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### Grow Your Email Marketing List Using These Tips



A quality email marketing list is essential for any business in the B2B space. However, compiling a list is a complicated, time-consuming process. Because of this, many MSP companies will compile a list all at once, and then continue to use that same list for all of their future marketing needs. This mistake can negatively impact your marketing efforts.

#### Ensure That Your List Is Well Vetted and Up-To-Date

According to research, email marketing databases naturally degrade by 2.1% per month. This natural degradation occurs when a contact leaves that company, a company changes email hosts, or when the company itself is no longer operating. That 2.1% may not sound like a lot, but this...



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[jmct.io/emailmkt](https://jmct.io/emailmkt)

## Turn Your Techs into an IT-Selling Sales Machine



You can't always expect to fit a square peg into a round hole, and you can't always expect an IT technician to be a great salesperson. However, if you equip them with the right tools, you can turn anyone into an upseller... even if they have little to no experience in sales.

### How I Transformed My IT Department into a Sales Team

First and foremost, I want you to understand that I didn't change anybody's role. The techs are still techs, and their primary focus is still maintaining and supporting networks.

As you know, however, the IT department is sort of like the front line. They are the ones going on-site, handling support requests, and talking to the customers on a day-to-day basis. When Susan needs a new laptop, or it's time to replace some older software, or a client has a new project, the techs are usually the first to get a whiff of it.

And they know to bring it back to the sales team or put together a preliminary quote. Depending on how much leeway you give your IT department, you probably have at least a little occasional revenue coming in simply from little stuff like this.

*(Continued on page 2)*

## You Can Boost Your Marketing with Customer Feedback—Here's 4 Ways to Collect It



There are two kinds of customer feedback; both can be incredibly helpful to the business that pays attention to what is said. Negative feedback can help identify and correct shortcomings and friction in your processes, and positive feedback can be used to bolster your business' marketing.

Let's focus on the latter use case, discussing how you can use your clientele's good feelings to benefit your marketing efforts and how to collect this feedback more effectively.

### What Makes Customer Feedback So Important?

In short, customer feedback gives you a clear impression of how your audience feels about your products and services, making it an incredibly valuable form of data for you to collect and utilize at every opportunity.

Going deeper, this feedback can help you determine what your clients are seeking out, what works for them about what you do, and what challenges they are dealing with that you might help them resolve. Plus, asking for feedback invites them to notify you about things they have been bothered by. This signals that you are as invested as they are in their experience as clients. They'll see you're interested in improving for their benefit.

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## Turn Your Techs into an IT-Selling Sales Machine

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Little stuff is nice because it adds up over time, but I wanted to accelerate this.

We have some pretty charismatic techs that do a great job with our clients, and some techs have been with us for a while and have formed really good relationships with the main POCs. Where they might fall short (and to no fault of their own) is being good salespeople.

A tech might recommend a new project that requires a virtual machine and a bunch of billable hours, or mention upgrading a phone system, or drop a hint that we can install surveillance systems, but a salesperson (or as a lot of MSPs like to refer to them, account manager) would sell it. They'd advise it, help the client budget it, and follow up until an agreement is signed.

Just imagine if your techs were able to do that regularly.

Believe me, it's *awesome*.

### Equip Your Techs with the Tools to Become Salespeople

Here's what we've done to help turn our technicians into an unstoppable sales machine.

### Every Tech Needs a Business Card

Your techs are professionals, they should have a professional business card. If you are like us, and you want to avoid having support requests come in through someone's email, then these business cards should have your support email on them.

### Start By Having Techs Gather Customer Feedback

This is valuable for a few different reasons—it certainly helps ensure quality of service and accountability,

but it also encourages Google reviews and testimonials which can help aid your sales and marketing efforts. It's hard to simply ask for a testimonial, but if you give your techs a straightforward means to collect reviews every time they touch a device or work with a client, you'll increase how much feedback you get.

We have simple little tech feedback cards that we equip our technicians with. These cards have a bit.ly link and QR code so the recipient can quickly leave a review, and we drive them right to our Google Business listing. For remote sessions, we have our techs leave the web browser on a feedback page that does the same thing...



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## You Can Boost Your Marketing with Customer Feedback—Here's 4 Ways to Collect It

(Continued from page 1)

**Basically, your customers' feedback gives you a cheat sheet to more successful operations and some particularly impactful material to incorporate into your marketing.**

The question then becomes how to collect this feedback from your contacts and use the data it supplies. Let's discuss a few options that today's businesses have to acquire the information required to draw their needed conclusions.

### Engage in Social Listening

Social listening is the practice of searching review sites, forums, and social media platforms for commentary about your business to see what public perspectives are like concerning your business and services. In addition to reviews and comments on your

social media profiles and Google reviews, try to find local business review sites to see what people have to say.

While it is important to consider everything you see about your business (within reason), you should also remember that most people will fall somewhere in the middle and likely won't have strong enough opinions to share... unlike those who had either a great or horrible enough time to write about it organically. That said, more positive word of mouth is infinitely better than none or more negative, so you should work to ensure that perspectives skew in that direction in any way you can.

### Utilize Website Heatmaps

Imagine if you could be a fly on the wall and watch one of your website visitors interact with your website...

seeing where they hovered their cursor and what caught their attention the most. It doesn't take Don Draper to see how that knowledge would be marketing gold... and it's the kind of knowledge a website heatmap can give you.

A heatmap can show you where your website visitors most frequently hover their cursors on the page, indicating where most of their attention is directed on each page. As a result, you better understand what is working well and where improvements could be made.

Follow Up with Existing Clientele  
We've discussed the importance of...



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## Our ABCs of Sales: Always Bring Collateral

MSPs need to dress to impress when it comes to capturing new business. Why not make sure your sales efforts are equipped for success in the first place?

Having good marketing and sales collateral is one of the most effective means to boost your sales success. Let's examine why this is so and how to make your collateral as impactful as possible.

### First: What is Collateral?

In finance, your collateral is the asset you put down when you receive a loan to prove that you intend to repay the loan. It's a sign of good faith, proving that you mean what you say.

While not intended as a consequence, the definition of collateral in the sales sense isn't all that different. In sales, collateral is a resource that you offer as proof of your service quality, describing the process and benefits that your client can reasonably expect to experience. Like in finance, your sales collateral is a sign of good faith, emphasizing that you really mean what your marketing is saying.

Many different forms of collateral can support your sales efforts, each with its own advantages in different situations. Case studies, pamphlets, and brochures can all be useful means of convincingly sharing information.



### How to Use Your Collateral to Boost Your Sales and Marketing Efforts

Let's review some examples of marketing collateral and how they can help you boost the success of your sales.

#### Blogs and Newsletters

There are numerous reasons to populate your MSP website with educational and informational

content, search engine optimization being a big one. However, it is important to remember that this content can also assist your marketing by serving as an educational resource—helping you sell your services to anyone who happens to read it whenever they happen to do so.

By sharing information that your audience may find valuable and establishing your own authority in your field, you help build a reputation for being a source of valuable information, which grows each time someone comes back for more. This content can also be repurposed and shared through other avenues—platforms you don't own, such as social media networks or industry publications—or edited into a different format to layer your marketing.

Plus, there's hardly a better time to push someone further into the sales...



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## 7 Reasons Your Blog Sucks (And How to Fix It)



Having a blog is critical to B2B marketing—it's a great way to communicate your services and differentiators to your audience and an amazing way to provide value to your overall website experience.

However, if your blog isn't built correctly, there's no point in spending all that time writing and publishing great content. Let's take a look at some of the biggest problems we see MSPs (and other businesses) run into when building their blogs.

### You Don't Call It What It Is; Your Blog

15 to 20 years ago, when the term "blog" was still only a few years old, it would have made sense to call the feed of chronologically ordered content on your website a "newsfeed" or "resources" or something else. You could even be kind of cute and give it your own name - Jim's Tech Corner, or TechTips, or something like that. Today though, it's better to be clear and concise. Your blog should be labeled as "Blog" on your website's top menu, not buried under something like "Resources" or "About Us" or anything like that. It's your blog, it's the most active portion of your website. Call it what it is and stick it up front and center.

### Your URLs Don't Identify It as a Blog, Too

If you built your website in WordPress, there are definitely some quirks you need to understand about WordPress before you

launch. First and foremost, WordPress started out as a blogging platform. This is great because this means it has a lot of important features baked right in for your blog. The problem is that the default installation of WordPress assumes you are still building just a blog, and not a professional website that also has a blog on it.

By default, WordPress generates URLs for your blog posts without putting them into a blog subdirectory. This means a blog post like "5 Tricks to Spot a Phishing Attack" might have the URL at yourwebsite.com/5-tricks-to-spot-a-phishing-attack. That's not the end of the world, but it's a little more elegant and a little more clear when the URL puts that content in a blog subdirectory, such as *yourwebsite.com/blog/5-tricks-to-spot-a-phishing-attack*.

This does a few things. It tells Google that this is a blog post. It tells the user that it is a blog post. It's a little easier to track traffic and build out custom reports and handle URL redirects in the long run. It's just some basic housekeeping that will make your life easier long-term and make your site feel more professional.

### You Used a Fancy, Overly Modern Templated Blog Layout

Many WordPress and Joomla templates, themes, and page builders showcase fancy blog pages, often with big boxy mosaic...

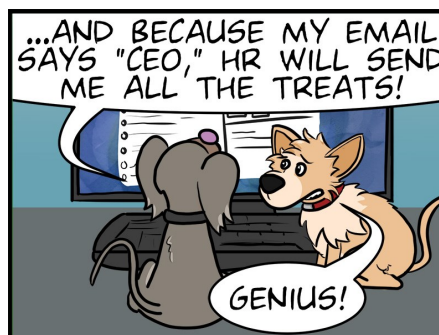


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