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**Read First: Getting Started**

**Purpose**

Cybercrime is the new downtime threat for small and medium businesses (SMBs), and prevention is the best protection to avoid an attack. This campaign provides you with the necessary tools to drive awareness of the risks for businesses and generate demand for Avast Business Endpoint Protection solutions.

**Why run this demand generation campaign?**

* Cybercrime is the new downtime threat for SMBs.
* As small and medium businesses continue to be targeted by cybercrime, it’s never been more important to educate and protect your customers’ devices, data, and employees against cyberattacks.
* Properly protecting your customers leads to upsell opportunities to sell security services (for example, backup or patching.)

This campaign provides you with everything you need to educate and secure your customers, while boosting your revenue.

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# **How to Use the Guide**

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| **Folder Name** | **Description** |  |
| **Copy Blocks** | **Step 1**: Open the file  **Step 2**: Paste the 50, 100, or 150 word descriptions into an email (or on your website)  **Step 3**: Add your signature  **Step 4**: Send to your customer base |  |
| **Brochure** | **Avast Business Endpoint Protection Brochure** |  |
| **Infographics** | **Step 1**: There are two infographics; the first provides data showing the impact of cybercrime on SMB operations and security to protect devices, data, and people; the second looks at how today’s cyberattacks use advanced methods to access data and systems, and the good, better, and best protection methods to protect your customer  **Step 2**: Attach infographics to email copy blocks (or place on website for customer download)  **Step 4**: Promote via social media or your newsletter |  |
| **Social Media** | **Step 1**: Download the images **Step 2**: Save the image on your computer  **Step 3**: Paste the text into LinkedIn/Twitter  **Step 4**: Add the image to the message  **Step 5**: Post messages on social medi |  |