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Here are Four Outbound MSP Marketing Opportunities



There's no school like the old school, and when it comes to marketing, "old school" more or less means "outbound" ... an approach where you are reaching out to your audience, as compared to them seeking out what you offer. Let's review some of the marketing techniques that you could use as part of an outbound-focused initiative that (especially with our help) proves to be a worthwhile endeavor as you promote your managed services.

Direct Mail

There's just something about getting a letter in the mail that hits differently, you know? Fortunately, the same principle applies to business communications as well. Letters, newsletters, postcards, and other deliverables can be used to catch the attention of the...



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How Your MSP Should Be Using LinkedIn to Its Fullest Potential



Since it was first introduced in 2003, LinkedIn has shown its value as not only a great tool for job seekers, but also as a resource for businesses that serve other businesses to market their services and specialties. However, there are a lot of ways that you might not be getting as much out of your use of the platform—and that's why we wanted to share a few best practices to help fix that.

Give Your Company Profile the Content Your Audience is Looking For

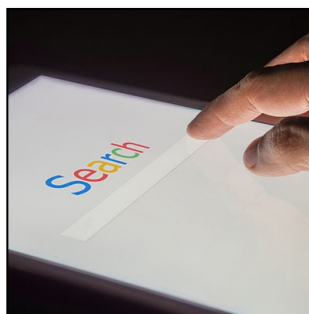
LinkedIn—just like the other social media platforms your business should utilize—helps your marketing by giving you another means of sharing information with your audience, all the while leading them back to your website for more in-depth information. That will require, however, that your audience is paying attention and seeing what you share, which means that you need to fill your company profile with the information and keywords that your audience will be gravitating towards to help draw them to your business profile and from there, your website.

Consider the LinkedIn page we maintain for the MSP side of our business, for instance. Our company profile reads as follows:

"Directive is a Managed Services Provider based in Oneonta, NY. Services include Proactively Managed IT Support, Cloud Computing, Telephony, Hosting, Programming, Web Design and Web Marketing Integration.

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Has Google Forgotten Your MSP?



Is your MSP website not gaining any traction on Google? Do weeks or months pass with no change in page rank, or worse, no leads? If it feels like Google has forgotten about your MSP, chances are it has. Here are some things you can do to get back on Google's radar.

Has Google Forgotten Your MSP?

You have not been getting leads from your website, and when you search for your MSP on Google, you don't find yourself.

Moreover, you're seeing that your competitors are showing, or worse, some unknown MSP is outranking you as well.

This happens mainly because Google feels your competitors provide searchers a better experience. Whether due to better content or an easier-to-navigate website, Google chooses their website over yours. Your next step is to figure out why and what you can do to get Google's attention. Here are some reasons why your MSP website has fallen off of Google.

Your Website Doesn't Follow Technical SEO Best Practices

Most modern website templates are optimized for modern browsing out of the box. However, there can be room for improvement. Some issues to look for include:

- **Responsiveness and mobile friendliness.** If you need clarification on whether your website is mobile-friendly, you can use Google's Mobile Ready Tester. Since 2015, Google has

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How Your MSP Should Be Using LinkedIn to Its Fullest Potential

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Our world-class customer service and unique partnership approach are a step above the rest, with proactive, personalized computer & network solutions that minimize downtime and maximize productivity. Directive is ready with the support and expertise to keep you focused on running your business."

By doing so, we make it clear what it is exactly that we offer, specifying a few of our services and dropping in a few keywords that may just happen to pull the attention of our target audience to our profile. From there, we can engage with them and direct them to our website, where we're (even) better equipped to educate them and convert them into a client.

Incorporate Visuals into Your Posts to Draw Attention to Them

LinkedIn isn't like a blog or other content on your website (although it never hurts to use visuals there, either). One of the biggest differences is simply in that you

don't have any competition on your own platform to contend with—there isn't anyone else posting to your website to draw attention away from what you have to offer.

As a result, adding visual elements like images and videos to your LinkedIn posts is a wise tactic to incorporate into your social media strategy. Not only does it help draw attention to your posts, it gives you the opportunity to present messages in a more impactful way. Use photos and videos to showcase your products, explain your services, share behind-the-scenes insights and tips, and otherwise demonstrate your value to your followers. As you do so, try to use as much of your own produced media content as possible, as it will help personalize your company more than an unbroken wall of stock media will.

Put Your Team Members to Work as Representatives of Your Business

Of course, you aren't the only one who can participate in advocating for and

advertising your business. Your team members can also lend a hand by sharing the content that you've posted to your business' profile, expanding your reach (and the likelihood that your content will be seen) that much more. The more reach you can get with your message, the better, so take advantage of your employees' social circles to expand it a bit.

Be Strategic as You Use the Platform

Speaking of expanding your reach, LinkedIn offers a few helpful features that can very easily allow you to get your message in front of the people you want to see it. First of all, if you happen to be connected with people and businesses that you really want to see a particular post, you have the option to tag them directly, making it much more likely that they see the content you wanted to share. Just be careful as you do so, so you don't reveal too much about the person or...



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Has Google Forgotten Your MSP?

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increasingly focused on the mobile experience. If your website needs to be better optimized for mobile, Google lets you know through the search console. Most importantly, your visitors will have a poor experience and leave your site.

- **Page Speed:** According to a study by Google, as page load time increases from 1 second to 3 seconds, the probability of a visitor bouncing off the site increases by 32%. FYI: Bounce rate is the number of times visitors leave your site without interacting beyond the initial page they landed on.
- **Easy website navigation:** According to a study, 38% of consumers look at a page's navigational links and layout when looking at a site for the first time. They leave if the website is hard to navigate and they can't find what they are looking for quickly.

The common thread of these issues is that they ultimately lead to a poor user experience, resulting in visitors abandoning your site. Google is laser-focused on user experience. They are going as far as monitoring how users interact with your website. Suppose too many visitors leave your website, regardless of the reason. In that case, Google may 'downgrade' your site's visibility and ability to convert because they assume people leave your website because you aren't providing them with the information they are searching for, so Google will point them in the direction of someone who will.

Google Ignores Your Website Due to a Lack of Content.

We know what you're thinking, "I have a ton of service pages." That is true, especially if you purchased a turn-key MSP website. However, while the content on these websites is meant to get you up and running, you will eventually find yourself standing still unless you invest time into

the website. Otherwise, you'll wind up not only being passed by your competitors, but also forgotten by Google.

Cliche as it may be, content remains king and is the primary driver of traffic to your website, not only for visitors and potential leads but also for Google and the other search engines. If there is only one thing you have the resources to invest in, it should be your website's content.

Google Looks for Changes to a Website

Known as "URL discovery," Google is continuously crawling websites looking for updated pages. This allows them to determine which web page best solves a searcher's question. The most effective way to have Google update how they... rank your website is to make regular changes to it. This way, every time Google crawls your website and sees a...



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The State of SEO for MSPs in Late 2023

It's getting darker earlier, the weather is cooling down, and we're all getting an influx of emails about IT Nation, so you know what that means. Yes, we're entering the fourth quarter of the year, and soon it will be 2024.

2023 has been a year of refinement for a lot of us, from sort of figuring out what this new normal is to adapting to new technologies that are suddenly household buzzwords. SEO has been no different, and we wanted to take some time to recap on the changes to SEO for MSPs, changes we've been making internally, and some overall recommendations to help you make informed decisions on your marketing strategies for 2024.

Google Analytics is Dead. Long Live Google Analytics!

Among the most jostling shake-ups this year is definitely Google Analytics' move to GA4.

Ask anyone who has been using GA4 throughout most the year what it is, and they will likely roll their eyes at you or politely ask you to focus on your own responsibilities.

Essentially, Google decided to sunset Google Analytics and replace it with

Google Analytics 4. They did so as noisily and disruptively as they could have,



causing confusion for a lot of people. If we're actively handling your SEO (meaning, you have an SEO agreement with us), you are golden. As a courtesy, we also migrated all of our clients who gave us administrative access to their Google Analytics.

Google Analytics 4's big difference is that it doesn't simply report the data to you, but instead has you generate specific reports based on the data collected. It's a little convoluted, and we plan on offering some training and materials for our clients to help decipher it. It's also possible that Google will simply keep adding stuff over

to GA4 to cater to those who are upset about the death of GA, making the new platform more comfortable for everybody.

A Major Gray Hat Strategy from the Past is Now White Hat... And It Works!

For the longest time, we've always told clients to avoid making simple location pages. In our experience, they were always more likely to hurt your ranking. Let me explain what I mean by this: Let's say you offer IT services in two or three different, distinct locations within your state. The old-school gray hat strategy for this was to make a few pages with similar copy, and just change out the location on each page. When Google started to crack down on duplicate content, this is one of the things they got caught up on. Like a lot of gray hat strategies on Google, it would sometimes work for some people, and others, it would totally blow up in their faces.

The key here is to not be lazy with your location pages. Over the last 18 months, we've been helping some clients who want to strategically rank in multiple locations, and location pages have been a part of these strategies...



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A MSP Website Add-On For Your Cybersecurity Marketing Needs

Our MSSP Cybersecurity Content & Marketing Kit will help you market your cybersecurity services to your clients and prospects!

The kit is content that is focused for you to better promote - and sell - your cybersecurity service offerings and includes:

- Cybersecurity Service Overview Page
- Cybersecurity Risk Assessment Landing Page
- Service and Landing Pages for Dark Web, Phishing Simulation, Multi-Factor Authentication and Penetration Testing
- 5 Deliverables

And... to help you market these services, the kit includes these marketing materials:

- 2 letters
- 2 emails
- 10 social media posts
- Oversized postcard.

Want to learn more? Use the link below and then fill out the quick form and we'll set up a time to discuss it further.



jmct.io/mssp



MSSP KIT: MSP WEBSITE CONTENT & MARKETING KIT!

The MSSP Cybersecurity Kit provides you with the tools you need to promote and sell your cybersecurity services to businesses in your area.

JMCT.IO/MSSP

Use Your MSP's Website as a Knowledge Hub, Not a Sales Pitch



Your website is more than just a business card; it's a dynamic tool to showcase your expertise and build trust with potential and even existing clients. As you

evaluate your website do you find it's laden with pages full of quality content, or is it more sales copy?

The key to unlocking the full potential of your MSP's online presence isn't just in the art of the sale—it's in the power of education.

Content is King

Educational content should be the backbone of your website. It's about enlightening your audience, not just selling to them. When you educate your readers through insightful blogs and articles, you're providing them with value. This approach positions your MSP as a thought leader, not just a service provider.

On the other side, there is copywriting—the persuasive force that guides your readers toward making a decision. While it aims to convert, it should not overshadow the educational content. Your goal should seamlessly blend with it, ensuring that when the time comes for your readers to make a decision, your MSP is at the forefront of their minds.

In other words, your website should use copywriting in your content marketing strategy to maximize the quality of your web content. Using engaging and interesting content as a catalyst for copywriting allows your website to retain visitors for longer periods of time, boosting the odds that they will sign up for your services.

Quality Content is a Great Marketing Tool

At its heart, content marketing only works when you provide quality content that is engaging and interesting. To engage your audience and draw them in, try these tips:

- **Concentrate on quality.** It should be clear that the purpose of your content is to provide value to your audience. If what you are posting has little or no value, the audience will grow disengaged and could navigate away from your website.
- **Use proper grammar and sentence structure.** Common grammar mistakes can distract your audience and make your business look unprofessional. Always give your work a good proofread before posting, or contact us for a review. Our professional content writers are versed in the many intricacies of the English language, and can identify issues with your content.
- **Shoot for clarity and consistency.** This goes along with the previous point; you should always be clear and straightforward with your audience. If something needs elaborating, make sure you provide the necessary information to help them get a decent understanding of what you're talking about. Don't just assume that the audience will know what you're talking about. If you make a statement, back it up with facts and a sound argument. This will make your audience trust your words and see you as an expert in your field.

Effective Use of Copywriting in Content Marketing

When including copywriting into your...



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It pays to refer!

For every referral you send to us, you will receive a **sweet gift!**

For each referral that signs up you get a **\$99 credit** towards your account and they will get a **\$99 credit** too!

Mmmm...so good! Find out more at: refer.joomconnect.com

Upcoming Campaign

The topic for this months marketing campaign content for our **Ultimate MSP Website** subscribers is:

Digital Surveillance

Free monthly content to market your services!

Partner Training

Join us for **FREE** weekly training!

Website: Tuesdays at 4PM
JoomConnect: Thursdays at 4PM *EST

Register for a session at: training.joomconnect.com

Marketing Tips

Did you know that a customer that gets referred is 18% more loyal than a customer acquired by other means!

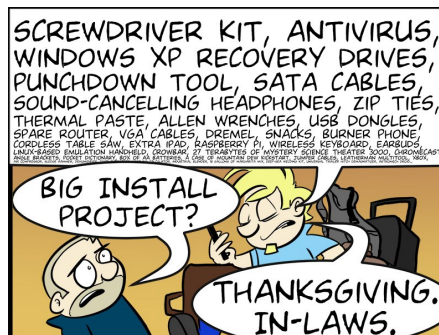
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