

View the Social Media Marketing Like You Mean It webinar from IT Glue at <https://www.tubblog.co.uk/events/msp-think-tank-tech-festival/>

Further Reading

- Social Networking is a life's highlight reel, not the whole story - <https://www.tubblog.co.uk/blog/personal-development/social-media-is-a-lifes-highlight-reel-not-the-whole-story/>
- Questions to expect from your clients about using social media safely - <https://www.tubblog.co.uk/blog/operations/questions-to-expect-from-your-clients-about-using-social-media-safely/>
- Social Networking vs Traditional Networking - <https://www.tubblog.co.uk/blog/building-relationships/social-networking-vs-traditional-networking/>
- What are the Benefits of Blogging? - <https://www.tubblog.co.uk/blog/sales-and-marketing/what-are-the-benefits-of-blogging/>

Tools

- AgoraPulse – Inbox Zero for Social Media - <https://www.tubblog.co.uk/blog/tech-reviews/agorapulse-inbox-zero/>
- Captivate – Growth-Orientated Podcast Hosting - <https://www.tubblog.co.uk/blog/tech-reviews/captivate-podcast-hosting/>
- Missingletr – More Traffic for your Blog. Less Hassle with Social Media. - <https://www.tubblog.co.uk/blog/tech-reviews/missingletr-more-traffic-for-your-blog-less-hassle-with-social-media/>

- QuiCC – Automatic Video Captions, Burned In - <https://www.tubblog.co.uk/blog/tech-reviews/quicc-automatic-video-captions/>
- Photofeeler – Choose your business, social, and dating photos using hard data - <https://www.tubblog.co.uk/blog/tech-reviews/photofeeler-choose-your-business-social-and-dating-photos-using-hard-data/>

Services

- MailChimp – Email Marketing Service - <https://www.tubblog.co.uk/blog/tech-reviews/mailchimp-email-marketing-service>
- Paul Green's MSP Marketing Edge: Guides, Press Releases, Social Media Posts, Video Templates and More - <https://www.tubblog.co.uk/paulgreen/>
- Pronto Marketing: one stop shop monthly marketing solution <https://www.tubblog.co.uk/pronto-marketing/>

Books

- [FREE TO DOWNLOAD] 33 Social Selling Success Tips by Michael de Groot - <https://www.tubblog.co.uk/blog/social-selling-yet/>
- Content DNA: Using consistency and congruence to be the same shape everywhere by John Espirian - <https://amzn.to/3amwSeB>
- They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer, Revised & Updated by Marcus Sheridan - <https://amzn.to/2xT1aYM>
- Social Media Networking: How to Use Social Media to Get the Job You Want, Find Love, Get Business Success and Boost Your Travel Experience by Tim Lewis - <https://amzn.to/2yxvSqw>

Podcasts

- Going Beyond Social Media Marketing – TubbTalk #04 -
<https://www.tubblog.co.uk/podcasts/going-beyond-social-media-marketing/>
- How to Build a Great MSP Website – TubbTalk #08 -
<https://www.tubblog.co.uk/podcasts/how-to-build-a-great-msp-website-tubbtalk08/>
- Using Social Media to win local business – TubbTalk #11 -
<https://www.tubblog.co.uk/podcasts/using-social-media-to-win-local-business-tubbtalk11/>
- Why MSPs Need to Embrace Marketing – TubbTalk #39 -
<https://www.tubblog.co.uk/podcasts/why-msps-need-to-embrace-marketing-tubbtalk-39/>
- Google Adwords and the Opportunities for MSPs – TubbTalk #63 -
<https://www.tubblog.co.uk/podcasts/google-adwords-and-the-opportunities-for-msps/>

Videos

- Social Media for MSPs – Live Video -
<https://www.tubblog.co.uk/blog/sales-and-marketing/social-media-for-msps-live-video/>
- Ian Anderson Gray on Confident Live Video -
<https://www.youtube.com/watch?v=DNEyyrBSD-8>
- What should you talk about on Social Media?
<https://www.youtube.com/watch?v=BWZZzrMDX0c&t>

- Overcoming The Fear That You're Giving Too Much Away on Social Media -
<https://www.youtube.com/watch?v=wiRuJ09GG7Y>
- How To Win New Customers using Social Media -
<https://www.youtube.com/watch?v=BlwOdyL1vs&t>

Communities

- The Tech Tribe - An Awesome Community for MSPs -
<https://www.tubblog.co.uk/blog/operations/the-tech-tribe-community-for-msps/>
- CompTIA Communities -
<https://www.comptia.org/membership/communities-and-councils>