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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:

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Why MSP Prospects Need a Minimum of 7 Touches to Buy



A prospect's journey from "Who are they?" to "Yes, I'll sign the contract" is less of a straight line and more like a high-stakes, multi-stage treasure hunt. The secret to bridging that gap for your MSP lies in a marketing concept almost a century old: The Rule of 7. This rule states that a prospect needs to see or hear your marketing message at least 7 times before they truly remember it and take action.

Forget one-and-done marketing, because this principle is absolutely vital for selling the complex, high-value services that a managed service provider delivers. Let's unpack how sustained, consistent exposure is the key to building the trust and familiarity that closes deals in the IT space.

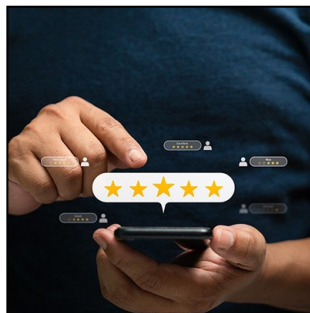
The Psychology Behind Consistent Exposure

So, why seven, specifically?

The number itself isn't actually that specific. Instead of a concrete requirement, seven is just a vestige of the golden age of Hollywood, when the movie studios discovered they had to market their films. As we've all become more accustomed to—and saturated in—marketing, this number has only gone up, with many suggesting 8 to 12 touches over a few weeks.

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Turn Your Happy Clients into Your Best Salespeople



You're crushing your SLAs. Your uptime is 99.99%. You saved the client from a ransomware attack last Tuesday, and they didn't even know it happened. Yet, when you look at your sales pipeline, it's disturbingly quiet. Why aren't these happy clients shouting your name from the rooftops?

The truth is, satisfaction is passive. A satisfied client pays their bill and doesn't complain. However, if you want to grow your business as a managed service provider without spending a fortune on cold ads, you need to move them from "satisfied" to "engaged."

In a word, you need *advocates*.

"Good Service" Just Isn't Good Enough Anymore

Want to hear a big secret? Even the MSP industry heavily leaned on a break/fix mentality for many years. After all, if nothing broke for a client, your job was done, the client was happy, and everything was good.

Now, things have shifted. To be perceived as beneficial, an MSP has to do more than just run interference on issues and threats. Not being involved reads to a client as indifference.

(Continued on page 3)



Marketing Tidbits

"Marketing is no longer about the stuff that you make, but about the stories you tell."
- Seth Godin

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Four Proven Marketing Campaign Types

When it comes to marketing, a campaign serves as a roadmap—aligning specific goals with the strategies and tactics needed to achieve them. While tools and platforms continue to evolve, the foundational campaign types that drive results remain largely unchanged.

In this article, we'll explore four proven marketing campaign types, how they're commonly used today, and when each one makes the most sense for your marketing efforts.

Direct Mail Campaign

It's easy to dismiss direct mail as outdated. But in reality, the opposite is often true: inboxes overflow and online feeds are saturated with ads, while physical mail offers a tangible, more personal experience.

What is it? A direct mail campaign consists of one or more printed pieces sent to a targeted list through traditional mail. These can include sales letters, postcards, flyers, brochures, dimensional mailers, or even branded promotional items.

When should I use it?

Direct mail is extremely versatile. It can be used to reach...



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Why MSP Prospects Need a Minimum of 7 Touches to Buy

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The familiarity and trust you develop is thanks to something called the *mere-exposure effect*, AKA the familiarity principle. In summary, people prefer things they are more familiar with. In the context of your business, a prospect becomes more likely to trust you the more often they hear or see your name, or read your content, or recognize your logo.

It all comes down to psychology, and the impression you're trying to cultivate:

- **Boosting familiarity** - Every one of the people you're trying to reach is also being bombarded with messaging thousands of times each

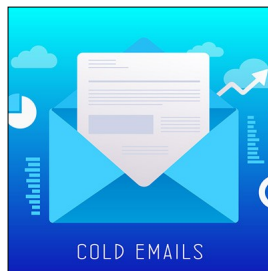
day. Since the human brain uses familiarity to filter out what is important, making sure your brand is known is critical to your success. The more your brand is seen, the more familiar it becomes. This is what you want to happen, as it makes your audience more receptive to what you're trying to say.

- **Creating credibility** - Oftentimes, the thing you are trying to sell as an MSP (let's assume it's a cybersecurity tool) inherently requires your audience's trust before anyone will buy in. You can hardly expect a rational business owner to hand...



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How to Write Outreach Emails That Get Replies



Let's be honest: nobody wakes up in the morning excited to read a cold email. If

you're an MSP owner, you probably delete a dozen generic *"I can boost your SEO"* emails before your first cup of coffee. Yet, when it comes time to grow your own IT business, you might find yourself paradoxically sending the exact same kind of digital noise.

The truth is, cold outreach isn't dead; it's just evolved.

Nowadays, the *"spray and pray"* method isn't just ineffective—it's dangerous for your domain reputation. To cut through the noise, you need more than just a template. You need a strategy.

The "Cold" Truth About Why Your Emails Are Being Ignored

Did you know that the average office worker receives 121 emails per day?

That's a lot of competition. So, if your subject line reads *"Inquiry regarding IT services"* or *"synergistic opportunities,"* you're dead in the water.

Most MSPs fail at cold outreach because they try to sell a marriage on the first date. They ask a complete stranger for 30 minutes to discuss *"solutions."* Of course, as you and I know too well, asking for time is like asking for money.

To get a reply, you need to stop selling time slots and start selling curiosity.

The Anatomy of a Reply-Worthy Email

Writing an email that gets a reply is part art, part science. Here's the formula that moves the needle.

1. The Subject Line: The Gatekeeper

Your subject line has one job: get the email opened. It shouldn't be a summary of your email; it should be a pattern interrupt. It should inspire...



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Turn Your Happy Clients into Your Best Salespeople

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Indifference leads to your business being perceived as more of a utility than anything else—something they pay for, only really interacting with you when they're paying their bill or complaining. A utility is something to be used, not something to be collaborated with.

Most disconcertingly, a utility is something you wouldn't hesitate to shop around for and switch from.

This is why it is so critical that you establish yourself as a partner to each of your clients. A partner doesn't get swapped for whatever's cheaper. People brag about their partners and try to support their success. People refer their friends to a partner's services, and go beyond even that.

Transcending Referrals into True Customer Advocacy

There's a significant difference between someone providing you with referrals and someone acting as your business' advocate. It's the difference between a transaction and a mission statement.

While a referral is someone passing your name along with their implicit seal of approval, someone being your

advocate means much more:

- An advocate will represent your business—defending it, if necessary—amongst their peers.
- An advocate will go beyond the referral, offering case studies, testimonials, and even speaking to prospects on your behalf.
- An advocate is willing to work past mistakes and continue working with you as an invested party in your business' success.

This is a critical level of relationship to cultivate, as an advocate not only helps drum up interest in your services, but they are also more likely to subscribe to more of your services.

How Engagement Helps Promote Advocacy

Advocacy isn't something you can force. That said, there are steps you can take to help inspire this level of advocacy... namely, by consistently delivering value.

Invest in Valuable Reminders

Let's face it—your techs shouldn't be responsible for selling your services. They have enough on their plate providing them, never mind convincing others how great they are, and gently guiding them along the sales funnel. Instead, you need to rely on consistent,

unintrusive ways to remind your clients and even prospects about what you have to offer. Consider these means of communication:

- **Newsletters** - Whether print, digital, or both, a well-made and predictably delivered newsletter can make your business look really good. In addition to showcasing your expertise, it serves as a repeated reminder that you're there to help.
- **Educational Drips** - Stop selling at every interaction. Instead, educate! Share tips on how phishing emails can be spotted or lists of shortcuts that different workers would find useful when completing their everyday tasks.

Ask at the Right Time

Let's say you started Q2 on a strong foot, helping one of your clients implement a tool that precipitously improved their productivity or solving an issue that has caused them significant frustration over time. The time to ask for a testimonial or case study is just after the service is finished, not at the start of Q3 during a quarterly business review. Fortunately, there are



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