

Cisco SMB Security Campaign-in-a-Box

CAMPAIGN GUIDE

Campaign Overview

The Cisco SMB Security campaign is designed to help you highlight the benefits Cisco security portfolio has to offer to SMBs. **Only 18% of SMBs have the right infrastructure to defend against cyberattacks.** Effective security for an SMB rests on three core pillars: cybersecurity, physical security, and environmental security. Together, these pillars provide a holistic security approach protecting the people, assets, and devices of SMBs. Cisco's affordable and flexible security solutions can combat threats at every angle.

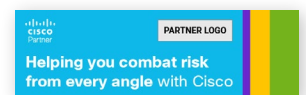
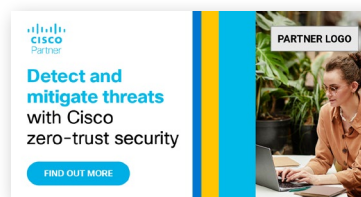
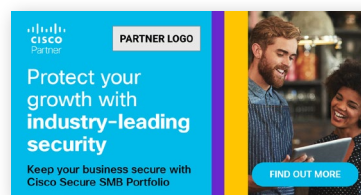
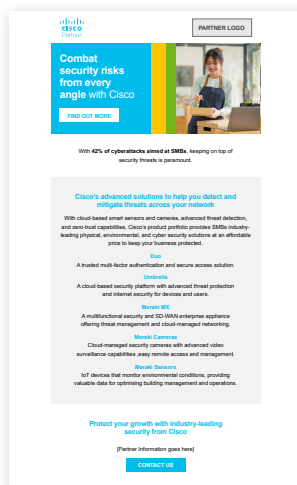
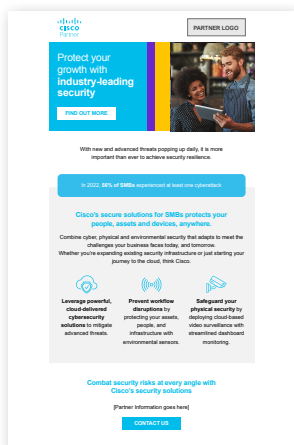
Target Audience

For all small or medium businesses that handle data, staying secure and mitigating risk is crucial. With Cisco's industry-leading security solutions, you can help SMB owners or IT leaders and decision-makers protect their businesses growth.

Sales Tools & Learning

Your Cisco Security campaign comes with the following co-brandable assets.

2x HTML emails | 5x Social Posts | Email Signature



Using the Campaign

To make sure you're getting the most out of your campaign assets, we recommend personalising them with your brand logo. This will ensure the messages you're putting out are recognisable to your customers. The source files are provided in the folder and can be edited using Adobe software*.



Campaign Examples

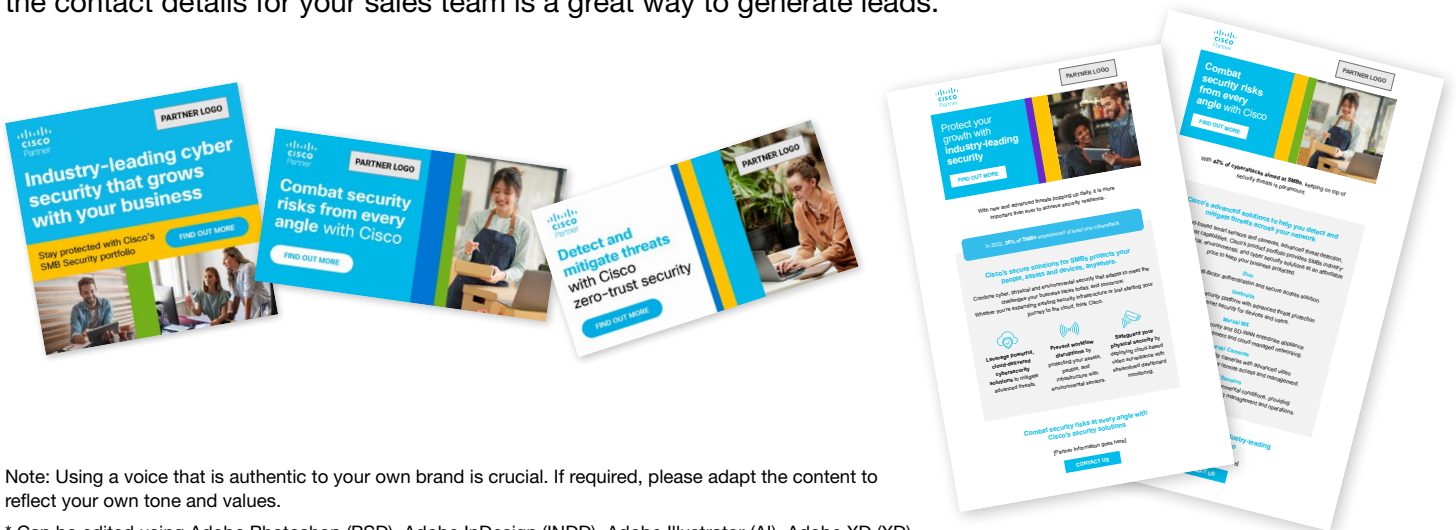
Email campaign – Target your customer base by personalising the email templates provided. Update the email with your salesperson/company details to guide your customers to contact your team. And be sure to use an eye-catching subject line to grab attention.

Example email subject lines:

- Combat security risks from every angle with Cisco
- Protect your growth with Cisco's industry-leading security

Social campaign – Using the social posts provided, you can promote this campaign on your social media platforms. The posts are sized for use on most major platforms. Copy has been provided to you, but we'd recommend that you use this as the starting point for your posts, making sure to inject your own brand voice.

Call-to-action – When promoting the Why Cisco Security campaign, having a strong call-to-action is key to directing your partners through the sales journey. This could include directing them to a resource or page on your website. Alternatively, highlighting the contact details for your sales team is a great way to generate leads.



Note: Using a voice that is authentic to your own brand is crucial. If required, please adapt the content to reflect your own tone and values.

* Can be edited using Adobe Photoshop (PSD), Adobe InDesign (INDD), Adobe Illustrator (AI), Adobe XD (XD)