

LuxCloud joined forces with British hosting.co.uk during the introduction of their cloud services portfolio

In cooperation with LuxCloud, Hosting.co.uk launched a marketing campaign to deliver increased value to existing customers and attract additional ones.

Partner Background

Hosting.co.uk offers multiple web hosting solutions and combines industry expertise, fast servers and a reliable network with unparalleled customer service and technical support. With a data network based in the United Kingdom, the company offers its services throughout Europe, North America and the rest of the world.

Business Situation

Hosting.co.uk, already proven as a leading UK web hosting provider, was looking to expand their portfolio with cloud applications. Adding LuxCloud services to their hosting portfolio, would create possibilities to deliver more value to their customers, increase revenue through up-sell and cross-sell and attract new customers.

Since this was a new area of expertise, LuxCloud was asked to provide assistance. Both parties agreed that, for a successful launch, LuxCloud's marketing department would create and execute the marketing campaigns. Multiple channels were used, such as email, Direct Mail and the hoster's Social Media channels. To create a lasting impact, the total time period of the campaign phase was approximately two months.

The cloud services could be won in two different contests. One of the contests also offered one ultimate prize as in winning a Microsoft tablet. Existing customers were offered introductory discount offers to try out the services. The main objective of the campaigns was to create awareness and cross-sell possibilities for existing customers due to the expansion of the hosting portfolio with cloud services and simultaneously, for prospects to be attracted to the brand.



Partner Profile

UK Based.

Hosting.co.uk provides web hosting, Hosted Exchange & cloud services to businesses throughout Europe, North America and the rest of the world.

Industry

Web hosting and cloud services app provider.

Business Problem Summary

Hosting.co.uk was looking for a reliable cloud services provider to help introduce cloud services to their web hosting portfolio.

Solution Summary

LuxCloud created and executed a marketing campaign for Hosting.co.uk to cross-sell to their customer base and simultaneously attract new customers.

Campaign Period

Two months time period, during the end of 2014.

Case Study

Outcomes / Results

Giving away cloud services through a contest is a great way to get people interested in cloud services. It allows to up-sell to a paid version of the service to customers that tried the product and to cross-sell to additional services. As a result of intense campaigning, the customer base grew by 4% over the two month campaign period. Positively surprising was the unintended growth of the core hosting products as a result of the efforts. The social media campaign resulted in a quadruple growth of Facebook likes.

Due to the use of WHMCS, the system integration between both parties was incorporated smoothly. What normally would have taken weeks, was now done within hours.

Frederick Schiwiek, Co-Founder and Managing Director explains *“Initially, I was a little hesitant about giving the LuxCloud marketers access to my communication channels, so that they could execute the marketing campaign under my brand name. However, they quickly demonstrated their professionalism and took up the campaign with strong enthusiasm. The results were better than predicted.”* Frederick Schiwiek continues *“Overall I am very pleased with the outcomes. The relationship has already proven to be successful and we are looking for new ways to further extend our partnership.”*

“The relationship has already proven to be successful and we are looking for new ways to further extend our partnership in the future”.

Frederick Schiwiek,
Co-Founder and Managing Director,
Hosting.co.uk

Results/ Impact

- Giving away cloud services interests prospects and generates sales possibilities.
- Customer base growth of **4%** (over 2 months).
- Social media interest **quadrupled**.
- Core products **growth**, as a result of active campaigning.

Contact LuxCloud

Visit www.luxcloud.com or email us via info@luxcloud.com for more information.

Contact Hosting.co.uk

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