

In This Issue:

Your Google Business Profile Is a Lead Source. Most MSPs Ignore It.

Why Your Blog Is the Engine Behind Local Search

Referrals Don't Scale on Their Own

The MSP's Guide to a Sustainable Marketing Budget

**This Month's
MSPW Campaign**

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

This month's focus:
Why IT Issues Keep Coming Back (and What That Really Means)

**Marketing Tidbits**

"Being easy to do business with is a competitive advantage."
- Unknown



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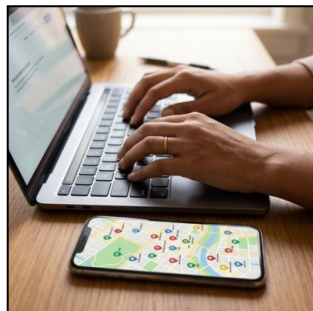
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Your Google Business Profile Is a Lead Source. Most MSPs Ignore It.

When a business owner types "IT support near me" into Google, they've already decided they have a problem. They're not browsing for ideas. They're evaluating vendors. Whether your firm is even in the conversation at that moment depends on something most IT businesses have barely touched since the day they set it up.

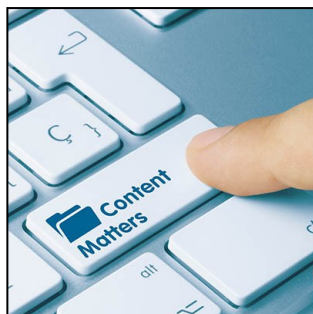
Your Google Business Profile is the first thing a local prospect encounters when they search for IT help, and most IT firms have let it go inactive.

That's a fixable problem, and it matters more than most marketing activity because of the intent involved. The person searching "managed IT services [your city]" isn't being persuaded by an ad or a blog post. They have a need, they're in your service area, and they're looking for someone to call. Where you show up in that moment and what your profile shows them are decisions you can actually control.

Local Search Is Already Happening Without You

When someone searches for a local service, Google typically returns three local business listings above the organic results. This is called the local pack, and it captures the majority of clicks for location-based searches. Most people don't scroll past it.

(Continued on page 2)

Why Your Blog Is the Engine Behind Local Search

You paid for a professional website. It lists your services, looks sharp, and still sends almost no leads. When a business two towns over searches for IT support, they find your competitor instead of you.

The problem usually isn't the design. It's that the site never changes.

A static website can't compete in local search because Google ranks pages that keep answering new questions, and a brochure site stops answering after launch.

Your homepage and five service pages were indexed once and have given Google nothing new to evaluate since. Meanwhile, your competitor publishing a useful article every few weeks is handing the search engine a steady stream of fresh, specific pages to rank. Over a year, that's the difference between five pages working for you and fifty.

What Local SEO Actually Rewards

Local SEO is the practice of getting your business to show up when someone nearby searches for what you do. For an IT company, that means appearing when a 30-person accounting firm across the county types "IT support near me" or "managed IT for law firms" into Google.

(Continued on page 3)



Referrals Don't Scale on Their Own

Ask most managed service professionals where their best clients came from, and the answer is almost always the same: a referral from someone who already knew and trusted them. It's easily the most powerful lead source in the business, and for most MSPs, it's entirely accidental.

Most referrals occur despite the MSP, not because of anything the MSP did to generate them. A satisfied client mentioned your name to someone who happened to be looking. The timing lined up. You got the call. Keep in mind, however, that for every referral that came through that way, there were probably two or three that didn't, because the conditions never aligned.

That's the part you never see.

The Referral You *Almost* Got

Think about the last few prospects who didn't convert, or clients who quietly moved on. At least one of them knew someone who needed IT help and never thought to send them your way. Not because they were unhappy with your work...it's just that no one created the moment for it to happen.

The absence of a referral is invisible. You don't get a notification that...



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(Continued from page 1)

Businesses that don't appear in those three results are largely invisible to that search, regardless of how well-designed their website is.

A Google Business Profile is a free listing that appears in Google Search and Maps when someone searches for a business type in a specific location. It shows your name, address, phone number, hours, photos, and reviews. It's what connects your business to geographic searches and puts you in that local pack.

Most IT firms have claimed one. Few have done much with it since. That matters because Google's local ranking algorithm considers more than whether a profile exists. Engagement signals, recent activity, review volume and recency, and the completeness of profile fields all factor into a listing's

ranking. A static profile competes poorly against a maintained one, no matter how long you've been in business.

What a Neglected Profile Actually Costs

The typical neglected profile looks like this: the phone number is correct, the address is there, and the primary category might be set. No photos beyond a Google placeholder. No posts. No responses to reviews. The Q&A section has a question that's been sitting unanswered for eight months. From a prospect's perspective, this profile and a well-maintained competitor's are not equal. One shows a real team, a real office, 40 recent reviews with personal responses, and...



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The MSP's Guide to a Sustainable Marketing Budget



Marketing without a budget is just spending. A defined budget forces discipline—it makes you

decide what's worth doing, track whether it's working, and cut what isn't.

Here's how to build one that holds up.

How Much Should an MSP Spend on Marketing?

There's no universal number, but there are useful benchmarks. The U.S. Small Business Administration recommends small businesses with under \$5 million in revenue allocate 7-8% of revenue to marketing. Industry surveys consistently show companies across sectors spending between 10-14% of their overall budget on marketing. For MSPs specifically, we've typically

recommended 8-10% of revenue as a starting point, with growth-stage businesses sometimes going higher—up to 20%—when they're actively trying to acquire market share.

Variables that move that number: your growth stage, your geographic market, your competitive density, and the specific outcomes you're trying to drive.

How to Allocate That Budget

Knowing how much to spend is step one. Knowing where to put it is what most MSPs get stuck on.

Treat marketing as ongoing, not episodic. The instinct to spend when business is slow and pull back when it's busy is understandable but counterproductive. Consistent...



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Why Your Blog Is the Engine Behind Local Search

(Continued from page 1)

Here's the part most owners miss. Those searchers aren't looking for your company name. They've never heard of you. They're describing a problem and hoping someone has the answer.

If your site has a page that directly answers "how much do managed IT services cost for a small business" or "what should I do after a ransomware attack," you become a candidate to show up. If it doesn't, you're not in the running, no matter how good your homepage looks.

So, Does an MSP Really Need a Blog to Rank Locally?

Yes, in most cases. A blog is the most reliable way to create the volume of specific, question-answering pages that local search rewards. You can rank without one if you operate in a tiny market with almost no competition, but the moment another provider in your area starts publishing consistently, a five-page static site can't keep pace. The blog is what lets you cover the dozens of real questions your prospects search, one page at a time.

Think of each post as a separate entry point. Someone searching for ransomware help and someone comparing co-managed IT options are two different people with two different questions. A single service page can't

catch both. Two focused articles can. The provider with forty articles simply has more ways for the right prospect to find them, and the math compounds the longer you keep at it.

The Trust You Build Before the Phone Rings

There's a second payoff that has nothing to do with rankings. When a stressed business owner finds your clear, calm explanation of a threat they're worried about, you've done something a service page never can. You've shown them you understand the problem before they've spent a dollar. By the time they call, they're not vetting a stranger. They're continuing a conversation you started.

This is also where the work pays off twice. One solid post becomes a LinkedIn argument, a section of your monthly newsletter, a short video script, and a link your sales team sends to a prospect who's on the fence. The article earns its keep long after it's published.

What to Write About When You're Not a Writer

The blank page is the real obstacle, and you already have the cure. Start with the questions clients and prospects actually ask you. The ten you answer on sales calls every month are ten blog posts. Write the scenarios behind your

services, such as times a managed firewall caught issues before they became outages. Speak to the industries you serve, because "a cybersecurity checklist for dental practices" will rank for searches that a generic page never touches. And, when a breach hits the news, explain what happened and what local businesses should do about it. That timeliness signals you're paying attention.

None of this requires you to become a content marketer overnight. It requires consistency, which is the hard part when you're also running the technical side of the business. That's the honest catch: **ranking locally isn't about one great post; it's about showing up steadily over months.** The MSPs that win local search aren't the best writers. They're the ones who didn't stop.

This is exactly the kind of work that falls off the calendar when you're busy keeping clients running, and we get that better than most, because we've operated an MSP for over 30 years. If you want a blog that actually feeds your local search instead of sitting still, book a free, no-obligation walkthrough, and we'll look at where your site is leaking visibility.



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Keep Prospects Coming Back with Authority-Building Newsletters

When business owners see valuable IT insights from you every month, they remember exactly who to call when problems arise. Let our Ultimate MSP Newsletter make that happen—without adding a minute to your workload.

- **Standalone Newsletter Content:** Four exclusive pieces plus two blog highlights for depth.
- **Trivia & Quotes Sections:** Light, shareable tidbits that boost engagement.
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