**ProVal Tech Marketing Tools**

(As of March 2024)

Sales and Marketing One Note

* 2024 Marketing Metrics
  + Blogs
    - Use Autotask to assign tickets
    - Canva to create a featured image
    - Post on WordPress
    - Add to social media & groups
  + Tech Tuesday
    - Use Autotask to assign tickets
    - Splash Pages PowerPoint to edit the Thumbnail
    - Movavi to edit video
    - Post to YouTube & Socials
  + Social Media Content
  + Holidays
  + 2024 Plans
* Events
* Notes – Everything you need this should be your hub (the whole team will have access to this)

Google Analytics

Google Search Console

SEMRush

* Position Tracking
* Keywords
* Traffic
* Backlinks
* Competitor Analysis

ZeroBounce

* Email / Domain Verification

HubSpot

* Email Blasts
* Newsletters
* Social Media
* Analytics

Social Media Platforms (can schedule all on HubSpot except Instagram – IG you have to do manually)

* Posting time 10:00 AM
* If posting multiple in a day put some time in between the post (for ex: 10 AM & 1 PM)
  + Facebook
  + LinkedIn
  + YouTube
  + Instagram
  + X

Lucky Orange (no longer active)

Groups:

Use Groups to find what people are talking about in the Community

If it is something high-level or a technical question 🡪 reach out to a consultant to get the question answered

* Post with ProVal account if applicable
* Insert our website link
* Copy link into one note (sales and marketing tab)
  + Miscellaneous
  + Community Engagement Page
  + Go to Specific Tool
  + Add Link
  + Date Posted
  + New Addition: Add which consultant answered it

A screenshot of a computer

Description automatically generated

Groups to Join:

* Reddit (ProVal Tech Account)
* Join Groups with Personal Account
  + LinkedIn
    - MSP Managed Service Provider
    - Managed Service Provider (MSP) Best Practices
    - Frankly IT Community
    - MSP Insights Community
    - 24/7 IT Service Providers – MSP Professional
    - Kaseya User Group
  + Facebook
    - ProVal Account
      * IT/MSP Entrepreneurs
      * All Things MSP
      * ConnectWise Tips and Tricks (a competitor owns this group – don’t post just use to see what people are talking about / education(
      * MSP Marketing
      * IT & MSP Business Owners Group
      * Everything MSP Group
      * The MSP Initiative

HubSpot – Live Chat Box

* Set up notifications in Teams to get alerted when someone inserts a chat question
* If it is a technical question reach out to the consultants
* If you don’t get a response asap get their emails and email them their response

Canva:

* Create All Social Media Content
* Business Cards
* Posterboards
* Mockups
* Lunch & Learn Presentations
* Onboarding Slides
* One Sheets
* (for the most part anything that has a design to it we use Canva)

How to Find Data for Daily Scorecard & L10

* Use Google Analytics & SEMRush