

## FREE Monthly Campaign

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

**NETWORK INFRASTRUCTURE**

## FREE Partner Training

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## Marketing Tidbits

"Make a customer not a sale." -  
Katherine Barchetti

## The Internet Can Be a Great Source of B2B Leads



Leads are an invaluable asset for any business, so generating the high-quality, engaged ones your organization needs to attract is essential. There are numerous ways to do so online, so let's discuss some methods for encouraging these leads.

### How Your Business Can Generate B2B Leads Online Investing in SEO

Search engines—or, if we're being realistic, Google and its search results—will be a significant source of your incoming traffic. This is, of course, assuming that you dedicate the time and effort necessary to cultivating content and building your website to meet the nebulous requirements that search engine optimization practices dictate (more on this later).

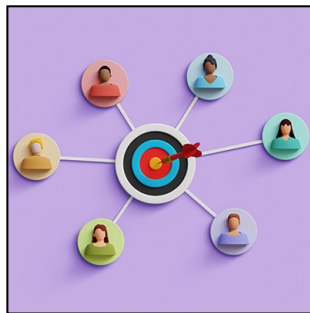
By researching what your desired audience is interested in and searching for, you can more directly and effectively address these needs through your content. As a result, Google will be more likely to direct relevant searches to you, attracting more interested eyes to your content and learning about your services.

### Offering Deliverables and Other Content

On a related note, you should produce and share content of various kinds, making them available on your website. This will give you extra ammunition for your SEO efforts and

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## Don't Talk to Your Leads... Talk to the People They Represent



Let's get this out of the way: you must communicate your message to the people you're trying to convert into customers. These are the people who make up your leads, granted, but your leads are little more than a summation of data... notes you have about the businesses who may want to work with you.

However, you also mustn't discredit your data on these leads, as it can easily be used to improve the message you share with the people receiving your communications. Let's explore how you can do so via personalization.

### What is Marketing Personalization...

#### ...and is it worth investing time in?

Marketing personalization is best described as a business' process to shape its marketing. This strategy relies on data analytics to ensure that the right message reaches the right person and does so at the right time.

It starts by crafting marketing messages tailored to what a specific contact—or yes, lead—has demonstrated interest in through their online behaviors, communication with you, or if they match what your market research has identified as a promising opportunity. These messages should reflect what you know about an individual to be

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prove that you are knowledgeable and willing to share your expertise with others.

Deliverables can help you collect more leads if you require a visitor to provide an email before they can be downloaded. This tit-for-tat exchange makes them seem inherently more valuable and intriguing. As such, these potential leads will be more inclined to exchange their information with you, allowing you to market to them more.

Of course, you should also share plenty of content for free, as it helps establish you as a resource that your fellow businesses can and should rely on for your services. In the case of an IT provider, posting blogs and other useful resources—all branded to your company, of course—can help accomplish all of this.

### Social Media Activity and Ads

Participating in social media is another

effective way to help your business generate more leads. It gets your brand in front of (hopefully interested) eyes in a format that welcomes discourse and conversation. There's a reason they're called social networks... they're good for networking.

While LinkedIn is the standout example for business-to-business communication, any social media network can be utilized for marketing purposes if it is a good fit for your business and your target audience. By taking full advantage of these networks' tools for organic posting and commenting alongside those meant for advertising, you can impress more prospects and foster them into leads.

### Website Optimization

When we began this conversation, we discussed search engine optimization and how crafting your content with it in mind can help boost your lead generation. However, it is just as important that your website itself is

constructed to encourage search engines to prioritize it in their results. Once your site visitors arrive, you also need the materials to capture their information so you can continue communicating with them. This is why you need to be sure that your site has the forms needed to collect this information, with compelling calls-to-action to entice your visitors into sharing their contact information with you.

### Work With Us for Assistance in Generating Quality Leads

Don't waste your marketing budget shouting into the Internet with no return on your investment. We can help you optimize your communication with your contacts at every stage of the marketing funnel to put you in the best position to succeed.



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## Why Trust is More Critical Than Ever—and How MSPs Can Earn It



Trust is the bedrock of any successful business relationship. Whether it's a business owner

depending on their employees to do the right thing, a company relying on its vendors to deliver what's been promised, or a prospect choosing between service providers, trust is the differentiator that turns prospects into loyal customers.

As a managed service provider, establishing and maintaining trust is pivotal. Your clients count on you to protect their valuable data, keep operations running smoothly, and provide critical strategic guidance. How can you earn and strengthen their confidence?

### 1. Be Transparent and Honest in Your Marketing (and Beyond)

If your marketing suggests you'll provide certain services, ensure you actually deliver those services. When you set expectations clearly and meet (or exceed) them, your audience will naturally trust you more.

This also applies if things go wrong. Suppose a misconfiguration or oversight on your end causes downtime for a client. Own up to the mistake and work swiftly to correct it. Though painful in the moment, transparency will serve you in the long run. Clients would rather partner with a provider who takes responsibility than one who dodges accountability.

In your marketing collateral, clearly outline what's included in your offerings (e.g., response times, onsite support, proactive monitoring). This

clarity helps prospects feel confident about engaging your services.

### 2. Offer Exceptional Communication and Support

As an MSP, you're often the first (and last) line of defense when a client's technology fails. If your support channels are overwhelmed, unresponsive, or hard to navigate, frustration will build quickly—and trust will erode just as fast.

Aim to provide multichannel, accessible support by offering phone, email, and chat options so clients can get help in the way they prefer. Communicate proactively, rather than waiting for clients to reach out.

Some suggestions...



Read the Rest Online!  
[jmct.io/earntrust](http://jmct.io/earntrust)

## You Need to Align Your Sales Team with Your Marketing Team... Here's Why



Sometimes, viewing your business in terms of its different departments, less of a cohesive

workforce and more disparate teams—can be too easy. This is often a dangerous pattern to watch develop, especially where your sales and marketing are involved.

Let's discuss why this pair needs to work collaboratively for your business to see optimal success and explore ways to encourage these behaviors in your organization.

### What Can Alignment Between Your Sales and Marketing Teams Help Achieve?

By promoting cohesion between your sales and marketing teams, you can set your business up for improved success. After all, the sales team is responsible for closing deals and cementing business relationships, while marketing's goal is to develop these relationships and build awareness of what you have to offer. If these two departments aren't in lockstep, opportunities will be missed, and time will be wasted.

On the other hand, treating these different departments as a unit can help you keep your processes more streamlined and successful. With your

marketing and sales working in tandem, you're more likely to experience the kind of success you want to see from your business' activities. This is especially true in B2B-focused industries, such as managed service providers, pharmaceutical manufacturing, insurance underwriting, facilities management, staffing and recruiting services, and many others.

### Unfortunately, Many Factors Can Stymie Interdepartmental Alignment

There's a lot that can put up barriers between these two essential... departments. For instance:



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## Don't Talk to Your Leads... Talk to the People They Represent

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more engaging, demonstrating how you can identify with their needs and wants to fulfill them more effectively.

**Fortunately, such details can be collected relatively easily, particularly if your audience is given something in return.** This is precisely why we so enthusiastically recommend you give your audience access to highly valuable content and information in the form of deliverables in exchange for simple contact information. The information you collect in this way, especially when combined with the other insights you've gathered from social media engagement and web traffic patterns, can help you create profiles of each of your prospects.

From there, you can incorporate this data into more individualized marketing efforts that precisely address each contact's needs and wants. This offers a variety of benefits:

- Personalized messaging assists with various goals, keeping your customers satisfied and engaged as just the start.
- A personalized message also

promotes the kind of tailored messaging that recipients find more applicable to their needs and relevant to their experiences.

- Rather than being spammy, truly personalized email marketing can skip messages that are no longer relevant to the contact, preventing message overload.
- More personalized content helps make your contacts feel seen and more likely to continue engaging with your business.
- Personalizing content also makes it more likely that your contact will convert and make a purchase, boosting your revenue as a result.

**Ultimately, insights from McKinsey & Company reveal a potential eightfold increase in ROI from your marketing spend when your marketing is more personalized.**

### How to More Effectively Personalize Your Marketing Efforts

There are a few activities you can pursue to craft and distribute marketing materials that more efficiently share your message with your audience.

For starters, you can more diligently segment your audience into groups based on the behaviors and tendencies you track, whether that's a demonstrated interest in a particular service or repeated inquiries about the benefits you offer. By dividing them up like this, you can more effectively communicate with the different subsets of your audience.

For instance, what have different contacts purchased or subscribed to in the past, and how frequently have they interacted with your business? By tracking this and sending marketing materials that reflect each list's priorities, you can adjust your messaging to ensure it touches on what each cohort needs to hear at the right time.

It is also essential to balance subtlety and straightforwardness as you communicate with your audience and provide enough resources to execute this strategy properly.



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## Increase Organic Traffic and Get Recognized with Search Engine Optimization

SEO—search engine optimization—is an essential aspect of your modern marketing and, in many ways, your business' potential success.

With our **SEO Compliance Service**, we make sure your site is always visible and easily found on the web.

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