

Top 10 Digital Marketing Tips for Cloud Backup



Successful marketing of your Cloud Backup offering should start with a smart digital marketing campaign.

Not only is it a cost-effective way to build awareness with customers, but it also includes powerful tracking and targeting capabilities. Here's our quick checklist to help you get started, covering both Search and Display advertising tactics. We hope these are useful for your efforts!

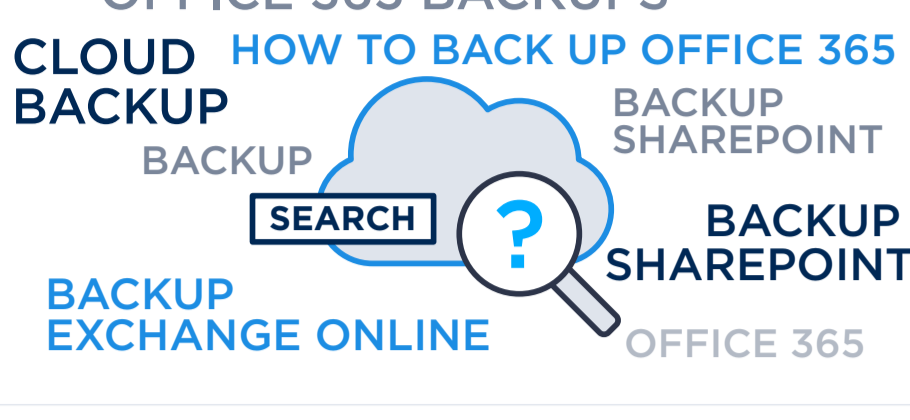
Search Tips

(i.e. buying search terms from Google Ads)

1

When buying search terms, focus on relevant topics

For example: Office 365 backup, backup SharePoint, how to backup Office 365, backup Exchange Online



2

Tailor your search terms to your local region

For example: 'cloud backup vendors in Charlotte, NC'



3

Focus on specific industries or markets

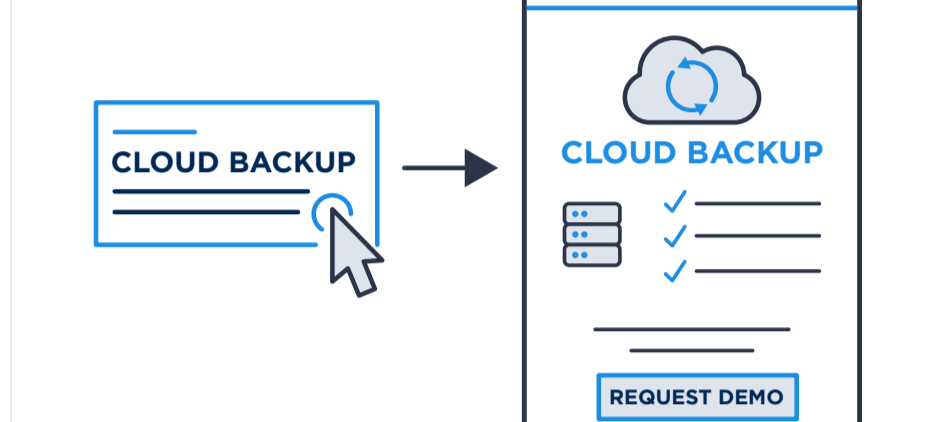
For example: 'Office 365 Backup for accounting firms'



4

Link your campaign to a landing page on your website that features your chosen search terms and that captures customer leads!

For example: Include a 'Request a demo' button as a clear call to action



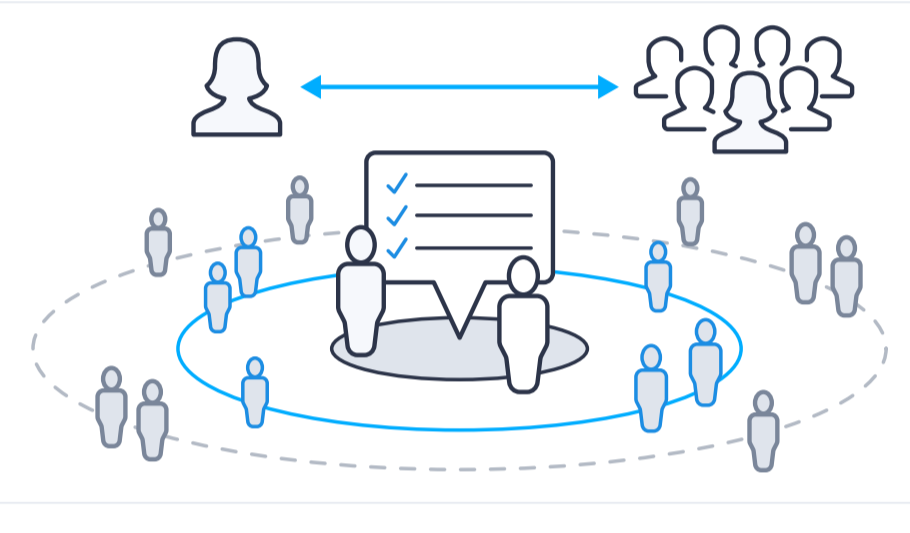
Display Tips

(i.e. placing digital advertising)

5

Deploy smart targeting for your ads

For example: Go after users physically located in your target geographical region, who have searched specific keywords or who have visited specific websites, blog posts or online articles



6

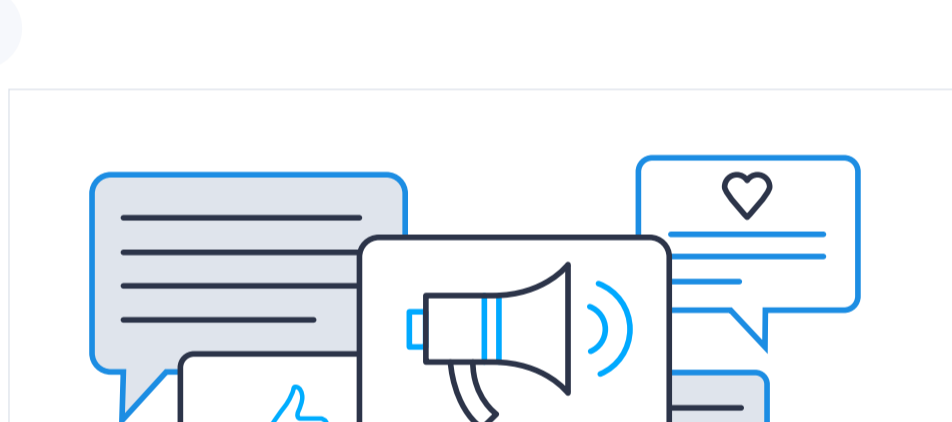
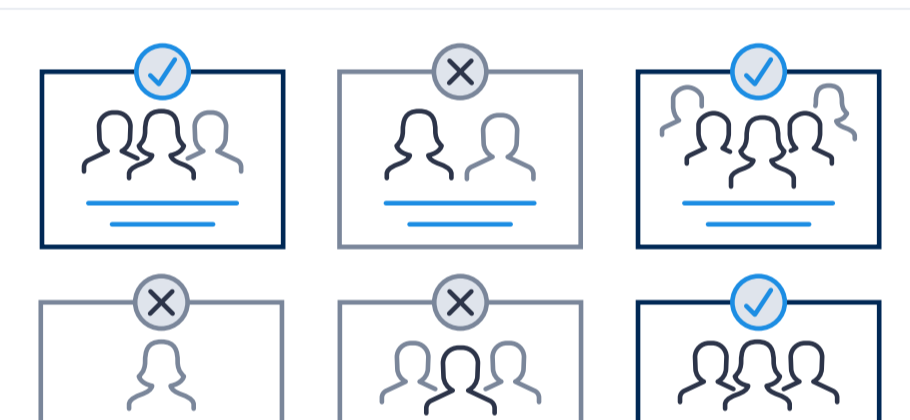
For even better targeting, combine some of these elements

For example: Focus on users who have searched specific keywords and who are physically located in a specific geo area

7

Leverage Pre Built Google Audiences targeting for your display campaign

For example: Google offers an audience of Office 365 users interested in backup



8

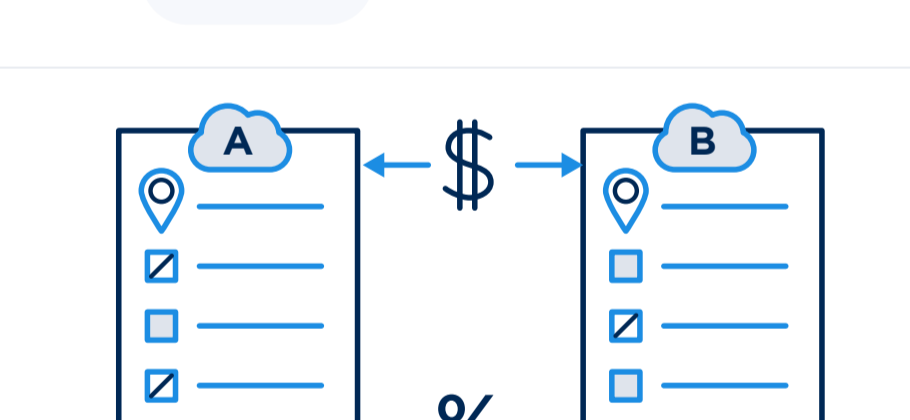
Consider placing display ads on local influencer sites

For example: Small business forums or local tech influencers

9

Start with a small test of USD \$500. You should focus on your local area first and if results are good expand as needed.

For example: End customers in your local area may have higher conversion rates

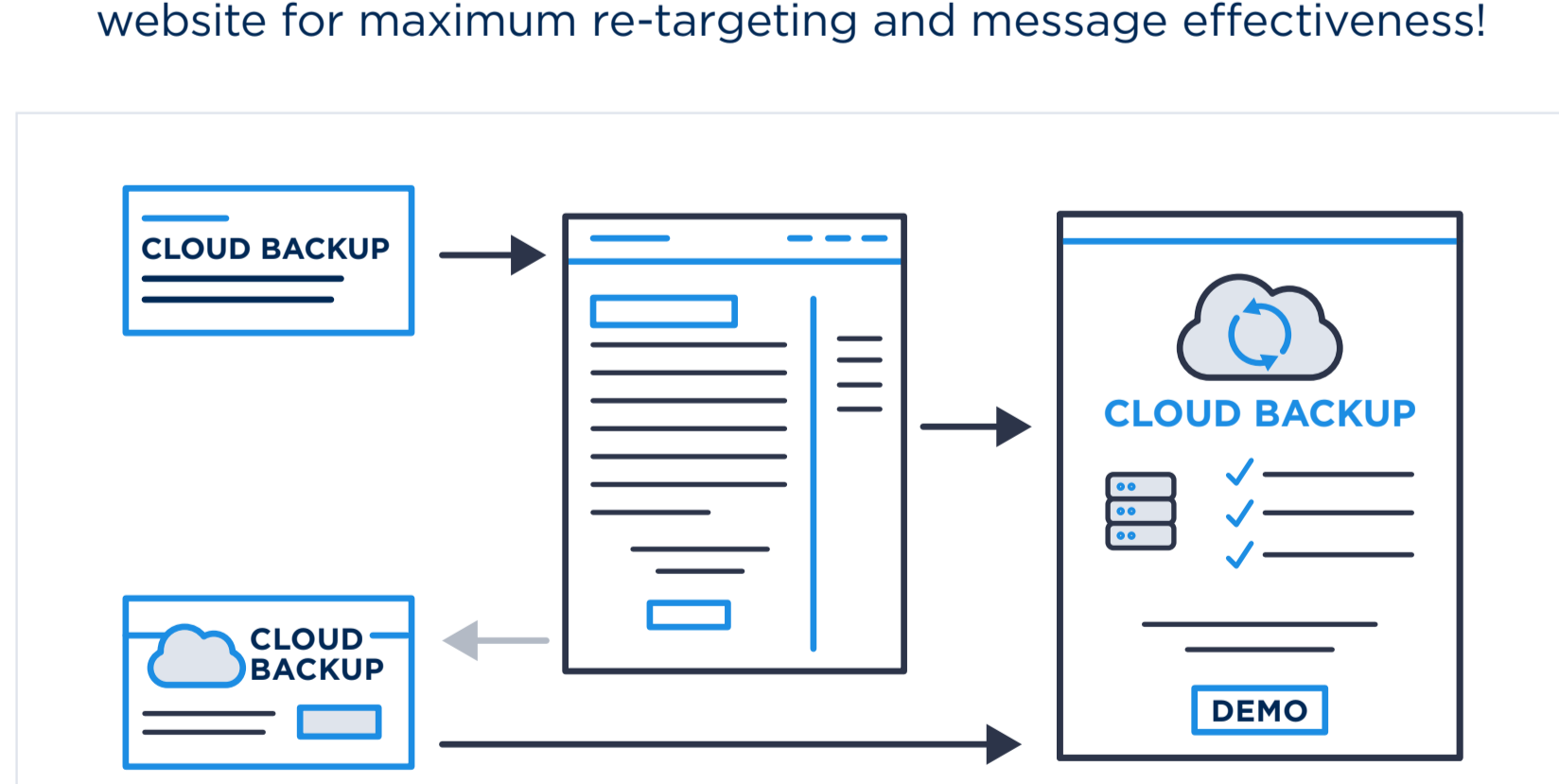


Putting it all together

10

Conduct an integrated digital marketing campaign that combines both Search and Display efforts!

For example: Start with a keyword campaign to your website, then do a display campaign for visitors who've visited your website for maximum re-targeting and message effectiveness!



Campaign in a Box
Acquire more Office 365 customers with a curated collection of ready-to-use marketing resources.
Visit Readiness Hub: bit.ly/BackupCampaign (Access with a free account)

SkyKick Standard Bundle
Increase profitability with free migration and Cloud Backup recurring revenue service.
Learn more: bit.ly/SKStandardBundle

Get Started
Log in at [skykick.com](https://www.skykick.com) to register and start your first Migration or Cloud Backup subscription.

Offers
Visit offers.skykick.com for the latest promos, including discounts on your first SkyKick order.