

In This Issue:

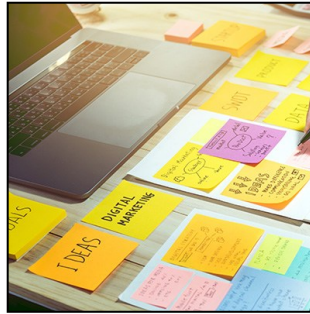
Is Your IT Company Ready for 2026? A Strategic Guide to Marketing Planning

How to Craft, Develop, and Maintain a Powerful Brand Voice

How to Sculpt a Marketing Budget that Fits Your Needs

The Ultimate Website Launch Checklist

Is Your IT Company Ready for 2026? A Strategic Guide to Marketing Planning



2026 is looming larger and faster than you think. For many IT and managed service providers, marketing is a constant game of catch-up, even though a reactive approach is a recipe for being left behind.

It's time to get ahead of the curve. Let's explore why planning your 2026 marketing strategy now is the most strategic move you can make for your business' future.

Proactive Planning is Non-Negotiable: Here's Why

While 2026 is still a few months away (as of this writing), you must start shaping how you want your business to be perceived now, if not sooner. This is especially important considering how dynamic modern marketing is becoming with AI and alternative search options (like LinkedIn, Facebook, and other social media apps) being so commonly used. These are the tools you have to use to tell your business' story, a story you need to outline now to stay ahead of the curve.

Stanford's Innovation Lab found that stories are remembered 22 times more than just facts. By planning ahead, you can ensure you tell the right stories to the right people, in the right way, and at the right time. Waiting, on the other hand, will put you in a perpetual cycle of trying to catch up and chasing trends.

What You Need to Plan For

Managed service providers are already responsible for a lot, juggling the needs of their clients in terms of productivity, security, and issue resolution. This is why it is especially crucial to proactively plan a marketing strategy that reflects your capabilities, as well as modern trends and upcoming advancements.

(Continued on page 2)

How to Craft, Develop, and Maintain a Powerful Brand Voice



Standing out in today's very loud and congested marketplace is tough. You offer excellent service, you know your tech, but your marketing feels... generic.

It's a common problem, especially amongst managed service providers. Many MSPs focus so heavily on the what (services) that they forget the how (communication). The solution: developing a unique, consistent brand voice. This isn't just marketing

fluff; it's how you turn prospects into customers and customers into raving fans.

What is a Brand Voice, and Why Should MSPs Care?

Think of your brand's voice as its personality. If your MSP were a person, how would they talk? Would they be a friendly, approachable expert? A serious, no-nonsense security guru? A witty tech enthusiast?

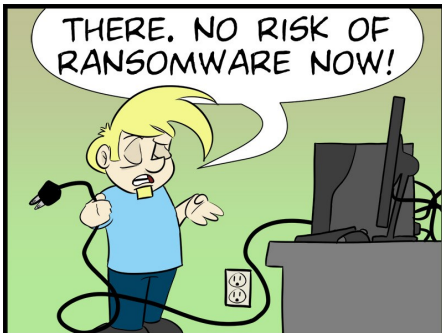
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This Month's MSPW Campaign

Our Ultimate MSP Website subscribers get exclusive, ready-to-use marketing content every month!

This month's focus:

**Cybersecurity
Awareness Month**



Marketing Tidbits

"The only way to stand out from the competition is to be different."
- Jay Baer

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 linkedin.joomconnect.com

 x.joomconnect.com

 instagram.joomconnect.com

 blog.joomconnect.com



How to Sculpt a Marketing Budget that Fits Your Needs

Marketing your business is one of the most crucial factors to its success. Unfortunately, it can also be one of the most expensive. To avoid this, you must plan a budget for your marketing initiatives. What follows is a step-by-step guide to crafting a budget that best fits your needs as a company.

Step 1: Establishing a Company-Wide Goal

One important factor to keep in mind is that many businesses have different departments, each with their own internal priorities and goals, that all influence one another. For an initiative to succeed, these priorities will have to be condensed into a unified goal. This goal will likely need revisions to meet the needs of the company as a whole. Consider developing a marketing plan to help you set goals for your organization's marketing as well.

Step 2: Calculating Revenue to Set Your Budget

To set your budget, you need to...



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jmct.io/budget4u

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(Continued from page 1)

For instance...

AI Makes Marketing More Accessible

Despite the long-held views that artificial intelligence will come for everyone's job, it actually can be a huge asset in the workplace. There are tasks that, compared to others, are effectively just busywork. Assigning these tasks to AI-empowered tools allows your team to focus on those that require the kind of flexible thinking that artificial intelligence cannot yet accomplish.

Moving forward, it will become increasingly important to adopt these kinds of tools, as everyone else will for

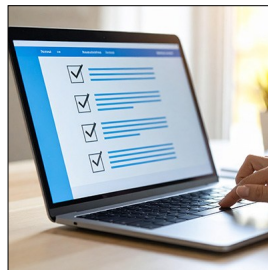
their own businesses. So, what can be done?

Quite a bit! AI can be used to help you analyze your website traffic and create content that effectively capitalizes on these trends, giving you a head start on these critical tasks. You can also use it to help organize your data or schedule social media activity in advance. Meanwhile, your team has more time to develop strategies and nurture relationships with clients and coworkers alike...



Read the Rest Online!
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The Ultimate Website Launch Checklist



A quality website is the most valuable element of any managed service provider's marketing,

which is why we take every step of the website development process so seriously. This includes the launch phase—everything that needs to happen before and after your site goes live.

We've developed a comprehensive process that we follow every time an MSP turns to us for help in creating a website that effectively represents their business—something we call the Ultimate MSP Website. Keep in mind that this is a process refined over decades of launching websites, proven hundreds of times to maximize the likelihood that your MSP website goes live with minimal issues.

If you want to make a great first impression with your website without subjecting yourself to stress and worry,

we recommend following the steps outlined here.

Everything That Needs to Be Done Before Your Website Launches

As tempting as it may be to get your website up and running, publicizing your services, all of these steps need to be completed. All of these considerations are included as part of the Ultimate MSP Website service we offer—with a few exceptions we'll explain as we go.

If you have a firm deadline to launch your website, you will want to complete all these tasks as early as possible. Not only will this help keep you on track, it can also uncover latent issues that need to be addressed before you can go live (which, depending on the issue, could take some time to do).

Check How Your Website Works on as Many Devices as You Can

To market your managed services as...



Read the Rest Online!
jmct.io/sitelaunch

How to Craft, Develop, and Maintain a Powerful Brand Voice

(Continued from page 1)

That personality, expressed through the words you use on your website, in your emails, and on social media, is your brand voice.

For an MSP, a consistent voice is crucial for three reasons:

- **It Builds Trust:** Consistency creates predictability. When your audience knows what to expect, they feel more comfortable. According to an Edelman report, 81% of consumers say trust is a necessary prerequisite to making a purchase.
- **It Drives Recognition:** You want your content to be recognizable even if your logo isn't there. A distinct voice cuts through the noise and makes your brand memorable, differentiating you from competitors.
- **It Fosters Connection:** People do business with people they like. A clear personality makes your company feel more human and relatable, helping you build a genuine connection with your target audience of business owners.

A 3-Step Guide for IT Leaders Trying to Find a Brand Voice

Crafting your brand voice isn't about picking a few adjectives out of a hat. It's a strategic process rooted in the foundation of your business.

Step 1: Start with Your Mission and Audience

Before you can decide *how* to speak, you need to know *who* you are and who you're speaking to.

- **Review Your Core Values:** What is your company's mission? What principles guide your service? Are you all about innovation, rock-solid reliability, or unparalleled customer service? Your voice must be an authentic reflection of these values.
- **Understand Your Audience:** Create a simple profile of your ideal client. Are they a 50-year-old CEO of a manufacturing company? A 35-year-old office manager at a law firm? Think about their pain points, their level of technical knowledge, and how they communicate. Your voice should speak to them, not *at* them.

Step 2: Audit Your Existing Content

Take an honest look at your current marketing materials—your website, your last few blog posts, your social media feeds. Read them out loud. Do they sound like they all came from the same company? Is the tone consistent? Often, you'll find a mix of different voices, especially if multiple people are creating content. Note what you like, what you don't, and where the inconsistencies lie. This audit provides the baseline from which you'll build.

Step 3: Define Your Brand Voice with a Simple Chart

Now, let's make it official. Create a simple brand voice chart to guide all future communications. This turns an abstract idea into a practical tool for your team.

For example:

Characteristic	We Are:	We Are Not:
Tone	Expert, Confident	Arrogant, Jargony
Language	Clear, Simple	Overly Technical, Complex
Purpose	Educational, Helpful	Salesy, Pushy
Personality	Approachable, Professional	Stiff, Corporate

This becomes the cornerstone of your content strategy, ensuring everyone from your marketing team to your service desk is on the same page.

Making it Stick: Utilizing and Maintaining Your Voice

Developing a voice is only half the battle; maintaining it requires discipline.

- **Document Everything in a Style Guide:** Your brand voice chart is the start. Expand it into a simple style guide. This document should be the single source of truth for all your communications. Include your...



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We're Here to Support Your Marketing Success!

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

From Ideas to Action—A Year-long MSP Marketing Plan & Calendar

Ready to stop guessing and start growing your IT business? Our marketing plan service is designed specifically for MSPs like yours, helping you organize and coordinate all your marketing efforts for an entire year.

Get your custom **2026 Marketing Plan Report and Calendar**, complete with a year's worth of initiatives to help you build a profitable marketing strategy and avoid common pitfalls. Stop wasting budget on random acts of marketing! We'll show you exactly what to do, when to do it, and how to measure success, so every dollar you spend is an investment in growth.

Don't let another year go by without a clear roadmap for success—we'll help you find the right pace, whether you prefer a gradual ramp-up or an aggressive launch, so you can focus on what you do best: delivering exceptional IT service.

The best time to plan for 2026 is now. Let's discuss your marketing plan!



[Read the complete details here! jmct.io/marketingplan](https://jmct.io/marketingplan)

SUCCESSFUL MSP MARKETING REQUIRES A PLAN

By building out a customized and comprehensive **marketing plan**, your business will have a step-by-step guide for successful marketing and advertising of your services as an MSP.

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