

In This Issue:

How to Organically Build a Social Media Following as a B2B Company

It Pays to Help Your Clients Tell Their Stories... Here's How to Do It

Getting Stuck on the Small Stuff Prevents Success

The Power of a Well-Crafted Email Sequence

How to Organically Build a Social Media Following as a B2B Company



Social media is a hugely helpful tool for businesses, especially those that function as providers for other companies. Using social media to promote your B2B operations helps you communicate directly with your target audience... provided your target audience actively follows you on your business profiles.

Let's talk about ways you can organically build your business' following (and, crucially, engagement) on social media.

Why Engagement is Critical for B2B Social Media Success

By measuring your social media success based on pure numbers, you are focusing on statistics that ultimately don't matter. The much more important metric to determine is how engaged your audience is with what you post.

Fortunately, your engagement rate is relatively easy to calculate:

(Number of interactions/number of publications)/Number of followers X 100

By dividing your total interactions (likes, comments, shares, clickthrough, etc.) by the number of posts you shared, then dividing that number by your follower count and multiplying that result by 100, you can quantifiably see how much your audience participates with your social media activity.

Be warned: this number will look extremely small. It's supposed to! Generally speaking, anything between one to three-and-a-half percent is seen as good engagement. A little more means you're doing great, while anything less means you need to reexamine and readjust.

(Continued on page 2)

It Pays to Help Your Clients Tell Their Stories... Here's How to Do It



Let me ask you an important question: would you find a statement more impactful if it came from a business or if it was presented from the perspective of one of its clientele?

It's probably the second option. It only makes sense... even if it's the business distributing it, the fact that someone else's name is tied to a statement adds significant confidence that the contents are trustworthy. This is precisely why client success stories can be so compelling

when featured in your marketing.

Let's talk about how to use these powerful marketing tools for yourself, but first...

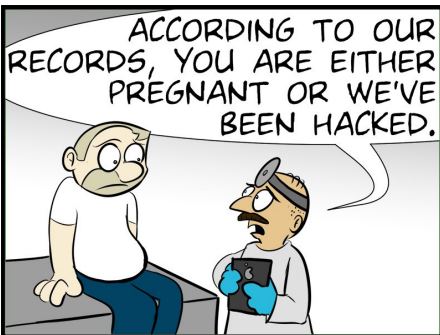
(Continued on page 3)

This Month's MSPW Campaign

Our Ultimate MSP Website subscribers get exclusive, ready-to-use marketing content every month! This month's campaign focuses on:

Windows 10 end of life is in October!

Full campaign materials will be sent to your email as soon as it's available!



Marketing Tidbits

"There are no traffic jams on the extra mile." - Zig Ziglar

 info@joomconnect.com

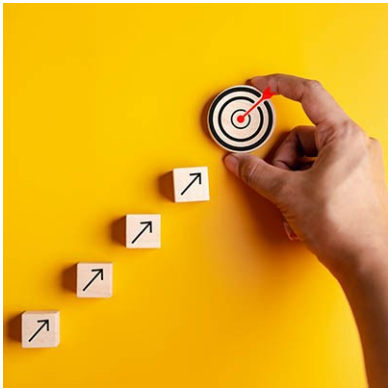
 facebook.joomconnect.com

 linkedin.joomconnect.com

 x.joomconnect.com

 blog.joomconnect.com

 instagram.joomconnect.com



Getting Stuck on the Small Stuff Prevents Success

The difference between success and failure isn't just about how motivated you are. Most of us in the IT industry are very detail oriented, and it's easy to get tangled up in the small details. Sometimes, getting stuck on the minutiae can really get in the way of launching and succeeding. Let's talk about some common pitfalls MSPs often get stuck in that prevent them from driving business forward.

It happens to the best of us. We get stuck on the day-to-day tasks and minutiae and forget about using our time and talent to do things that actually drive the business forward.

I think every single IT professional faces this challenge every so often. After all, we like the minutiae. We love the details. That's what makes us great IT professionals in the first place. We like solving problems. I don't think a single day goes by where I'm not compelled to jump on a ticket and...



Read the Rest Online!
jmct.io/smallstuff

FREE Partner Training

Website Training: Tues at 4PM
JoomConnect: Thurs at 4PM *EST

Register for a session at:
training.joomconnect.com

How to Organically Build a Social Media Following as a B2B Company

(Continued from page 1)

The Question Remains... What Can Be Done to Organically Boost Your Following?

Fortunately, there's a lot you can do to encourage people to follow you. We frequently recommend the following:

Be helpful and valuable.

You're likely to feel a little tempted to treat social media as another means of pushing your services, almost like free advertising. Resist this temptation.

The real value of a business' social media presence is to demonstrate the value that a prospect could enjoy by subscribing to its services—not to bombard them with sales pitches. Offer up some free expertise, and prospects will start looking to you for answers... making them more likely to reach out

to you when dealing with something big.

Identify your audience's priorities.

On a related note, it also helps to understand what your followers care about and share content that reflects their concerns. It will do you no good to talk about Topic A if 95 percent of your followers are primarily concerned about Topic Q.

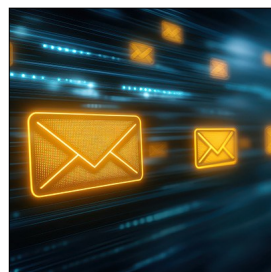
Time your posts strategically and consistently.

Take the time to identify the best time to post on social media based on your industry and when your audience is most likely to be online... and once...



Read the Rest Online!
jmct.io/smfollow

The Power of a Well-Crafted Email Sequence



Capturing leads is only the first step. Turning them into clients? That's where the real challenge lies.

Success isn't just about making a good first impression—it's about maintaining the momentum. A well-crafted email nurture sequence bridges the gap between the initial interest and long-term commitment, providing a scalable, strategic way to guide leads through the sales funnel.

MSPs often face long buying cycles as most businesses do not make a decision after a single touchpoint. Prospects want to know you're an expert and that your services are worth their investment. A good nurture sequence not only keeps your brand top-of-mind but also positions you as the solution to their biggest pain points.

Building an Email Nurture Sequence That Works

The key to a great email nurture sequence is consistency and relevance. Here is a basic structure of a campaign that will engage, educate, and help you with conversion.

1. Start with a Warm Welcome

The first email sets the tone. Thank your prospect for their interest, let them know what to expect, and focus on how you can help solve their challenges. A professional yet...



Read the Rest Online!
jmct.io/emailseq

It Pays to Help Your Clients Tell Their Stories... Here's How to Do It

(Continued from page 1)

...Why are Success Stories Such Powerful Marketing Tools?

On some level, you'd think that your perspective—the expert one—would be the most impactful one out there. After all, you're the one who understands how the sauce is made.

However, you need to consider it from your prospect's perspective. Of course, you'd talk up your services. You're the one who stands to profit. Anything you say will be taken with a grain of salt until you can prove yourself.

That's effectively the role that your relationship marketing plays in your overall strategy. Customer relationship marketing (not to be confused with the other CRM, or customer relationship management) basically takes the data the *(other)* CRM provides and shapes it into a marketing strategy intended to build brand loyalty and confidence.

How to Boost the Perceived Value Your Targets See in Your Offering

What is the easiest way to do that? Simple: *telling stories...* so why not make your clients' past successes the stories you tell? There are plenty of reasons you should do precisely this:

- Sharing the achievements your clients have experienced with your help demonstrates that you work alongside your clients as a partner compared to another service provider.
- Storytelling allows you to highlight what sets you apart from others in your area who offer what appear to be the same services when considered at the surface level.
- By taking a different approach than your competitors in sharing the information your clients and prospects need to make a decision, you stand out more.
- Describing the events that one of your current clients got through with your help may resonate with a prospect experiencing similar

situations and pain points.

- Highlighting the value of a specific product or service in a story helps demonstrate the value that an audience member can anticipate from the same service.
- These stories can also make for compelling social media material, helping draw in your audience there and potentially securing their consent to be marketed to.
- There's more than one way to tell the same story, allowing you to diversify your marketing efforts to multiple audience preferences.

Mind you, this isn't a comprehensive list by any stretch... you'd have to bookmark this page and come back later if we were going to include every reason why telling stories through your marketing efforts can be beneficial.

Instead, we want to discuss how to share client stories in a way that will allow you to see these benefits for yourself.

How to Tell Your Customers' Stories

You need to take a few steps so that your attempts to make a compelling and engaging story don't backfire. Let's go through this process together to ensure your stories are as effective as possible.

Identify Those Who Had a Problem You Fixed and May Be Willing to Share their Story

This is the incredibly critical first step—

you need to find a client you helped and is comfortable sharing a bit of their story. This can be more challenging than you might expect.

After all, would you want your business' failings publicized, even after the fact and after you had done the work to resolve them? Of course not... and you need to be aware of and sensitive to the fact that your clients will feel the same. So, you must do everything possible to make your clients feel comfortable with what they share. Don't be afraid to confirm whether they're comfortable sharing specific details and guide them with the questions you ask to give structure to their experience working with you.

Make the Story About Your Client

While the story you're telling may be more designed to highlight your business' capabilities, that doesn't mean that it's all about you. Your client is the story's hero—your business is the Old Ben to the client's Luke. However, you should share how your client's journey took them to you and what you did for them, highlighting the specifics that brought them the value they needed. What obstacles did the client experience that you helped them overcome?

The beginning of the story is where the client's struggles are made apparent,



Read the Rest Online!
jmct.io/stories

REFER A FRIEND, GET REWARDED!

IT'S THAT EASY!

FOR EACH REFERRAL THAT SIGNS UP FOR OUR SERVICES YOU WILL RECEIVE A \$99 CREDIT (OR MORE) TOWARDS YOUR ACCOUNT!

REFER.JOOMCONNECT.COM



We're Here to Support Your Success!

Have a marketing question? Looking for fresh ideas?

We're here when you need us! Whether it's implementing a campaign, refining your messaging, or exploring new strategies, our team is ready to help you make the most of your marketing efforts.

Let's talk! Reach out anytime at 888-546-4384 or jmct.io/schedule

The IT Playbook: It Should be Included in Your Marketing Strategy

The IT Playbook is a foundational piece for a managed service provider to include in their marketing strategy.

We are so pleased to announce it has been updated with new content, focused on cybersecurity topics like: Employee Phishing Training, MFA and physical security topics like digital cameras and access control the IT Playbook is a **must have** for your sales team!

The IT Playbook makes communicating this a lot easier.

By condensing all of your prospects' greatest IT concerns and needs into a single document that not only demonstrates your comprehensive understanding of their challenges, but also addresses how solutions exist and are available, the IT Playbook clearly demonstrates that your business is the best option to fulfill their needs.

Give your prospects the information they need to associate your services with profits and productivity.

Reach out to us today to learn more about the IT Playbook, and how you can put it to use for your marketing!



Learn More: jmct.io/itplaybook

THE GO-TO DELIVERABLE TO MAXIMIZE LEAD GENERATION AND CONVERSION.

Our **IT Playbook** is a foundational piece to include in your marketing strategy.

JMCT.IO/ITPLAYBOOK

