning, and the adoption of the scroll, your on-page elements (titles, meta-descriptions) are more critical than ever. While being at the top of page one was the default position for success, today's users interact differently.

Using social media as an example, we see that most users don't necessarily pick the first result, instead opting to scroll down until they find something of interest. What this translates to is that your titles and meta-descriptions need to be as descriptive, informative, and interesting as

possible to catch the attention of potential leads as they scroll through the search results. When there's continuous scrolling, user engagement is critical to success.

How MSPs Can Adapt to Google's Continuous Scroll
As noted, the most effective method to make the most of Google's continuous scroll is to make your on-page content as informative as possible to get a lead to stop scrolling. For example, let's say you're focusing on cybersecurity as a service. A typical blog title would be... "Why Your Data is At Risk." While perfectly serviceable, would this title cause a person scrolling their feed to stop and... click on the link? Would it...

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Four Campaign Types Every MSP Should Know and Use

When it comes to marketing, a campaign acts as a roadmap to achieve specific goals using certain strategies and tactics. In this article, we'll explore four prevalent campaign types and when it is best to use them in your marketing endeavors.
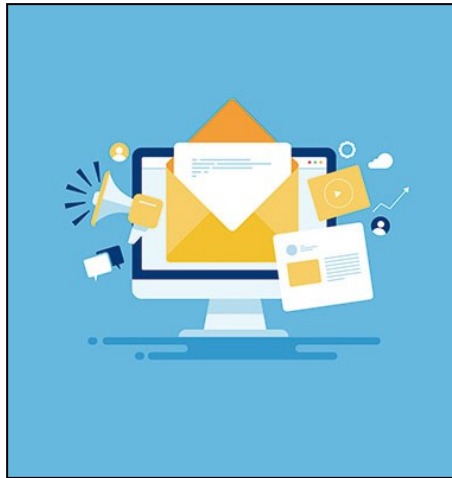
Direct Mail Campaign

In today's largely digital world, it's easy to dismiss direct mail as an "antiquated" method of communication. However, this couldn't be further from the truth. We live in an age where our inboxes are flooded with emails and our online feeds are saturated with ads and posts of this and that. It's due to this saturation that direct mail stands out from the digital clutter by offering a tangible, personal touch.

What is it? Direct mail campaigns are focused on one or more pieces of media that is sent to a list of contacts through traditional mail. These types of campaigns generally consist of sales letters, postcards, flyers or brochures, and even promotional items.

When should I use it? Direct mail is extremely versatile and can be used with anyone from suspects to current clients.

What metrics and KPIs should I use to track it? The success of a direct mail

campaign is slightly harder to track than other campaigns. However, by using shortened URLs, QR codes, and even trackable phone numbers, you can distinguish between those who accessed your resources due to your direct mail campaign and those who accessed them through other means. Either way, you should direct the reader to a landing page to opt in and have your sales team reach out to secure permission to get them on an email list to continue the conversation.

Why should I use it? Even though digital marketing is more popular, direct mail is a solid part of a marketing life cycle. Unlike email, direct mail doesn't require the marketer to obtain the permission of the

businesses on their list before contacting them. This gives direct mail campaigns the upper hand with suspects and prospects who have never opted into your mailing list.

Email Campaign

While direct mail is that tangible touchpoint, there is no denying the power and reach of email marketing, the key is deploying it strategically. Understanding your target audience, segmenting your lists and—of course—delivering value consistently are a few of these strategic keys. It's not about sending more emails, but sending the right email to the right person at the *right time*.

What is it? Email campaigns typically involve a short series of emails that alert a list of contacts to a service, product, or promotion that you believe they would be interested in. These emails often contain information that is of particular interest to a targeted audience.

- **When should I use it?** Once you have a contact who has opted in to receiving email communications from you. Prior…

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4 Benefits (and 4 Drawbacks) of Social Media Cross-Posting

Cross-posting on social media is simply taking the same message or information and sharing it across multiple social media platforms. While this may sound simple enough for you to do as part of your marketing strategy as a managed service provider, there are certain things we recommend you do to make it as effective as possible—as well as certain things we strongly advise you *not* to do.

Let's start with how cross-posting is technically defined.

Depending On Who You Ask, Cross-Posting Means Different Things

Some people view cross-posting as taking the same content and duplicating it across different platforms, while others consider that a different term: *multiposting*. These others define cross-posting as simply using the same theme and adjusting their content according to the platform it is being shared to without changing the underlying message.

Those who subscribe to our Social Media as a Service offering may notice that we combine these two philosophies, both cross-posting and cross/multi-posting depending on the subject and content of the post. This is largely because different platforms are commonly used differently, and the people using them expect a certain experience as compared to another platform. However, we have also seen the benefits that a consistent message can provide.

Regardless of the approach you take, it is important that you do so with a full consideration of how today's social media platforms operate… but I'm getting ahead of myself. Before we get into that, let's go through some of the pros and cons of cross-posting, presuming that you're sticking to the "same content" definition.

What are the Positives of Cross-Posting Social Media Content?

Here are some of the ways that cross-posting your social media content can work in your favor.

You Potentially Get Your Content in Front of More Eyes

Let's say you have two prospects—let's call them Betty and Al—that you're particularly interested in converting, and both of them have shown to be particularly interested in a certain benefit that your services offer. However, if Betty only uses LinkedIn and Al has gone all in on X, you miss them both if you only share that benefit on your business' Facebook page. Cross-posting helps eliminate that problem.

It's Easier to Remain Active on All Your Social Media

Using social media as a business marketing tool is hard work… and the more social media profiles you have and the more active you try to be on each, the harder it gets to keep up with all of them. Cross-posting (especially if you use it to share information about your most popular and requested services) helps by taking the pressure to come up with unique posts off, letting you focus more on promoting those other services that have a bit less organic demand and awareness. Plus, social media platforms seem to reward consistency, which cross-posting helps…

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Marketing Tips

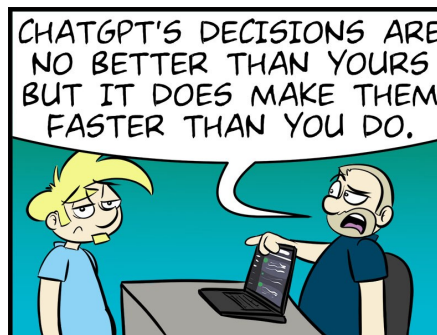Prior to starting any marketing strategy, it's crucial to define your target market!

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