

# 6 Ways to Expand Your Customer Base

As the channel cloud industry becomes more valuable, the barriers to entry are falling. In order to scale the growth of your cloud practice while steadily moving along your cloud roadmap, you'll want to aim for expanding your customer base while driving up your customer retention rates.

Here are 6 ways you can do that, and win more customers with Acronis Cyber Cloud.


## Win more customers with Acronis Cyber Cloud Offering the #1 Hybrid Cloud Backup-as-a-Service Solution

### **1** Create targeted campaigns.

Customers stay when they are continuously getting value for their investment. That's why it's so important to identify your ideal customer and create the type of campaigns that speak to their needs.

### **3** Simplify your switching process.

Once you've convinced potential customers to move away from their current provider and towards your offering, ensure that their move is as simple and pain free as possible. Re-examine your onboarding process and address any areas that need to be streamlined.

78% of people have walked away from a sale as a result of poor customer service. 

### **5** Promote your niche.

There are always areas you can target where your customers' ties with their current service provider are weaker, and where you can better fulfill their needs. Concentrate on those areas and promote your strength in each—through your marketing.

### **2** Identify potential switchers.

When your competitors' customers are not receiving enough value for their investments, there is huge opportunity to lead them toward your offerings. With a switch campaign, you can identify the organisations who are most likely to move providers, and target your offerings toward them.

### **4** Highlight your value prop.

You know why customers would benefit from your services. But are your customers clear on this? Take the opportunity to instill and reiterate all the reasons your offerings will deliver the value your customers are looking for.

### **6** Incentivise.

Motivate your customers with a strong solution to their concerns about protecting all of their customers' systems and devices. Acronis Cyber Cloud is a highly customisable, cost-effective set of tools that easily integrates with your existing business automation platform and provides your customers with a best-in-class technology that is easy to use, complete, and safe.

## About Acronis

Ingram Micro Cloud presents endless possibilities to enhance your customers' experience in the cloud, with our partners seeing exponential growth when they attach security solutions onto their Modern Workplace, SaaS or UCC purchases.

Acronis Cyber Cloud is a secure, turn-key SaaS solution that protects 20+ platforms and is already integrated

with Microsoft Office 365 so customers experience lightning-fast backup and recovery with minimal overhead.

Visit the Acronis showcase page for more information on how you can widen your customer base from the No. 1 Hybrid Cloud Backup-as-a-Service Solution for MSPs.

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