BREACH SECURE NOW

Your Onboarding Marketing Toolkit

A step-by-step guide to rolling out ongoing training

Use this toolkit to roll out your ongoing security awareness training program to your customer base! Filled with onboarding checklists and FAQs for every level of access, promotional email campaign templates, social media ads and graphics, and so much more to help you hit the ground running!

☐ Onboard your internal staff & test out the platform

- Watch our Partner Administrator Portal Walk-Through Video
- Set up your not-for-resale Breach Prevention Platform account and use our partner and end-user **FAQs** to educate your staff on their brand-new training program.
- Kick off the program and leverage our partner, client, and end-user **onboarding checklists** to cover all your bases!

Why? Managed Service Providers face an ever-changing threat landscape, Use this no-cost account to educate your workforce, increase familiarity with the service, and practice your onboarding strategy! Need to be HIPAA compliant? Upgrade to our Partner HIPAA Compliance Program for an additional $30/mo.

☐ Roll out ongoing training to your customers

- Bundling in the Breach Prevention or HIPAA Breach Prevention Platform into your MSP services? Use our email template to notify your customers of this change.
- Get buy-in and are ready to rollout your training course? Send our 4-week email campaign prior to program kick-off to provide all the materials they need!
- Use the partner checklist to set your customer up for ongoing success with automated phishing, training, and dark web monitoring
- Prior to roll-out make sure you meet to review the program with your customer and follow-up with our Program Kickoff Email Template so they understand their role in their organization's security
- Share the management and end-user portal walk-through videos
- Review the how-to guides
- Roll out Catch Phish

If you need assistance rolling your ongoing security awareness training program to your customer base, let our Operations team know and we'll be happy to schedule a walk-through of anything you're having difficulties with!

Need help with onboarding? | Need guidance from our marketing team?

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Now that you've rolled out your training to your existing customers, remember to encourage and empower participation on an ongoing basis! Start promoting your engaging, ongoing training options to your prospects or customers, not on your Managed Services Contract.

☐ Promote your training program on an ongoing basis

- Customize our **social media graphics** and **video ads** and share 1 per week. Remember, always have a call-to-action, like one of our done-for-you branded landing pages!
- Customize our **Press Release template** and post on your blog or other channels. Share on your social media and in your company newsletters
- Customize our **current customer** and **prospective customer** **email template campaigns** and send 1 email per week to your desired audience

☐ Encourage and empower customer involvement

- Implement a monthly, quarterly, or yearly "**Cybersecurity Champion**" competition across all your customers. The organization with the most improvement or highest employee secure score (ESS) wins a prize (like lunch for their staff) and a **press release or blog** on their achievement. Feel free to mix it up, but when determining a prize, try to celebrate the entire staff because they play a significant role in their company's success.

☐ Inventory of all the Onboarding Content at your fingertips

- **For you:**
  - Partner Portal Walk-Through
  - Onboarding Checklist
  - FAQ Document
  - Press Release for Training Program Updates
  - A blog for Cybersecurity Champion
  - Program Kickoff Email
  - Social media videos
  - Social media graphics
  - Updated Interface How-to Guides
  - Email Campaign to Prospects and Leads
  - Email Campaign to Roll Out Training to Customers
  - Notification Email for MSPs bundling service into contract
  - Email Campaign to Roll Out Training to Customers

- **For your customers:**
  - Manager Portal Walk-Through
  - End-User Portal Walk-Through
  - Management FAQ
  - End-User FAQ
  - Management Checklist
  - End-User Checklist
  - Manager to Employee Training Reminder Email Templates

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