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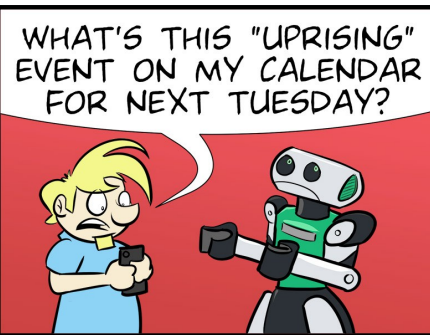
B2B Client Journey Mapping: A Strategic Guide for Managed Service Providers

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Marketing Tidbits

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Transforming Your Testimonials into Powerful B2B Case Studies



In any marketing, the success stories of your prior clients can make a particularly large impact on your marketing efforts... more so than pure statistics typically do. This is because client accounts help provide a sense of authenticity to the claims your marketing makes. Hence, precisely why client testimonials are so impactful.

On top of that, there's no denying that their impacts can be amplified by expanding them into full-blown case studies.

Let's go over how you can do so for your business' benefit from start to finish... obtaining a testimonial, acquiring permission to expound upon it, and crafting an account that aligns with best practices.

To start, let's review the various benefits that B2B case studies provide to those who utilize them.

How Can a Case Study Help Promote My Business?

The benefits of producing case studies are numerous and significant:

A good case study can cement your reputation as a credible and trustworthy provider.

By demonstrating your past success and naming the names of those involved, you show that you are accountable for what you say. After all, if a prospect is so inclined, your claims are easy to fact-check.

A case study provides practical evidence of how effective your services actually are.

Dipping into a bit of B2C advice here, a study by Forrester indicated that the two most trusted voices when it came to marketing were perceived peers/colleagues and objective third-party analysts, whereas vendor salespeople were the least inherently trusted. A case study (even coming from your business) is seen more as coming from the voice of your client as they share the experience they had with you.

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How SMBs Can Win Big with Collaborative Marketing and Strategic Partnerships



While marketing may feel like a fiercely independent endeavor for every business, this is only half true. Sure, you may not want to promote one of your direct competitors... but why not work with another company, in a different industry, to meet both your goals?

This approach is almost a marketing cheat code, the rising tide that raises all ships. Let's talk about why such partnerships are so valuable and how to take advantage of the marketing advantages for yourself.

Why are Inter-Industry Marketing Partnerships Worth Pursuing?

There are numerous reasons why joining forces with another business to pursue

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How to Use Your Blog to Its Fullest Potential

We often say that a business' website should serve as the centralized hub for all of its marketing efforts. It is where you should direct your prospects and contacts to really hammer home your value proposition and push them to convert. Your blog can (and should!) play a role in all this.

Let's review some practices that will help you optimize your blog and make it as beneficial as possible.

First, Have a Blog Worth Your Audience's (and Google's) Time

Before anything else, you need to make a blog that your visitors will learn from and that search engines will evaluate as useful. Identify your audience and what pain points they frequently contend with that your services will help them address. This will give you an idea of what your blog should cover.

With this information in hand, write blogs that discuss these needs and...



See more details!
jmct.io/useurblog

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Transforming Your Testimonials into Powerful B2B Case Studies

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Leads can be accelerated through the buyer's journey to encourage sales.

Sometimes, a case study can be all it takes to help push that final decision to make a purchase, simply by showing what a prospective buyer can expect from their investment. By taking someone interested in learning more and providing that knowledge, you set a positive expectation in their mind.

Case studies can provide search engine -friendly content.

Perhaps the most natural place to find common SEO keywords and direct

answers to popular questions, a case study can serve as a great magnet for search engine crawlers... particularly if you also share the testimonials that inspired the case study, ideally in multiple formats.

How to Turn a Testimonial into an Impactful Case Study

First and foremost, you must be sure your topic holds enough weight to be convincing.

When a client gives you a testimonial...



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B2B Client Journey Mapping: A Strategic Guide for Managed Service Providers



Without an understanding of its unique and nuanced client acquisition and retention process, no

business—especially a managed IT service provider—is going to find business growth optimally attainable. MSPs especially need to have a structured approach to nurture prospects from the awareness stage of the marketing funnel to become fully-fledged, long-term partners.

One process that greatly helps this endeavor is the use of customer journey mapping.

Let's walk through the average B2B customer journey together and develop a framework to help MSPs create and implement one for themselves.

First, What is a Customer Journey?

The *customer journey* encompasses all the interactions and experiences an individual (or, in the B2B context, a business/decision-maker) has when considering a company's brand,

products, and services as part of their decision-making process, from initial contact to any engagement after a transaction has been completed.

For the IT provider, this journey begins the moment a prospect recognizes they have a need, whether to overcome a challenge or capitalize on an opportunity.

The Stages of the B2B Customer Journey:

- **Awareness** - This is the aforementioned moment, when a prospect realizes they have some sort of deficit, problem, or opportunity and starts to seek out information about it. Perhaps they are outgrowing their existing IT, or they are concerned about their cybersecurity preparations.
- **Consideration** - At this point, the prospect is satisfied that they have a good grasp of the situation and starts determining the best course of action to resolve it. This is where they'll begin comparison shopping more...



Explore this topic further!
jmct.io/custjourney

How SMBs Can Win Big with Collaborative Marketing and Strategic Partnerships

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marketing opportunities is an excellent strategy to follow. For instance:

You Grow Your Audience without Shrinking Your Available Funds

Growing your business is, typically speaking, an expensive endeavor. To effectively publicize your services and attract those who would benefit from them, you need to invest in outreach and lead generation. At least, that's typically the case.

However, if you form a partnership with another business, you can effectively share these costs and both benefit from building an audience. This also allows you to take on more intensive and costly efforts, splitting the required investment between your two organizations.

You Pool Your Credibility

Ideally, you've cultivated a solid reputation for your own business and its services, and the organization you're considering partnering with has done the same. Both of you can further enhance your reputations by sharing them through association, and as an

added benefit, help boost your brand awareness among a wider audience.

You Generate New Ideas that You May Have Missed Otherwise

With two different business perspectives working toward a single goal, it is easier to generate fresh and engaging selling points that address the wants and needs of each of your audiences.



Your goal is effectively to establish a mutually beneficial relationship between your business and another, leveraging each other's strengths and existing relationships to highlight your successes.

What to Look for in a Marketing Partner

Find Businesses Whose Service Offering Pairs Well with Yours

A business partnership of any degree requires consideration of the optics. Not only does it make little sense to partner with a business that offers exactly what you do—at that point, you're either merging or competing with one another—but the relationship also needs to make sense. Therefore, you should seek out businesses with

services that complement yours to partner with.

Find Businesses Whose Audience Mirrors Yours

On a related note, it will help to identify which businesses aren't competitors, but work in similar or related functions... an IT service provider focusing on manufacturing companies, for instance, would find it valuable to team up with a distributor, or perhaps one of the vendors that supplies manufacturers with their raw materials or tools. In essence, whatever audience you're targeting, try to identify and work with businesses with their own reasons to target the same audience.

Find Businesses Whose Values Match Yours

Likewise, you want to make sure your collaborators reflect well on your business, particularly in terms of workplace culture and ethics. This will help ensure that you are shielded from business scandals and are working with those with similar motivations and a common goal...



Get more information!
jmct.io/smbwinbig

An advertisement for JoomConnect. On the left, a woman with blonde hair is shown in profile, whispering into the ear of a brown dachshund dog. The background is a light blue geometric pattern. The text is in bold, sans-serif fonts. The main headline is 'TELL EVERYONE ABOUT US!' in large blue and black letters. Below it is 'WE LOVE REFERRALS!' in smaller black letters. The body text says 'FOR EACH REFERRAL THAT SIGNS UP FOR OUR SERVICES YOU WILL RECEIVE A \$99 CREDIT (OR MORE) TOWARDS YOUR ACCOUNT!' with 'YOU WILL' in blue. At the bottom is the URL 'REFER.JOOMCONNECT.COM' in blue.

TELL EVERYONE ABOUT US!

WE LOVE REFERRALS!

**FOR EACH REFERRAL THAT SIGNS UP
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