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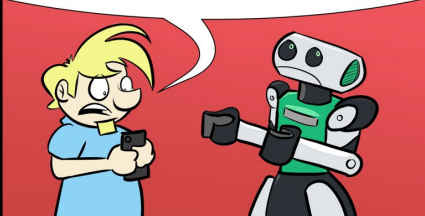
This Month's MSPW Campaign

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

Compliance Audits

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

WHAT'S THIS "UPRISING" EVENT ON MY CALENDAR FOR NEXT TUESDAY?



Marketing Tidbits

"Marketing is the process of getting people to think about your product, want your product, and buy your product." – Philip Kotler

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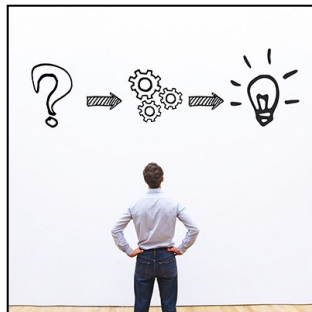
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Your Guide to Communicating Your MSP's Cybersecurity Value



Managed service providers face a challenge that should resonate with businesses and organizations of all kinds: they often know their products and services too well, and therefore focus too much on the minutiae—instead of the benefits a product or service brings—when trying to make a sale. While this is never ideal, it can be particularly dangerous for your audience when you're trying to educate them about cybersecurity, as they're vulnerable without it.

Therefore, you must position your services not as impressive technological feats, but instead, highlight how they solve your prospect's problems and assuage their fears. Let's discuss how you can do so.

Your First Step: Appreciating Where Your Prospects Come From

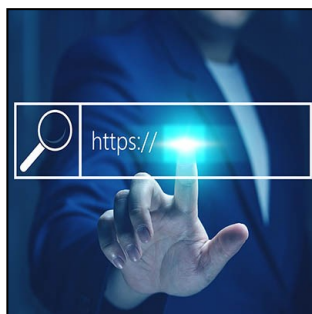
If you want your messaging to reach your target audience, you need to know what that messaging needs to address. While cybersecurity basics apply to everyone, different industries have specific concerns and needs. Healthcare providers must prioritize compliance, while manufacturers often focus on efficiency.

Therefore, you must first identify the root cause of their concerns. For instance, healthcare providers frequently emphasize HIPAA compliance to avoid the regulatory fines, the chance of high-risk downtime, and damage to their public image. Focusing on how your business can address these fears gives your communications a clear direction to follow.

From there, use these insights to share appropriately targeted messaging through your content and other marketing materials, using the language and acronyms commonly used in their industry. This not only makes your business easier for them to find, but it

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Stop! Are You Wasting Money on Keyword Domains in 2025? (The Truth About Redirects)



Alright, let's cut straight to it. You've probably heard it, maybe even done it: buying up a ton of domain names packed with your favorite keywords.

BestMarketingAgencyAnytown.com

TopWidgetsOnlineStore.com

CheapAndBestLocalServices.com

The idea? Point them all to your main website and BOOM! Instant SEO superstardom, right? Watch those rankings climb!

Hold up.

If you're still banking on that strategy in 2025, I've got news for you, and you might not like it: **You're probably throwing your money away.**

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Why Isn't My Website Enough to Market My MSP?

Many MSPs feel that now that they have their website, the leads will start flowing in. Unfortunately, the reality is that a website is just the first step to lead generation, not the end. MSPs need to realize that marketing their business requires more than just a website; here's why.

Why Isn't My Website Pulling in Leads?

One of the biggest misconceptions regarding developing a website is that once your website is complete, the customers will start flying in. Unfortunately, the reality is not only is your website one of the over 2 billion websites on the Internet, but you are also competing (depending on your location) with dozens or hundreds of your competitors' websites to gain the attention of potential leads.

Just because your website exists is no guarantee that anyone will find it, let alone that it will generate the leads you need to grow your business...



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jmct.io/websitenotEnough

Weekly Partner Training

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

Register for a session at:
training.joomconnect.com

Your Guide to Communicating Your MSP's Cybersecurity Value

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also boosts your credibility in their eyes.

Your Second Step: Translating Industry Jargon into Common Speech

Like we said, you need to speak in a way that your target audience can easily understand. By communicating in terms of value and outcomes, you can contextualize what you have to offer in a way that your audience can grasp.

Carefully considered analogies can help you accomplish this, but it can also be

as simple as stripping your service of its branding and describing what it does in plain English. It isn't that you offer 24/7 fully managed detection and response services; it's that their network will always be watched over. By making it easier to connect your services to the benefits they bring, you can make them that much more appealing to your prospects.

This is why we put together marketing resources like our MSSP Cybersecurity...



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From Batch-and-Blast to Personalized: Email Segmentation Tips



We all love a personal touch—the barista who gets your order right, the dentist who asks

about your pets. Why not bring that same familiarity to your email marketing?

This is the goal of segmenting your email lists. It enables you to communicate more directly with your contacts and address their specific concerns and needs. Let's explore what goes into this kind of strategy to maximize the engagement and growth you can see from your own efforts.

Why One-Size-Fits-All Emails Fall Flat While "one size fits all" can be a reasonable approach for some needs, your business' marketing efforts need a more customized strategy. After all,

your prospects aren't all going to have identical needs, never mind priorities, so trying to sell the same services to them all won't be as effective as you need your efforts to be.

Why Segmentation Matters

If you need any extra convincing, consider that segmented email campaigns achieve 14.31 % higher open rates and 100.95 % higher click-through rates than non-segmented sends—proof that personalization drives real engagement.

Which Demographics Matter as You Segment Your MSP Marketing List?

There are a few approaches you can take as you break down your audience into more defined, specific parts.

Basic Demographics

Of course, there are the essential considerations to take into account—things like industry vertical (e.g. healthcare, finance), company size, region—so you can highlight the right IT or cybersecurity offer. Dividing your list by these variables makes it easier to identify where and to whom your services are likely to be a good fit, and to tailor your marketing efforts accordingly...



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jmct.io/personalemail

Stop! Are You Wasting Money on Keyword Domains in 2025? (The Truth About Redirects)

(Continued from page 1)

Seriously. That old-school trick of using keyword-stuffed domains for a direct SEO ranking boost? It's about as effective today as a fax machine in a TikTok world.

Why That "Clever Trick" Is Now a Relic

Google is smart. Like, really smart. They're not the same search engine they were 10 or 15 years ago. Back then? Yeah, exact match domains (EMDs) had some serious juice. It was a simpler time.

But today? Google's algorithm is focused on one thing above all: **user experience and genuine value.**

They want to see:

- **Killer content** that people actually want to read and share.
- A website that's **fast, easy to navigate, and looks great** (especially on mobile!).
- **Real authority** – signals that you know your stuff and others trust you (think quality backlinks).
- A **strong brand** that people recognize and search for directly.

Simply redirecting

KeywordDomainPalooza.com to YourActualBrand.com doesn't fool Google into thinking your main site is

suddenly more relevant for those keywords. They see the redirect. They know what you're doing. And frankly, they don't give it much, if any, weight for ranking that primary domain higher for those specific terms.

In fact, Google's own John Mueller has hinted that leaning too heavily on keyword-rich domains might even make your site look a bit... well, spammy. Or, at the very least, it can box you in if you ever want to expand your brand beyond those initial keywords. Think bigger!

So, Are ALL Those Extra Domains Utterly Useless? Not So Fast...

Now, before you go and delete your entire domain portfolio, let me be clear. I'm not saying owning multiple domains is *always* a bad idea. Far from it.

But the *reason* you own them needs to shift from a direct SEO play to a **smart business and branding strategy.**

Here's where multiple domains CAN still be your secret weapon:

1. **Fort Knox Your Brand:** This is HUGE. **Catch Typos:** People mistype. YourBrnd.com or YourBrandd.net redirecting to your main site? Smart. You saved that lost visitor.

Block Competitors: Don't let a competitor (or worse, someone sketchy) snatch up variations of your name or common misspellings. Own them and control the traffic.

Cover Different

Extensions: Grabbing the .com, .co, .net of your brand? Good defensive move.

Slick Marketing Campaigns:

Got a special offer? A webinar? A new product launch? A super memorable, short domain like YourBrandEvent.com that redirects to the specific landing page is gold for marketing materials, social media, and even word-of-mouth. Much cleaner than YourBrand.com/our-latest-offers-and-events/new-product-q2-webinar-signup You get the idea.

Smooth Out Rebrands & Mergers:

If you buy another company or change your brand name, you absolutely **MUST** 301 redirect the old domain(s) to the new one. This is critical for passing along any existing SEO equity and ensuring customers don't get lost. This isn't about new keyword domains, but it's a key use of redirects...



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jmct.io/stopwasting

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Have a 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

Make Your MSP Stand Out with a Printed IT Playbook

When prospects hold a glossy, information-rich booklet that showcases your expertise, trust follows naturally. The IT Playbook turns complex tech into clear business benefits.

- **A Branded, Info-Rich Guide** covering IT Security, Physical Security, BCDR, and more, each linked back to content on your website.
- **Five Bonus Deliverables** (e.g., Cloud Benefits one-pager, Business Continuity Guide) to nurture leads further.
- **Ready-Made Collateral:** CEO letter, three-email drip + landing page, oversized postcard, LinkedIn email, and two Facebook ads.
- **"How to Market Your Playbook" Guide** so your team can put it to work on day one.

Stand out at every meeting and event with a leave-behind that keeps working long after you leave the room.

Contact us today to place your IT Playbook order and start turning interest into action.



See more details! jmct.io/itplaybook

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

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