

In This Issue:

Build a Lead List for Marketing

7 Critical Steps to Successfully Rebranding Your Business

6 Tips You Can Easily Apply to Your Email Marketing Efforts

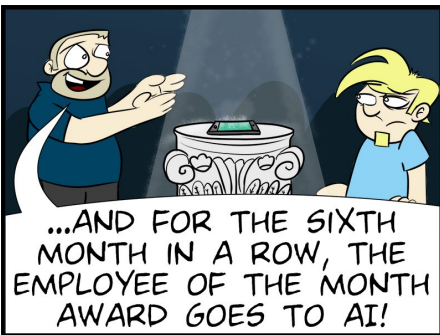
Boost Your B2B Strategy with Educational Emails

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:

Cyber Insurance: What Businesses Need to Know

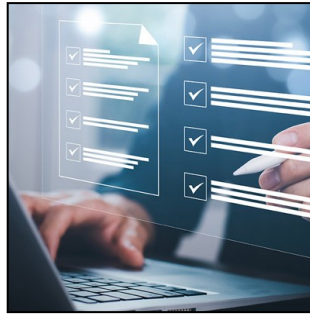
Full campaign materials will be sent to your email as soon as it's available!



Marketing Tidbits

"Marketing is about solving problems."
- Clayton Christensen

Build a Lead List for Marketing



When starting with outbound marketing, you don't need to spend thousands of dollars on lead list providers...quite the opposite. With a few simple tools and a clear process, you can build a targeted, high-quality list on your own.

Let's go through a few best practices that will help you do so.

Start with Your Chamber of Commerce

Most local chambers offer a member directory, which can serve as an excellent foundation for your lead list. These businesses are already active in the community and open to networking opportunities.

Request a copy of the member list. Most chambers offer this service to their members, either at no charge or with a fee. These contact lists typically do not include email addresses, but they will have the contact details needed for a direct mail campaign.

Organize this list into a spreadsheet (Google Sheets or Excel) with columns for Business Name, Contact Name, Email, Phone, Website, Industry, and Notes.

Sponsor Events and ASU (Always Show Up)

Look for opportunities to sponsor local events where other business owners might show up. Golf tournaments, wine tasting, or non-profit events in your area can expose you to potential leads. If you have non-profit clients, ask them if they run any events like that that you can sponsor. Express how you honestly want to help them with their cause, but you also would love to have the opportunity to meet new potential clients—maybe you'll even get introduced!

Vet Prospects with LinkedIn

LinkedIn is a powerful (and free) tool for qualifying and researching prospects.

(Continued on page 2)

7 Critical Steps to Successfully Rebranding Your Business



There are many reasons that you may be considering a business rebrand. Maybe your business has grown and shifted so that your existing brand no longer applies, or your brand has simply aged out of relevance.

Regardless of why, it is vital to get the process right. We're sharing seven tips to help you pull off your rebrand with confidence... and more importantly, success!

1. Identify Why You're Rebranding in the First Place

Before you jump into picking new colors and fonts, you need to ask yourself the big question: *Why are we doing this?*

Is your brand outdated? Has your target audience shifted? Are you trying to differentiate yourself from the competition? Whatever the reason, having a clear "why" will be your

(Continued on page 3)

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6 Tips You Can Easily Apply to Your Email Marketing Efforts

Email marketing is a hugely useful effort when you're trying to accomplish any of various business initiatives, and there are plenty of ways that you can make it even more useful. Let's run through some of our favorite email marketing tips that aren't challenging at all to implement if you're committed to enhancing your efforts through this medium.

Split Up Your Lists

You've likely been collecting email contacts (and the permission to email them) for some time. Have you taken the time to subdivide this list into different groups, based on various factors?

This is a process known as market *segmentation*, and is a very valuable endeavor to undergo.

Think about it: would you engage with one of your prospect's employees the same way you'd engage with the CEO of the company? Would you bring...



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Build a Lead List for Marketing

(Continued from page 1)

Take some time to explore the platform, searching for the business on LinkedIn to confirm the type of company, its size, and whether it matches your target market.

Use the "People" tab to find decision-makers (owners, managers, directors).

Once you've collected your contacts, organize their names and LinkedIn URLs in your spreadsheet.

Use Google for Quick Research

A quick Google search can help you gather important information about each company.

Boost Your B2B Strategy with Educational Emails



Email marketing has been around for quite some time, and as this time has passed, other, more modern marketing options have emerged, such as social media. That said, email marketing—especially the kind dedicated to educating and building a rapport with your audience—remains a hugely valuable addition to your business-to-business marketing efforts.

Let's go over why this is and what can be done to make the most of your efforts in sharing educational marketing emails.

What are Educational Emails For?

From the very start, we need to establish what sets educational emails apart from the rest of your marketing efforts, even your other marketing-centric emails. At its core, the real difference lies in **your goal**.

The average marketing email is meant to drive conversions. It's designed to help you nurture leads and drive sales as part of a larger campaign, often

Visit their website to learn more about their services and how they operate. Check for size (number of employees, office locations).

Note down any relevant details, such as whether they already have IT services, the industries they serve, or if they list leadership contacts...

Enrich Data with Buzzfile

Buzzfile is a free business database that provides deeper insights...



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jmct.io/listbuild

featuring a link to a landing page or deliverable, or a call-to-action to reach out.

The average educational email, on the other hand, is a self-contained little package of value that primarily builds your authority. It isn't necessarily meant to direct the reader to take further action. With educational emails, the primary goal is to educate the recipient.

I can already hear you: *"Well, duh, it's right there in the name. What's the big deal? All of my marketing offers some information."*

That's fair, but there's an important distinction to make: your average marketing email addresses what you want to prioritize, directing engagement in a direction that you have defined. Comparatively, a good educational email is designed to address the concerns of your audience, thereby building your reputation as a trustworthy and knowledgeable provider who appreciates their needs...



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(Continued from page 1)

North Star throughout the entire process. Knowing your "why" will keep you on course.

2. Research Your Audience

You can't build a brand in a vacuum. You need to know who you're talking to.

Take a deep dive into your target audience. What are their needs, wants, and pain points? What do they think of your current brand? Don't be afraid to ask them directly! Surveys, focus groups, and customer interviews can provide invaluable insights.

The more you know about your audience, the better you can tailor your new brand to resonate with them.

3. Define Strategy, Position, and Experience

Now that you know your "why" and your "who," it's time to figure out the "how." This is where you define your brand strategy, positioning, and customer experience.

- Strategy: This is your roadmap. It should outline your brand's mission, vision, and core values.
- Positioning: This is how you want to be perceived in the market. What makes you unique? What's your

secret sauce?

- Experience: This is how you want your customers to feel when they interact with your brand. Do you want them to feel empowered, supported, or inspired?

4. Establish Your New Identity

This is the fun part: the creative stuff! Now you get to bring your new brand to life with a new name, logo, tagline, color palette, and typography.

A word to the wise: this isn't just about making things look pretty. Your new visual identity should reflect your brand strategy and tell a compelling story. Remember, consistency is key!

5. Involve Your Team

A rebrand is a team effort. Your employees are your biggest brand ambassadors, so it's crucial to get their buy-in from the get-go. Keep them in the loop, ask for their feedback, and make them feel like they're a part of the process. Their enthusiasm will be contagious and will help make the rebrand a success. They can be your biggest proponents, talking up your new branding to associates and organically spreading the word. Speaking of which...

6. Prepare Social and Communications

You also need to plan your big reveal.

Develop a comprehensive communication plan that outlines how you'll announce the rebrand to your internal and external stakeholders alike. This should include everything from social media posts and email newsletters to a press release and a website update. Don't forget to secure your new social media handles in advance!

7. Support Your Updated Brand

A rebrand is not a "set it and forget it" kind of deal. You need to nurture your new brand to help it grow. This means consistently using your new visual identity, monitoring customer feedback, and making adjustments as needed. Ensure that everyone in the company is on the same page and is using the new brand assets correctly.

We Can Help Make Your Rebrand a Success!

Rebranding can be a lot of work, but it's also an incredible opportunity to breathe new life into your business. So, take a deep breath, follow these steps, and get ready to take your brand to the next level!



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