Virtual – Marketing Considerations for SMBs

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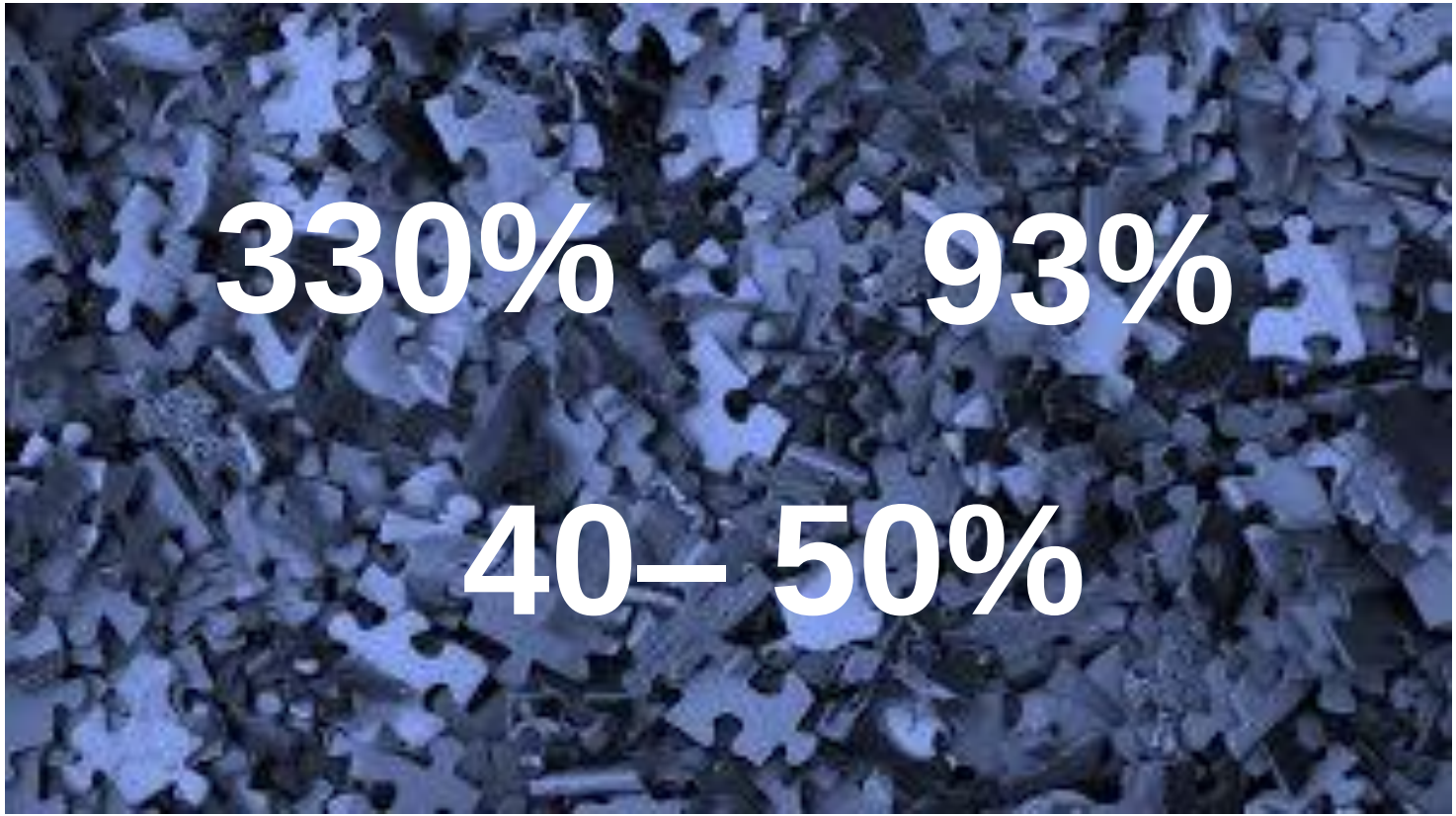
Acronis Global Cyber Summit 2020 #CyberFit

Agenda

1. **Virtual is the Norm**
2. **Best Practices**
   - Standing Out Amongst the Noise
   - Getting The Word Out
   - What's Your Vibe?
3. **Resources**
4. **Wrap up + Q&A**

Virtual – The Norm



Best practices: Standing Out

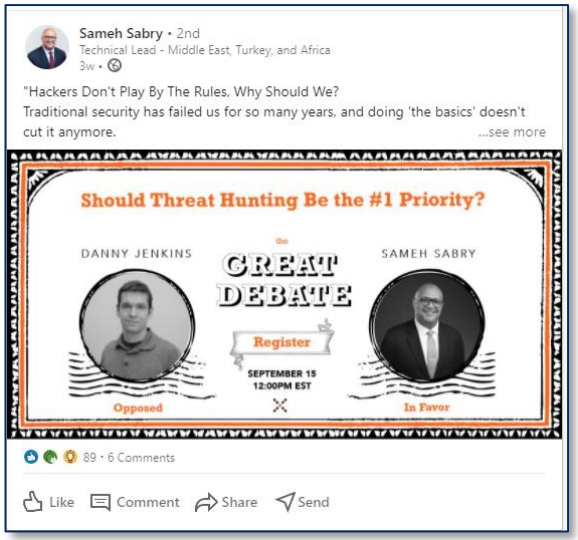
Thoughtful titles and descriptions work

Your title should be tight, short, and align with the problem your audience is looking to solve.

- **Describe** the challenge your audience is struggling with
- **Offer** 3 – 5 things your audience will take away, including:
- **Knowledge** they'll be able to apply immediately to their business

The Secret Shortcut to Easy Disaster Recovery

How to Quickly and Easily Protect Your Systems, Applications, and Employee Productivity



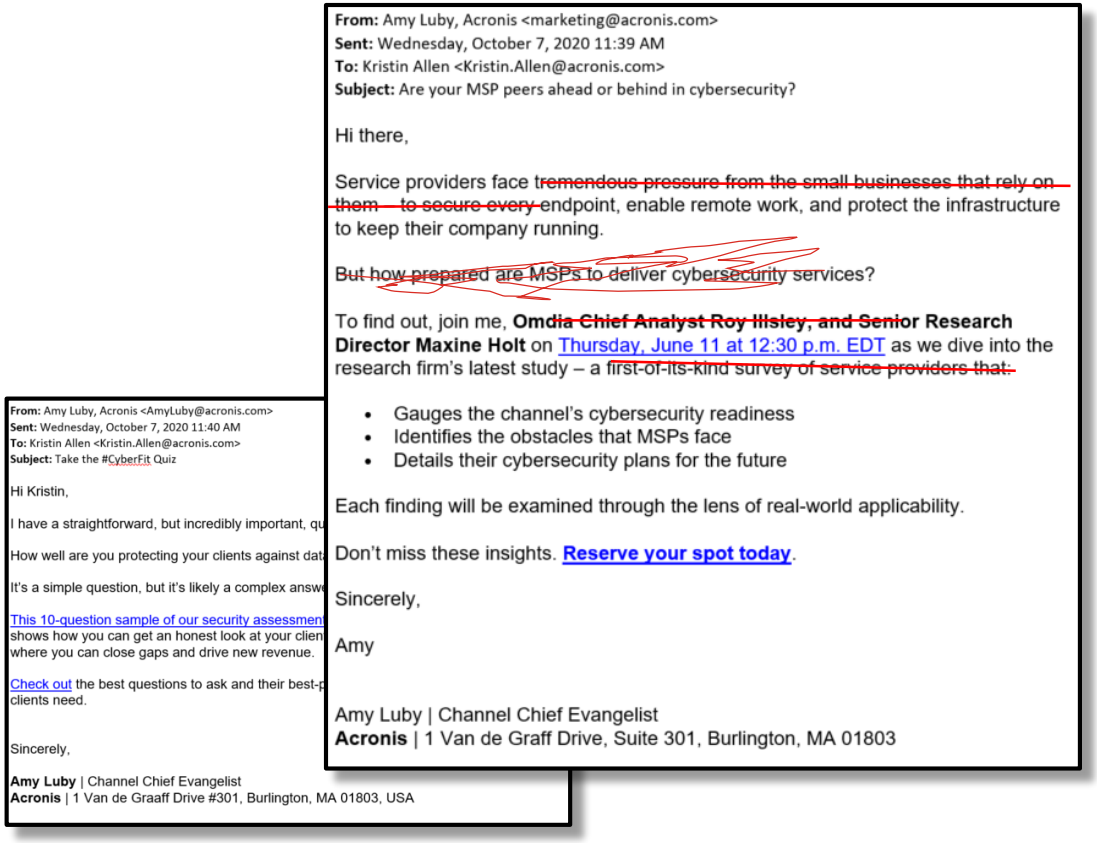
Best Practices

Get the word out

Email cardinal rules:

- **Short** and to the point
- Personal / From a **person**
- Includes what they'll **learn**

Cut, cut – then cut again



From: Amy Luby, Acronis <marketing@acronis.com>
Sent: Wednesday, October 7, 2020 11:39 AM
To: Kristin Allen <Kristin.Allen@acronis.com>
Subject: Are your MSP peers ahead or behind in cybersecurity?

Hi there,

Service providers face ~~tremendous pressure from the small businesses that rely on them – to secure every~~ endpoint, enable remote work, and protect the infrastructure to keep their company running.

~~But how prepared are MSPs to deliver cybersecurity services?~~

To find out, join me, **~~Omdia Chief Analyst Roy Illsley, and Senior~~ Research Director Maxine Holt** on Thursday, June 11 at 12:30 p.m. EDT as we dive into the research firm's latest study – ~~a first-of-its-kind survey of service providers that:~~

- Gauges the channel's cybersecurity readiness
- Identifies the obstacles that MSPs face
- Details their cybersecurity plans for the future

Each finding will be examined through the lens of real-world applicability.

Don't miss these insights. **Reserve your spot today**.

Sincerely,

Amy

Amy Luby | Channel Chief Evangelist
Acronis | 1 Van de Graff Drive, Suite 301, Burlington, MA 01803

From: Amy Luby, Acronis <AmyLuby@acronis.com>
Sent: Wednesday, October 7, 2020 11:40 AM
To: Kristin Allen <Kristin.Allen@acronis.com>
Subject: Take the #CyberFit Quiz

Hi Kristin,

I have a straightforward, but incredibly important, qu

How well are you protecting your clients against dat

It's a simple question, but it's likely a complex answe

This 10-question sample of our security assessment
shows how you can get an honest look at your clien
where you can close gaps and drive new revenue.

Check out the best questions to ask and their best-p
clients need.

Sincerely,

Amy Luby | Channel Chief Evangelist
Acronis | 1 Van de Graaff Drive #301, Burlington, MA 01803, USA

Best Practices

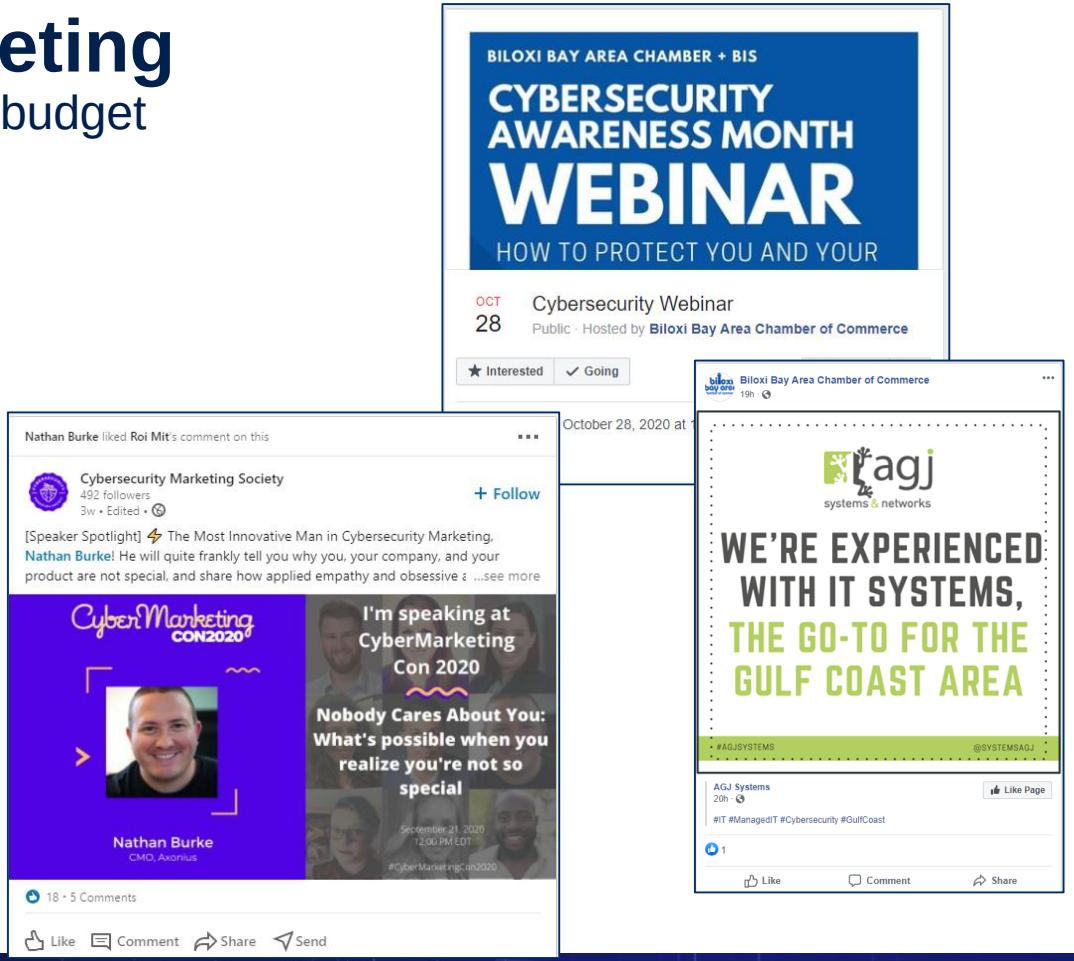
Watch your metrics

Open rate: ***Is your subject line working?***	Business services industry standard = **20%**
Click-through rate: ***Is your email body copy working?***	Is your body copy sufficiently compelling to cause the receiver to click through to your registration page? Software/Business avg. clickthrough rate = **7% – 8%**
Attendance rate: ***Monitor for fatigue***	Average attendance rate = **40-50%** 1H2020 = registration uptick, but recent downward trend Conclusion: Follow up with no-shows the same as attendees!

Best Practices: Marketing

Get the word out – Marketing on a budget

- LinkedIn
- Facebook groups
- “Virtual watering holes”
- Purchase marketing from a 3rd party association
- Your partners
- Your own people



Best Practices: Delivery

What's Your Vibe?

Three (3) key things to always ask:

- **How** will I present?
- **Who** is going to be with me?
- **What** will I use to I deliver the message?

Always **practice**

vs

What Now?

Follow-up strategy **must** be part of the plan

Your work has really just begun

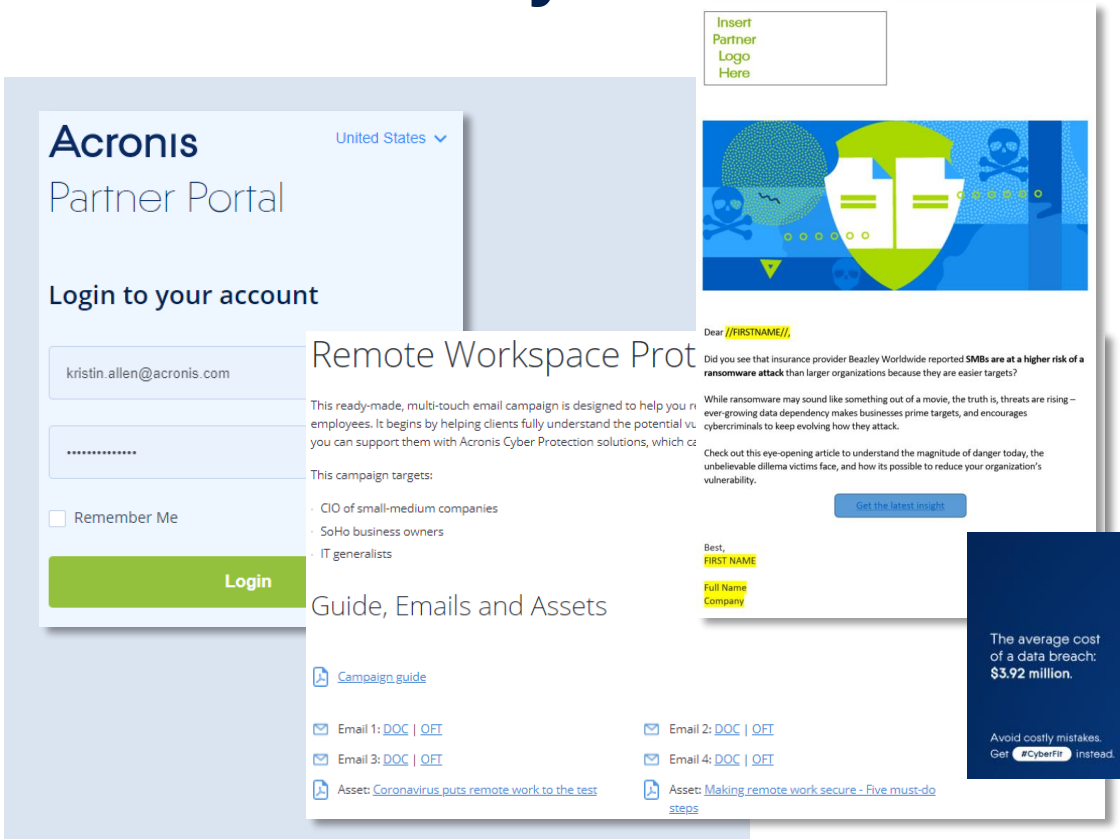
Talk to your sales team and agree on what the follow up will be and what they require to successfully engage leads:

- Email template for personal follow up
- Talking points for sales to use
- Use the answers from poll questions to help prioritize
- How many touch points will sales agree to do?
- What happens if there is no response after the agreed touches?
- Sync up call to discuss lead progress / adjust message if needed

Leverage the presentation by continuing to use the recording

- Provide an easy to remember “vanity url” that sales can use at anytime - with an expiration date
- Send all attendees and no-shows the link
- Re-use your on-demand in your newsletters / email signatures

Resources for you



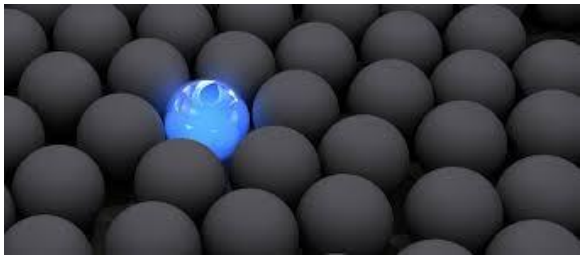
Virtual Events Toolkit

https://go.acronis.com/VirtualEventToolkit

- ✓ Sample copydeck
- ✓ Marketing checklist
- ✓ Links to free tools
- ✓ Housekeeping list
- ✓ ‘Run of event’ checklist

It does matter to:

1. Stand out



2. Get the Word Out

3. Establish Your Vibe

Acronis Cyber Foundation

Building a more knowledgeable future

#CyberFit

CREATE, SPREAD AND PROTECT KNOWLEDGE WITH US!

www.acronis.org

Building new schools • Providing educational programs • Publishing books