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LinkedIn for MSPs: Stop Collecting Connections and Start Generating Business



Most managed service providers on LinkedIn are doing the same three things: posting a company update when they remember to, accepting connection requests from random vendors, and occasionally liking a client's post.

For B2B, LinkedIn sits at the top of the prospecting list. Your prospects are on it. The decision-makers at the dentist's office, the regional manufacturer, the accounting firm -- the kinds of clients you're trying to reach -- are researching vendors, reading industry content, and forming opinions about who to trust.

Your competitors are on it too. And most of them are doing those same three things, which means the bar for improvement is low.

Your Profile Is Working Against You

The first thing most owners do on LinkedIn is fill out their profiles like job applications. Current position, past experience, a generic headline like "CEO at XYZ Technology

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What to Actually Post on Social Media as an MSP



Take a look at your social media feed. When did you last post something?

If you have to scroll back weeks or months to find it, that's the first problem. The second is what's actually there when you do find it—and whether anyone who could hire you would have stopped to read it.

Your Social Audience Isn't Other IT People

This is where most MSP social strategies go sideways. The content ends up written for other technicians: vendor announcements, product updates, and technical explainers.

It performs fine with peers. It does nothing for the dental practice owner, the regional manufacturer, or the accounting firm principal who is quietly trying to figure out which IT provider to trust.

Those are the people you're trying to reach, and they frankly don't care about the technical depth of your stack. They care about whether their business is protected, whether downtime will cost them money, and whether the people they hire actually show up when something goes wrong.

Your content needs to speak to that, not to the people who already understand what you do.

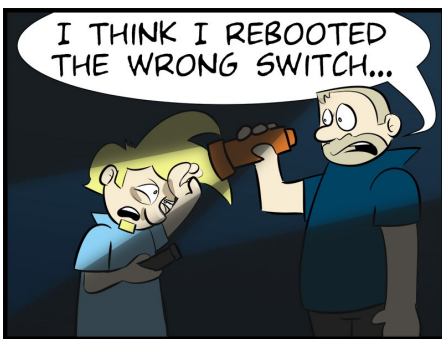
The simplest filter before posting anything: **would this be useful or interesting to a business owner who is not an IT person?** If the answer is no, it's the wrong content.

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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:
Is Your Business Ready for AI and Machine Learning?



Marketing Tidbits

"Consistency builds credibility.
Credibility builds confidence.
Confidence builds customers."
- Unknown

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LinkedIn for MSPs: Stop Collecting Connections and Start Generating Business

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Solutions." This makes sense if you're looking for a job. It doesn't do much if you're trying to get clients.

Your LinkedIn profile is a landing page, not a resume. Anyone who clicks on it after seeing your content or receiving your connection request is asking one question: Can this person help me? Your profile should answer that immediately.

Start with your headline. "Helping small businesses in [Your City] stay secure and productive with managed IT" is more useful than "CEO | MSP | IT Services." Then look at your About section. Most people either leave it blank or paste in their company bio. Use it to speak directly to your ideal client about the problems you solve and what working with you actually looks like.

Turn Client Testimonials Into Your Best Sales Asset



A testimonial that says "great company, highly recommend" is not a sales asset. It's a

participation trophy. The testimonials that actually move prospects are specific, story-driven, and almost always waiting inside conversations you're already having with your clients. The problem is knowing how to get them out.

Why Most Testimonials Don't Do Anything

The average testimonial reads like this: "They've been great to work with. Very responsive and knowledgeable. Would definitely recommend."

That quote says nothing a prospect couldn't have guessed about any reasonably competent IT provider.

This is low-effort work with high payoff. A prospect who finds you on LinkedIn will make a judgment call in about ten seconds based on your profile. Make those ten seconds count.

Content That Gets People to Stop Scrolling

You do not need to post every day. You do need to post consistently and post things worth reading.

The content that tends to perform is also the content that requires the least creativity: real stories from the field. Not vague warnings about cybersecurity threats. Specific, relatable situations your clients face that your audience can picture themselves in...



Read the Rest Online!
jmct.io/msp4linkedin



Why Your Website Isn't Converting (It's Probably Not What You Think)

Most MSP websites have the same problem. They look professional enough, they load reasonably fast, and they list the services. Nevertheless, the phone isn't ringing, and the contact form stays quiet.

The instinct is to blame traffic. The real issue is almost always the website itself.

Your Homepage Is Talking About You, Not the Visitor

Open your homepage and read the first three sentences. How many of them start with "We"?

This is the most common conversion problem on MSP websites, and it's almost universal. "We've been serving businesses in [city] since [year]." "We offer managed IT, cybersecurity, and cloud solutions." "We are committed to delivering reliable technology."

A prospect landing on your site for the first time doesn't care about any of that yet. They care about whether you understand their situation. They're probably there because something is broken, something is slow, or they've been burned before. The question running through their head isn't...



Read the Rest Online!
jmct.io/fixmspconversion

There's no problem, no stakes, no outcome. Nothing that makes your business different from the next one on the list.

The issue isn't that clients don't have good things to say. It's the fact that, when asked to give a testimonial without any structure, most people default to something polite and generic. They're *trying* to be helpful... they're just not sure what's actually useful to you.

The fix isn't getting more testimonials. It's getting better ones. Fortunately, that's entirely within your control.

What a Useful Testimonial Actually Contains

Useful testimonials follow a simple structure, even when they don't look...



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What to Actually Post on Social Media as an MSP

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The Four Content Categories Worth Posting

You don't need an endless variety of content types. You need a rotation across four categories, posted consistently.

Outcome Content

This is education framed around what happens to a business, not around technology. Not "why you need endpoint protection" but "what the first 48 hours look like for a business that gets hit with ransomware and doesn't have a recovery plan." Business owners read that. They forward it to their partners. They save it for later.

Social Proof

Client wins, resolved situations, before-and-after scenarios. You don't need to name clients. "A dental practice we work with had its server fail on a Tuesday morning. They were back up and seeing patients by noon" is a complete story. It's specific, it's credible, and it answers the question every prospect is asking: can these people actually handle something when it matters?

Local Presence

Most MSPs serve a geographic area, and that's an advantage that social media is built for. Sponsor a local 5K,

post about it. Attend a chamber event, share a photo. Hire someone local, introduce them. This content builds the kind of familiarity that makes a prospect feel like they already know you before they ever call.

Team and Culture Content

Not forced, not staged. The kind of content that shows the people behind the help desk. A technician who did something genuinely impressive. A team lunch after a long project. The kind of post that makes someone think "those seem like good people to work with." It's the lowest-effort content and often the highest-engagement.

The Mistake That Makes Everything Feel Like Noise

The content category that kills MSP social presence faster than anything else is **promotional posting**. "We offer managed IT services. Call us today." "It's Cybersecurity Awareness Month. We can help." "Ask us about our cloud solutions."

This content exists for the company, not the audience. Nobody follows a social account to be sold to. They follow accounts that make them smarter, make them feel something, or make them feel connected to something local or real.

The rule is simple: **if your post could be replaced with an ad, it probably should be an ad.**

Organic social content should *earn* attention. Ads can buy it. Using organic posts to push promotions is doing neither well.

Consistency Beats Volume

The most common social media habit for MSPs isn't posting too much—it's posting three times in January, going quiet until April, putting something up for Cybersecurity Awareness Month, and then disappearing again.

That pattern doesn't build anything. By the time the next post goes up, the algorithm has stopped showing your content, and the people who saw the last one have forgotten you were there.

Social media for a local service business is a familiarity game. The goal isn't to go viral. It's to be the name a prospect has seen enough times that when they finally need IT help, you feel like the obvious call. That kind of recognition only builds through regular, predictable presence... not bursts of activity followed by long silences...



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From Searches to Service Tickets - SEO That Converts

If a business owner in your area searches "IT support near me" right now, does your name come up? If not, someone else's does.

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Plans start at \$300/month.

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Most clients start seeing keyword movement within 3-6 months. No shortcuts, no gimmicks. Just steady work that builds authority over time and puts your name in front of the right people when they're ready to buy.

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SHOW UP, GET LEADS, GROW YOUR MSP

Getting Found Online is More Important Than Ever!
Boost your rankings on Google to drive more traffic and get more customers.

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