

Move to Cloud Campaign

**Lead-generating,
pipeline-building campaign**



The eXperience
Communications
Platform

Move to Cloud: Target Audience & Key Messages

Target Audience.

- Organizations with 100+ employees using on-prem PBX solutions
- Industry: Campaign applicable to all industries and verticals.
- Titles: CIO, SVP, VP, Sr Director, Director IT

Key Theme.

Companies currently maintaining an on-premise PBX infrastructure are dealing with its complexities. They need to adapt to post-pandemic expectations and deliver a seamless communications experience anywhere on any device. Cloud solutions enable a seamless and safe migration to modern communications.

Move to Cloud: Target Audience & Key Messages

Campaign Goal.

The 3-Touch Campaign will demonstrate the value of migrating to a cloud communications solution. The assets address the following topics:

- Business continuity and uptime during and post pandemic
- Ensuring employees have the tools to be productive from anywhere
- Ensure technology is geared to support business needs
- Optimize IT spend and resources
- Maintain security and compliance needs in a dynamic (hybrid) work environment

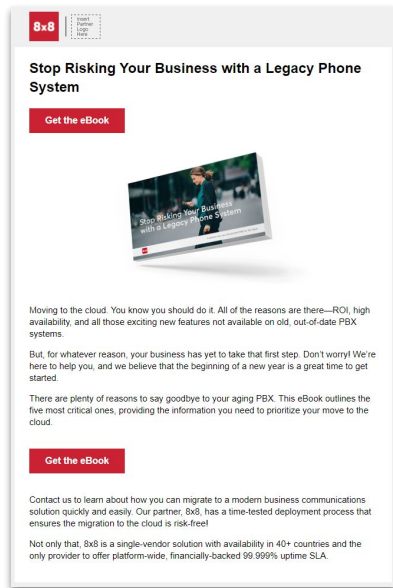
Prospect Follow Up.

Once the prospect sees the value of moving to the cloud, use the supporting marketing materials to share the 8x8 solution and value proposition:

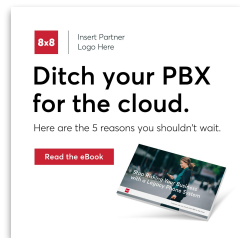
- A proven solution with industry leading reliability
- A risk-free, hardened migration strategy
- Global availability
- Significant cost savings

Campaign **Touch A:**

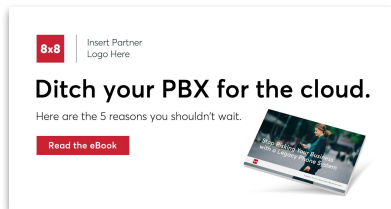
Stop Risking Your Business with a Legacy PBX System



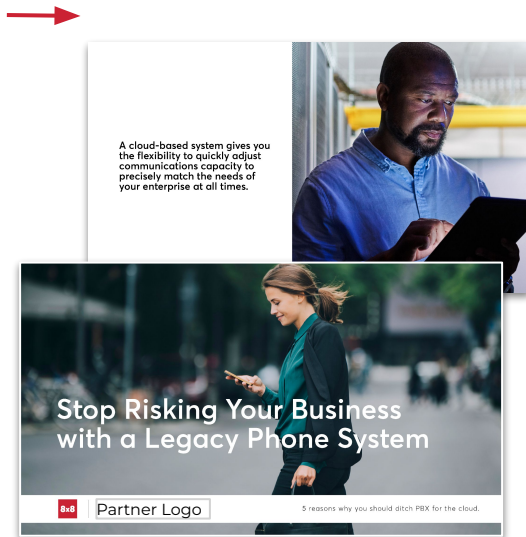
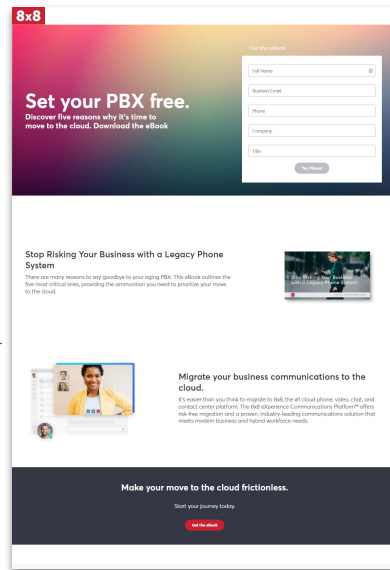
Email



Social Posts



Landing Page

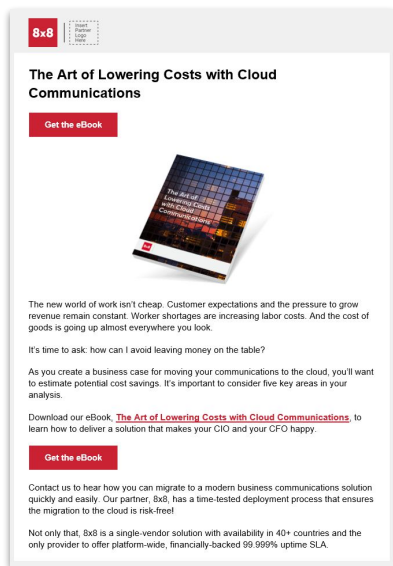


Quality Content: eBook

Engaging email & social posts drive to request form. **Results:** Quality content for prospects and leads for you!

Campaign **Touch B:**

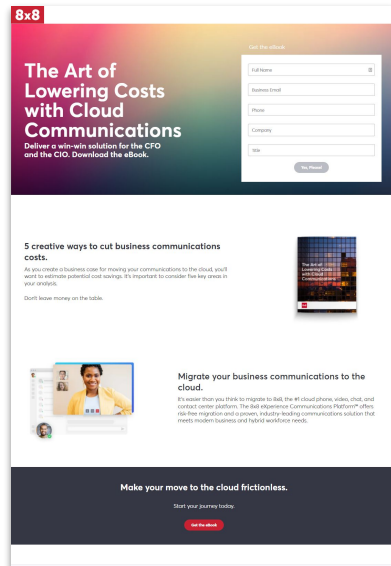
The Art of Lowering Costs with Cloud Communications



Email



Social Cards



Landing Page

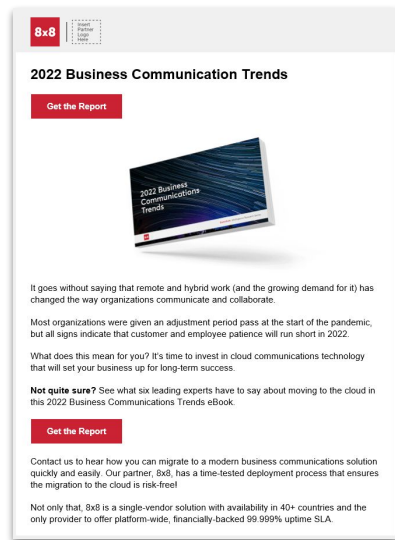


Quality Content: eBook

Engaging email & social posts drive to request form. **Results:** Quality content for prospects and leads for you!

Campaign **Touch C:**

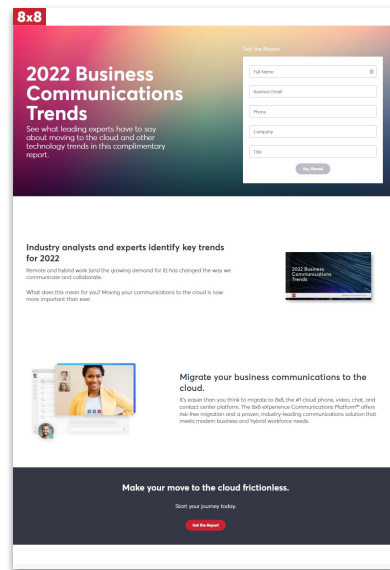
2022 Business Communications Trends



Email



Social Cards



Landing Page



Quality Content: Report

Engaging email & social posts drive to request form. **Results:** Quality content for prospects and leads for you!