



Why Is YouTube Super-Critical For Managed Service Providers?

YouTube is nothing new. It's been around for years and years. So why do so many Managed IT Service Providers overlook YouTube as a critical part of their overall MSP marketing strategy?

I've shared 10 Lessons in this *"2019 YouTube Marketing Guide For Managed IT Services"* to ensure that you understand how to best leverage YouTube and "kill it" with your search marketing in 2019.

YouTube Marketing 101

If you're not aware, Google owns YouTube (I don't think this is a huge secret anymore), and YouTube is the second most popular search engine – Yes, that's right. This means that YouTube, the online video service, is also a powerful search engine.

Not only are your future clients searching on Google for a Managed IT Services Provider, but they are also using YouTube to find information and educational material before they make a decision on what MSP to call.

■ Forget about all the YouTube technical SEO.

Ruan Marinho, the owner of Develomark, a Connecticut-based SEO & Digital Marketing Agency, shares a recent training video that explains why producing massive amounts of content is the key.

Many MSPs stress over the technical SEO stuff, and this spills over to YouTube. They stress over XML sitemaps, meta tags and descriptions, and other technical SEO items. **But according to Ruan, it's about the chase and producing lots and lots of content.**

I second what Ruan claims; produce lots of lots of quality content. This is the biggest challenge MSPs have—just getting around to producing lots and lots of content.

I have proven metrics that back up what Ruan is saying. On the Ulistic Blog, we focus on producing 2 to 3 videos each week — We post them to our YouTube channel, produce long-form content on our blog and then embed the video content in our blog.

■ It's a pretty simple process.

The take away here is that you should constantly create lots and lots of unique content and post it on YouTube as well as your website.

"Progressive Tenacity is how I'd describe Ulistic. Stuart and his team leverage a powerful foundation of skills and experience. This hasn't stopped them from learning and growing. Worthwhile in every way!"

—Myles O.

■ Don't stress.

Hey, Rome wasn't built overnight. (I think that's how the saying goes.) And neither will your followers and likes. So, don't succumb to the same beliefs and behavior of your peers.

You know what I'm talking about. Many MSPs do something for a few weeks and then say, "Screw it, that didn't work. That MSP marketing consultant has no idea what's he's talking about." Yes, everyone reading this guide has fallen victim to that thought process once, twice or more.



Building a follower base on YouTube takes time and effort. Are you ready for this? According to MSP YouTube sensation, Curtis Hyde from Colorado Springs IT company, Colorado Computer Support,

"I started getting results (leads) after about 18 months of releasing a video every week."

Yes, 18 months — That's what Curtis said. Well, the truth of the matter is this: Many MSPs would have thrown in the towel long before that. Some have even tried 3 or 4 different marketing tactics with the same results – ZERO.

Don't stress, focus on your end goal of building your brand in the digital space and continue to produce high-quality content.

■ Get Focused On Content

What type of content matters?

The content that matters to your audience.

If you're a medical IT services firm like New England's GDS, you want your content to be entirely focused on the medical field and how technology can help doctors, dentists, orthopedic surgeons, practice managers and anyone else in the medical business.

Avoid this common mistake... Don't recycle the same old stuff all the other MSPs are sharing. You know what I'm talking about—Backup, Security, Managed Services, etc. Yes, they are essential, I'm not downplaying the importance of how important these services are. But your competitors are all playing the same hand, and if you follow suit, you won't get the results you're looking for.

Instead, talk about cybersecurity and how it impacts the average medical office. Share how important it is for that medical device company to have the right backup and disaster recovery plan. You get it?

Also, the nice thing about video is this...You can customize it for all your verticals. Yes, create many videos around the same topic and customize them for each unique audience.

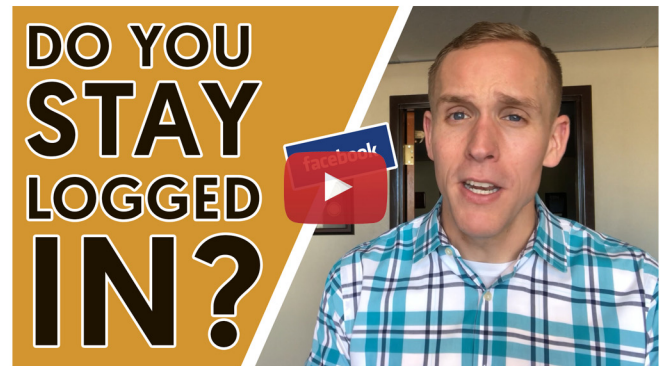
■ Examples of YouTube video content.

Aaron Fox, with Buffalo Computer Help in Buffalo, New York was in a pinch one day. He had just five minutes to come up with an idea for his weekly video. So, what did Aaron do?



Aaron routinely sends out a "shock and awe package" with every new prospect that comes into Buffalo Computer Help. He looked into his package and found his "17 Steps To Selecting An IT Company In Buffalo" brochure and created a weekly series where he shares a different tip every week.

The last time I caught up with Aaron, this video strategy, (which gets posted on YouTube) and The BCH blog, that gets emailed out to his prospect base every Tuesday, nets him 2 to 4 quality leads each week.



Curtis Hyde, who I mentioned earlier does a weekly Tuesday Tech Tip article on a different subject geared towards the general population. One thing you'll notice about Curtis's videos if you check them out on the Colorado Computer Support YouTube channel is that they're simple. They aren't overly technical, and they're easy to produce and edit.

More Examples Of Quality Content:



▣ Interview your clients.

I'm not talking about putting them on camera and having them give a testimonial, although these are important as well. I'm talking about sitting down with them and having a 10- or 15-minute discussion about their business, what they do, and how they help others.

Here's the secret — It's not always about you.

So, what's the benefit to you? Well, you're the producer and the interviewer, and it goes on your blog, your YouTube channel and, guess what, your client or partner will share it with others.



Another glowing example of great content is to produce a panel of experts in a webinar format. Invite people to the live show but also record and share it with others. Once again, those that are part of the panel may share it with their audiences. Invite three of your attorney clients to a round table on cyber liability, or have a panel with lawyers, insurance reps and technology professionals to talk about the same subject. Record it, share it on YouTube, write content on what was covered and share it on social media. Google will index it on its own. There are many more great examples of how you can use video content in your marketing.

▣ No Talking Heads & Explainer Videos

I hope the days of explainer videos are behind us. Every MSP under the sun has some sort of explainer video on managed IT services. If this is you, stop that practice right now and replace explainer videos with a video of you, your team and your clients talking about the real value you bring.

This will immediately separate you from everyone else who is doing the exact same thing with explainer videos.



▣ Resist the urge to get geeky.

I'll probably upset one or two readers here with this statement but resist the temptation to get overly geeky. Unless your target audience is internal IT, resist the temptation to go over the top on the technical jargon. Yes, some of you will do a video for marketing purposes and fill it with 1's and 0's.

Like I mentioned earlier, produce high-quality content that your audience will appreciate, and customize it for each audience. For example, if you're going after lawyers in Lakeland, Florida, focus your video on the issues that lawyers have. Then if you have multiple verticals, you can create the exact same video but change it up for manufacturing.

■ Before you start – do your research.

I mentioned earlier in this article that YouTube is a search engine. Google indexes YouTube videos, and therefore, your goal, besides sharing high-quality video content is to get people to find your content when they go searching online for whatever they need.

So, do your research.

"I've had a pleasant experience working with Ulistic. Stuart is very creative and wants to do everything he can to push your business forward."

-Rob T.

After all, Google is about providing the correct results for what people search for. In the SEO world, we call this "search intent." Always begin with search intent, what are people looking for, what's trending (Google Trends) and what the best keywords are to use.

Regarding keywords, I recommend **ahrefs.com**. This is the best tool out there. But you don't need that, just look at the long tail searches when you type in a Google search.



■ Are you ready to record?

Many managed service providers think they need to go all out with expensive lighting, cameras and other expensive gear. Trust me, I've been there, and all my expensive gear now sits in the corner of my office never to be used again. Don't get me wrong, when you get there, that's great.

But Gary Vaynerchuk, owner of VaynerMedia still produces daily content with a simple camera and inexpensive studio setup.

Here's my tip — Just get started. Curtis Hyde and Aaron Fox just use their smartphones to record their weekly videos. You can get a good, inexpensive microphone from Amazon for \$20. Just make sure you have the right lighting and sound.

You'll want to do some post-production and effects. Hire an MSP marketing company or someone off Fiverr to do this for you. And don't worry about stuttering and making mistakes. "Ums" and "Ahs" are natural, and people will get a feeling of authenticity and that it's really you just speaking from the heart on a subject you're passionate about.

Pro Tip: Don't be a robot reading from a teleprompter.





How Long Should My Videos Be?

Excellent question, and there's no right answer. Some experts say no more than 60 seconds, and others claim 90 seconds or three minutes.

Here's my answer — If your content is great and engaging and meets high-quality standards (aka, not boring and full of junk), then make them as long or as short as they need to be. People will watch 60-minute videos glued to their TV and/or computer screen if the content is good, but they'll check out in 60 seconds if the content sucks.

What Gear Do You Need?

Like I mentioned in the previous section, a smartphone with a good, inexpensive microphone is enough to get you started. I would also recommend a sturdy selfie stick to make sure your thumb doesn't get in the way.

When you get a bit better and truly want to take your video production to the next level, I recommend checking out what D-Rock uses. D-Rock is Gary Vaynerchuk's video guy. He has a great list of quality gear. I believe he may even have it bundled. But, when you're getting to D-Rock's status, then you may want to hire that video person who's only job is to make video content for your MSP.

Where to share?

How is everywhere? Your YouTube videos shouldn't just be limited to YouTube. They can be used everywhere. Post your video content on your Facebook page. Yes, Facebook is a great place to share videos. **I would highly recommend Facebook as a must-post.**

How about your blog? Take your video, have a professional writer create an article about the video. Not just a transcription, but an in-depth article on what was covered in the article and post it on your blog or website.

How to get started with YouTube marketing.

The opportunities are endless for managed service providers to use YouTube as an effective marketing tool. This guide just scratches the surface and is meant to be that, a starting guide. *Need more information?*

Reach out to me by dropping an email to info@ulistic.com or visit www.ulistic.com to learn more.