CyberSmart PT email campaign

**Email #1**

**Subject**: Make Cyber Essentials certification simple

**Preview Text:** CyberSmart helps you stay ahead of threats and on top of compliance

Dear [NAME],

Are you ready to simplify your cybersecurity journey?

We understand that keeping security defences strong is a continuous process and can be difficult to manage. It’s important to have the best tools in place that equip you with the essentials to stay secure and maintain compliancy.

**Did you know that organisations that hold Cyber Essentials certification are able to prevent and mitigate 99.8% of the most common cyber-attacks?**

Cyber Essentials certification outlines the basic cybersecurity measures that all end users should have in place, and CyberSmart’s agent monitors the layers of the Cyber Essentials framework and alerts you when any device falls out of compliance.

CyberSmart’s ongoing monitoring means the process of achieving Cyber Essentials certification is far quicker and easier.

If you want to find out more about CyberSmart and how it works, I’d be happy to book in a call with you, when would be a good time?

Kind regards,

[NAME]

**Email #2**

**Subject:** Unlock the benefits of CyberSmart today

**Preview text**: Achieve Cyber Essentials certification quickly

Dear [NAME],

Do you want to gain Cyber Essentials certification but not sure where to start?

We provide numerous businesses with CyberSmart, helping them make their cybersecurity processes seamless and steps to certification simple.

Here’s what you could gain with CyberSmart:

* Meet compliance standards - achieve Cyber Essentials and Cyber Essentials Plus certification easily
* Rapid certification - obtain Cyber Essentials certification in as little as 24 hours
* Guaranteed success - pass first time\* *(\*CyberSmart gives you the tools and guidance to achieve a guaranteed pass by having all the necessary controls in place prior to submission.)*
* Ongoing monitoring - enjoy continuous compliance monitoring
* Robust protection - safeguard against 99.8% of the most common cyber-attacks
* Cyber insurance - benefit from £100k in cybersecurity insurance
* Strengthen defences beyond compliance through CyberSmart Learn *(add on)*

CyberSmart monitors and helps deliver compliance for Cyber Essentials and Cyber Essentials Plus. Are you ready to take control of your cybersecurity?

We could book in a time to run through a demo, or I could send over some more information.

What works for you?

Kind regards,

[NAME]

**Email #3**

**Subject:** Want peace of mind with your cybersecurity?

**Preview Text:** You need CyberSmart

Dear [NAME],

Don’t settle for less when it comes to cybersecurity.

CyberSmart makes achieving and maintaining Cyber Essentials certification effortless and as you saw in my last email, CyberSmart delivers a whole host of benefits, from continuous monitoring of the Cyber Essentials framework to helping you achieve certification quickly.

This innovative tool provides peace of mind, and the real-time reporting provides actionable insights, meaning you can always stay a step ahead.

It’d be great to speak with you more about your cybersecurity, I’m certain CyberSmart would have a significant impact on your cybersecurity strategies.

Do you have some time next week?

Kind regards,

[NAME]