

JumpCloud Partners

Email Campaign Guide



Introduction:

As a JumpCloud Partner, we want to be sure you have everything you need to correctly position our cloud-based directory for your clients and potential customers. Use the tips, resources, and email templates in this document to kickstart your own email campaigns and drive engagement.

Best Practices for Email Campaigns

Call to Actions (CTAs): Keep to a minimum. Best to have 1, but if multiple links, make sure the priority CTA stands out and drives the customer/prospect to take the action you desire.

Images are important: Use them thoughtfully. This is a great way to engage the reader and add personality into your message.

Cadence: This will vary based on the target audience but likely keep it to no more than twice per week. Consider the overall duration of the outreach and play around with front loading vs evenly distributing the emails (day 1, 3, 6, 10, 15 vs day 1, 4, 7, 10, 13)

Target audience: Make sure content is relevant to who you are engaging.

Imagine how the message would sound being in their shoes and look to speak to business concerns on their terms. The more direct and personalized you can make the message based on the audience the more impactful it will be.

Tracking: This may be limited based on the tool(s) you're using but here are the main metrics to target if possible:

Open Rate: % of people that open your email. This will help inform how engaging the titles of your emails are to your audience. The average open rate for [IT in 2018 was 38%](#).

Adjust the subject line and timing.

Clickthrough rate (CTR): % of people that click the links you're promoting (CTAs). This will inform how impactful the content of your email is to the audience.

- Double check the CTA provides value
- Be sure copy leading up to CTA sets up a problem the CTA can solve
- Experiment with various ways to present the CTA

Unsubscribes: % of people who opt out of future emails

Guidelines

First, take a moment to imagine your target audience—their persona, voice, problems, and pain points. Using this persona, it's important to try to segment your target audience by any relevant criteria possible, such as location, IT environment (Mac, Windows, Linux), industry, compliance, job title, decision stage, etc. This segmentation should align to the information, offer, or solution you're promoting in your cadence.

Each email should align with a step in their journey, from potential clients to customers, and should follow a logical progression. Keep it simple. Additionally, look to add value in the email versus just using the email to promote your offer or initiative. If the prospect/customer finds value in the email itself even if they don't bite on your offer they will be more likely to work with you in the future.

Depending on how you acquired your list of target emails, and the goal of your campaign, an email campaign could be structured as follows:

- 1) **Introduction** (build interest/trust)
- 2) **Map out a key problem** (build understanding/credibility)
- 3) **Explain first steps to solve the problem** (build demand)
- 4) **Explain problem specifics in more detail** (build demand)
- 5) **Link problem to product** (connect to sales)
Provide success stories (build reliability)
- 6) **Introduce time-sensitive incentives**
- 7) **Follow up reminder before offer closes**
- Final offer closed** (share some figures and thank readers)

Once your first email has a general topic, match the topic with a call-to-action (CTA) that reflects that stage of the customer journey. CTAs should leverage useful and visually attractive resources and offers as lead magnets (i.e. eBooks, case studies, informative blogs, whitepapers, infographics, reports, webinars, tools, etc.). Lead magnets should provide a practical way to solve a problem for your potential clients. Examples of JumpCloud resources to use are listed in your Co-Marketing Content document.

With the topic and CTA in place, you're now ready to build out the email and move through the rest of the campaign. The copy should feel familiar to the reader like it's coming from a friend or trusted advisor.

Email Format Overview

Subject:

Short (40 characters for mobile), engaging, actionable, personalized copy that sets up the Call to Action.

Greeting:

Personalize however possible, with their name being ideal

Intro:

Set up the problem you're going to solve with a question, an anecdote, a stat, etc.

Body:

Explain the problem further with clear, easy-to-follow language

CTA:

Never use "click here" - try more engaging, original ways of presenting links to resources. For more security oriented customer considering showing the full URL.

Close:

Politely end and include a personal signature

Templates

Use the following templates to get your email campaign started. We suggest grabbing the attention of potential clients by appealing to what matters most to their business. Security, cost-efficiency, and ease of use are our top suggestions, but you may think of others.

Email 1: Introduction to JumpCloud

Subject: Cloud Security, Simplicity, and Savings

Greeting: Hi [name],

Intro: We were recently surprised to hear that [58% of 2018 data breach victims](#) were small businesses with less than a thousand employees, and 60% of SMBs shut down within [6 months of an attack](#). While these stats may seem alarming to other SMB owners, our clients can rest assured their identities are protected against attacks with a cloud-based directory.

Body: Benefits of a Cloud-based Directory for SMBs

Security: Identities are the [#1 attack vector](#) for modern offices. Lock down your computer network, files, and applications from being hacked. Identity theft is the number one way to your confidential data. Secure your users while helping meet compliance regulations such as GDPR, PCI, HIPAA, and more.

Simplicity: Connect your employees to IT resources with their G Suite or Office 365 password through their Windows or Mac system. [One set of secure credentials](#) for your employees to access what they need.

Savings: No servers or software to buy and manage. Just an inexpensive cloud-based service so you only pay for what you use. First 10 users free, forever.

CTA: [\[insert graphic w/ hyperlink\]](#) Contact us for a free evaluation to see if a cloud-based directory is right for your business.

Close: Thank you for your time and consideration, and we look forward to answering any questions you might have.

Kind Regards,
[insert your name]

After the introductory email presenting the high-level business benefits of a cloud-based directory, we've prioritized several emails to detail individual organizational problems JumpCloud can help solve. We've included example quotes and resources for reference. Once again, please refer to the [Co-Marketing Content](#) for more resources.

Email 2

Freedom of Choice for Mac and Linux Users

Businesses like Upland Software rely on JumpCloud to unify and integrate their disparate machines, resources, protocols, and employees, all under one central management platform:

"We no longer need to have a discussion up front about what machine users are on, what domain they're connected to, the IP address they use, and so on. All of that stuff just goes away now. We can find it all in the JumpCloud Console." - David Talbott, Upland's Director of Enterprise IT

Read the full [Case Study](#)

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Moving Away from Active Directory

The IT landscape is shifting as cloud migration and cloud-based services continue to gain momentum. In the past, everything in the office ran through Microsoft Windows, but now with the influx of Mac and Linux systems, BYOD (Bring Your Own Device) Programs, G Suite, AWS, web applications, and more, organizations are looking for [alternatives to Microsoft Active Directory](#).

Why? [3 Reasons to Replace Active Directory](#):

- Mixed-Platform Environments

- Move to the Cloud

- Avoid Microsoft Lock-in

Case Study: [Ace Payroll](#)

Problems Solved:

- Decentralized IT

- VPN Hassle

- Separate AD Installations

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Meet Security and Compliance Requirements

JumpCloud® Directory-as-a-Service® makes it easy to require strong passwords and password rotation, secure devices through MFA for [Macs](#) and [Linux](#), and quickly [offboard](#) a user to prevent malicious activity.

JumpCloud's [Events API](#) helps with [HIPAA](#), PCI, FNRA, [GLBA](#), [GDPR](#), SOX, [ISO](#), and other compliance requirements.

Resources:

[Coalfire Reports](#)

[GDPR, PCI-DSS, HIPAA](#)

[Doublestruck Case Study](#)

"Centralizing Passwords and Securing the Network While Achieving GDPR Compliance"

[Lumeon Case Study](#)

"All employees have an Office 365 account, and by using JumpCloud, we could easily put users into different groups to allow/deny access to the AWS environment in order to comply with HIPAA." - David Johnson, Lumeon's Information Security & Governance Lead

[Auditing and Compliance Solution Page](#)

[FAQs](#)

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Streamline G-Suite / O365 identity management

For organizations looking to embrace the cloud, succinct identity management can be a problem.

JumpCloud centralizes Office 365 and G Suite identities, allowing you to extend those identities to the resources your clients need to run their business. As an example, UPPAbaby used JumpCloud's O365 integration to go from no directory to Directory-as-a-Service®:

"As a one-man-show to have everything there in one place—and not be spinning up a bunch of costly, redundant systems—it just makes everything simpler and easier to manage for me, and more importantly, our users." - Jeffrey Bailey, UPPAbaby's IT Director

Read the full [Case Study](#)

Watch the G Suite [Video Tutorial](#)

Watch the O365 [Video Tutorial](#)

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Workflow Efficiency for Remote Users & Multiple Offices

Ace Payroll uses JumpCloud to centrally manage offices scattered across the United States:

“There was only one option that gave us the level of flexibility we needed and was purely cloud-based. And that was JumpCloud.” - Paul Setti, Ace Payroll’s IT Manager

Read the full [Case Study](#)

Additionally, JumpCloud’s cloud-based directory improves the experience for end users by eliminating the need for legacy solutions such as [VPNs](#) and enabling users to reset their own passwords.

Feel free to modify these email templates for your own use, or follow the campaign guidelines to create your own, original campaign. For further questions, contact us at Partners@JumpCloud.com.