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[FREE DOWNLOAD]

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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:

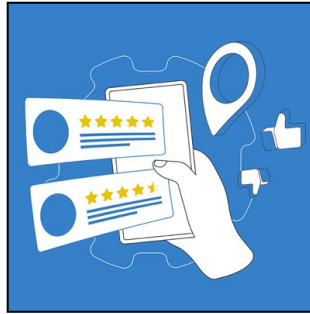
**Data Privacy Compliance**



### Marketing Tidbits

"Don't tell me how good you make  
it; tell me how good it makes me  
when I use it."  
- Joe Chernov

## The Good, The Bad, and The False: A Guide to Mastering Your Google Reviews



Your Google Reviews are front and center when a prospect starts investigating a product or service and those that provide it. For businesses of all kinds, these reviews are more than just a star rating; they're a powerful testament to your brand's reputation.

We're not just about building sleek, high-performing websites and crafting compelling content; we're about empowering you to take control of your entire online presence... and that, my friends, includes the good, the bad, and the sometimes-just-plain-weird world of Google Reviews.

### The Good: Embracing Your Raving Fans

A positive review is like a warm cup of coffee on a Monday morning – it's a beautiful thing. When a happy client takes the time to sing your praises, it's not just a pat on the back; it's a golden marketing opportunity.

Here's how to make the most of those five-star ratings:

- **Respond with Gratitude:** A simple "Thank you so much for your kind words!" goes a long way. Personalize it by mentioning something specific from their review.

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## A 4-Step Guide to MSP Marketing Postmortems



So, you've just completed a marketing campaign, investing your time and money into its successful completion. It's done... so what do you do now?

For many businesses, it's time to move on... but smart business owners dwell on their campaigns for a moment, for the real profit comes from the follow-up. Understanding why a campaign performed the way it did—whether it succeeded or failed—is critical to effectively allocating your available funds and achieving the results you want in the future.

Let's explore how to gain this kind of understanding.

### A Proper Postmortem of Your Campaign is an Essential Step to Understanding It

Many business owners often feel their marketing spend is spent blindly, with little idea of what works or how effective it really is at advancing their goals. You may understand this feeling intimately.

It can make marketing feel like a gamble—just another pull on the slot machines.

Examining your campaign after the fact helps break this pattern. By identifying what worked well and what could use revisiting, you can apply these insights to your marketing efforts and try again. In this way, you can optimize your budget and

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 [info@joomconnect.com](mailto:info@joomconnect.com)

 [facebook.joomconnect.com](https://facebook.joomconnect.com)

 [linkedin.joomconnect.com](https://linkedin.joomconnect.com)

 [x.joomconnect.com](https://x.joomconnect.com)

 [instagram.joomconnect.com](https://instagram.joomconnect.com)

 [blog.joomconnect.com](https://blog.joomconnect.com)



### Update Your Privacy Policy! [FREE DOWNLOAD]

GDPR was introduced by the European Union, but it applies to businesses all over the world, especially if you could potentially collect personal data from a person residing within the EU. We feel, as a business, it's important to safeguard personal data of your prospects and customers, and we think the GDPR is a big step in the right direction to provide transparency and understanding to your users. We've also made some updates to this blog post and the corresponding free download to cover California Civil Code Section 1798.83, also known as California's "Shine the Light" or "Your California Privacy Rights" law.

#### The Basics of the GDPR

The key elements of the GDPR are the following:

1. You must process personal data in a way that is lawful, fair, and transparent.
2. You must only use personal data for the specific purpose that you have...



Read the Rest Online!  
[jmct.io/privacytemplate](http://jmct.io/privacytemplate)

### Weekly Partner Training

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

Register for a session at:  
[training.joomconnect.com](http://training.joomconnect.com)

## The Good, The Bad, and The False: A Guide to Mastering Your Google Reviews

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- **Share the Love:** Don't let those glowing reviews just sit there! Share them on your social media channels, add them to a testimonials page on your website, and even incorporate them into your marketing materials.
- **Keep the Ball Rolling:** Gently encourage your satisfied clients to leave a review. A simple, "We'd love to hear your feedback on Google!" in your email signature or after a successful project can work wonders.

### The Bad: How to Turn a Frown Upside Down

Most business owners sweat the dreaded negative review. It's easy to take it personally, but a bad review isn't the end of the world. In fact, it's an opportunity to showcase your commitment to customer satisfaction.

### Use Audio Content to Get Your Marketing Prospects to Really Listen



How does your business cut through all the noise with its marketing? You're competing with endless email blasts, social media scrolling, and a dozen other competitors. What if you could bypass the screen and speak directly to your prospects during their commute, at the gym, or while they're walking the dog?

That's the opportunity that audio marketing offers you.

### What is Audio Content Marketing, Anyway?

Audio content marketing is the practice of creating and distributing valuable, consistent audio content to attract and retain a clearly defined audience.

We know, we know... the *last* thing the world needs is another podcast. That

Let's look at a common scenario: a client is unhappy with your service and leaves a one-star review. The knee-jerk reaction might be to get defensive or, worse, ignore it. However, the best course of action is to respond promptly and professionally.

Here's a simple template you can adapt:

*"We're sorry to hear that you had this experience. We strive to deliver the best level of service to all of our clients, and we clearly missed the mark here. I'd be happy to discuss this with you personally to make things right. Please contact me at [insert your contact...]*



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[jmct.io/masterreviews](http://jmct.io/masterreviews)

said, a podcast is just one example of audio content marketing. In addition to a podcast—or an episodic series of audio shows dedicated to building your authority on a subject—there are other forms your marketing can take:

- **Audio blogs** - Recording a reading of one of your published blogs and embedding it on the appropriate page.
- **Audio newsletters** - Similarly to the blogs, record a reading of your newsletter articles and share them with your email list.

However you use it, audio isn't something your business should ignore.

### Audio Marketing Can Help Advance Numerous Goals

Regardless of industry or specialty, and regardless of what you sell, you need...



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[jmct.io/useaudio](http://jmct.io/useaudio)

## A 4-Step Guide to MSP Marketing Postmortems

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encourage the success of your future marketing efforts.

Let's go over how you can do so.

### Four Steps to Properly Analyze Your Marketing Campaigns

What follows are the critical practices you should use to improve your marketing efforts after each initiative you enact.

#### Step 1: Revisit Your Initial Goals

Take the time to reflect on what you wanted to accomplish with your marketing and the approach you ultimately took to achieve it.

For starters, **were you pursuing SMART goals?** Having a goal is all well and good, but for a goal to be worth your time and effort to pursue, you need to make sure it is a SMART goal, or...

- **Specific:** Your goals need to be laser-focused on what you want to accomplish. "Improving your business" is a wish, but "improving your business by enhancing customer service" is a strategy.
- **Measurable:** Tied to your goal's specificity, you also need to be able to track your progress towards your objective. Therefore, your goals need to be contextualized so they can be measured in clear,

specific terms.

- **Achievable:** There is no sense in making a goal that you have no chance of reaching. Any goal you make needs to be made earnestly, with your full intention of accomplishing it.
- **Relevant:** Your goal should be tied to your business' greater success, helping to support your organizational objectives in some way. Otherwise, what's the point?
- **Time-Bound:** It is also important that your objective has a stopping point, not one that continues in perpetuity. This helps make measuring your goal's progress far easier.

These kinds of SMART goals are essential to give yourself a comprehensive view of your progress toward your objective. Speaking of which, you also need to ask yourself **what your objective, your purpose, actually is.** Whether you're drumming up interest in your products and services or actively building brand awareness, you need to know what you are trying to accomplish. This will give your campaign a context for judging its success.

#### Step 2: Pay Attention to What Matters... Your Relevant Key Performance Indicators

With the goals you've established

in mind, you need to identify the metrics that apply specifically to them.

#### If Your Goal is Lead Generation, You May Wish to Track...

- *Conversion rate*, or the percentage of people who completed an action you prompted in your marketing.
- *Cost per acquisition*, or the cost of exactly one new, qualified lead.

#### If Your Goal is Brand Awareness, You May Wish to Track...

- *Social media engagement*, or the volume of likes, shares, and comments you receive, or the increase in followers you experience.
- *Website traffic*, or the number of new visitors as compared to returning visitors and their path to make it to your site.
- *Email metrics*, or your open rates and click-through rates.

#### If Your Goal is Increased Sales, You May Wish to Track...

- *Return on investment*, or how much you made compared to how much you spent to close a deal.
- *Customer lifetime value*, or how...



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[jmct.io/4postmarket](https://jmct.io/4postmarket)

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## We're Here to Support Your Marketing Success!

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 to us at 888-546-4384 or [jmct.io/schedule](https://jmct.io/schedule)

## Compliant & Inclusive: Cookie Consent + ADA Accessibility, Made Easy

If you rely on analytics (Clarity, GA, etc.) and want every visitor to have a smooth experience, start with the essentials. Our add-ons secure valid consent for tracking and make your site easier to use—reducing risk while boosting trust.

- **Cookie Consent Plugin:** Obtain and store explicit user consent so your analytics work as intended.
- **Brand-Matched Banner:** Configure text, categories, and styling to fit your site.
- **ADA Accessibility Widget:** Improve usability with contrast controls, font scaling, keyboard nav, and screen-reader support.
- **Lower Legal Exposure:** Address common ADA and consent pitfalls before they become problems.
- **Handled for You:** We install, configure, and test—no extra lift for your team.

Don't risk non-compliance—get protected.



Add Cookie Consent and the ADA Accessibility Widget to your website! [jmct.io/addon](https://jmct.io/addon)

## DON'T RISK NON-COMPLIANCE GET PROTECTED!

Your website is your #1 marketing asset, but it also carries significant legal and operational responsibilities. Ensure your site is protected with our **website compliance add-ons**.

[JMCT.IO/ADDON](https://JMCT.IO/ADDON)

