

## What every MSP needs to know about interactive content

Interactive content – some say it's the future for digital marketing. Therefore, it's essential that as an MSP, you know what it is and then offer the service to your clients to enable them (and in turn yourselves) to run ahead from the crowds.

It's difficult to miss the hype surrounding interactive content as the buzz has been loud and constant. In a nutshell, it offers real-time communication with an audience – live interaction with your brand.

Interaction is an important learning tool even from a young age. We learn, we remember, we gain so much more value by 'doing'. People thrive on interaction and by offering such a service to your clients, you are moving them forward to places their own customers would like to see them go.

One of the easiest ways to understand interactive content is by comparing it to apps that you might download onto your phone or mobile device but they are embedded into a website rather than needing to be downloaded and will work on any browser. They can be a podcast, webinars, surveys, competitions and much more; all of which are generally used in most digital marketing strategies.

Relevant interactive content will engage the customer base and encourage active engagement. It is through this engagement where sales will take place – without the need to hard-sell or particularly push anything.

The choice of content is extremely extensive which can pose a challenge when it comes to deciding what to use, but often people will favour one or two particular options. Ultimately, it is not the source that is of vital importance, it is what is being said. Your client's voice will be heard and this voice will carry them far. They will become memorable, they will retain a following or loyal customers and they will see their bottom line improve!

Let's also remember that in this day and age it doesn't take a lot to go viral – to enjoy your 15 minutes of internet fame. Loyal customers will instantly feel like part of the bigger picture if a post, video, podcast or the like was to go viral. It would stick in people's memories and be part of their history. Let's face it, how many static blog posts or white papers do people really remember? Probably not that many – despite how useful the information is. By using a mixture of interactive media and exciting story telling you are setting your clients above their competitors and putting them fresh into the minds of potential, existing and past customers. It's a win-win situation; you offer the service to your clients, who in turn reap the rewards from their customers and everyone is happy.

As an MSP, establishing a relationship with key decision makers of the organizations you work with is a priority and therefore you have to ensure the content you are offering is relevant to their requirements. They will require answers to their questions, solutions to their problems and information to help with decision making. Interactive content allows instantaneous contact and therefore answers can be gained immediately. This is one of the reasons why it is gaining in popularity so quickly.

You can tailor your content for specific target groups and this can be changed as often as you want. You can offer a package to your customers, a one off campaign or a mixture of the two. Ultimately, interactive content should be a long term commitment as the audience will expect direct communication more than just occasionally, but this need not be a problem. You can turn existing content interactive such as ebooks or white papers and offer a package whereby they receive regular content that is automatically embedded into their website.

It is time to fully move into the 21st century and become interactive; your customers' voices need to be heard. Remember, target the right audience with the right information and a relationship will be formed.

**For more information on interactive media, call us at 972-895-3100.**

## Pioneering Newsbytes

### Twitter hate/violence policies to take effect at the end of November

Twitter has announced that it will update its new policies on violent groups, hateful imagery and violent symbols late in November.

It is part of the ongoing campaign to improve safety for its users and to monitor and cut down on abuse. The new rules are set to be implemented on November 22nd and include: the suspension of all organisations that use violence in any aspect of their profile, marketing or communication and banning any hateful imagery in avatars or profile headers. This comes in response to repeated calls for tougher rules by the site's users.



# 5 Reasons Why as an MSP You Need to Offer Mobile App Development

Mobile apps have literally revolutionized the way people do business, conduct their shopping, communicate and spend their leisure time. It is possible to create brand awareness and customer loyalty among new and existing customers as well as adding credibility to the brand. In fact, many people now expect companies to have their own app.



So app development is fast becoming a necessity – not only to gain the edge over competition, but now to avoid falling behind!

Bearing this in mind, here are 10 reasons why you should be offering mobile app development to your customers:

## 1. We are all mobile

The world has become much smaller since we all went mobile. There is no turning back now; people's phones have become their lifelines. Commerce is being conducted and businesses are being judged on how the look on a mobile device. It is no longer enough to just have a website. People are turning their backs on desktop browsers as many just don't function on a mobile. Apps make conducting sales easy and provide an easy way to display products/services. Every time a product/service is updated, it is easy to notify app users and therefore it tempts back customers who may have disappeared off the radar.

## 2. Social Platform

It is no secret that we have all become obsessed with social media. Therefore, it's important to become part of this obsession – if you can't beat them, join them!

Integrating features such as likes, comments, messaging etc to your app will help improve social standing online. It should also be linked to all the popular social media sites. It is also important to allow for reviews online. Customers often purchase from a company based on the reviews they get – especially the younger generation. The millennial generation largely rely on social media for dictating who they can trust and who they can't when it comes to business.

## 3. Portable marketing

With mobile apps, it is possible for users to be

contacted or to conduct sales at any time and from anywhere. Mobile marketing can be conducted from anywhere and is no longer reliant on physical presence. Social media posts, Tweets and messages can be sent at scheduled times and regular updates will reinforce the brand. It is vital to build relationships through mobile marketing and this is now possible with clients all over the world.

## 4. Easy data capture

Many people don't realize that mobile apps can save time when it comes to data collection. It is incredibly easy to capture information about a customer based on their preferences, locations and actions. This information can then be used to deliver targeted marketing that is relevant and interesting. It is also useful to use the information to see how the app is being used and whether any tweaks need to be made. Just remember, it's important to always allow the user to opt-in while explaining that this will help to improve the customer experience.



## 5. Improved customer service and sales

Mobile app development has ensured that sales have become easier than ever before. Apps have changed the way people buy and sell products and services as well as changing the way customers analyze a product improving the ability for customers to make informed decisions. It is important to provide a dedicated app that is focused on the customers and provides relevant information. Better service will always lead to more sales and mobile apps are an ideal platform on which to offer customer support.

With the mobile industry thriving as it is, you simply cannot afford to not be selling mobile app development to your customers. This is one bandwagon that needs to be jumped onto and taken full advantage of.

**For more information on Mobile App Development, call us at 972-895-3100 today!**

# Avoid these digital marketing mistakes

If you run a business, no matter what the size, digital marketing is critical to your success. It is extremely effective, completely scalable and incredibly cost effective. However, it is important to get that marketing right otherwise all that effort may be wasted.



Here are some important mistakes to avoid:

## 1. Not having a clear detailed strategy

It is vital that you plan a digital marketing strategy that clearly outlines your goals and details how you will reach these goals and by when. You need to ask yourself a range of questions before you begin. These should include (but not exclusively):

- i. *Who is your target audience? So you have different focus groups?*
- ii. *What is your digital marketing budget?*
- iii. *Where do you want to lead your audience? Your website? Social media sites?*
- iv. *What is your preferred time frame?*
- v. *What social media sites do you want to use?*

## 2. Not sharing information between marketing and sales

It is important to remember that marketing is not sales. Marketing is a sales aid. It's the tool used to attract customers and entice them to buy your products or services. Without sharing information, it means that marketing and sales personnel are not working together and this can only have a detrimental effect. Marketing departments need to know everything they can about potential clients and Sales people need to know how the business is being portrayed in the world of social media.

## 3. Forgetting to target certain customers and ignoring customer loyalty

Your marketing strategy should place great emphasis on who your customers are and what their needs are.

It should not only target new clients, but also, those customers who come back time and time again, showing brand loyalty. Understand them and provide them with the service they want. You should know what attracts you to them and ensure that your marketing focuses on this. You need to make sure that you are constantly trying to meet their needs rather than meeting your own needs or what you assume their needs could be. You need to REALLY know your customers.

## 4. Ignore all media forms

One of the worst things that a business can forget about is all the media forms that are available to promote your products/services. While Facebook posts and Tweets are certainly one way of gaining followers and appealing to customers, don't forget that as a business you have a host of alternatives. Making a video is a great way to promote your business and a video can be shared throughout social media. Blogs are a great way to get your message across as are podcasts. Online surveys are great for finding out more information and they also help to monitor where you might be going wrong. The digital age has opened up the opportunity for even the smallest companies to take on the big boys. Make sure your marketing is working for you and ensure that when people research your company online, they are given a choice of a number of relevant choices.

## 5. No analysis

When running a business, it can be difficult to find the time to stop and evaluate how things are going. However, this evaluation is vital to success. You need to analyze your marketing on a regular basis to see what is and what might not be working. If things are not working, they need to be altered, but without analysis, you will never know. Google analytics is a very important tool when it comes to measuring success. You will be able to find out a plethora of information regarding your marketing effort such as who's visiting your website, how they found your site, how long they stay, how many conversions are made and also whether your social media is having the impact you intended. It is also important to revisit your SMART goals to check you are still where you wanted to be when you set out on the digital marketing journey.

Digital marketing, when used correctly, is an important tool in improving revenue. Once a proper strategy has been laid out, it should be followed exactly and monitored throughout. There is always the option to tweak the strategy but you need to be fully informed in what is working and what isn't.



# Why MSPs should be selling social media marketing

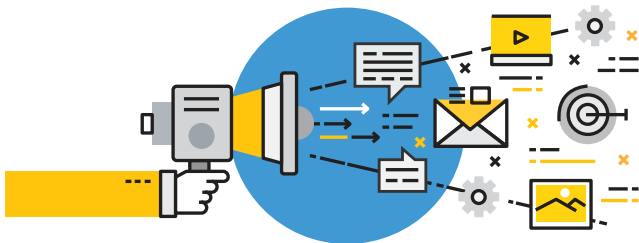
No longer is it only the big businesses with extensive marketing departments that offer marketing solutions. With the ever growing popularity of digital marketing, businesses of all sizes can compete and offer what their larger competitors do – and usually for competitive rates.



Digital marketing can reinvent companies and bring a new lease of life to those that are otherwise be flailing. While the common approach is to be heavily visible on all social media platforms, tweeting daily, posting photos with increased regularity and using hashtags for everything, this isn't always the best course. It will get more followers, but may not filter down to the bottom line.

It's important that digital marketing integrates with every business and is a form of instant communication. As an MSP, you could offer your clients this service which will increase their ROI and ultimately bring more money to your cash register. The solution is simple. If you want people to reach into their pockets, you have to appeal to their hearts and minds; you have to speak their language.

As an MSP, you are constantly searching for new ways to attract customers, retain old ones and win back those who may have gone elsewhere. The best way to do this is to offer services that your competitors don't and to ensure that these services have one common aim – to improve the bottom line and improve customer relations.



The fine line between marketing and sales is starting to blur and unfortunately people are forgetting that marketers aren't salespeople – in the same way that followers aren't always customers. People who consider the number of followers to be an indicator of success are largely misinformed and mistaken.

Offer your clients a marketing solution that will increase the number of prospects the sales team can target. This is the aim of a marketing strategy and will put your business ahead of the rest. A decent marketing strategy will position the organization differently in the market and ultimately increase customer loyalty. Social media is a vehicle which integrates particular campaigns and initiatives on different media platforms.

A decent marketing campaign can revolutionize a business and take it from treading water to flying high. You need to give your clients the confidence to make the change – to bite the bullet and employ your services as a social media marketing provider.

If you have no idea where to start when it comes to social media, this is where we come in. Here at Pioneering Programmers, we have a highly experienced marketing team who can work with you for your clients and offer the best strategy tailor made for each individual business.

Ultimately, the more services you can offer your clients, the happier and more loyal they are to your business and the more money you make. Customer trust and loyalty is the only way you will retain clients and do repeat business. A change to their business model will be a change to your bottom line.

**Contact us today at 972-895-3100 to find out more.**

## Pioneering Newsbytes

### Coda - a next-generation spreadsheet to out-do Excel

The creators of Coda ask one simple question: "In a world full of applications, why do documents and spreadsheets seem to run everything?" And their aim is to produce a document that's so powerful you can actually build apps in it. It is essentially a combination of Google docs and Excel, allows for collaboration between editors, is flexible enough to add complex tables and integrates other services into a document such as GoogleDirections. It has been designed so that everyone can work together, in their own way yet off the same data. Its aim is for the documents to be able to grow with people's creativity. Currently, Coda is only available on the desktop as the mobile web version is read only. There is as yet no time given for final release.



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