CyberSmart toolkit unbranded PT email campaign

**Email #1**

**Subject**: Make Cyber Essentials certification simple

**Preview Text:** Stay ahead of threats and on top of compliance

Dear [NAME],

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

More and more businesses are looking to achieve Cyber Essentials certification to not only ensure their protection is meeting core standards but also to demonstrate their commitment to security.

But achieving and maintaining Cyber Essentials certification needs a proactive approach.

Choosing the right tools and support to meet and maintain Cyber Essentials standards is a game changer. We support many of our customers with the process, saving them time and giving them complete peace of mind through continuous ongoing monitoring.

If you would like to learn more about how to streamline your path to Cyber Essentials certification, I’d be happy to arrange a time to catch up. When would suit you?

Kind regards,

[NAME]

**Email #2**

**Subject:** Unlock the benefits of Cyber Essentials certification

**Preview text**: Achieve compliance faster and stay protected year-round

Dear [NAME],

Not sure where to start with Cyber Essentials certification?

Many businesses face the same challenge – navigating the steps to certification while also managing you day-to-day priorities. The good news? There are proven ways to simplify the process and get certified quickly.

Here’s what a streamlined path to certification can look like:

* Meet recognised compliance standards - achieve Cyber Essentials and Cyber Essentials Plus certification with ease
* Rapid certification - complete the process in as little as 24 hours
* Pass first time with the right support
* Ongoing monitoring - enjoy continuous compliance monitoring
* Proven defence - protect against 99.8% of the most common cyber-threats
* Added peace of mind - some solutions include access to cyber insurance
* Strengthen defences beyond compliance

By taking a proactive approach, you can save time, reduce risk and build a stronger cybersecurity base, and our team are ready to help!

If you’d like to learn more about how the process works in more detail, I’d be happy to arrange a time to catch up. Let me know when would suit you.

Kind regards,

[NAME]

**Email #3**

**Subject:** Still thinking about Cyber Essentials certification?

**Preview Text:** Let us simplify the process

Dear [NAME],

Have you had time to think about what I shared in my previous emails?

As I mentioned, we have the tools to make achieving and maintaining Cyber Essentials certification effortless.

With continuous monitoring aligned with the Cyber Essentials framework, it’s easier than ever to stay compliant and take proactive action when needed. You can gain visibility across your systems and the confidence that nothing is falling through the cracks.

It’d be great to speak with you more about your cybersecurity setup and how we can support you with the Cyber Essentials certification process.

Do you have some time next week?

Kind regards,

[NAME]