Branded PT emails x 3 – KnowBe4 toolkit

Email #1

**Subject:** Would your employees spot a phishing email?

**Preview text:** Make the human layer your first line of defence

Hi [NAME],

All it takes is one click, and your organisation could experience a devastating cyberattack.

What’s the best way to protect your team against social engineering threats?

KnowBe4 is a market-leading security awareness training and simulation platform designed to help companies address their security culture and understand the threats associated with phishing, ransomware and malware.

Want to strengthen your human defence layer whilst experiencing ongoing cybersecurity protection? It’d be great to chat about how KnowBe4 elevates your cybersecurity strategy, when is a good time for you?

Kind regards,

[NAME]

Email #2

**Subject:** Help! My team don’t like staff training

**Preview text:** KnowBe4’s binge-worthy training

Hi [NAME],

It’s vital that your employees understand the threat landscape, but we know that staff training can often be lengthy, uninspiring and a box ticking exercise for busy staff.

KnowBe4 are changing the game for security awareness training. Whether it’s a new starter or a seasoned employee, your team will enjoy monthly, engaging, consumable, binge-worthy training content in tandem with safe phishing simulations.

KnowBe4 proactively identifies risky behaviours, sending gentle reminders, simulation experiences and rapid training directly to the user, creating a strong security culture that doesn’t rely on the ‘blame game’.

Your employees are the first line of defence against phishing attacks, it’s time to get them onboard.

If you’d like to know more, I’d be happy to book in a call with you. When are you free?

Kind regards,

[NAME]

Email #3

**Subject:** Did you know …

**Preview text:** 74% of breaches are caused by human error…

Hi [NAME],

Cybersecurity technology is instrumental in a business’s security strategy, but it can’t protect against human error.

The only solution to this is security awareness training. KnowBe4 offers multiple benefits that go beyond reducing successful breaches and risk of data loss. You’ll experience:

* **Raised awareness**
* **Increased cybersecurity defences**
* **Real-time threat detection**
* **A strong security culture**
* **Fast and entertaining training**
* **Ongoing, continuous training that builds over time**

Do you think your team would pass a phishing simulation or detect security threat?

If you already have some in-house training, it’d be great to show you a demo of KnowBe4’s product suite to see where the gaps are in your current setup, or I can get back in touch down the line.

What works best for you?

Kind regards,

[NAME]