hAPPenings

PIONEERING PROGRAMMERS

Winter is coming! We can feel it already. The northern states are starting to cool up and it may be a bitter winter yet again. Don't worry. We're going to keep the MSP industry insights running in hot and fresh throughout. With Fall right around the corner, are you strategizing to end the year strong or cooling it down? Remember, consistency is key regardless of what the external or industry climate is like.

HOT TIPS TO IMPROVE EMAIL MARKETING CAMPAIGNS FOR MSPS

Email marketing is an ideal way to reach out to existing customers and also bring in new leads. By providing insights and expert opinions, your readers will be anxiously awaiting updated and new content from your side. If your email marketing campaigns are not reaching the 'primary' inboxes of today's email services, you could be seeing no results at all.

This isn't uncommon. Many businesses across industries struggle to get their bulk emails into their recipients primary inboxes. This unfortunately always doesn't happen. Most messages end up in the SPAM or promotions folder. Most users are never, ever going to see it.

But don't lose all hope just yet. We have some hot tips to maximize the visibility of your email marketing campaigns which you can start implementing right away.

Strategize the Amount and Type of Emails you Send

Your email marketing campaigns need to have a lightening focus. If you are just sending out tons and tons of messages to everyone without dividing the messaging than you're going to see low rates of engagement.

If your email marketing campaign is intended to gain more leads, than send them out to potential clients and people who could use that specific information about your business. Don't send business development focused messaging to existing clients. That will make them want to unsubscribe ASAP.

This is why we're always promoting the importance of marketing and content planners. Have your marketing campaigns on email planned out in advance and ahead of time. Know the audience you're going to target and the message you'd like to get across. This will make life much easier for you and the marketing team. Plus, it will result in better open rates and lead generation.

What Do Subscribers Get?

Are you giving any incentives to new subscribers and existing readers? By giving out special promotions from time to time, your email marketing campaigns can get a much needed serious boost.

One of our clients recently started giving out 10% discounts on their services for clients who would sign up to their email newsletters. Even retail chains and many different businesses deploy such tactics to give people a reason to sign up, keep them engaged and also reward them for their loyalty.

Your newsletter might be the greatest one ever, but what else are you giving to your readers? People want more and something different. This is a great way to provide that.

How Well Do you Know the Email Service Providers?

There's a high likelihood that your subscribers are using email services provided by either Google or Microsoft. A low engagement rate could mean you aren't precuring your email campaigns in a way that would meet their standards, requirements and algorithms.

Take the time out to frequently update yourself with how Google and Microsoft filter emails and the best way to be inline with what their algorithms are looking for. This could drastically improve your open rates and delivery to the inbox.

The words search engine optimization and SEO get thrown around a lot in the digital marketing world, but why should managed service providers like you have to worry about it? The answer to that is slightly complicated. Pioneering Programmers is a name you can be sure of when it comes to deploying the latest and most effective SEO strategies for you, but you should also be aware of the science of search engine ranking yourself.

Just imagine how you search on Google or any other search engine. Google is by far the most widely used search engine, so we're going to stick to that. How many times do you click on advertisements? Do you regularly go past the first page and what type of link is most likely to capture your attention and click on it?

Being Smart about Google Advertisements

Google is always changing its methods on how advertisements are shown to users. This is done for a very specific reason. People become accustomed to recognizing and thus avoiding advertisements altogether. This is common and clearly hits Google's revenue, which is primarily made up of advertisement based earnings.

Never Going Past the First Page

So, you're avoiding advertisements. How about going past the first page? In his blog post, Niel Patel mentions that more than 75 percent of people never go past the first page at all when searching. They usually end up finding what their looking for right there on the first page, despite their being several million results which show up for the keyword or phrase being searched for.

If your website or page isn't specially optimized to show up on the first page, or even the first few pages in the worst-case scenario, you may not be getting any visitors at all. This is why search engine optimization is so important and effective for your MSP.

The question now is how do you practically get started with search engine optimization? There's no one direct method to do so. SEO is a made up of multiple factors, such as:

- Social media presence
- Content and how regularly it is updated
- Blogging
- Keyword research and optimization
- Content marketing strategies
- Backlinks

Should I Invest in SEO?

The great thing about SEO is that doing it yourself doesn't really need a major investment monetarily. But it does require strategizing and a good amount of effort into putting the work to get some great content out there and mould it according to your target audience.

Google is so popular primarily because of how efficient it is in giving people what they are searching for. Other search engines failed at providing such relevant results. Google was a gamechanger, which is why it overtook every other search engine.

SEO is how you can configure your content and presence to be as relevant as possible and bring in organic visitors. Any digital marketing strategy without SEO is incomplete. The next time you're sitting with your sales and marketing team, go over how SEO is playing a role in business development and see what changes need to be made to improve results.

3 REQUIREMENTS FOR ANY EFFECTIVE MSP WEBSITE

Have you been wondering why your website just isn't performing up to expectations? It can be hard to come to that realization when you have spent so much time and money trying to make your website your one-stop shop for customers and potential clients.

Managed service providers should be able to focus on the core of their business. Which is providing clients with exceptional IT services and excel in customer satisfaction. Having to spend more than necessary time on marketing and design can really hold you back from doing that.

At Pioneering Programmers, we work with our MSP clients to design and develop highly effective websites with marketing strategies for the future. This opens up their time for much more business development focused activities to keep their MSP growing.

Here are 3 requirements for any effective MSP website if your focus is to grow business and have your online presence do that:

Search Engine Optimization

Is the content on your website optimized according to search engine standards and requirements? The reality is that without properly optimizing your content, no one will be able to find it. This is especially true for websites without much of a content strategy.

Search engine web crawlers regularly check for how a website is being updated and what the content is about to match it against certain keywords. If your content isn't clearly able to portray that to those crawlers, your website will be left behind in the search engine results and basically be undiscoverable by users.

Consistency in Branding

Everything from the colours being used to your business logo and even the type of font needs to be consistent in portraying a certain picture of your brand. It is easy to judge the professionalism of a business through its website and if you make yours look sloppy, users will likely not be calling you to inquire about services.

Use high resolution images and captivating videos to engage with visitors. Implement SEO strategies on written content to bring it in line with the requirements of search engines. All of these tips factor into how well your website will perform and get in front of the right audience.

Effective Call to Actions and Landing Pages

Most websites are unclear about what they would like their visitors to do. When someone comes to your MSP website or landing page, it is most likely to inquire about outsourcing their IT needs and services.

Make it easy for them to get in touch with you without having to make an extra effort. Set out clear guidelines and a path towards the end result, a one-on-one conversation. Whether that be through a contact form, email, phone call or visit to the office.

Have clear and adequately laid out call to actions throughout your website. From the content in your blog page to the main page and specific landing pages. Visitors need to know what to do and how to go about doing it.

Provide insights but also a way to benefit from those opinions. Which should be done by contacting you and having your MSP provide the expertise.

MSPS NEED TO TREAT SALES PROSPECTS AS HUMAN BEINGS

It is unfortunate to say the least, but many managed service providers have begun to churn the sales funnel in a way which dehumanizes prospective clients. Treating people like bots and just another part of the sales algorithm will not only make them run away from your MSP, but also disengage any potential clients from future interactions.

We cannot insist enough about the importance of building human relationships and bonds to see real success in growing your business. Without doing this, clients will not be able resonate with your business. The reason is that at the end of the day, it is a person signing on the dotted line of that agreement. Not treating them as a person from day one will make their chances of doing so very unlikely.

How can MSPs humanize themselves again, you ask? Here are some expert tips from the people at Pioneering Programmers who live and breathe relationship building:

Listen to What your Audience is Saying and Talking About

Are you active in user forums where people are discussing their stories, successes and problems being faced? This is a great way to not only reenergize your content strategy on how to target those issues, but also how you end up reaching out to potential clients with solutions they need.

Being relatable and knowing what problems you have the solve is how your get into the business world with a bang. Going in thinking you know everything is what leads towards failure very quickly.

Get Testimonials and Advertise Them Strategically

Don't start putting up first name only reviews that praise your business like a paid advertisement. People can quickly judge which reviews and testimonials are genuine and which are fake. This is what makes Amazon and Google Reviews so important to people. Find clients who were facing a range of problems and request them to provide feedback and reviews on how well you were able to help them overcome those issues.

Always request permission to use their names, company information and pictures. Get a few of these and have them easily available on your website, email newsletters and across your social media profiles. Use these genuine and descriptive testimonials to show the world how well you treat your clients. Provide current customers with an incentive to give that feedback. There always needs to be an incentive.

Focus on Serving

When you make your focus and top priority the need to serve others, there is rarely anything that can go wrong for you. All it involves is becoming more relatable, kinder and just more genuine of a person/business which people can relate with.

People should know that you are not in it purely to squeeze money out of them. Everyone knows that is the end goal. But what are you providing that gives them that extra incentive to choose you over the others?

Everyone yearns for a little bit of extra attention. Get to know your business contacts and take out the time to build a relationship. It will go a very long way for you, them and your organization.

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