

## Toolkit User Guide

### The toolkit includes:

- An end-user datasheet
- Product battlecard
- Branded and unbranded social templates with graphics
- A branded and unbranded plain text email campaign
- Opt out email templates

### End-user datasheet

The datasheet provides all the key features and benefits of the product to share with your customers.

This document is an editable PDF. The footer at the bottom has been left free for you to add in your own logo and company details before sharing with customers.



#### Quality products. Trusted advisors. True partnership.

##### WHO WE ARE

The channel is all about partnership and so are we. Building a community of partners, we have become trusted cybersecurity advisors and are committed to bringing the latest high-quality products to market. Adding value is embedded in our values, we use our knowledge and expertise to bring our community together, creating opportunity and avenues to grow.

##### WHAT WE OFFER

We believe our knowledge is peerless, and our knowledge is available to our partners whenever they need. Working together we drive towards growth and success with the latest cybersecurity solutions, resources, events and webinars.

Our carefully selected portfolio of products has been curated through a comprehensive selection process where each vendor is rigorously tested to ensure it meets the demand and requirements of the market. This detailed process, and seal of approval gives our partners confidence in their offering and creates a trusting relationship.

For each of our vendors, a dedicated product specialist is available to support our partners, from product demonstrations to technical advice and guidance.



### Product battlecard

This is a quick reference to help your sales team win customers. It contains tips on objection handling as well as comparisons with competitor products.

### Social templates

The social templates are designed as a series of 3 individual posts with supporting graphics. You have been provided with a branded set which highlights the vendor as well as an unbranded set that focuses on a particular security challenge.

There are prompts in the socials to amend and insert a link to your website/contact page.





## Email campaigns

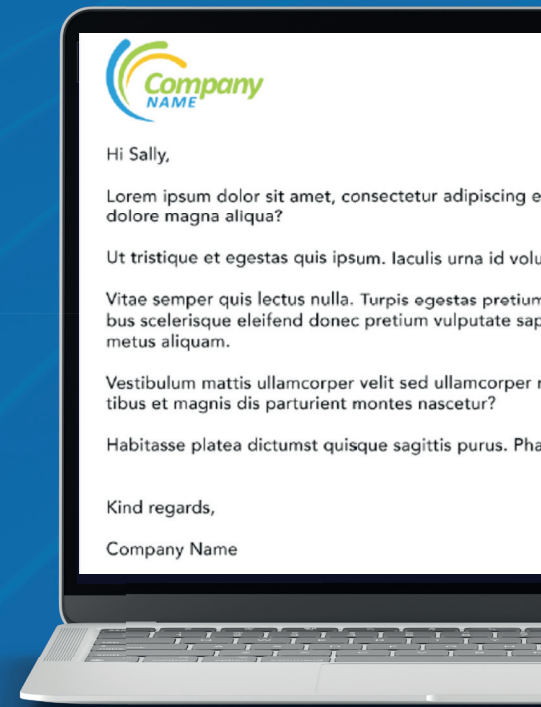
The toolkit includes an email campaign to help you generate leads for your business. These emails can fit into your inbound sales process. We strongly advise you to track engagement and try calling recipients who open the email.

## Plain text email campaign

The plain text campaign is a sequence of 3 emails which you can send out to prospects. Plain text emails are as the name describes – they are just text with no visual enhancements. These can be highly effective.

You have been provided with a branded option which highlights the vendor and unbranded option which focuses on just the security challenge. There are details to amend in the emails, including: names of who you're sending it to and who it is coming from.

If you don't have access to the name of the recipient(s), we would recommend replacing the greeting to 'Hi there.' Once you've edited the variables, you can copy the content into any email marketing platform.



## Opt-out email

Some partners choose to implement our vendors on an 'opt-out' basis, where customers are automatically enrolled and billed unless they actively choose to opt out. If you decide to use this approach, we have provided opt-out email templates to inform your clients accordingly.



## How to make the most of the campaign resources

### 1. How long should I leave it between emails and social posts?

**Emails:** Wait 3 -7 days between each email in a campaign. This avoids overwhelming the recipient while keeping your brand top-of-mind.

**Social posts:** You can post more frequently on social media (1-2 times per week per message), as social is less intrusive and more public-facing. For this campaign we have created 3 socials to coincide with each email.

**Best practice:** Coordinate your emails and social posts so they support each other, not compete. For example, post a social update a day before or after sending an email to reinforce the message.

### 2. Can I reuse the emails with the same person?

Yes, you can reuse the emails, but carefully, we would recommend:

- Avoid sending the exact same email repeatedly in a short timeframe as it can annoy recipients.
- Instead, repurpose content: change the subject line, adjust the introduction slightly, or highlight a different benefit if possible.
- You could cycle through the campaign again after 3 - 6 months with minor updates.

### 3. Should I call a prospect before sending the email?

This is optional, depending on context:

- If you have a warm prospect or an existing relationship, a brief pre-call can increase open rates and engagement.
- For cold contacts, calling first may not always help and could seem pushy. Emailing first is usually safer.

### 4. Should I call after sending an email?

Yes ...

- Calls are a great way to personalise the conversation and to answer questions, clarify benefits, or schedule a meeting – it's not just to repeat the email content.
- Timing: 1 -3 days after the email is ideal, while the content is still fresh in their mind.
- Follow up calls are most effective if the recipient opened the email or clicked on a link – if you have access to this data, check open and click rates and contact in order of priority (who engaged the most).

## How to make the most of the campaign resources

In the table below, we have put together a basic guide on when to use the resources based on the guidance in above

Week 1	
Email #1	Send
Social post #1	Post across your social media channels
Follow up calls	Follow up a couple of days after first email. (See Q.4 guidance above)
Week 2	
Email #2	Send to any contacts who have not engaged yet
Social post #2	Post across your social media channels
Follow up calls	Follow up a couple of days after email 2 - (See Q.4 guidance above) and be informed by week 1's calls/engagement too, so not to repeat calls.
Week 3	
Email #3	Send to any contacts who have not engaged yet
Social post #3	Post across your social media channels
Follow up calls	Follow up a couple of days after email 3 - (See Q.4 guidance above) and be informed by calls/engagement after emails 1 & 2 in previous weeks so not to repeat.