OVERVIEW:

ENDPOINT DETECTION AND RESPONSE
SALES & MARKETING TOOL KIT

This sales and marketing tool kit is designed to introduce the concept and benefits of managed endpoint detection and response (EDR) and demonstrate the need for customers to move from traditional antivirus (AV) to EDR.

These materials can be customized and used in a mix that works for you. Be sure to review all content before distributing to verify the promoted services align with your business's offering and update all materials to include your company's branding and contact information.

Please note: This campaign is designed to be used across a spectrum of industries and company sizes but isn't intended for the skilled trades, or any business that isn't reliant upon technology for their daily workflow.

Click the links below to access the materials.

SOCIAL MEDIA CONTENT: ENDPOINT DETECTION AND RESPONSE

This campaign contains copy for six social media posts that can be published as your marketing campaign kicks off and progresses. Note that posts 5 and 6 include a call to action (CTA) linking to the sell sheet included in this campaign. The sell sheet will need to be customized with your company logo and information before sharing – see details below.

MARKETING EMAILS: ENDPOINT DETECTION AND RESPONSE

The messaging in these emails aims to provide an introduction to EDR, highlight the shortcomings of traditional antivirus, and emphasize the benefits of managed security. Each email includes a call to action (CTA) linking to the sell sheet included in this campaign. The sell sheet will need to be customized with your company logo and information before sharing – see details below.

- Email 1: Introduction to EDR
- Email 2: Threats your antivirus solutions might miss
- Email 3: Your small business needs EDR over antivirus
- Email 4: Get the benefits of managed security

Be sure to customize each email to reflect your company's information and offering.

SELL SHEET: ENDPOINT DETECTION AND RESPONSE

This sell sheet brief serves as an educational summary of today's security risks for small and medium sized businesses, and why EDR is now the best choice for IT security and business continuity. The sell sheet is used as a call to action (CTA) in some of the social posts and marketing emails in this tool kit but can also be shared with contacts individually to provide information as purchase decisions are made. The sell sheet must be customized to include your company logo and contact information.

SALES PRESENTATION: ENDPOINT DETECTION AND RESPONSE

Use this PowerPoint template to present a compelling sales pitch to customers and prospects considering an investment in EDR. Be sure to customize the presentation with details specific to your company and offering.

IMAGE LIBRARY: ENDPOINT DETECTION AND RESPONSE

These images are provided to enhance the other content in this tool kit and can be used at your discretion.

BONUS: HOW TO GET STARTED WITH EMAIL MARKETING

A well-planned email marketing strategy can help build customer relationships and drive sales. Use the steps in this guide to get started.