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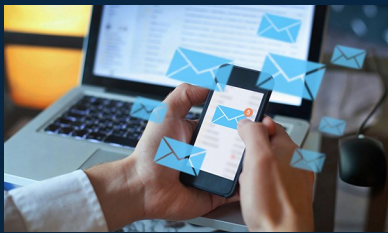
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10 Ways to Supercharge Your Email Marketing Efforts



Email marketing remains one of the most popular ways businesses can nurture leads, build the necessary impressions to convert prospects, and maintain relationships with current clientele. With this popularity, however, comes plenty of competition for attention in recipients' inboxes. This means you must do everything you can to make your email marketing as effective as possible.

Let's review ten things we recommend you prioritize as you work toward this goal.

What Can You Do to Make Your Marketing Emails Optimally Effective?

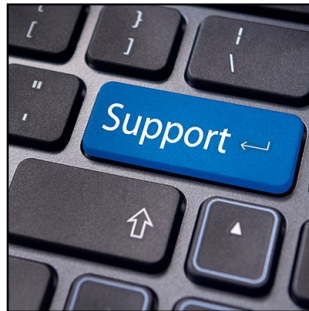
1. Educate Before Selling

As we'll discuss later, the email format requires consent before...



Read the Rest Online!
jmct.io/emailmktng

Using JoomConnect to Streamline and Customize IT Support Requests



We've always described JoomConnect as a marketing automation platform. After all, it integrates your website into ConnectWise and Autotask, so one of its biggest strengths is automating the lead generation process. With that said, our MSP has been using it for a long time to streamline our support process, and it's done a lot to ensure that otherwise complicated tickets are handled much faster.

Incomplete Service Requests Slow Down Your SLA and Waste Time

As an MSP, we often face client requests that don't include enough information for our team to do the work. No matter how quickly your dispatch can spot a ticket and request more information or coordinate a phone call with the client, it adds precious time that could have been saved if the client just knew to give you all the information you needed in the first place.

There are a lot of examples of this, but for this blog, let's assume a client needs a new

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7 Ways to Show Your Clients and Customers the Value You Offer



It shouldn't be surprising to think that your prospects—or even businesses you already work with—aren't going to take you at your word that you and your services are the best option for their needs... as easy as that might make things. No, the hard truth is that you need your marketing to communicate the value your business and its services offer. Let's go over a few ways you can ensure it does.

You Need to Develop (Then Publicize) a Value Proposition

A value proposition is pretty much what it sounds like: a statement that succinctly defines what benefits something (in this case, your business or a relationship with it) has to offer to those who embrace it. It is important for a business to have one, as it helps create a starting foundation to help build a marketing approach around.

A good value proposition is more than a quick sound bite that summarizes what you want your audience to see about you and your business services. It is specific and quantifiable, directly comparing your capabilities to what your competition offers and providing evidence to support your claims.

- What do your clients and customers most often need from you, in as specific terms as possible?
- Where is what you offer similar to what your competitors do, and where does it differ?

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Using JoomConnect to Streamline and Customize IT Support Requests

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workstation set up for a new hire. Your point of contact emails a ticket and says, “Hi, we just hired Pam. She starts next Monday. Can we get the workstation in accounts receivable set up for her?”

There was at least one time when we had responded back to the ticket within 15 minutes with some questions like, “Sounds good. What’s Pam’s last name so we can set up her user and email, and does she need Quickbooks?” only to get a vacation responder from our main POC.

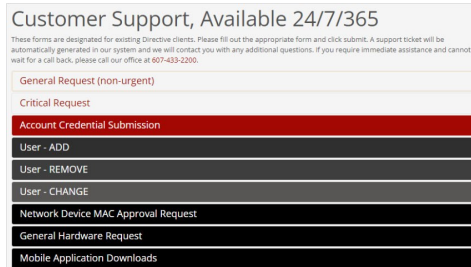
You get the idea. A lack of proper information can really gum up an otherwise well-oiled machine.

Using JoomConnect for Support

Like most things, our response to problems like this is automating and

collecting critical information as early as possible. We do this using JoomConnect forms on our website and encourage clients to submit support requests there.

We have a live version you can take a look at just to demonstrate what we mean.



Customer Support, Available 24/7/365

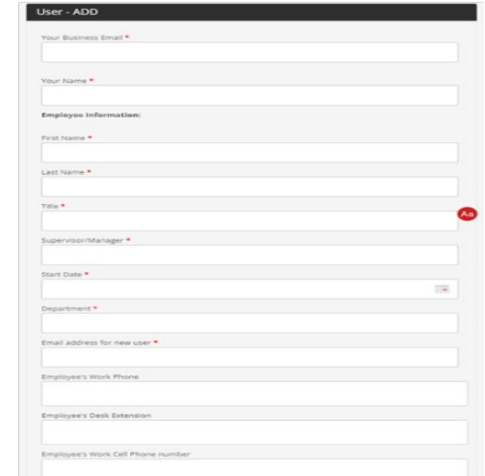
These forms are designated for existing Directive clients. Please fill out the appropriate form and click submit. A support ticket will be automatically generated in our system and we will contact you with any additional questions. If you require immediate assistance and cannot wait for a call back, please call our office at 607-433-2200.

- General Request (non-urgent)
- Critical Request
- Account Credential Submission
- User - ADD
- User - REMOVE
- User - CHANGE
- Network Device MAC Approval Request
- General Hardware Request
- Mobile Application Downloads

Each row slides down to display a JoomConnect form. These forms request all of the information we typically need to get the work done and generates the needed service ticket. In some cases, like the Critical Request form, it even escalates the

ticket, emails the department manager, sets the priority on the ticket, and sets the status.

If we drill down into the User-ADD form, we can see how much information we’re collecting...



User - ADD

Your Business Email *

Your Name *

Employee Information:

First Name *

Last Name *

Title *

Supervisor/Manager *

Start Date *

Department *

Email address for new user *

Employee's Work Phone *

Employee's Desk Extension *

Employee's Work Cell Phone number *



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7 Ways to Show Your Clients and Customers the Value You Offer

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- How do your clients/customers see benefits by working with you, also as specifically as you can define it?
- Who can back up what you’re saying and advocate for your business amongst your prospects?

Let’s say this process gives you a value proposition that looks something like, “We help such-and-such companies deal with x-issues and y-challenges, using our unique process to improve our clients’ situations in a and b ways. This results in these clients seeing *benefit 1 and benefit 2.*”

This statement should then be used to inform a variety of your efforts, from your marketing messages to enhancing your business model. Let’s go through seven ways your value can be communicated.

How To Communicate Your Value to Your Customers and Clients

1. Show How You Measure Up to the Competition

It’s a simple fact that your prospects, clients, and customers will do some comparison shopping. Take some time to join them in doing so! Learning about your competitors will help you identify what does and doesn’t work in your market niche and give you insights into how you can differentiate yourself and your business from the rest of the herd. What benefits do you provide that the other businesses around you simply can’t? Make these benefits the focus of your marketing, and your value will be much more evident.

2. Demonstrate Your Value Through Outcomes

Similarly, you must consistently show

your current clientele that they are receiving what they expect from you and your business offering. One of the best ways to do that is to under-promise and overdeliver, naturally, but it is also important to be totally transparent when obstacles do arise. This will help instill trust amongst your clients, as they’ll know that you’ll deliver what they need and operate openly as you do.

3. Collect and Use Social Proof

At the end of the day, your marketing is intended to convince your audience that what you have to offer is their best option. The challenge then becomes how to educate them without them assuming that you’re exaggerating your own capabilities. Social...



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jmct.io/valueoffered

Best Practices for Maintaining your Marketing Lists



Ensuring your lists are well-managed, whether for email or direct mail campaign use, is crucial

in optimizing your marketing strategy. Yet, the time-intensive process of both building and maintaining a list makes it a task **prone to be neglected**.

It's hard, we get that but it is an imperative step to take to avoid wasting money and time and help to maximize your potential ROI with your marketing efforts.

Whether your list is new or years old, adding these management processes into your strategy are key to great mailing lists.

Make Sure Your Lists Are Clean and Ready!

Assign a List Keeper

Adding the responsibility of your marketing lists to an individual, often

referred to as a list keeper, is a pivotal first step. A dedicated list keeper takes responsibility for the accuracy and integrity of the marketing lists.

Your list keeper should have an understanding of the nuances of your target audience and can customize the marketing lists accordingly. Their responsibility involves regular updates, cleansing, ensuring that information is current and relevant, and monitoring metrics.

This approach will ensure that the campaigns you run against the list are more targeted, and by customizing the message, you will help it resonate with them.

Create a Process

Procedures and policies are so key when it comes to our providing IT services, as they are for your marketing lists. If you don't already have one, establish a documented process for adding, editing, and removing addresses from your marketing lists.

Here are a few considerations to remember as you create this documentation:

- Establish clear guidelines for adding, editing, and removing contacts in the mailing list. Specify the format for names, addresses, and other relevant information to ensure consistency.
- Use address verification tools or services to check for completeness, correctness, and adherence to postal standards.
- Document all changes made to the mailing list, including additions, edits, and removals. Keep a record of when these changes occurred and who made them. This documentation serves as a valuable reference in case of discrepancies or inquiries.
- Outline the procedures for individuals to opt out of the mailing list. Provide easy-to-follow instructions for unsubscribing or updating preferences. Establish...



[Read the Rest Online!
jmct.io/keepurlistup](https://jmct.io/keepurlistup)

Are Your Sales Folders Branded?

You've invested a lot into developing both your business' sales pitch and the services that it promotes. It only makes sense that you would want to make a great first impression.

Give your sales team a powerful way to present their sales collateral through branded folders!

Branded Folders for Your Sales Team

A professionally printed folder provides valuable space to organize and distribute information to clients, customers, sales prospects, and more.

Use your folders for marketing materials, sales literature, business presentation, direct mailing, project management, trade show kits, portfolio samples, and promotional press kits!

Branding, sales, and client relationships can be simplified and strengthened by using business pocket folders.

With four professional design options available for you to choose from, our 9x12 professional folders with two

pockets are printed in full color with a high gloss UV coating, a business card slit and your company branding.



Stop Missing Your Marketing Targets



Your business' success is heavily influenced by your marketing. Similarly, your marketing's success is heavily influenced by how

accurately your marketing reaches who you want to be talking to... your prospects and even your current clients, your target audiences. They need your marketing to show them that your values align with theirs and that you'll be invested in their success.

Let's talk about how you can make sure it does so.

To Reach Your Target Audience, You Need to Know Them

It really is as simple as that. To talk to your target audience, you need to know who they are.

You should know whether you want a marketing effort to talk to your suspects, prospects, leads, or even existing clients. This is important, but we can do more by just digging a little deeper and defining who it really is that you're targeting.

To do so, knowing your own company from all angles is important. Can you answer the following questions about your company?

1. What do we do to solve problems for our customers and clients?

When did you last check that all of your marketing team members were on board

and locked on with your company's mission? Everyone must understand this to define who will most likely benefit from your company's offerings. Otherwise, your marketing efforts could be directed to poor fits, wasting time and money for your business.

2. Who are our customers and clients, and what do we know about them?

Building off the last question, you must lock down who you are trying to talk to and how to communicate with them most effectively. Get to know who they are and what their interests are so you can connect with them. Figure out their age demographics, where they are located, what content they respond best to, and everything else that might impact how your efforts are shaped. Having this information about those you are trying to communicate with is key to selecting the correct marketing efforts to use.

3. How will our offering help them?

It's one thing for your prospects and clients to have needs and for you to have solutions. It's quite another for you to help them connect the two. Your responsibility is to display the value that you can give them. Take the time to dig into their challenges to understand their real obstacles and examine their opportunities to help them capitalize optimally on them. This will help give you extra ammunition for your marketing efforts...



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The topic for this month's marketing campaign content for our **Ultimate MSP Website** subscribers is:

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"The best marketing doesn't feel like marketing."
– Tom Fishburne

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*EST
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