

# CYBERSECURITY PROMO EMAILS

## 1 Subject: Secure your IT infrastructure for less

Have you been putting off cybersecurity decisions because you're not sure where to start? Cyber threats are growing quickly and getting more sophisticated, so now is the time to take action. Small and mid-size businesses are primary targets for cyber adversaries, yet often struggle the most with cybersecurity due to a lack of resources. Does that sound like something you are dealing with?

To tackle this issue, our partner, TPx, just introduced new security bundles that make enterprise-level security accessible to businesses of all sizes. You can detect and respond to cyber threats faster, train your staff on cybersecurity, backup your data, and a lot more for a fraction of the cost of an in-house resource.

For a limited time, TPx offers free firewall hardware (which can save you thousands of dollars), a ransomware bundle for just \$8/month/user, and discounts when you bundle managed endpoints and backups.

TPx helps thousands of clients across the United States, including Kraft Foods, Goodwill, and other household names.

What do you think? Does this sound like it could be helpful? If so, contact me at [XXX](#) for a quick chat.

## 2 Subject: Don't pay for next-gen firewall hardware

Every 39 seconds, a threat actor targets a business's cybersecurity infrastructure. Cyber-attacks happen day in, day out to businesses of all sizes and industries. They are not just something you see in the news. They are targeted at businesses just like yours. Please don't wait until after you've suffered a breach to determine if your level of protection is adequate

The first thing to check is your firewall. A properly managed firewall is the first line of defense in protecting your business from Internet-based threats.

Our partner, TPx, offers next-gen firewall (NGFW) service that leverages the industry-leading technology present in Fortinet's FortiGate line of firewalls, providing advanced firewall capabilities, intrusion prevention, web filtering, application control, and more. Paired with expert 24/7 monitoring and support, which is offered at three different service levels, TPx's solution can provide varying degrees of protection from cyber threats based on your particular needs.

For a limited time, TPx offers a Fortinet FortiGate Firewall at no cost (with a 3+ year contract) - plus up to 20% discount off their service.

If you want to set up a free cyber threat assessment just to see the status of your network or learn more about anything I mentioned, just email me at [XXX](#) or call me at [XXX](#).



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## 3

### Subject: What if you are hit with ransomware tomorrow?

Think about it, you come in tomorrow morning, boot up your computer, and see a message that your files have been encrypted and a \$20,000 ransom is required to get the data back. This is not sci-fi; this happens every day to businesses like yours. How would you respond? Would you get your data back?

In partnership with TPx, we can put safeguards in place to minimize the chances of this happening or help mitigate the impact should something like this happen.

1. We can check what's happening on your network, completely for free - and see if your firewall is holding up.
2. We can deploy a next-gen firewall and manage it for you - and if you sign with us for 3+ years, the FortiGate hardware is free (which can save you thousands).
3. For just \$8/month/user, you can strengthen your company's defenses against ransomware with security awareness training, inbox detection and response, and cloud-to-cloud Microsoft 365 backup, all included.
4. In the fight against ransomware, the dealbreaker is a proper backup. You can strengthen your server security with managed endpoints and hybrid backup - when bundled together, pay \$0 for your Datto Siris 5 device, get a free upgrade to the Optimum service level per server support, and receive a 10% discount off Cloud Retention.

These offers won't last, so let me know if this piqued your interest. You can give me a call at **XXX**, or reply to my email.

## 4

### Subject: Want to reduce your cybersecurity risk?

Malware. Ransomware. Phishing. I am sure these cybersecurity threats keep your stress level high, especially if you don't have the resources to effectively detect and respond to them.

Together with our partner TPx, we combine market-leading technology with highly trained cybersecurity experts who can help you tackle your challenges for a fraction of the cost of an in-house resource.

We offer managed detection and response for your firewalls and endpoints, cybersecurity awareness training for your staff, DNS protection, SD-WAN, security advisory services, and a lot more. I would love to have an opportunity to go into greater detail about how we can help.

Would you have some time for a quick chat this week about how we can reduce your cybersecurity risk? Let me know at **(email address and phone number)**.