



# GROWTH ACCELERATOR REPORT: THE CLOUD MSP MARKET

2023



# About this report

- Cloud computing has become the de-factor infrastructure of choice, with spending on cloud infrastructure increasing year-on-year. Recent Gartner predictions show that global end-user spending on cloud services is forecast to grow 21.7% to total \$597.3 billion in 2023, with the global MSP market set to reach \$354.8 billion by 2026, a year-on-year increase of 14%.
- The aim of this report is to educate MSPs, and service providers on how they can use earned, owned and shared media to capitalise on this growth.
- To do so, we take a deep-dive into the industry looking at how the fastest growing brands are using these mediums to accelerate their growth.\*

# Contents

- Meet your buyers
- Who influences your buyers?
- Who should you be speaking to?
- What should you be speaking about?
- How are the fastest growing brands using:
  - Earned Media
  - Owned Media
  - Shared Media

# Meet Paul, a typical CIO in the UK

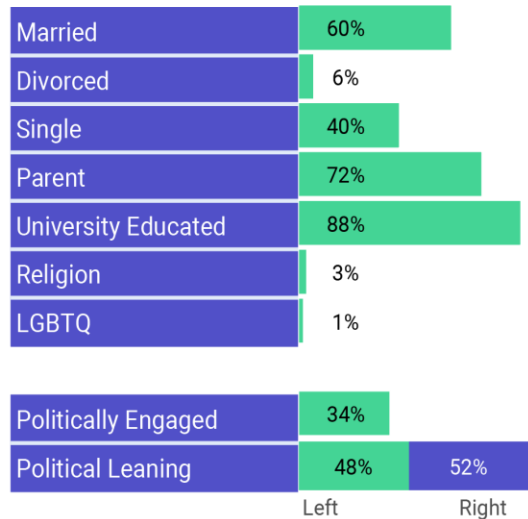
Likely name: Paul


Average age: 41

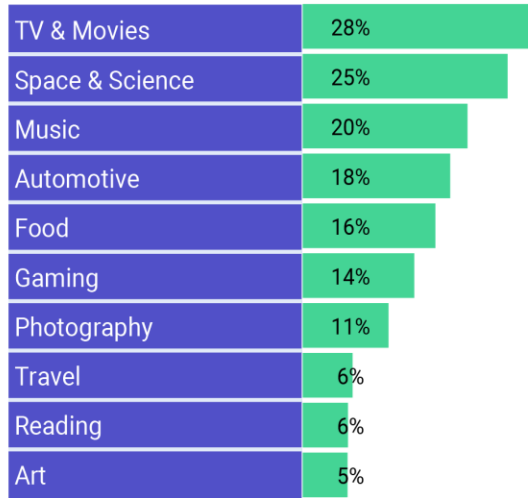
The gender split across the 1,262 UK CIOs was:




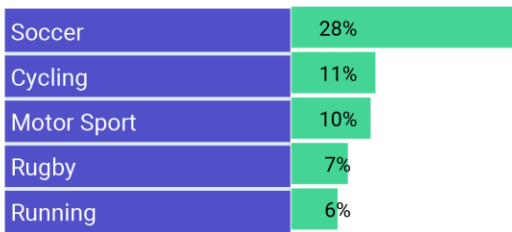
 **GENERAL BACKGROUND**




 **INTERESTS**  
what they follow outside work

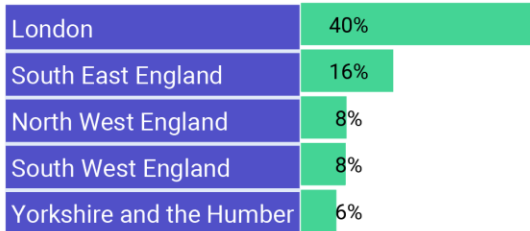


 **SPORT**  
participates in or follows



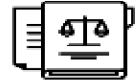
These 5 sports are played or followed by 40% of CIOs in the UK

 **LOCATION**  
Lives or usually based



78% of CIOs in the UK live in these 5 regions

# Who influences Paul?



## INDUSTRY SPECIFIC

people, events and organisations that influence UK CIOs

CIO WaterCooler	Community of CIOs & IT Leaders	9%
Gartner	Technology analyst firm	8%
Mark Chillingworth	Icon Business Media	6%
Bryan Glick	Editor in chief of Computer Weekly	6%
NCSC UK	Part of UK's intelligence & cyber agency	6%
Digital Leaders	Online space for leaders promoting digital transformation.	6%
NHS Digital	National data and technology partner for the NHS	5%
Mark Samuels	Freelance technology journalist	5%
TechUK	Tech trade association championing UK tech industry	5%
Government Digital Service (GDS)	Government body responsible for digitising government	5%

These are 10 of the people, events, organisations, forums/communities, etc. that CIOs in the UK find interesting and relevant to their jobs but may not be obvious to most marketers.

# What does Paul read?

23%

Percentage of UK CIOs that read *CIO UK*

62%

Cumulative readership of the top 20 popular news outlets for UK CIOs



# What are UK journalists interested in?

From speaking to a selection of the journalists that write for the publications Paul is reading, the below is a sample of the topics that they are currently writing about:

- Case studies
- UK Cloud Trends e.g., cloud boomerang, cloud sprawl
- Skills shortages, digital skills crisis, retraining and upskilling
- Cloud computing as a key driver for the UKs data-driven economy
- The role of tech to the UK economy – e.g., New UK Tech & Science Department
- Regulation, Compliance & Governance
- Sustainability - UK race to Net-Zero and the role of MSPs

# Which brands are performing well across Earned Media?

The below table is a snapshot of how the top MSPs are performing across UK earned-media environments. The analysis takes into account the publications that Paul is reading.

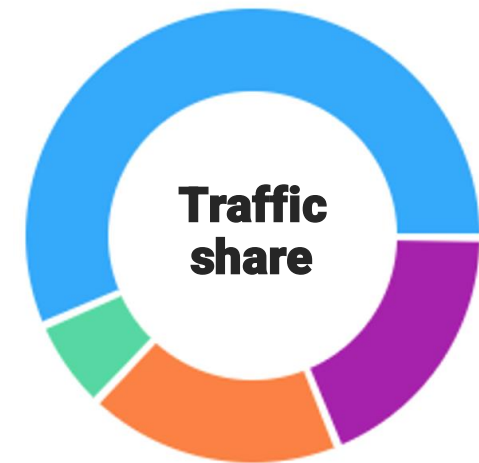
	Rackspace	NTT Data	HCLTech	Cognizant
Volume of coverage	1 <sup>st</sup>	2 <sup>nd</sup>	4 <sup>th</sup>	3 <sup>rd</sup>
Variety of coverage	1 <sup>st</sup>	2 <sup>nd</sup>	4 <sup>th</sup>	3 <sup>rd</sup>
Distribution of coverage	1 <sup>st</sup>	2 <sup>nd</sup>	4 <sup>th</sup>	3 <sup>rd</sup>
Range of exposure	1 <sup>st</sup>	2 <sup>nd</sup>	4 <sup>th</sup>	3 <sup>rd</sup>
<b>Overall rank</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>4<sup>th</sup></b>	<b>3<sup>rd</sup></b>







# SEO– which brands are getting the most organic traffic?

In terms of organic traffic for the UK, the percentage of traffic share directly correlated to the number of organic keywords. The top keywords used by the top brands are:

1. Managed cloud service provider
2. Hybrid cloud solutions
3. Cloud optimisation tools
4. Benefits of cloud managed service providers
5. Evolution of cloud MSP market



 raxspace.com	57%
 www.nttdata.com/global/e...	6%
 hcltech.com	18%
 www.cognizant.com/uk/en	19%

# LinkedIn: Creating a prospect database

LinkedIn has over 740 million users. It is the largest single database of B2B professionals and is therefore a great way to connect and engage with your prospects. Used correctly, LinkedIn can act as a shop window for your business. The below table outlines how well the leading MSP and service providers are using LinkedIn.

	Rackspace	NTT Data	HCLTech	Cognizant
<b>Followers</b>	247,374	408,780	5,095,194	6,733,372
<b>Post frequency</b>	Averaging at 10 a week	Averaging at 11 a week	Averaging at 20 a week	Averaging at 9 a week
<b>Engagement</b>	Averaging around 110 likes per post. Lows of 30 and highs of 280.	Averaging around 200 likes per post. Lows of 45 and highs of 765.	Averaging around 250 likes per post. Lows pf 75 and highs of 12,150.	Averaging around 800 likes per post. Lows of 366 and highs of 1,998.
<b>Content</b>	Mixture of content including employee content, blog, earned media, events, business news	Mixture of content including white papers, employee content, videos, events, blogs, national days, webinars	Mixture of content including lots of video content, employee updates, partnership news, events, webinars, blog posts	Mixture of content including events, employee content, blogs, webinars, partnership news, videos
<b>Overall rank</b>	4 <sup>th</sup>	3 <sup>rd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>

# Using LinkedIn to engage with your prospects

In order to make the most of LinkedIn and engage with your prospects, these are the recommendations we would make:

- Make the content-prospect centric. Focus on the issues keeping your buyers up at night and demonstrate how you can help.
- Use case studies. Each of the leading brands received high engagement on their case study videos.
- Use multimedia formats: video content, interactive reports and slideshows.
- Invite prospects to interact with your content by asking questions and using polls.



# LET'S TALK.

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AN AWARD-WINNING B2B PR CONSULTANCY

## 🌐 B2B Marketing

WINNER: GOLD – BEST PR CAMPAIGN | GO INSTORE  
WINNER: BRONZE – BEST CORPORATE DECISION MAKER  
TARGETED CAMPAIGN | IVANTI  
FINALIST: BEST CORPORATE DECISION-MAKER TARGETED  
CAMPAIGN | MOBILEIRON

## 📄 CONTENT AWARDS

WINNER: B2B CONTENT CAMPAIGN OF THE YEAR |  
MOBILEIRON  
WINNER: BEST USE OF DATA IN A CONTENT CAMPAIGN |  
MOBILEIRON

## PRCA DARE AWARDS

FINALIST: B2B TECHNOLOGY CAMPAIGN | APTUM  
FINALIST: B2B TECHNOLOGY CAMPAIGN | CLAREMONT



WINNER: BEST B2B TRADE CAMPAIGN | APTUM  
WINNER: BEST B2B TRADE CAMPAIGN | IVANTI  
WINNER: BEST USE OF DATA | IVANTI

## PRmoment Awards

FINALIST: B2B CAMPAIGN OF THE YEAR | APTUM



WINNER: BEST USE OF DATA | IVANTI  
WINNER: BEST ONE-OFF CONTENT CAMPAIGN | IVANTI  
WINNER: BEST USE OF DATA | GREENLIGHT COMMERCE  
WINNER: BEST CONTENT CAMPAIGN TO ASSIST WITH  
CORPORATE POSITIONING | GREENLIGHT COMMERCE  
FINALIST: BEST ONE-OFF CONTENT CAMPAIGN | APTUM

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