

Ostra Partnership Launch Email Templates

Use this suggested email drip campaign to announce and introduce your new cybersecurity offering to your current clients and prospects. As a best practice, we suggest hosting an informational webinar as part of this campaign, along with posting on your social media channels.

Email #1: Partnership announcement

Subject: Announcing a new way to protect your business from cyber threats

Hi [First Name],

Businesses of every size are constantly navigating data security issues, but cybercriminals know that small and medium-sized businesses (SMBs) are even more vulnerable. That's why [Company Name] is excited to announce a breakthrough cybersecurity service offering for our clients, powered by Ostra Cybersecurity.

Ostra's fully managed solutions deliver Fortune 100-caliber data protection for your business at a fraction of the cost you would pay to piecemeal or insource it. This includes:

- Threat identification and remediation by real cybersecurity experts
- 24/7 managed SOC
- 24/7 managed SIEM
- Endpoint Security (Antivirus & Malware Protection)
- Email Security
- Firewall & VPN

We are pleased to be partnering with Ostra to provide you with a comprehensive, fully-managed solution you can rely on. Ostra's trusted team of skilled, down-to-earth cybersecurity experts share our passion for protecting your business.

Read more about our fully-managed solution here [insert landing page offering link], and learn how to kickstart your company's cybersecurity strategy in our upcoming webinar on [insert date & time]. Register here [insert webinar registration link].

Best,

[Sender Signature block]



Email #2: Webinar Invite follow-up

Subject: Ready to kickstart your cybersecurity plan?

Hi [First Name],

We all know cyber attacks are on the rise, but cyber jargon won't protect your business.

That's why we partner with Ostra Cybersecurity. With our fully managed solutions powered by Ostra, you get a trusted team of skilled, down-to-earth cybersecurity experts to hunt, identify and remediate threats in real-time—all for a fraction of the cost to piecemeal or insource.

Ready to learn more? Join our upcoming webinar on [insert date & time] to see how our comprehensive cybersecurity solution can safeguard your company and data from potential threats.

In just 30 minutes, you'll:

- Understand how a comprehensive approach to cybersecurity reduces the risk for threats and improves your bottom line
- Learn simple steps you can take today establish a comprehensive cybersecurity plan for your business
- Get an exclusive overview of the Ostra

Register Now: [insert webinar registration link]

[Sender Signature block]



Email #3: Webinar Invite Reminder

Subject: Reminder: Kickstart your cybersecurity plan with Ostra

Hi [First Name],

With the exponential increase in cybercrime and ransomware targeting SMBs today, leaders must be more cyber-savvy than ever.

That's why we partner with Ostra Cybersecurity. Join us for a special webinar on [insert date & time] to learn how a comprehensive cybersecurity solution can safeguard your company and data from potential threats. In just 30 minutes, you'll:

- Understand how a comprehensive approach to cybersecurity reduces the risk for threats and improves your bottom line
- Learn simple steps you can take today establish a comprehensive cybersecurity plan for your business
- Get an exclusive overview of the Ostra Cybersecurity solution

Save your seat: [insert webinar registration link]

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