

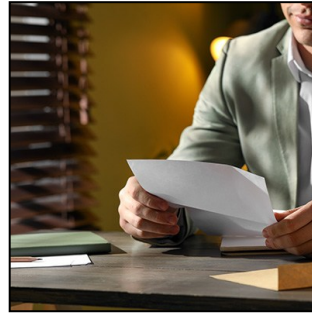
**In This Issue:**

Direct Mail Best Practices for MSPs

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AI Analytics That Improve Marketing ROI

More Activity Doesn't Mean More Results, Consistency Does

**Direct Mail Best Practices for MSPs**

If you haven't revisited direct mail as part of your outreach strategy recently, it's probably worth a second look. The conditions that made it easy to dismiss, like high cost, limited targeting, and lack of integration with digital, have largely been addressed. What's replaced them is a channel with less competition, more prospect attention, and better measurability than most MSPs realize.

*That shift is what this article is really about.*

**Why Direct Mail Has a Second Act**

Your prospects' inboxes are a disaster. AI-generated outreach has flooded email to the point where decision-makers have essentially trained themselves to ignore anything that isn't already from someone they know. Click-through rates for cold email campaigns hover around 1% or lower for most B2B senders.

*That's not a channel problem, it's a saturation problem.*

Meanwhile, the physical mailbox has become one of the least competitive spaces in B2B marketing. A well-designed piece of mail that lands on a business owner's desk doesn't compete with 300 other things. It sits there. It gets picked up, set down, and picked up again. Research consistently shows that recipients spend significantly more time

*(Continued on page 2)*

**This Month's  
MSPW Campaign**

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

**This month's focus:**

**When Outdated IT Quietly  
Limits Business Growth**

**Stop Leaking Leads: Turn Your MSP Website Into a Conversion Machine**

You can pour time and money into driving traffic to your website. But if visitors arrive and leave without taking a single action, you are running an expensive digital brochure. For small- to medium-sized businesses, especially managed service providers, your website should be your hardest-working sales tool, generating leads and building trust around the clock.

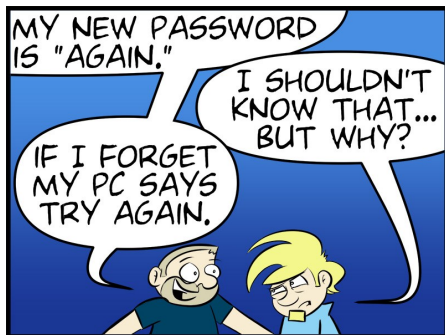
The answer is not always more traffic. Often, the bigger opportunity is getting more out of the visitors you already have. That is the core idea behind conversion rate optimization, or CRO. This guide breaks down the strategies that actually work for MSPs and how to apply them without overhauling your entire site.

**What Makes a Call to Action Actually Work**

Many business owners treat the call to action as an afterthought. It ends up as a small "Submit" button at the bottom of a long form, easy to overlook and even easier to ignore. In reality, the CTA is the most critical moment in your visitor's journey. It is where interest either converts into action or disappears entirely.

The word "Submit" is one of the lowest-converting CTA labels in use today. The reason is simple: it describes what the visitor is giving up, not what they are getting.

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**Marketing Tidbits**

"If you confuse, you lose."  
- Donald Miller

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## AI Analytics That Improve Marketing ROI

Most MSPs aren't short on marketing activity. They're short on clarity.

Content gets published. Emails get sent. Websites get traffic. But when it's time to review the quarterly results, one uncomfortable question always surfaces: which of these actually turned into a real sales conversation?

For many MSPs, the answer is uncertain. That's because marketing often runs without a clear line between effort and outcome. You might know traffic is up, but you don't know whether those visitors are qualified prospects, casual researchers, or automated traffic that will never convert.

In B2B IT services, buyers rarely act on impulse. They research. They compare providers. They review your services, your messaging, and your credibility long before they ever reach out. If you don't understand how prospects move through that process, you're forced to rely on assumptions instead of evidence.

Data-driven marketing isn't about sophistication. It's about visibility...



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## Direct Mail Best Practices for MSPs

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engaging with physical mail than with digital ads, and physical materials carry a credibility weight that pixels simply can't replicate.

This isn't nostalgia. This is arbitrage.

### What Makes MSP Direct Mail Actually Work in 2026

The key distinction between direct mail that generates results and direct mail that ends up in the recycling bin is precision. Mass-mailing a ZIP code and hoping for the best is not a strategy; it's a coin flip. What works now is targeted, integrated, and intentional.

#### Start with the list, not the design.

Your targeting is the single most important variable. A beautifully designed postcard sent to the wrong audience will always underperform a

### More Activity Doesn't Mean More Results, Consistency Does



Most MSPs we talk to do not lack ideas for marketing themselves. They write a LinkedIn post here, send out

a newsletter there, and maybe sponsor a local business event when the timing feels right. The effort is real.

The results, though, are harder to pin down.

That inconsistency is not a content problem or a budget problem; it is a strategy problem... and until it gets addressed directly, no amount of activity will produce the pipeline you are looking for.

### The Difference Between Busy and Effective

Marketing activity feels productive. Posting on social media, sending a one-off email campaign, updating your

simple letter sent to exactly the right one.

For MSPs, this means building or purchasing a list segmented by vertical, company size, geography, and, ideally, an indicator of technology maturity or compliance exposure. A 15-person medical office and a 200-person manufacturer are both potential clients, but they should never receive the same piece of mail.

### Personalize beyond "Dear Business Owner."

Variable data printing (VDP) lets you customize individual pieces at scale, name, company, industry, and even a specific pain point relevant to their...



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website copy, and attending a networking event can all feel like progress.

That said, marketing does not work like a light switch you flip whenever business slows down.

B2B buyers, especially small and mid-sized business owners evaluating IT providers, rarely make a decision based on a single touchpoint. Research consistently shows that buyers need multiple exposures to a brand before they feel confident enough to reach out.

When your marketing appears and disappears, those accumulated impressions never build. You are essentially starting over each time.

Consistency changes that equation entirely. When your audience...



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## Stop Leaking Leads: Turn Your MSP Website Into a Conversion Machine

(Continued from page 1)

Benefit-driven language consistently outperforms generic commands because it answers the visitor's unspoken question: "What is in it for me?"

### Replace Commands With Value Statements

The shift is straightforward. Instead of telling someone what to do, tell them what they will receive.

**Instead of:** "Contact Us"

**Try:** "Get My Free Security Audit"

**Instead of:** "Download"

**Try:** "Grab Your IT Planning Guide"

**Instead of:** "Submit"

**Try:** "Send Me the Checklist"

Each revised version focuses on the outcome for the visitor, not the action itself. This small change can meaningfully improve click-through rates without touching any other element on the page.

### Use Visual Hierarchy to Guide the Eye

When a page has one clear visual focal point, visitors naturally move toward it. When everything competes for attention equally, nothing wins. Your primary CTA button should stand out from the rest of the page, ideally in a

color that contrasts with your brand palette.

Presenting service tiers or offer options in groups of three also helps reduce decision fatigue. A structure like Free, Professional, and Enterprise gives visitors a clear path forward without overwhelming them with choices. It is a pattern that mirrors how people naturally weigh options, and it keeps them engaged long enough to choose.

### Reduce Form Friction to Capture More Leads

One of the most common reasons MSP websites bleed leads is because their contact forms ask too much, too soon. Every additional field on a form creates another moment where a visitor can decide it is not worth the effort. Research consistently shows that each extra field reduces conversion rate, sometimes by significant margins.

Think about the context. Someone visiting your site for the first time is not ready to fill out a questionnaire. They are still evaluating whether you are worth their time.

Asking for their name, email, phone number, company size, and current IT challenges all at once signals that you are thinking about your needs, not theirs.

### Start Small and Build Over Time

Progressive profiling is the smarter approach. Start by collecting just an email address. Once that contact is in your system, marketing automation tools, including the JoomConnect platform, can help you gather additional details through follow-up touchpoints over time. You learn what you need without front-loading the friction.

This approach also keeps your data cleaner. When people feel pressured into filling out long forms, they often submit incomplete or inaccurate information. A short, low-stakes form tends to generate higher-quality entries.

### Let Prospects Book Directly on Your Site

For MSPs, time is often the real barrier to conversion. A traditional contact form leads to back-and-forth emails trying to find a meeting time, and that delay costs you deals. Embedding a live calendar directly on your site removes that friction entirely.

When a prospect can book a 15-minute call right from your website, at the...



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