Q1 2020 Marketing Campaign-In-A-Box

We are pleased to present our marketing campaign-in-a-box for Q1 2020. Enclosed in this package are all the elements you need to create and execute an IDR Local campaign to your customers. These marketing materials are created for you to use, with your branding, to market IDR Local to new or existing customers for upsell or cross-sell.

What's enclosed? Our goal here is to provide you with everything you'll need to execute a multi-faceted Disaster Recovery campaign to effectively reach out to your prospective customers. Aside from this instruction document, you will find the following assets, designed to drive prospects into learning more about the Infrascale products that you offer:

- **Landing Pages** (in both text and HTML versions)
- **Email Series** (3 emails, in both text and html versions)
- **Social Media** (5 posts, optimized for Twitter and can be repurposed for LinkedIn, Facebook, or any other social outlets)
- **IDR Local Presentation** (PowerPoint to present to your prospects, speaking notes included)

Here is a step-by-step guide to execute this campaign. Please note that you'll need your own internal resources for completing the campaign:

1. Create your landing page

We've provided you with two landing page options (in HTML format), one with a form fill and one without. Depending on your current website setup, the person responsible for your site should be able to easily integrate either version. The best option will be to include the form fill, if you have your database setup to do so. You will want to have your landing page URL ready in order to send out emails.

Depending on your current Content Management System (CMS), you could consider a simple cut and paste of the copy from the word document into your landing page. Otherwise, give the HTML version to your web designer for implementation. The landing pages that are enclosed have been designed to be easily customizable in the following ways:

- A space has been left as space for your logo. Copy and paste your logo in here and the document starts to become yours!
- Insert your phone number and company name in the spaces provided of "your phone number here" and "your company name"
- Insert your direct social links (Facebook, Twitter, YouTube, LinkedIn) in the places provided in the code, if applicable, or simply remove the icons altogether if you don't have social links.

Test your landing page if you've included a form fill to ensure the form is working properly.

2. Prepare your list

We've provided you with three emails to send to your contacts. First, you will need to develop a list of customers to send the email to. Mostly, these will be current customers that you want to generate some interest in the products you offer from Infrascale, specifically IDR Local. Or, you might send these emails to a purchased list of potential new clients.

Choose one of the three emails to start with. Choose it based on what you think your customers will respond to.

Remember, you'll be most successful generating leads when you combine your email blast with a phone call follow up. Therefore, you'll want to create or purchase lists that include contact names, emails and phone numbers.

3. Select which email template to use

Once you have chosen your list (target), you'll need to select your messages and determine how you'll send emails out. Each email is available as a formatted html file and as text, in a Word document. Here are the email subject lines:

- **Email #1:** "Most common sources of data loss"
- **Email #2:** "The new backup is disaster recovery"
- **Email #3:** "Protect your data from prying eyes"

Now, determine how you'll send out your emails. The type of email client/program that you use will help determine if an html or text-based email will work best for you:

If you are sending small quantities of emails out through Outlook or other email client, you will be most successful with cutting and pasting copy from the Word document into your email client, customizing the necessary fields and sending it as a text-based email from there. You can do this on your own.

If you are sending larger quantities of emails using an email marketing tool (such as Constant Contact, ExactTarget, etc.) then you may want to use the html templates. This will produce a more professional- looking email which include a layout and graphics. You can do this by utilizing your internal resource fluent in HTM, the person responsible for your emails.

The attached html emails that are enclosed have been designed to be easily customizable in the following ways:

- A header space has been left as space for your logo. Copy and paste your logo in here and the document starts to become yours!
- Insert your phone number and company name in the spaces provided of "your phone number here" and "your company name"
- Insert your direct social links (Facebook, Twitter, LinkedIn) in the places provided in the code, if applicable, or simply remove the icons altogether if you don't have social links.
- Replace the Lorem Ipsum text with a quote from one of your satisfied customers, a quote from the company Founder, or simply remove the section altogether if you don't want to include a quote.

4. Schedule your emails & social media

Once you have scheduled your emails, you will also want to schedule your social media posts.

We have included 5 posts for Twitter, Tweets, that can easily be repurposed and used for LinkedIn, Facebook, or any other social media outlets you use. If you use a tool like Buffer or Hootsuite, you can schedule these posts in advance. If you're going to post live, simply spread out your social media presence evenly throughout your campaign.

You'll want to have your landing page tested and ready to go for both the social media postings and your emails.

5. After emails sent, follow up with phone calls

Shortly after you send out your emails, you will want to follow up with phone calls to further engage customers to see if there is interest in learning more about your data protection products. The initial follow-up calls can be made by a telemarketer whose job it will be to establish interest and set up an appointment with a sales person, who will present an overview of the data protection services you offer and answer any specific questions.

We’ve also provided you with a PowerPoint presentation for this purpose, and it is included in the package. You should add your company name and logo to this presentation, or alternatively, cut and paste this content into your PowerPoint template.

When you reach prospects with your outbound calling, you’ll want to make note of their interest and what areas they focus on. Then schedule a time to go through the presentation where you will cover the breadth of data protection products you offer.

6. Following up with non-respondents

So, you’ve executed on the landing page, social media, the email series, and someone has spoken with those that showed interest. That process has added several qualified opportunities to your pipeline. Great job! Now what?

You can do some more marketing to the same list. Use one of the other emails and send it to the non-respondents from your original email send and repeat the process. Chances are good that you will get a second round of response from those who were too busy to notice your first round or who are more interested in a different topic. The idea is to extract as many opportunities as possible from each campaign. We have provided copy for a total of three outbound emails.

7. Schedule your presentations

Once you’ve engaged with your prospect either via email, social, or phone, and your landing page form fills have collected leads, it’s time to schedule your meetings and presentations. The attached PPTX that is enclosed has been designed to be easily customizable in the following ways:

- A space has been left for your logo. Copy and paste your logo into the PowerPoint template here.
- Insert your phone number and company name in the spaces provided.
- Insert a slide(s) about your company toward the end, or remove this slide altogether if you don’t wish to use it.

8. Get another targeted list and repeat the process

Once you’ve executed a campaign and followed up with all the leads, the time will come to find another target list and start the process over again. As you execute campaigns, you will get a feel for what a campaign will return in terms of new business. You’ll use this to help size your campaigns so that you meet your new business goals.

Are you ready to get started? Then load up that landing page, schedule emails, and social, and get your message out to prospects. Then, do your phone follow up and presentations to engage the prospects. You’ll be well on your way at closing some new customers for Endpoint backup & recovery with ICB.

Good luck and let us know how it goes!