



Toolkit User Guide

The toolkit includes:

An end-user datasheet

Product battlecard

Branded and unbranded social templates with graphics

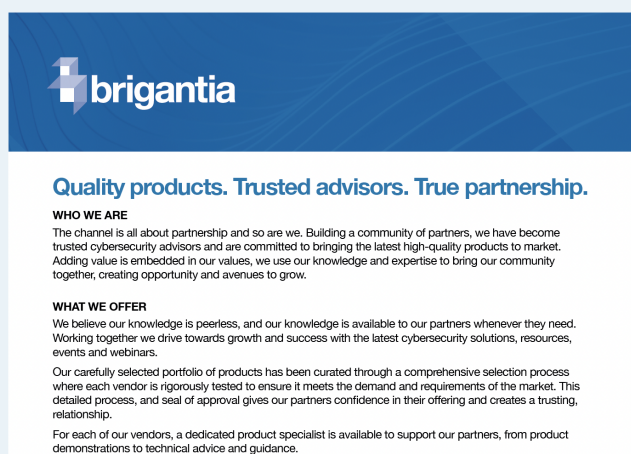
A branded and unbranded plain text email campaign

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.



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

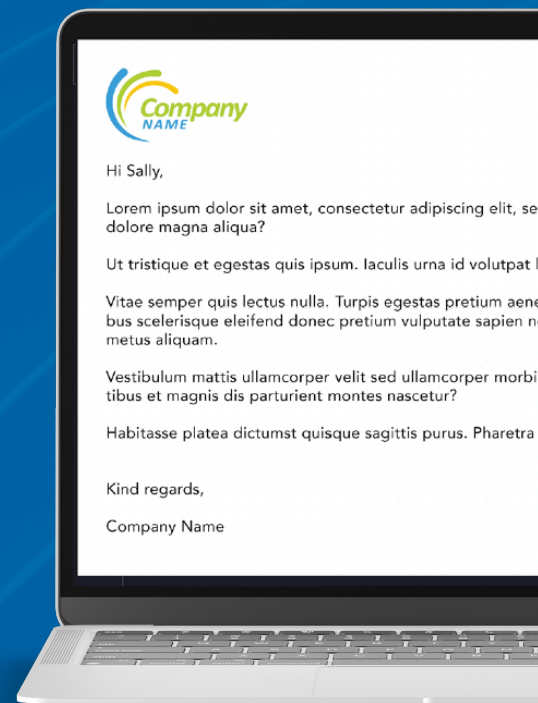
The toolkit includes an email campaign to help you generate leads for your business. These emails can fit into your inbound sales process. We strongly advise you to track engagement and try calling recipients who open the email.

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.

