## **Entra Backup Campaign-in-a-Box Sales Strategy Playbook**

## **📘 Sales Strategy Playbook: Who to Target, How to Engage**

### **📌 What This Is**

This playbook helps MSPs develop a **targeted outreach plan** for both current clients and new prospects. It outlines **who to prioritize**, **what messaging to use**, and **how to approach them over the 30-day campaign period**. Because even the best campaign content won’t work without focused, intentional outreach.

## **🎯 WHO TO TARGET**

### **🔐 Current Clients (Low-Hanging Fruit)**

These are clients who already trust your MSP—and where a conversation about business continuity and added protection will feel natural.

**Ideal Targets:**

* Clients using Microsoft 365 (especially Business Premium)
* Clients in regulated industries (e.g., healthcare, legal, finance, nonprofit)
* Clients with limited or no in-house IT expertise
* Clients who have asked about MFA, access control, or ransomware

**Outreach Goal:**  
 Position Entra backup as a **new layer of protection** you’re rolling out as part of your ongoing commitment to security and business continuity.

### **👋 New Prospects (Opportunity to Differentiate)**

These are leads you haven’t won yet—or may not be actively looking—but who are vulnerable to the risks Entra backup solves.

**Ideal Targets:**

* Businesses with 10–200 users on M365
* Companies frustrated with their current MSP or IT support
* Verticals with known compliance sensitivity (HIPAA, GDPR, FINRA)
* Prospects using basic backup only (email/files, not access control)

**Outreach Goal:**  
 Use the identity protection angle to **stand out** from other MSPs. Introduce this risk as a blind spot most providers miss—and show you're thinking a step ahead.

## **🗺️ HOW TO ENGAGE (Tactical Strategy)**

### **WEEK 1–2: Education & Awareness**

* Email #1 (Awareness): Send intro to Entra backup and the risk of access loss
* Social media: Share 2–3 posts from the campaign kit
* Calls: Reach out to top clients and warm prospects
* Blog: Publish the “What Happens If Your Team Gets Locked Out?” article

🎯 Focus: Introduce the idea, start soft conversations, gather reactions

### **WEEK 3: Follow-Up & Framing Value**

* Email #2 (Urgency): Highlight time-sensitive risks (30-day deletion, real-world stories)
* Client QBRs or check-ins: Bring it up in strategic reviews
* Use Case Stories: Share relevant examples tied to the client’s industry

🎯 Focus: Frame this as a critical next step in their protection strategy

### **WEEK 4: Closing Conversations**

* Personal outreach: Follow up on clicks, opens, or past interest
* Offer to activate a **free NFR license** for the client’s own organization
* Share a simple checklist or one-pager to support final decisions

🎯 Focus: Book final discovery calls, deploy trials, and close interest into action

## **🔧 TOOLS TO USE (From This Campaign Kit)**

* **Landing Page Template** → Central CTA (Call to Action)
* **Sales Quick Reference** → Talk tracks
* **Objection Guide** → Handle resistance
* **Use Case Library** → Add urgency with real-world relevance
* **Email Templates** → Plug-and-play outreach
* **Social Media Posts** → Keep your brand visible