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SEO Tactics Beyond Your Website



SEO is important, but being found online goes beyond just whether or not your website is optimized.

Let's talk about expanding your digital footprint beyond the confines of your own website. Building your reputation and authority outside of your website is where off-page Search Engine Optimization (SEO) comes in, and it's vital for attracting those high-value local clients.

Think of on-page SEO as making sure your own house is in order. Off-page SEO is like building strong relationships and a stellar reputation within your neighborhood and city. It tells search engines like Google that others trust and value your expertise, boosting your credibility and, consequently, your rankings.

Here are some powerful off-page SEO tactics specifically tailored for Managed IT Services Providers:

1. Become a Pillar of the Local Business Community: Join the Chamber of Commerce

This might seem old-school, but the local Chamber of Commerce is often a hub of business activity and a trusted resource. Some chambers might be more active than others, and some might be cliquey, but MSPs should always join them, nonetheless.

- **Why it Works:** Joining typically gets you a listing in their online directory. This isn't just any link; it's a geographically relevant, high-authority backlink signaling to search engines that you're a legitimate, active local business. It builds local trust, both online and off.
- **Action Steps:** Join your local Chamber. Crucially, ensure your directory listing is complete and accurate (NAP - Name, Address, Phone Number consistency is key!), and links back to your website. Attend meetings and events to network (more on that later!). On top of that, you can provide workshops, educate business owners and their staff, and provide other useful information to the chamber and its

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How to Reignite Engagement with Your Lapsed Prospects



Acquiring new clients—especially as a managed service provider—often commands significant attention and resources. However, a valuable pool of potential revenue could already be in your existing database: prospects who may have previously shown interest but have since become less engaged, or past clients whose contracts have lapsed.

Neglecting these dormant opportunities can be a costly oversight. A well-defined strategy for re-engagement not only offers a more efficient path to revenue generation but also leverages the prior investment made in initial outreach and relationship building.

Re-engaging prospects isn't about aggressive or generic follow-ups. It requires a thoughtful, personalized approach that acknowledges their previous interaction while

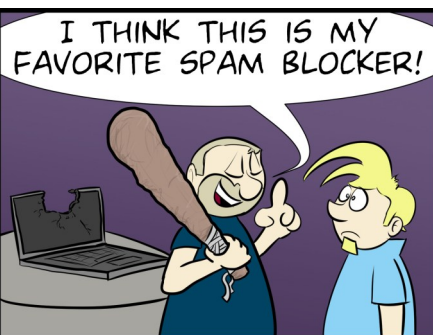
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This Month's MSPW Campaign

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Marketing Tidbits

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Don't Fall for These Image Copyright Infringement Scams

Of all the shady scams on the Internet, image copyright infringement scams are among the worst. Let's talk about what they are, who they victimize, and how you can beat them.

What is a Copyright Infringement Scam?

A copyright infringement scam involves a third-party, claiming to be a law firm or lawyer representing the copyright owner of an image you are using on your website. They send you emails or reach out to you from a contact form on your website stating that you have violated copyright law by unauthorized use of an image that doesn't belong to you. They usually give you a few pages of legal mumbo jumbo, including terms that usually more or less say that removing the image now doesn't solve the issue, that you owe for damages just for using the image, etc. Finally, they let you know that you can conveniently settle outside of court if you quickly hand...



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members. Word of mouth is still a thing, and if you are able to solidify yourself as a tech expert by putting in the time, you'll build a lot of trust with other business owners in your community.

2. Invest in the Future (and Gain Powerful Links): The .Edu Scholarship Strategy

Want a backlink that carries serious authority in Google's eyes? Links from .edu domains (colleges and universities) are highly valued.

- **Why it Works:** Educational institutions are seen as

authoritative sources. By offering a modest scholarship—perhaps for a local student pursuing IT, cybersecurity, or computer science—you can often get a dedicated page or mention on the university's financial aid or department website, complete with a link back to your MSP's site. This positions your company as community-minded and invested in nurturing future tech talent—talent you might even want to hire someday! On top of that...



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Extend the Reach of Your Content By Repurposing It!



As an expert in your field, you possess a wealth of expertise and valuable insights that can resonate

deeply with your target audience, encouraging them to engage with you... but this may not be enough. You still need your audience to consume your content for it to offer value to your marketing efforts.

The challenge often lies in effectively distributing your content across the various channels your potential clients will use. This is where the strategic art of content repurposing emerges as a powerful ally. Let's review some best practices for squeezing every drop of value from the content you deliver to your audience.

formats, tailored to the specific consumption habits and preferences of distinct audience segments.

It's the act of extracting the essence of your message and presenting it in a multitude of engaging ways, thereby extending your reach, amplifying your impact, and ultimately driving greater engagement and lead generation.

Think of it this way: you've invested significant time and effort in crafting a comprehensive whitepaper detailing the critical importance of proactive cybersecurity measures for small and medium-sized businesses. This in-depth resource is undoubtedly valuable, but its reach might be limited to those actively seeking such detailed information who are also willing to dedicate time to reading it.

Content repurposing allows you to unlock the inherent value within your whitepaper and disseminate its core message to a far wider audience through various touchpoints...



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offering renewed value and relevance. It's about understanding that circumstances change, needs evolve, and the timing might now be more conducive to a mutually beneficial partnership.

Why You May Fall Off a Prospect's Radar

Before initiating any re-engagement efforts, it's crucial to understand why a prospect might have become less responsive or why a client chose not to renew. *Common reasons include:*

- **Shifting Priorities:** Their business needs or strategic focus may have changed, leading them to prioritize other initiatives.
- **Budgetary Constraints:** Temporary or long-term financial limitations could have put your services on hold.
- **Perceived Mismatch:** They might not have fully understood the value proposition you have to offer or perceived a misalignment with their specific requirements at the time.
- **Timing Inconvenience:** The initial outreach might not have coincided with their immediate needs or decision-making cycle.
- **Lack of Perceived Value:** Over time, if communication dwindled, the perceived value of your services might have diminished.
- **Competitive Influence:** They may

have opted for a competitor's offering, but their experience might not have met expectations.

Gaining insight into these potential reasons will inform a more tailored—and therefore, effective—re-engagement strategy.

How You Can Strategically Renew a Prospect's Interest

Here are several best practices MSPs can employ to re-engage dormant prospects and past clients:

Personalized Outreach Based on Past Interactions

Generic "checking in" emails are unlikely to yield results. Instead, reference specific previous conversations, proposals, or expressed interests.

Remind them of the value discussed and inquire about their current situation and whether their needs have evolved. For instance, you might say, *"During our last conversation, you expressed interest in enhancing your data backup and recovery capabilities. Has this remained a priority for your business?"*

By specifying what you were working together to address in the first place, you put yourself in a better position to pick up where you left off.

Sharing Value-Driven Content

Re-engage prospects by providing them with valuable, relevant content that addresses their current or potential challenges or interests. This could be a new case study highlighting success in their industry, an insightful blog post on a pressing technology trend, or an invitation to a webinar focused on a topic they previously inquired about.

The key is to offer tangible value without immediately trying to make a sale. Instead, provide your contact with a sample of what they could be taking advantage of if they were in a relationship with your business.

Highlighting New Services or Features

If your service offerings have expanded or new features have been introduced that directly address potential pain points the prospect previously raised, reach out to inform them. Frame it as a solution to a challenge they may still be facing.

For example, *"Since our last interaction, we've launched a new AI-powered threat detection service that significantly enhances cybersecurity posture, a concern you mentioned previously."*...



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