

Virtual – Marketing Considerations for SMBs



**Kristin
Allen**

Campaign Manager
Acronis



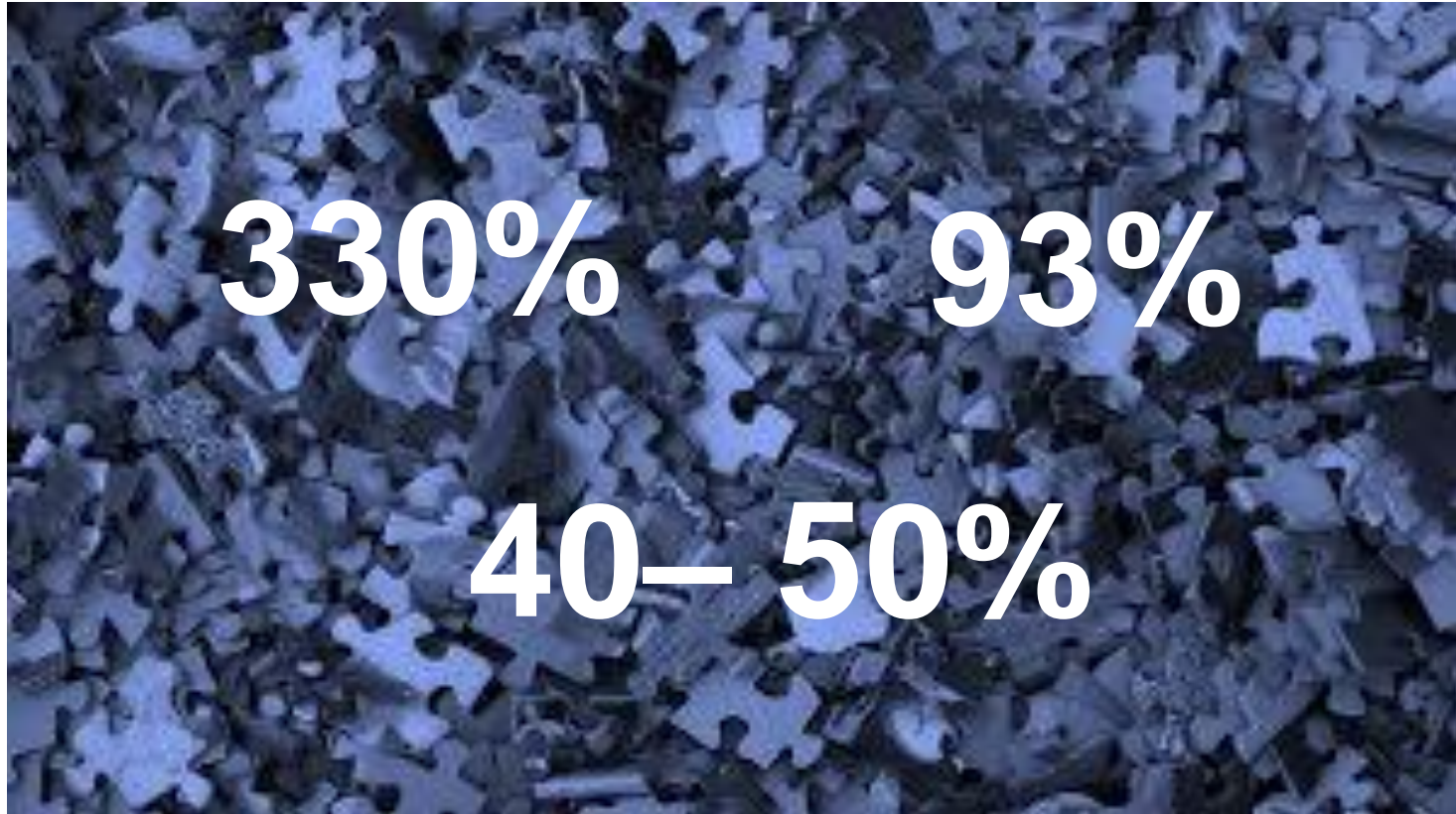
**Rosalba
Lugo-Masterovsky**

Director, Regional Marketing
Acronis

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

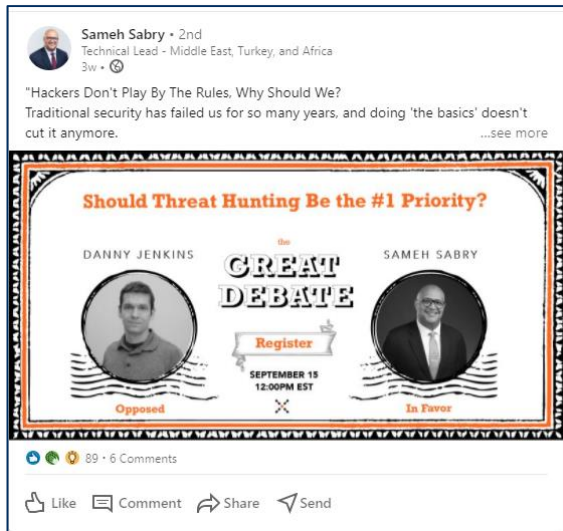
Thoughtful titles and descriptions work

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



A screenshot of a Facebook post by Sameh Sabry, Technical Lead at Middle East, Turkey, and Africa. The post features a debate titled "Should Threat Hunting Be the #1 Priority?" between Danny Jenkins (Opposed) and Sameh Sabry (In Favor). The debate is scheduled for September 15 at 12:00 PM EST. The post includes a "Register" button and 6 comments.

BILOXI BAY AREA CHAMBER + BIS

CYBERSECURITY AWARENESS MONTH WEBINAR

HOW TO PROTECT YOU AND YOUR BUSINESS FROM HACKERS AND ONLINE SCAMS

OCT. 28TH | 1-2 PM

During this webinar, you'll learn:

- How to identify security threats & online scams
- What is a phishing email, business email compromise & the dark web
- Proactive security measures to keep you protected
- What to do once you've been hacked



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 <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, question for you.

How well are you protecting your clients against data breaches?

It's a simple question, but it's likely a complex answer.

[This 10-question sample of our security assessment](#) shows how you can get an honest look at your client's cybersecurity posture, where you can close gaps and drive new revenue.

[Check out](#) the best questions to ask and their best practices for your clients need.

Sincerely,

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

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 Graaff Drive, Suite 301, Burlington, MA 01803

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%**

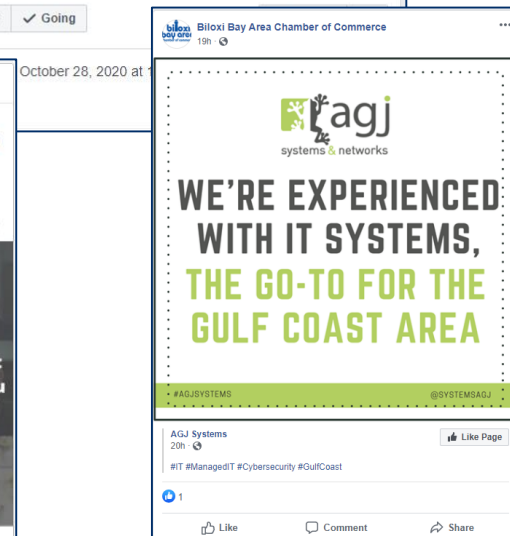
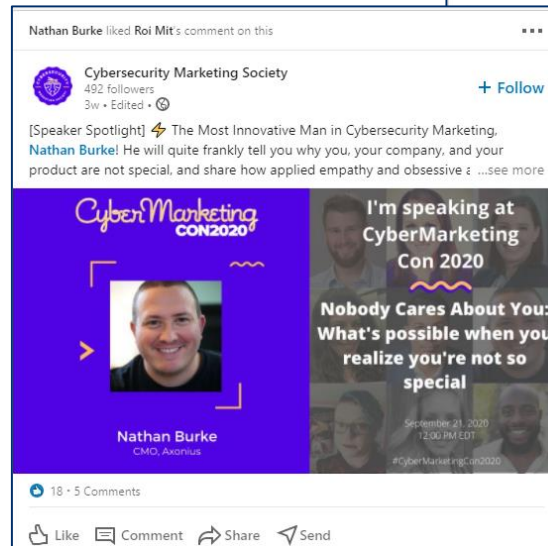
1H2020 = registration uptick, but recent downward trend

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



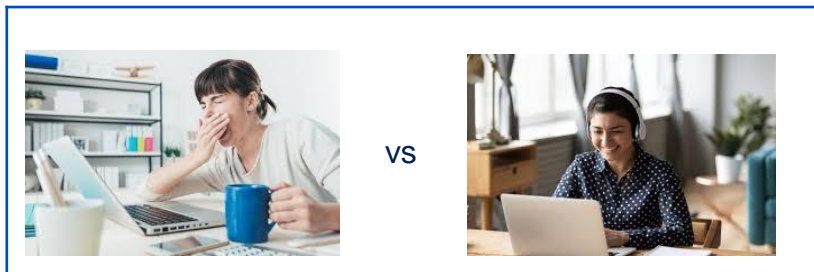
Best Practices: Delivery

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**



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

Acronis United States ▾
Partner Portal

Login to your account

kristin.allen@acronis.com

.....

Remember Me

Login

Remote Workspace Protection

This ready-made, multi-touch email campaign is designed to help you train your employees. It begins by helping clients fully understand the potential value you can support them with Acronis Cyber Protection solutions, which can help them protect their data and systems.

This campaign targets:

- CIO of small-medium companies
- SoHo business owners
- IT generalists

Guide, Emails and Assets

[Campaign guide](#)

Email 1: [DOC](#) | [QFT](#)

Email 3: [DOC](#) | [QFT](#)

Asset: [Coronavirus puts remote work to the test](#)

Insert Partner Logo Here

Dear **[FIRSTNAME]**,

Did you see that insurance provider Beazley Worldwide reported **SMBs are at a higher risk of a ransomware attack** than larger organizations because they are easier targets?

While ransomware may sound like something out of a movie, the truth is, threats are rising – ever-growing data dependency makes businesses prime targets, and encourages cybercriminals to keep evolving how they attack.

Check out this eye-opening article to understand the magnitude of danger today, the unbelievable dilemma victims face, and how its possible to reduce your organization's vulnerability.

[Get the latest insight](#)

Best,
[FIRST NAME]
[Full Name]
[Company]

Virtual Events Toolkit

<https://go.acronis.com/VirtualEventToolkit>

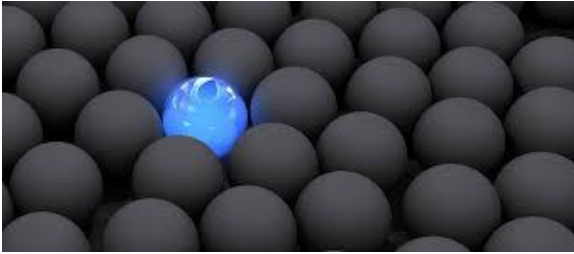
- ✓ Sample copydeck
- ✓ Marketing checklist
- ✓ Links to free tools
- ✓ Housekeeping list
- ✓ 'Run of event' checklist

The average cost of a data breach: **\$3.92 million.**

Avoid costly mistakes. Get **#CyberFit** instead.

It does matter to:

1. Stand out



2. Get the Word Out



3. Establish Your Vibe



Acronis Cyber Foundation

Building a more knowledgeable future

**CREATE, SPREAD
AND PROTECT
KNOWLEDGE WITH US!**

www.acronis.org

Building new schools • Providing educational programs • Publishing books

#CyberFit

