Jonathan Griffiths Practice Project

Linkedin Copy

Sponsored Post 1:

Meet Steve.

Before working with TopLeft, he was a regular CEO for his MSP, struggling to complete projects on time and sometimes pulling thousands out of his pocket.

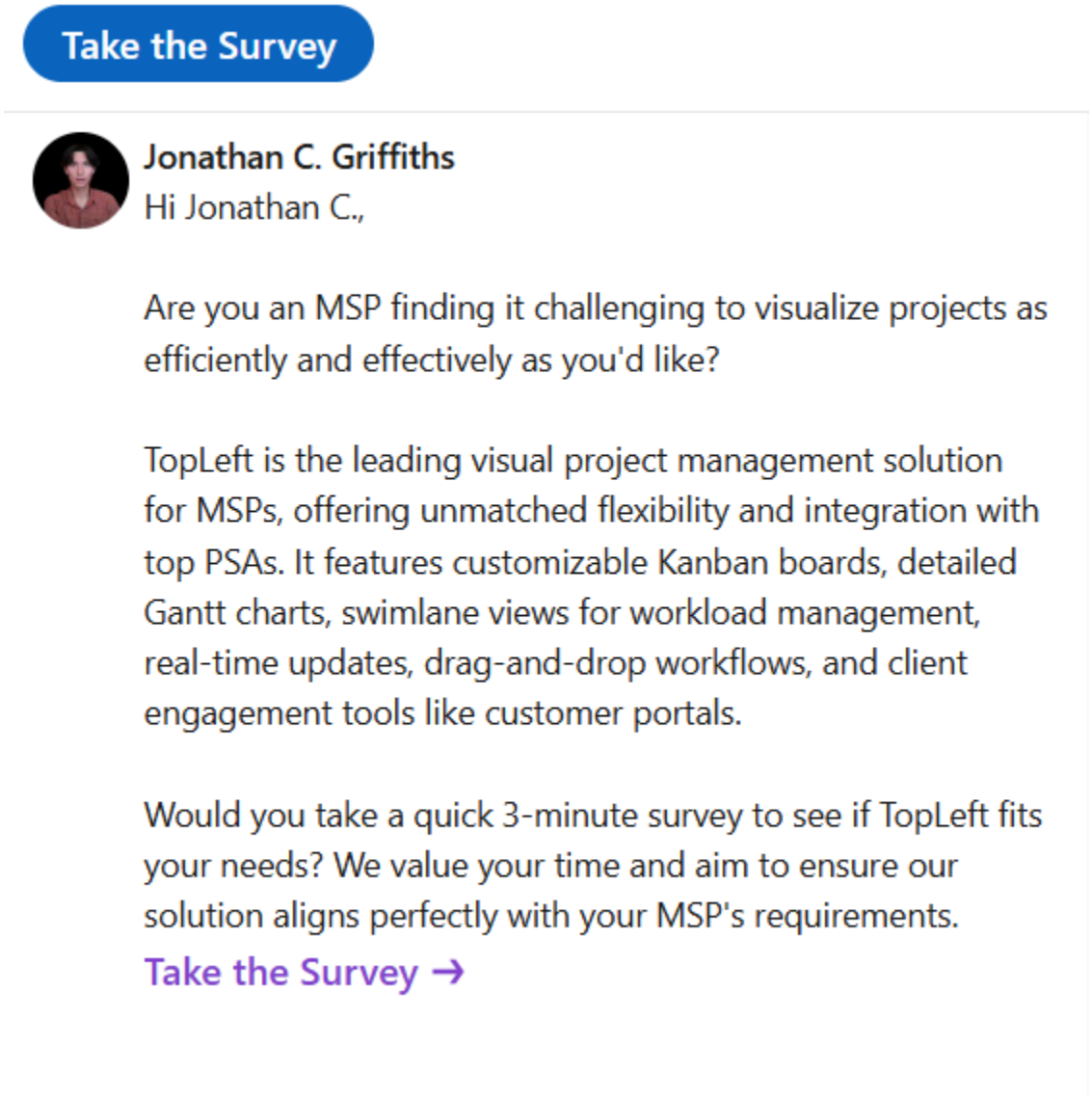
Concerned, Steve searched for visual project management solutions but couldn't find one that integrated with his PSA—until he found TopLeft.

TopLeft integrates with many PSAs, and after integrating with his, it boosted his company's project management efficiency by 50%. He realized the issue wasn't his team but the lack of good visual project management tools.

Fear Steve's issue? We got you.

Request a free demo today.

Sponsored Post 2:



Regular Post:

MSP providers, have you ever stressed the potential consequences of a mistake in ticket prioritization?

Here are 5 strategies to identify potential problems early and avoid costing your clients thousands of dollars:

✅ Effective Project Management: Ensure your tasks are completed on time and within budget.

✅ Time Tracking: Monitoring how time is spent on tasks helps individuals and teams spot where time is wasted and can help them make adjustments.

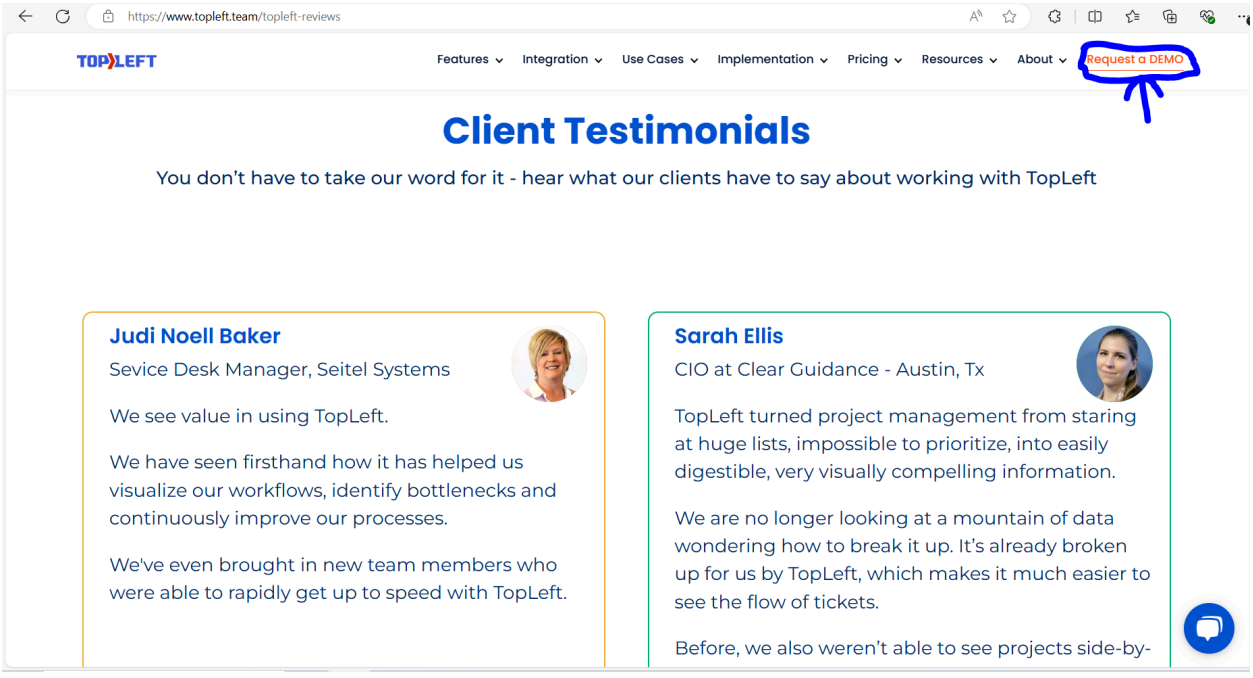
✅ Dashboard Utilities: Investing in dashboards gives you a clear picture of your performance and the insights needed to drive future success.

✅ AI Tools: Implementing AI tools can streamline your operations and enhance decision-making.

✅ Risk Management Templates: Use templates to identify, assess, and mitigate risks effectively.

Are you having trouble finding your ideal visual project management system that integrates with your PSA? We've got you covered at an affordable price.

Request a free demo today to see if it's the fit you've been looking for.



Notes:

Conversational and messaging ads have the highest conversion rates. I planned to create a conversational ad but needed more information about the company, and I couldn't reach anyone over the weekend.

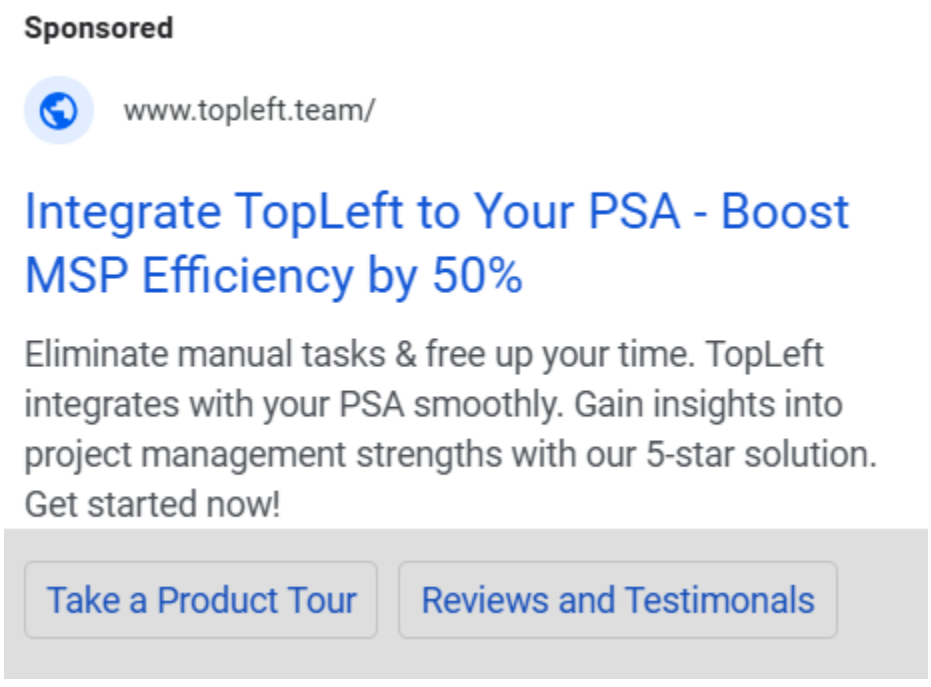
While copywriting, I often follow a model that addresses the target market's issue, highlights the pain point, offers a potential solution, discusses the competition, explains why we are the best solution, and introduces another of our more superior solutions.

I tailor the ads to different audiences. The messaging ad targets those who are likely to buy the product and are aware of and frustrated by the pain point your company addresses. The story ad is aimed at people who have the issue but are not as familiar with the ideal solution or are unaware of your product.

I did not know the exact amount of money Steve lost; however, I was using the phrase "thousands out of his pocket" as an example. I can change it to a real statistic though if he is comfortable.

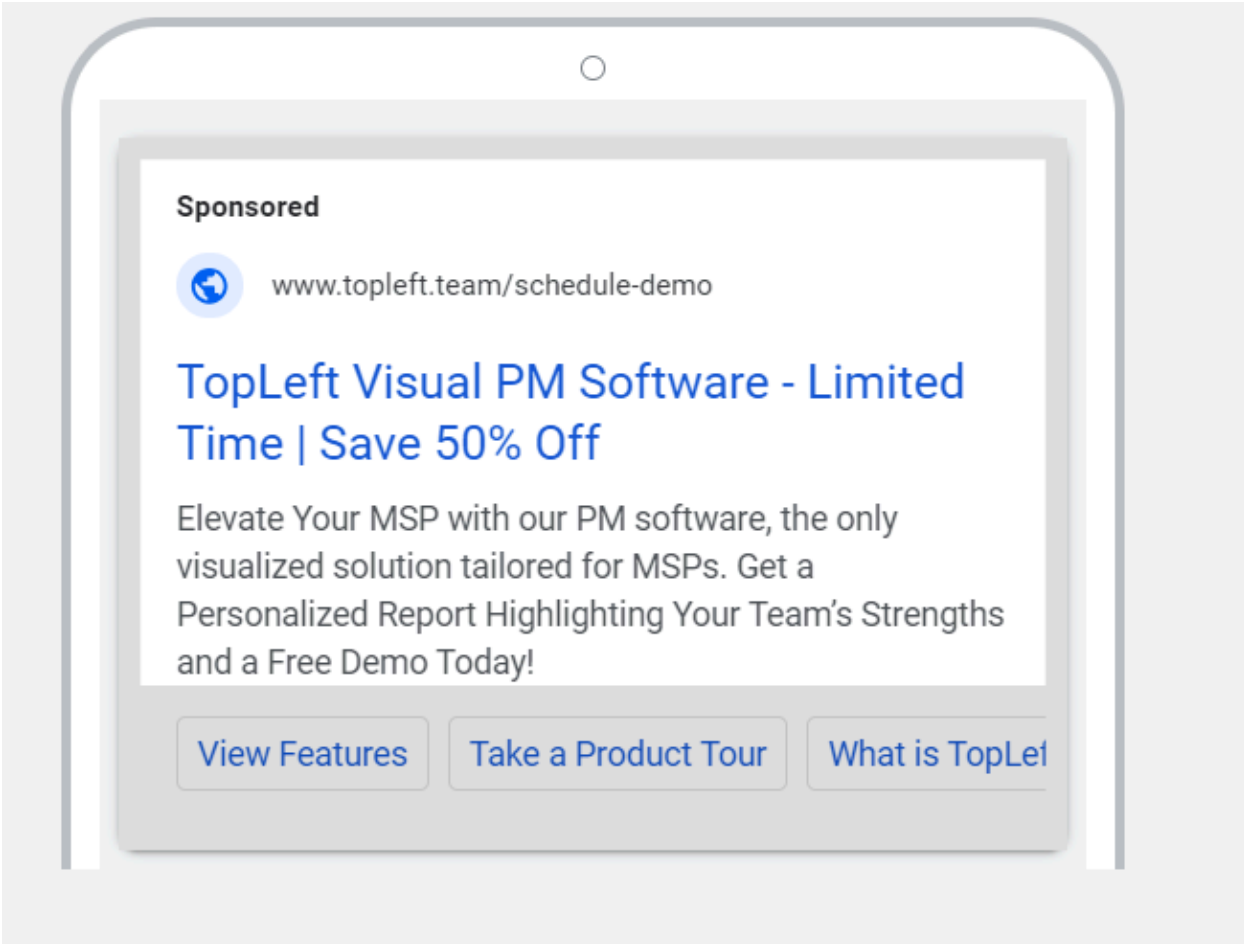
Google Copy

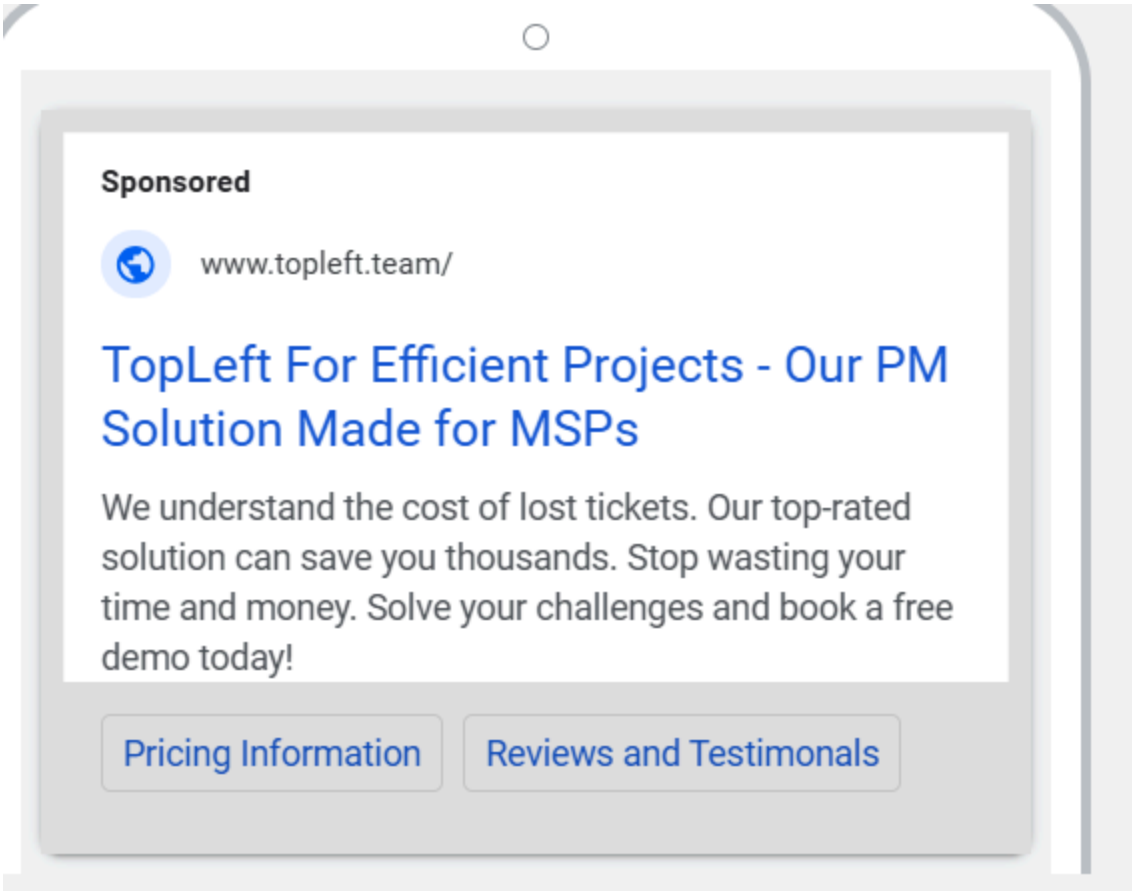
Ad 1:



Ad 2:

Ad 3:


Sponsored
www.topleft.team/schedule-demo
TopLeft Visual PM Software - Limited Time | Save 50% Off
Elevate Your MSP with our PM software, the only visualized solution tailored for MSPs. Get a Personalized Report Highlighting Your Team's Strengths and a Free Demo Today!
View Features
Take a Product Tour
What is TopLef



Sitelinks

Book a Demo See our demo to see how to use our product.	Sitelink	Topleft3	Campaign	Pending Under review	Advertiser	0	0	–	–	
What is TopLeft A top PM service provider for MSPs. We integrate with many PSAs.	Sitelink	Topleft3	Campaign	Eligible	Advertiser	0	0	–	–	
View Features Visually manage projects and teams. We have features for everything!	Sitelink	Topleft Traffic 2	Campaign	Pending Under review	Advertiser	0	0	–	–	
Pricing Information Check which plan is ideal for you. View details.	Sitelink	Topleft3	Campaign	Eligible	Advertiser	0	0	–	–	

	Reviews and Testimonals See what clients our saying. Meet some of our amazing members!	Sitelink	Account	Account	Eligible	Advertiser	0	0	–	–
	Take a Product Tour Scared of making the wrong choice? Learn everything about our product!	Sitelink	Account	Account	Pending Under review	Advertiser	0	0	–	–

Notes:

Negative Keywords: After wrapping up a couple of ad campaigns, I will review the keywords to identify those with the least clicks and marked them as negative keywords. Remember, not all of Google's recommendations should be taken at face value, as their primary goal is to generate revenue. I will conduct all keyword research personally to ensure accuracy.

Targeting: I specifically targeted higher-level or mid-level IT professionals in English-speaking regions within the technology industry, focusing on technical service providers in small to medium-sized companies interested in things related to project management, agile methodologies and improving team workflows. To verify all the details of the target market, I will need more data though.

Site Links: Each site has at least two of the site links from the images above. I suggest conducting A/B testing to optimize their performance. By adjusting the wording while maintaining the same meaning, we can determine which versions resonate best with our audience.

Broad Match, Phrase Match and Narrow Match: I used phrase match because research shows that phrase match gets more clicks, and better prospects.

Headers and Keywords: I incorporated the USPs in the headers multiple times and researched popular keywords people use when searching for solutions to the problem your product solves. The aim was to state the product's underlying value in an SEO-optimized yet engagingly conversational manner.

Consumer Behavior: People buy products based on scarcity, credentials, consistency, liking, and consensus. If your product continues to receive positive feedback, it will attract more buyers. Marketing the product as a top product and referencing high average reviews will increase sales. Additionally, offering a 50% discount for a limited time can drive purchases. The mention of a 50% off header was used as an example to illustrate the scarcity aspect; it doesn't have to be an actual ad yet.

Provided headlines and descriptions: I did incorporate several of the provided headlines and descriptions into the campaigns. However, for some, I chose to optimize them for SEO by using different headlines and descriptions. I also made sure that in some of the headlines, I effectively addressed customer pain points, agitated those pain points, and presented our top solutions. It's always a learning process, and I'm continually refining the approach to ensure we're reaching our audience effectively.

Email Copy:

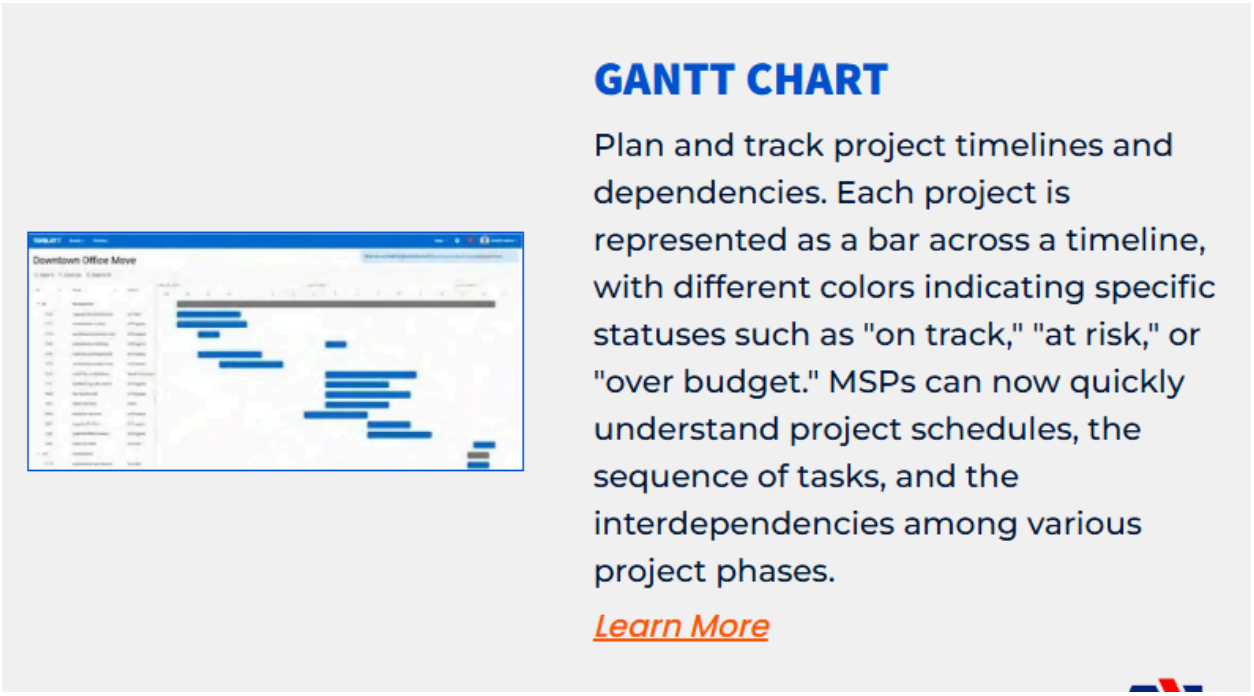
Subject: Introducing “Gantt charts” – the new tool to streamline your timelines and manage projects with ease.

Hello {{First name}},

We understand that running an MSP comes with immense responsibilities, and even one small mistake can be costly. One of the biggest challenges is transitioning to agile smoothly and overcoming PM Tool Challenges.

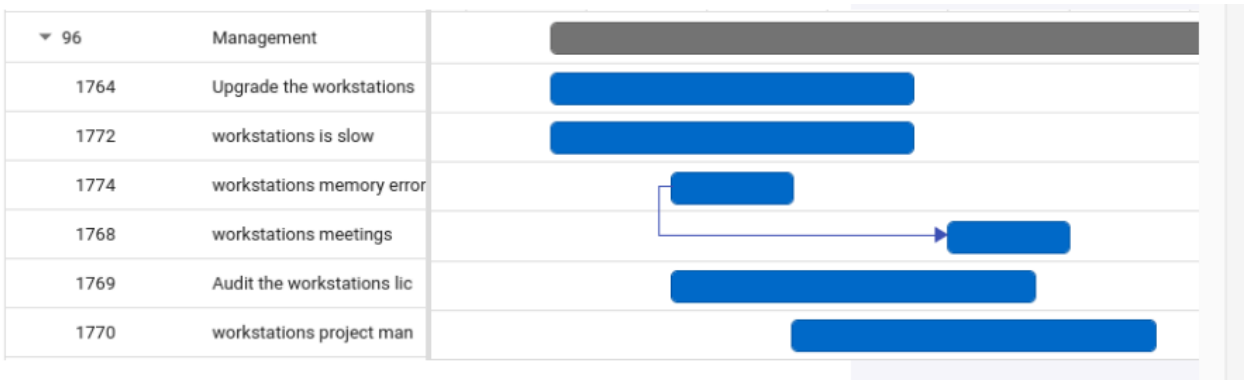
That's why we're excited to introduce our new visual management feature, designed specifically to help you prioritize your projects efficiently.

Say hello to the Gantt chart, a game-changer for keeping your projects on track and your business thriving.



With the creation of the Gantt chart, users can now:

✅ Manage an individual project in Gantt.



✅ Manage a project portfolio in Gantt.

✅ Monitor project progress and budget overage.

Still confused about how to use this new feature?

Want to see this new feature in action? Get a live in-depth walkthrough of our new Gantt-chart feature on {{date}} at {{time}}.

Reserve your spot today!

Notes:

When sending emails, it's always beneficial to follow up. Tools like Lemlist can help automate this process effectively.

Warming up your email before sending helps prevent it from being marked as spam.

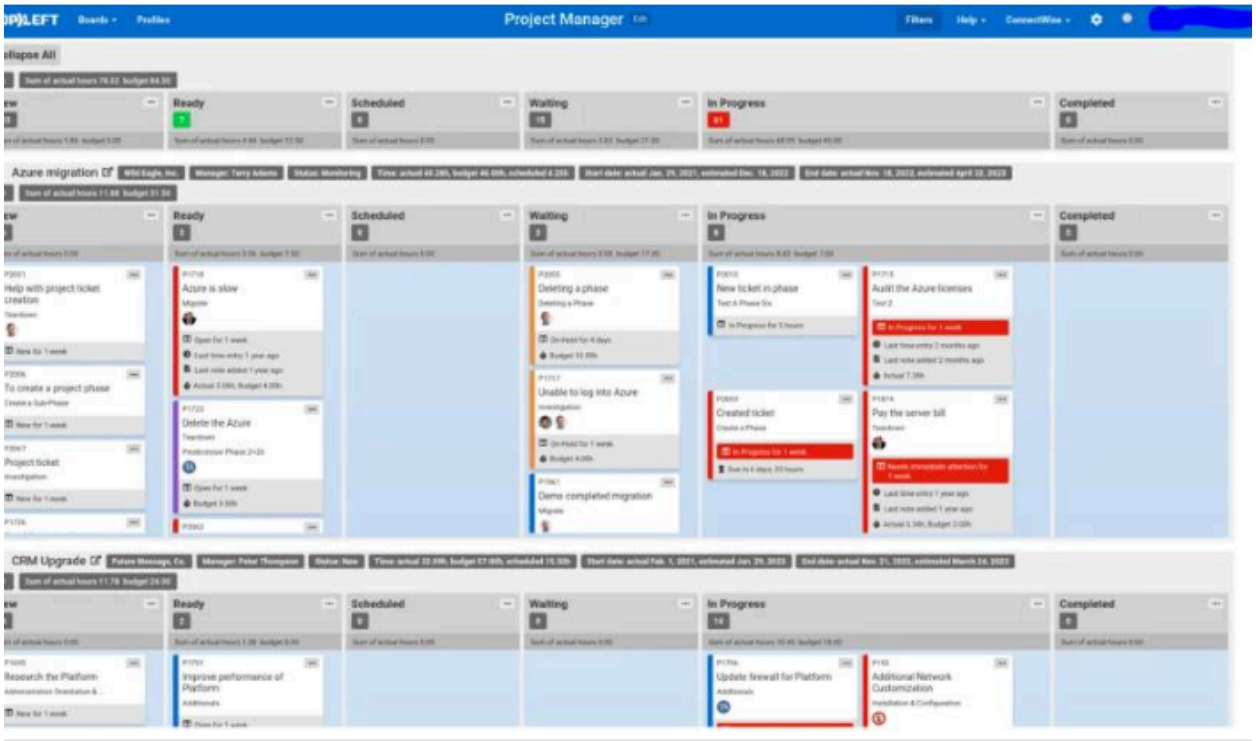
Facebook Copy:

Newsfeed Post:

Ready to boost your company's visual efficiency even more? With the new swimlanes feature by TopLeft, you can:

💼 See your work split up by technician, project, company and team.
🔨 Split a kanban board into horizontal groups, where each swimlane shows the cards with a certain property for a certain field.
🙈Collapse a swimlane to temporarily hide it from view.
✅ Collapse all swimlanes by clicking the Collapse All button at the top of the page.
🖱️ Enable both horizontal and vertical scrolling, enhancing visibility and organization across multiple categories or criteria.

https://help.topleft.team/knowledge/show-work-in-groups-with-swimlanes?_gl=1*1apon4r*_gcl_au*MTYyNjAyNjAxNS4xNzE4ODc1MDEx



Story Post:

Are you struggling to achieve agile MSP success and complete tickets on time?

Join over X MSPs who have transformed their operations with our visual project management software, likely compatible with your PSA. On average, they've seen a 50% boost in efficiency.

Wondering if our solution is right for you?

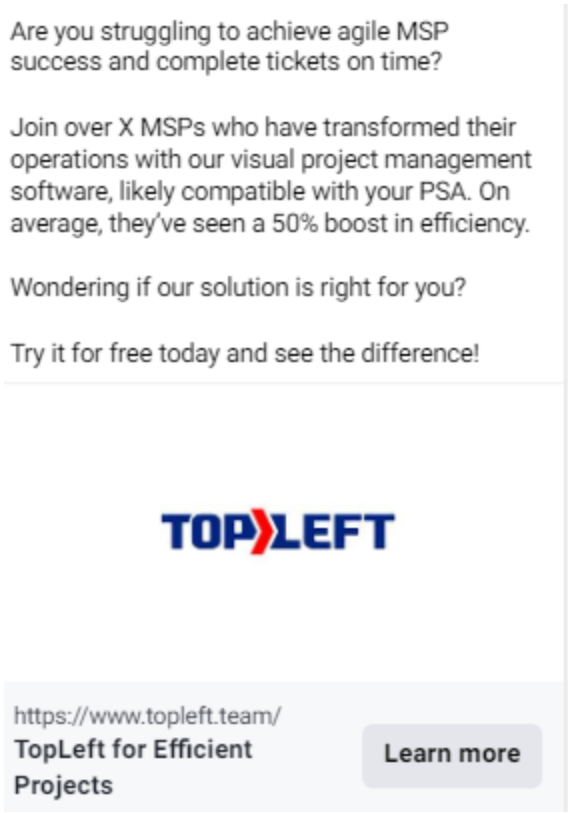
Try it for free today and see the difference!

https://www.topleft.team/

TopLeft for Efficient Projects

Learn more

Bonus Sponsored Post:



Notes:

- Customers are at different stages of product awareness, so I tailored the marketing approach in each ad accordingly. For instance, some customers may know about the product and the problem it solves but aren't yet convinced of its effectiveness. For these bottom-of-the-funnel customers, marketing becomes easier because they need detailed information about features and benefits. For this group, I focused on driving them to free demos, phone calls, webinars, or the features page to answer all their questions.
- However, for customers who are unaware of the product, we need a strong unique selling point to grab their attention. I emphasized how your services are specifically tailored for MSPs, are highly rated, and can be easily integrated with many PSAs. This unique selling point is something that not many competitors offer as effectively as you do from my knowledge.
- To further engage viewers, I incorporated stories and visuals into the ads. Visuals are shown to help drive conversions.
- I customized the CTAs based on who the ad was targeting. "Learn more" was for those less familiar with our product, while "request a free demo" was aimed at those more aware of what we offer.
- If you're on a smaller budget, focusing more on bottom-of-the-funnel content for sponsored ads is a solid strategy.

- Think analyst reports, buyer's guides, testimonial videos, or technical briefs. These can really drive engagement and conversions.
- I said X MSPs as a substitute for the number of MSPs that use your business. I did not know the exact number.
- I hope this approach helps. If you have any questions, feel free to let me know!