

We're all about getting your business to be better every single month. At Pioneering Programmers, the prime focus will always be to make you as an MSP owner, one who is equipped with the right business tools and knowledge to tackle tomorrow and beyond. In the current business climate, things are moving at a rapid pace.

Keeping up can seem scary, but here are some golden words that will bring it all into perspective. Focus on high level sales and marketing, while engaging aggressively on social media and the growth will be consistent. August is about marketing your MSP and we're going to guide you on some great ways to do that.

BETTER SOCIAL MEDIA PLANNING MEANS BETTER SOCIAL MEDIA MANAGEMENT



Sporadic social media behaviour plagues most managed service providers. It's just really difficult to tell what their posting schedule is and when followers can expect the next update. What many businesses do to find success and develop a following on social media is providing clear, consistent and exclusive value. We know you'd love to be all out there and dominate social media, but while running a full-time business, it seems impossible to do.

The way to tackle this issue of dividing time for social media is by planning ahead. The success to social media for a managed service provider is knowing what

to post and when to post it. This keeps audiences engaged and upbeat about the next upcoming post. That core group of your fanatics will continue to grow overtime and will want to hear what it is you have to say. But the only way to do that is by having posts ready to go weeks and months ahead of time.

Layout the Days

How frequent are you going to post on social media? This depends entirely on the platforms you use. Are you active on Facebook and Twitter, or do you also use Instagram, LinkedIn and Snapchat even? The more

you're out there, the more you're going to build a solid brand presence for your organization.

What we feel is usually counterproductive is sticking to only a very few select platforms and not being willing at all to test the waters. Every social media platform has its own unique strengths and business qualities. It depends on how far you are willing to go to fully utilize that potential.

When it comes to better social media planning, it's important to 'lay out the days' as we like to say. Get a calendar open in front of you. It can be one of those big paper ones or one you use on your tablet, smartphone or laptop. Start filling in posts and the platforms you want to post on that specific day.

Get ideas for posts by seeing which special days there are in and around your target market. Are there any expected special events or happenings around that time you can schedule in advance for? Doing this for a week or even months in advance will seriously open up your schedule to keep social media streamlined and not worrying about it.

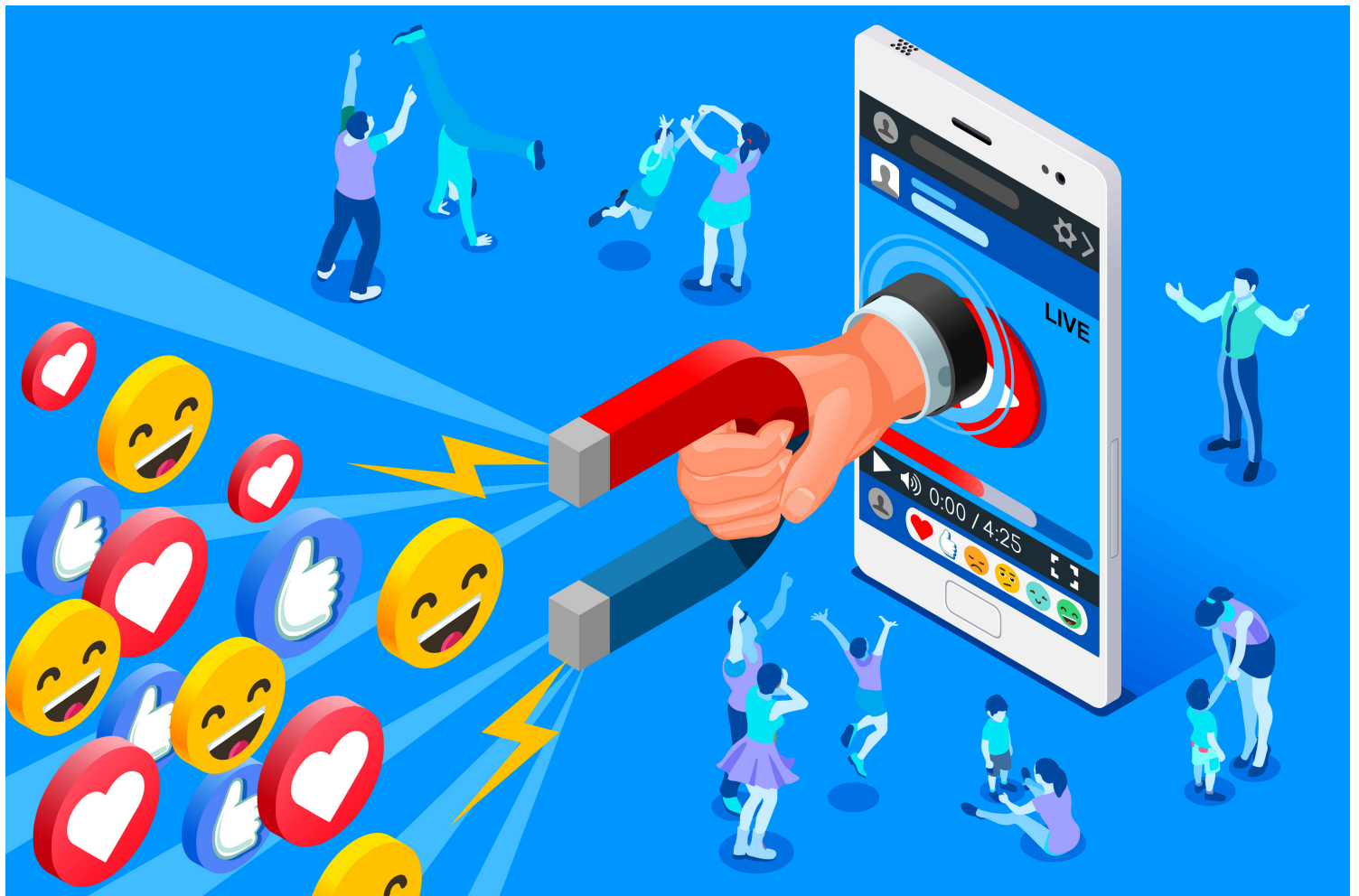
You can even use professional social media management tools or give us a call to handle it all for you!

Choose Your Content Carefully

You always want there to be a flow. This is especially true for social media channels such as Instagram and even LinkedIn. Being all over the place will make your page look messy and unappealing.

Using various social media tools, you can find content and trends going on. Keep the discussions, posts and pictures you're using at a level of branding you want to maintain. Don't forget to be engaging, ask questions and keep a focus on the audience you're looking to attract.

You don't want to seem like you're talking to yourself on social media most of the time. That is unfortunately very common on business pages.





Nearly 8 in 10 Americans use Facebook. Statistics like that should be more than enough to portray the importance and potential effectiveness of advertising and investing on business development on the most popular social media platform of today.

Despite the massive following and business opportunity to be found on Facebook, managed service providers just like you are finding it hard to see how they can get their cut of the action. We know it is intimidating. But if others can do it, just remember, so can you.

One of the biggest reasons why businesses like MSPs fail to garner any attention using Facebook advertising is being unable to read and understand the algorithm changes. These changes, similar to those done by Google on its search, happen often and without announcement. The way around it is to continuously experiment and test to see what is working, what is working better than previous tests and what could end up getting shortlisted.

The need to focus primarily on advertising on Facebook is because organic reach is pretty much dead. This is more than true for almost all social media platforms now. If you aren't paying, you are most likely not going to see much return. For social media channels, it's not personal, it's all about the business.

But this is a massive opportunity for businesses who want to actually rise above the noise. When everything was free and easy, people were bombarding our social media feeds with nonsense. Now, only those businesses willing to pay for our attention will get it.

Experiment with Different Content

Your MSP needs to be one of those businesses

which cuts through the competition. And this doesn't mean you have to spend big money to get there. Do it consistently and work the Facebook algorithms to your favour. Test how your adverts perform by positing different content. From pictures to videos and infographics or value adding stories. You need to keep it a well-balanced mixture of informative, entertaining and engaging content.

A business Facebook page is essentially the head quarters for that company on social media. Many more people will see that than they will see your physical presence. Make it the best that it can be. This means using high resolution and well crafted images and videos as cover and profile photos. Having all information sections filled out professionally and crafting posts to match that wanted persona.

What is it that you want to see on your page and in your adverts? Make it happen.

Choose Advert Buttons Wisely

When creating advertisements on Facebook and boosting posts, what's integral is which call-to-action button you choose specifically here.

What is it that you want people to do after seeing your post? Do you want them to 'like' your page, visit your website, sign up or buy something? There is a button and call-to-action for most intentions and most businesses fail to choose them wisely.

Study the Facebook Ads manager and it will be your best friend. If social media advertising is just something you're not looking to get into, we can always end up helping you out with it. Give us a call at **972-441-2473** if you'd like to see how.

WHAT'S MISSING IN YOUR MSP MARKETING STRATEGY?



The core of marketing is consistently changing. Marketing a managed service provider was completely different in 2005 than it is today. Seeing just how dramatic market shifts have been in recent years really can put a strain on an MSP's budget and manpower. Trying to keep up can be challenging, but if you are willing to put in the time and effort to continuously improve your marketing strategy, the result will be consistently new business coming in. That's what we all want, don't we?

What managed service providers need to realize is that customers aren't looking for an individual product or service anymore. Now, it's all about how you bundle your package and make an offering which will suit their needs for years to come. It also means creating unique and customized bundles, which most businesses are unfortunately not open to the idea of. Standing out in any way possible is guaranteed to keep business strong.

You might say that you already have a marketing strategy for your MSP, but are the results going up or is there a steady trend downwards? It may be as simple as needing to incorporate a few changes here or there. Let's see what your MSP marketing strategy might be missing.

Your Website Should be the Core of your Sales

With all the advertising and online marketing, you're doing, everything should be coming back to your website. This is where you generate leads and close the deals.

There's a reason why everyone keeps saying 'Content

is King'. Your website is the portal to the best of the best your business is providing for potential clients. Have a prosperous blog section which shows the ins and outs of the industry while making you look like a knowledge leader. Have everything available on your website and push towards getting visitors to make that call, send that email or to sign up on the spot!

What's even more amazing now is how easy it is to engage people who come to your website. With chatbot integrations and easy to use interactive menus, just how much have you invested in making your website the deal closer it needs to be?

How Much are you Studying the Data?

When was the last time you sat down and truly measured the performance of your website and social media pages? It's probably the easiest thing to do now. With Google Analytics and each social media platform providing analytics tools of its own, all it takes is a few clicks of a button and you see everything going on in seconds.

How are people interacting with your pages and website? Where do they come from and what are they searching for? Is the content they need readily and easily available to them? Data of this nature can show the performance of everything from your SEO strategy to how effective your PPC campaigns and social media advertising efforts are paying off.

There's usually not a need to fix what isn't broken but using these tips to review your marketing strategy will sure have you improving what needs to be better.



When talking to MSP owners, it is hard to find a concrete focus based on what their ideal client looks like. It seems like many businesses in the managed service game are just looking to bring in whatever they can possibly get their hands on. This can cause a lasting sense of confusion and misdirection.

This is why we always advocate for the need to find clients with 'laser precision'. What this means is essentially knowing what your ideal client looks like in terms of industry, location, company size and revenue. Stop trying to please everyone because that is never going to happen. You will also never reach those milestones if your focus is, well, not focused enough. Can you see what we're trying to get at here?

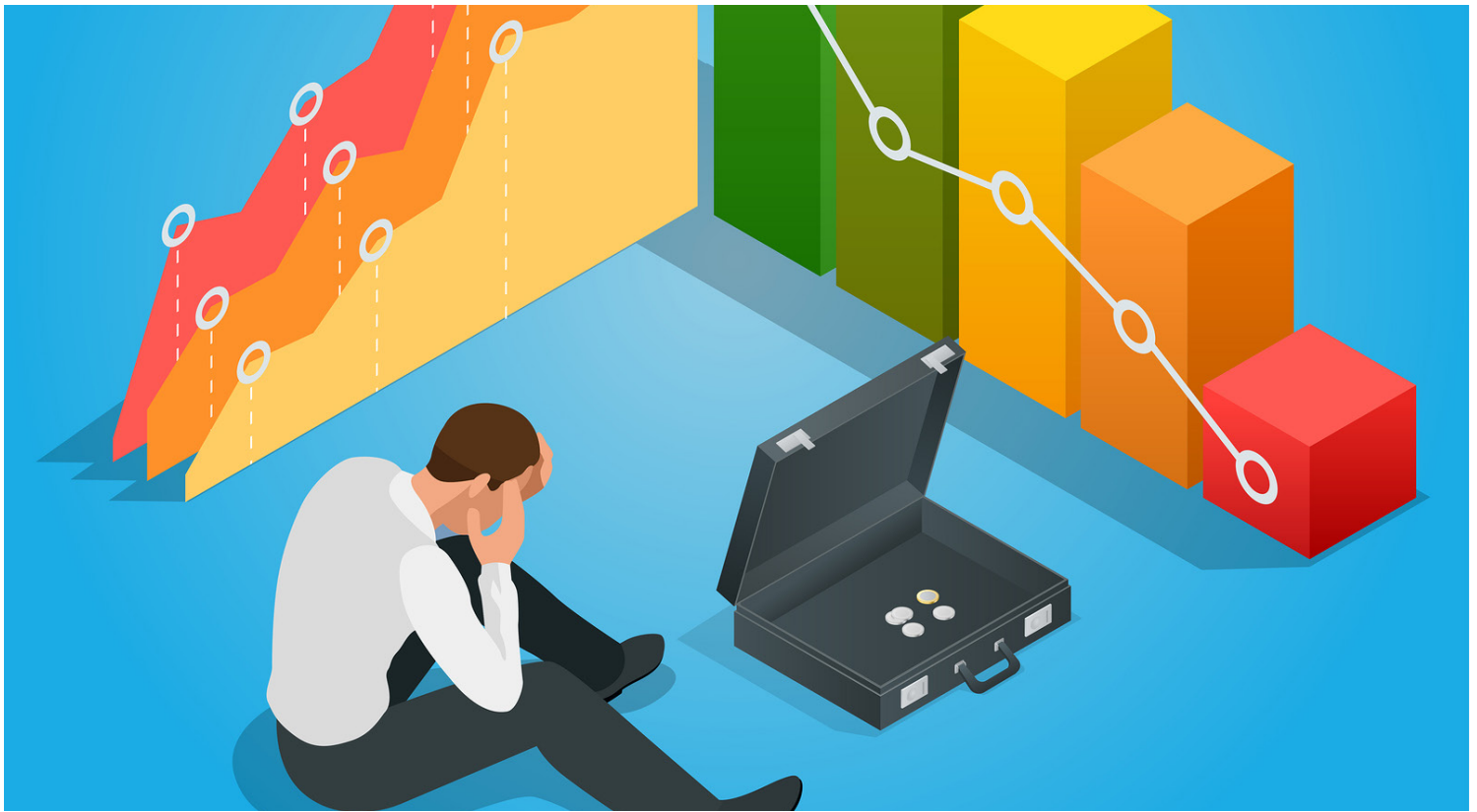
What each and every MSP is easily able to tell about their clients is the geographic location. They have client targeting down to only the science of where they are located. This may be because they want to target only those businesses around their own physical

location. In 2019, it's time to go beyond that and really specialize in the clients you are able to cater to best. Provide that specialized value and see that list continue to grow steadily for years to come.

How Well Equipped is your Sales Team?

Sales and marketing is at the core of every business out there. Whether you're a college professor or an MSP owner, being able to sell yourself is what gets you into that desired position. Not being able to show your value will keep you at the bottom, always, no matter how talented or hardworking you are.

That says a lot about just how well your sales team needs to be equipped. What tools and tactics are they using? Are they getting enough backing from the company to be confidently making those calls or going out there and having great prospect meetings? The better a sales team is treated, equipped and given the freedom to do their job, the better they do it.



Funny story. I once met a highly persuasive salesman working a security company who nearly had me sign on the dotted line. The lack of a business card when I wanted one to keep his contact details on file was something that really pushed me to saying 'no' at the end. Who sends a salesman out into the field without the right tools to do their job?

Sadly, I have seen as many MSPs make the same mistake. When revising your marketing strategy next, dive into detail on how the frontline soldiers for your business are representing. Are they doing their

job to the best of their ability and have you, as the leader, empowered them enough? These are all tough questions that need to be answered.

Brochures, data sheets, client lists, testimonials, whitepapers and even business cards may seem like a waste, but they are important when a client is ready to sign and asks for more information. Don't be the MSP which doesn't believe in 'the old ways'. Keep your approach balanced and you'll maintain the ability to reach out to all sorts of clients.



www.devs4msps.com
www.pioneeringprogrammers.com



1059 S Sherman Street
#140 Richardson, Texas, TX 75081



info@devs4msps.com



972-895-3100