**Onboarding Marketing Toolkit – Email campaign to Onboard Customers**

* **Audience:** Customers being enrolled in your Breach Prevention Platform program
* **Duration:** 1 email/week for 4 weeks prior to rollout date
* **Description of campaign:** Email campaign to customers to notify them of their enrollment in the Breach Prevention Platform. The goal of the campaign is to educate them on the changes and provide them the opportunity to review onboarding content prior to the go-live date! Set a date to onboard all your customers and kick this campaign off 1 month before that date to allow time to send 1 email per week prior to the moving date
* **Instructions:**
  1. Read through entire email campaign and make any changes necessary
  2. Replace and remove all red text with your customized content
  3. Send 1 email per week to all applicable customers
     + Send email 4 the same week that the welcome emails are scheduled to go out

**Email #1**

**Subject: New training rolling out date/time**

**Body:**

As you know, Company Name is being enrolled in our brand-new ongoing training program to prevent and prepare your staff for the unavoidable scams they will see from cybercriminals. We’re enrolling your team on date/time and we want to ensure you have all the tools you need to prepare for this program, but don’t worry, we’ll do the heavy lifting for you.

*Check out our FAQ to learn more about what to expect on date/time!* [customize and link or attach the FAQ to this email]: <https://www.breachsecurenow.com/wp-content/uploads/2021/02/Security-Awareness-Training-FAQ-Overview-Client-Facing.pptx>]

**Top items to be aware of:**

* Your staff will be required to take a comprehensive training course
* Each week we’ll automatically send you and your staff 3-minute Micro-Training videos with an accompanying 4-question quiz
* At the end of each month, we’ll automatically send you an easy-to-read Security Awareness Newsletter you can share with friends, family, or even with your customers to help THEM stay protected

Have questions or want to discuss ways you can ensure your staff is taking this program seriously? Call us anytime!

Thank you,

**Email #2**

**Subject: Building your human firewall is easy**

**Body:**

Humans: your greatest asset, and your greatest security risk.

Luckily, we’ve enrolled Company Name in our robust ongoing security training program to turn your employees into cybersecurity superheroes! Fighting cybercrime has never been *easier*. The best parts of this brand-new program?

* We do all the heavy lifting for you!
* Gamified leaderboard and automated notifications to your staff enhances participation so you don’t have to do the nagging
* Simple tracking makes it easy to add this program into your onboarding experience and employee reviews
* Our unique “Employee Secure Score” means you don’t have to dig into the technical metrics, you’ll know EXACTLY which of your staff is posing a high-risk to your business in one quick glance

Check out this quick, 3-minute video to see how easy building a league of cyber superheroes will be! [Download and link/attach content to this email: <https://www.breachsecurenow.com/wp-content/uploads/2021/03/Manager-Portal-Tour.mp4>]

Are you available date & time to discuss any questions you may have before the rollout date on date/time?

Please let me know, thank you!

**Email #3**

**Subject: We need your help!**

**Body:**

Did you know that security training is most effective when employees know their management is taking it seriously? That’s why we highly encourage you to:

* Send your staff a quick email once the training program is rolled out to explain the importance of their participation
* Ensure your management staff is working their way up the gamified leaderboard
* Include program results in employee reviews by celebrating wins and encouraging those who are falling behind to pick it up!

We want to make the most of your ongoing security training program and ensure your employees are finding our portal easy to use and engaging so they can stay on top of protecting your business.

Learn more about what to expect with this brand-new training program in our FAQ, here. [customize and link or attach the FAQ to this email]: <https://www.breachsecurenow.com/wp-content/uploads/2021/02/Security-Awareness-Training-FAQ-Overview-Client-Facing.pptx>]

Please note that [Client Name] will be automatically onboarded to our training program on [insert date].

Interested in onboarding sooner? Let’s set up a call to discuss!

**Email #4**

**Subject: Advanced training rolling out this week**

**Body:**

We are so excited for [Client Name] to experience this brand-new, engaging training program we’re rolling out THIS WEEK on date/time [change the name to match you refer to the portal as]!

Keeping your staff trained on security basics, ongoing threats, scams to watch out for, and how to protect your business has *never* been easier.

**Please note that you and your staff will receive a welcome email from [Company Name]** [no-reply@pii-protect.com](mailto:no-reply@pii-protect.com) **on [insert date] to log into the program and get started.**

Ensure you’re ready for this change and check out our management training program checklist here, and our employee checklist here to make sure you’re getting the most out of your training program! [customize and link or attach the checklists to this email: management - <https://www.breachsecurenow.com/wp-content/uploads/2021/02/Management-Checklist-Program-Rollout.pptx> employee - <https://www.breachsecurenow.com/wp-content/uploads/2021/02/Employee-Checklist-Security-Awareness-Training-Onboarding.pptx>]

Please let us know if you have any questions.

Thank you,