probax

Probax Partner Digital Marketing Toolkit Guidebook

The core execution guide for launching effective Managed Backup
Services lead Generation campaigns

About the Partner Digital Marketing Toolkit

The Probax Partner Digital Marketing Toolkit is a free library of marketing assets available to Probax Partners. It's designed to help customise and launch lead generation marketing campaigns quickly and easily.

With Probax Partner Digital Marketing Toolkit, you can:

1. Leverage and publish pre-drafted and customisable Managed Backup Services content to your website to inform your prospects of your offering.
2. Launch a co-branded and customisable lead generation campaign to generate leads for your Managed Backup Services
3. Nurture any leads identified by the campaign by having your sales team follow up.

Please note:

- While this marketing content can be customised so that it reflects your branding and USP, please do not alter the Probax or Veeam content provided.
- All campaigns should be co-branded with your branding and Probax.
- Website development is not included. Publishing content to your website and deploying EDMs is your responsibility.

Taking a Content Marketing Approach

The first campaign included in the Partner Digital Marketing Toolkit takes a content marketing approach.

> "Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."
>
> - Content Marketing Institute

Instead of only pitching your products or services, the Partner Digital Marketing Toolkit will support you to deliver meaningful information that help your prospective buyer in some way or informs them about a concept that interests them.

In the context of the campaigns, you will be using content to help identify your lead pipeline.

Marketing Assets Overview

Probax has created a selection of marketing assets which you can use to help grow your managed backup and Disaster Recovery as a Service (DRaaS) business.

Launching a co-branded campaign with Probax and Veeam, which comes with a set of resources to support your marketing efforts with the same message for both offline and online events, web marketing and telemarketing.

The content is provided in Word and Excel to make it easier for you to customise and publish to your existing infrastructure and digital marketing channels.

Partner Managed Backup Service Website Content

This template landing page content enables you to leverage pre-drafted content you can publish to your website about Managed Backup services and DRaaS.

Please ensure you add your Unique Selling Proposition to the landing page to differentiate your services. When publishing this page to your website, please use your own branding but ensure you keep the Veeam messaging content.

Email template 1 – Announcing your Managed Backup Service

This pre-drafted email template is about promoting your Managed Backup Service.

You can distribute this to your entire prospect and customer database to drive awareness of your service. The email template offers a Call to Action (CTA) for recipients to find out more information. Please ensure you link this item correctly to your new Managed Backup Service web page.

Content offer – Disaster Preparedness Checklist

This is a marketing content offer provided in Word. You will need to add your logo in the header and information in the footer, and then publish as a PDF.

You also have the option of hosting this as gated or ungated content on your website, or alternatively, sending out via email to your customer base.

The checklist covers off all the items a business should be thinking about when it comes to DRaaS and you could use it to drive awareness and let it help you gather information about your potential customers.

Partner Checklist Download Landing Page Content

This template landing page content enables you to leverage pre-drafted content you can publish to your website about Managed Backup services and DRaaS.

Please ensure you add your Unique Selling Proposition to the landing page to differentiate your services. When publishing this page to your website, please use your own branding but ensure you keep the Probax and Veeam messaging content.

Email template 2 – Content offer Promo

This pre-drafted email template is about promoting the checklist content offer.

You can distribute this to your entire prospect and customer database to drive awareness of the checklist. You can then track who is downloading the checklist and follow up with them to understand if they would like to discuss backup services. In this approach, you are creating leads for your business. Please ensure you add your unique messaging to the end of the template in the area provided.

The email template offers two click options for recipients to either download the checklist or contact you for more information. Please ensure you link these items correctly.

Social media content

This is a small library of pre-drafted social media posts for Twitter, Facebook and LinkedIn which you can use for marketing across social media channels. The content is generic and relates to all the marketing assets provided.

Please ensure you add personalised content and URL links to point social posts to the relevant pages on your website.

Referencing Probax

When you reference or describe Probax in your communications and sales collateral, please use the following description.

Veeam Backup powered by Probax

With over 10 years of delivering backup solutions, Probax is one of Veeam's most experienced and trusted Cloud Service Providers (CSP). Probax's integration with Veeam technology makes data management and protection simple, automated and secure. Probax is at the forefront of innovation using Veeam technology, having been awarded the inaugural global innovation award by Veeam in 2018. Probax has highly available and redundant backup and disaster recovery infrastructure in four secure Data Centres globally – for always on and reliable connectivity when you need it.

The Veeam Hyper-Availability Platform is the most complete solution to help customers on the journey to Intelligent Data Management & Protection. Veeam's story has been one of unprecedented success – steady, fast growth, accelerating year over year, driven by innovation, product quality, and customer loyalty. In 2018 Veeam will become a $1b company with more than 294,000 customers worldwide, including 75% of the Fortune 500 and 58% of the Global 2000. Much of Veeam's success has been achieved in the small and medium sized business (SMB) and commercial markets.

Co-branded marketing with Probax

The campaign content supplied in the Probax Partner Digital Marketing Toolkit should be co-branded to promote your branding alongside Probax.

Please place your logo in the specified section or ensure Probax is referenced in the content you publish to your website.

Want more information?

If you have any questions about deploying a marketing campaign using the Partner Digital Marketing Toolkit, please contact your Account Manager.