

Toolkit

datto

BCDR Sales & Marketing Toolkit





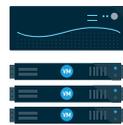
Purpose of Toolkit

According to Datto's State of the MSP Report, managed service providers find sales and marketing to be among their top business challenges. The purpose of this toolkit is to provide you with all of the key sales and marketing resources for Datto business continuity and disaster recovery (BCDR) solutions to help boost your go-to-market strategy and win more business.

Whether you have a well-developed sales and marketing program or are just getting started, this toolkit will help you tell the story of why BCDR is so important and why the solution you offer is the right choice. We will introduce you to marketing assets you can use in email and social media campaigns, as well as provide access to entire pre-build campaigns in MarketNow, the marketing automation platform we provide for free. We also walk you through sales talk tracks for discovering customer needs and handling objections.

At the end of this document, we present a checklist to make sure you have all the essential points covered. This simple checklist gives you a starting point for creating a BCDR sales strategy and will help you grow your business by providing a valuable service to your clients.

If you have questions about this toolkit, partner resources, sales and marketing guidance, contact your Account Manager or partners@datto.com.



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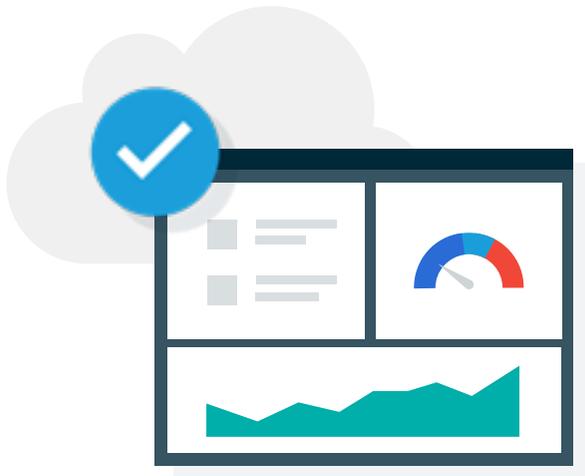
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Language Key

We are proud of our global partner community and make many documents available in multiple languages. To help you see which content has been localized for your market, we use the following codes.

- | | |
|--|--|
| NA North American English (NA) | UK&I British English (UK&I) |
| ANZ English for Australia & New Zealand (ANZ) | DE German (DE) |
| NL Dutch (NL) | FR French (FR) |
| DA Danish (DA) | SE Swedish (SE) |

What is BCDR?

Business continuity and disaster recovery (BCDR) goes beyond backup to enable rapid restoration of individual files or entire servers. Our implementation also allows you to continue business operations directly from the cloud. Datto Continuity combines the convenience of local backup with secure and immutable offsite storage in the Datto Cloud.

Datto Continuity Products

SIRIS: Powerful, all-in-one BCDR solution deployed as a physical, virtual, or imaged appliance

ALTO: Introductory BCDR appliance for small businesses

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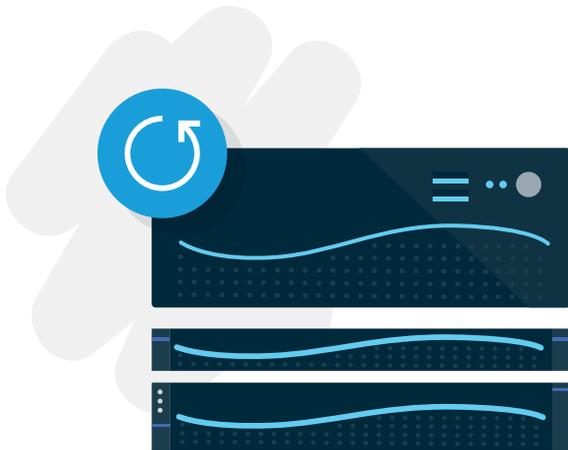
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Product Information

It's just as important to educate your own sales team on the value and importance of Datto's BCDR solutions. Here are several resources you can access to understand the opportunity and sell more effectively. Note: the links below require partner portal login.

SIRIS and ALTO Datasheets

[SIRIS Datasheet](#)

[SIRIS Deployment Flexibility Infographic](#)

[SIRIS Virtual Datasheet](#)

[SIRIS Appliance Spec Sheet](#)

[SIRIS Image Datasheet SEA](#)

[ALTO Datasheet](#)

[SIRIS vs. ALTO Datasheet](#)

Datto Cloud Datasheets

[Datto Cloud Datasheet](#)

[Cloud Specs Datasheet \(Security\)](#)

[Cloud Feature Competitive Matrix](#)

Educational Resources for MSPs

[How to Demo a SIRIS Device](#)

[Datto Lab Video Series \(technical video series\)](#)

[BCDR MSP Buyer's Guide](#)

This guide focuses on identifying, evaluating, and implementing BCDR and debunks common myths associated with protecting cloud applications.

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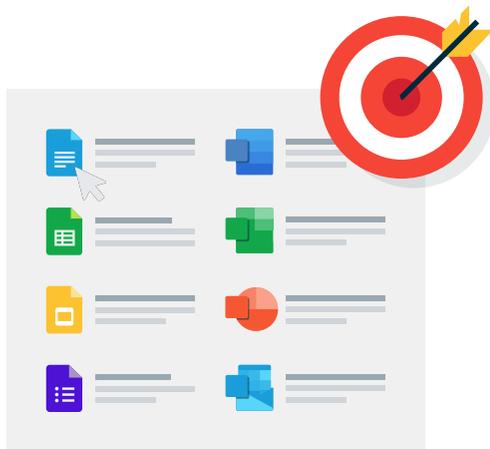
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Assets to Use at Each Stage of the Buyer's Journey

Marketing and sales professionals use the concept of the buyer's journey to break down the stages every prospect passes through before becoming a customer.

Certain marketing content is more appropriate to present to clients at the awareness, consideration, and decision stages of the buying process. The MarketNow campaigns outlined later in this document assemble bundles of content into email and social media campaigns, primarily aimed at the initial awareness stage. However, you also might want to use these documents in one-on-one interactions, for example, to email a prospect you met at a conference or answer questions from a customer considering adding BCDR to the services they buy from you.

Awareness content focuses on addressing the buyers' challenges or pain points and should be used to attract and convert leads into prospects.

- **9 Cybersecurity Tips for SMBs (one-page PDF)**

Download: NA

Cobrandable: [MarketNow](#)

- **Common Types of Phishing (one-page PDF)**

Download:



Cobrandable: MarketNow

- **4 Business Continuity Planning Essentials (eBook)**

Cobrandable: [MarketNow](#)

- **What is Business Continuity? (PowerPoint)**

Download:

- **Cost of Downtime (Infographic)**

Download:

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Consideration is the next stage after you build awareness of business challenges. Here you can propose Datto's BCDR solution to the prospects you've attracted.

- **Backup Under Attack (eBook)**

Download:



Cobrandable: [MarketNow](#)

- **4 Reasons CEOs Should Care About BCDR (eBook)**

Download:



Cobrandable: [MarketNow](#)

- **Inoculate Your Healthcare Business Against Disaster With Business Continuity (eBook)**

Download:



Cobrandable: [MarketNow](#)

- **How Your Business Can Recover Quickly From Any Disaster (eBook) covers myths and misconceptions like the illusion of safety in the cloud**

Download:



Cobrandable: [MarketNow](#)

Decision is the final stage after your prospects begin considering your solution. Here is where you get prospects over the final hurdle to close the deal. Use the resources to help win their business.

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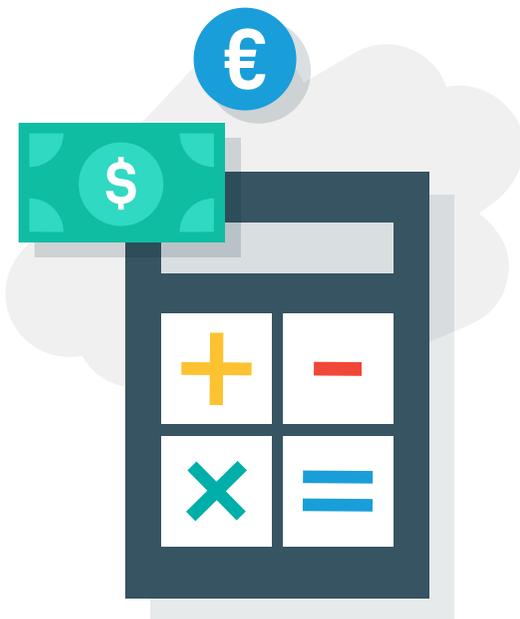
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Content supporting the decision stage of the buyer's journey should focus on moving a prospect from a shopping mentality to a purchasing mentality. We have produced a Buyer's Guide to reassure your prospect that they are making the right decision by investing in BCDR.

- **BCDR Buyer's Guide**

This user-facing document examines the competitive landscape and why "moving to the cloud" or "backing up to the cloud" is not the same as a complete BCDR solution featuring an immutable cloud for backups, instant restores to virtual machines, and the ability to complete restores quickly from local backup.

Download:



Cobrandable: MarketNow

- **Recovery Time & Downtime Cost Calculator**

Determine potential downtime and the cost of downtime for your clients and prospects with the help of this calculator. Follow the link below to download a ZIP file with the source code and instructions on embedding this tool in your website.

Download:



- **Breaking Down The Sale Calculator**

Overcoming the cost sensitivity of BCDR is a big part of closing the deal. This calculator helps clients and prospects understand that they can protect their business and revenue stream for pennies a day. Use this calculation to determine your revenue per minute, compared to the cost per minute of keeping your business afloat in any kind of technical outage.

Download:



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- **Datto Continuity Competitive Primer**

Use this resource to prepare for deals that have a competitive element.

- **SIRIS vs. the Competition Datasheet**

Use this resource to use with customers to show the differences between Datto's solution and the competition.

- **SIRIS Cloud Competitive Matrix**

Use this resource when up against a competitor who uses the public cloud. This shows the power and value of the Datto Cloud purpose-built for BCDR.

Marketing Resources

- **Generate Leads Using MarketNow**

MarketNow is a robust marketing automation platform that allows Datto partners to launch pre-built email and social campaigns, access a library of co-branded client-focused content, and manage leads from prospect to sale. It's one of the many benefits of Datto's Global Partner Program that's offered to all partners at no cost and is available from the Datto Partner Portal. Learn more by downloading the [Quick Start Guide](#) or viewing our [Onboarding Webinar](#).

To help you get started with launching a demand generation campaign, we have compiled the most valuable Datto BCDR marketing materials below. If you are already using a different marketing automation tool, you can still download and co-brand the marketing assets to use with your current platform.

- **BCDR Marketing Campaign Guide**

Why use a marketing campaign?

We know word-of-mouth offers a great way to capture new leads for MSPs. However, word-of-mouth alone is often not enough to significantly grow your business. That's where an operational demand generation plan comes in.

MARKETING

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Datto has created several campaigns geared towards building awareness and educating your target audience about the importance of a robust business continuity and disaster recovery (BCDR) plan as well as the opportunity to position yourself as an ideal IT provider to help protect their business. By using our inbound marketing campaigns, you can engage with clients through relevant and valuable content. This “warms-up” leads over time and gets them ready to make a BCDR purchase.

Top Ways To Use Marketing Campaigns

The key to connecting with potential clients is to provide educational, helpful, and valuable content. This format adds value and nurtures the client along the buying path, thus prompting customer conversion. To help spark a connection, here are four ways to utilize the MarketNow campaigns with your clients, either in full or in pieces.

1. Capture New Leads

Host one of the PDFs on your website behind a marketing opt-in form. Or utilize our pre-built landing pages on MarketNow. Build your lead list and follow-up to convert them to use Datto's BCDR Solution.

2. Send as a Follow-Up to a Sales Call with New Leads

Has your prospect referred to ransomware, lost data, or downtime? Send a PDF, or critical pieces, via email on why their business data must be protected.

3. Newsjacking

Take advantage of events in the news, such as ransomware attacks and natural disasters, as a reason to remind customers and prospects of what you offer. It's important for current customers to hear from you regularly, not just at contract renewal time. Impress how important it is to add a backup solution to their bundle and how easy it is to add it.

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4. Thought leadership

Post critical facts and statements from the PDFs in a sequential series on LinkedIn, Facebook, and Twitter to establish yourself as a thought leader in the IT world.

Becoming an authority figure in a particular industry is a great way to connect with clients and boost sales.

Here are some pre-built BCDR campaigns you can take advantage of in MarketNow (the marketing automation platform Datto provides free to all partners):

- **Business Continuity Marketing Campaign**

If you sell Datto's BCDR products, such as SIRIS or ALTO, use this campaign to educate clients and prospects about the risk of downtime and the importance of a business continuity solution. This campaign contains an email campaign, a social campaign, a landing page, and co-brandable assets, including an ebook and checklist.



- **Backup and Disaster Recovery Marketing Campaign**

Disasters take many forms. Whether it's a natural disaster, human error, or ransomware, this campaign explains why your clients and prospects need to have a proper backup and recovery plan in place. This campaign contains an email campaign, a social campaign, a landing page, and co-brandable assets, including slides, a checklist, an ebook, and a brochure.



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- **Global Ransomware Report Marketing Campaign**

Share key stats and takeaways from Datto's latest State of the Channel

Ransomware Report to educate clients and prospects about the potential risks of malware. Use this campaign to position yourself as the expert and trusted advisor while establishing the importance of a business continuity solution (and MSPs).

This campaign contains an email campaign, a social campaign, a landing page, and co-brandable assets, including a checklist, report, ebook, and infographic.



- **BCDR Sales Conversation Guide**

This helpful guide provides tips and suggestions around getting the conversation started, discovering the scope of a client's needs, and handling objections to your BCDR sales pitch. The guide walks you through when to take advantage of assets such as the [Recovery Time & Downtime Cost Calculator](#) and the [Breaking Down the Sale Calculator](#). After reviewing the guide, you may also consider showing the [Debunking BCDR Myths: Backup is 'Good Enough'](#) blog and embedded video to your clients to help demonstrate the need and value for your services and solutions.



Addressing Security & Compliance

- **Datto BCDR Security Overview**

Get an understanding of Datto's security precautions and response to security incidents, both for your peace of mind, and so you can explain those security measures to customers and prospects.

- **How Datto Unified Continuity Helps You Provide GDPR Compliance**

Learn how Datto can help you and your clients stay in compliance with privacy regulations, particularly the EU's General Data Protection Regulation.

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- **Datto Cloud Specifications Datasheet**

Learn how to explain the distinction between Datto's purpose-built data protection cloud and generic cloud storage services. This includes specific supporting facts for claims of reliability, redundancy, and security.

MSP Sales Resources

- **Datto SIRIS Sales Presentation**

Review this pitch deck for Datto SIRIS and the Unified Continuity Platform to understand the key selling points. You are welcome to copy or adapt these slides into your own sales deck.



- **How to Build Value with Datto Chargeable Services**

At Datto, we don't charge you for the items below, but it doesn't mean you can't. Build these into your customers' proposals or invoices to increase value.



- **Datto BCDR NFR Program**

Datto's Not for Resale (NFR) Program provides you with an easy way to demo BCDR for your clients, increase your team's familiarity with the product, and protect your business data. Simply reach out to your channel account manager to place your NFR order.



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- **Case studies**

Thousands of MSPs all over the world are using Datto's BCDR solutions to protect clients' data. Hear from companies like yours about what's made them successful. Of course, stories like these may not be something you want to share with customers or prospects if they feature other MSPs that you consider to be competitors. Even in that case, you can mine these case studies for the stories of how end-user companies avoided severe business disruption by having recourse to BCDR after a server failure, natural disaster, or ransomware attack. Offering examples will allow you to make a stronger case.

NA EMEA APAC

MSP Educational Resources

- **Selling BCDR Made MSPeasy**

MSPs have a vital role in guiding clients to make BCDR a strategic success for their business and an immense revenue opportunity. This eBook provides MSPs with tips and scripts to create a successful BCDR pitch.

NA UK&I ANZ

- **Ransomware Made MSPeasy**

Learn about the variety of ransomware in existence today and how best to communicate the risk of ransomware to your clients to help them understand the importance of investing in security solutions for their business.

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- **Selling Unified Continuity**

Business data is under attack now more than ever before. With 85% of MSPs reporting attacks against SMBs in the last two years, MSPs need a robust solution that protects against ransomware, accidental deletion, and disasters no matter where the attack occurs. Learn more about Datto's Unified Continuity suite and how it can help your business provide reliable continuity services to your clients.

[U.S. English](#) [British English](#) [Australian English](#) [German](#) [Dutch](#)

- **Disaster Recovery Testing Made MSPEasy**

Disaster recovery testing should be considered essential. Regular testing is the only way to be confident you can restore customer operations quickly following an outage.



- **Pricing Proposal Reference Guide and Proposal Template**

This asset contains all the critical information you need to include in your BCDR proposal so that it aligns well with your client's needs.

[NA](#) [EMEA](#)

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Sales Strategy Checklist: what have you completed?

In this toolkit, we give you sales and marketing tools to enable your team to sell the value of Datto BCDR solutions successfully. This simple checklist gives you a starting point for creating a BCDR Sales strategy and will help you grow your business by providing a valuable service to your clients.

- Decide what you're looking to accomplish (i.e., generate new leads, cross-sell more effectively, etc.).
- Establish clear goals and key metrics to track.
- Create your marketing plan using content provided by Datto and any you have developed yourself.
- Investigate MarketNow, the marketing automation platform Datto makes available to its partners for free. You can use MarketNow to execute the campaigns described above. Or, if you have already invested in other tools, use the MarketNow campaigns for guidance on how to sequence related content you can share with prospects in email and social media campaigns.
- Review the content on your website and ensure it clearly explains BCDR solutions and is up to date.
- Establish or refresh the social media accounts for your business and integrate them into your campaign plan. Encourage participation from employees, particularly those with substantial social media followings or established relationships in the communities and industries you serve.
- Launch your initial campaigns. You may want to start small, for example, by emailing a subset of your list as a way of testing what works.
- Evaluate the results of your marketing campaign. How well is your marketing translating into sales leads?

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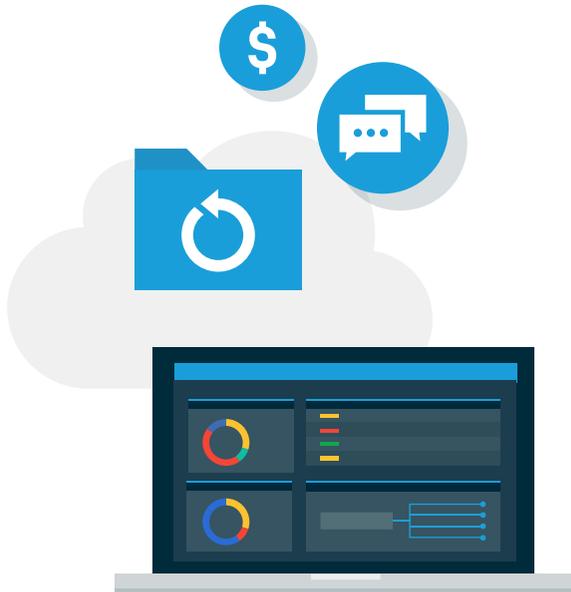
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- Educate your sales team on the value of BCDR solutions using MSP Product Resources.
- Review the Datto SIRIS Sales Presentation and create your version tailored to your target market.
- Study the BCDR Sales Conversation Guide. Plan how you will bring customers through the stages of awareness, consideration, and decision, leading to closed deals.
- Evaluate how effectively your sales program is turning leads into customers.
- Fine-tune and repeat sales and marketing campaigns, incorporating what you've learned



Conclusion

No matter the size of your IT business, time constraints and limited resources are roadblocks to sales and marketing success for many MSPs. This toolkit can help you market and sell the value of your services and solutions.

Continue to leverage the key sales and marketing resources for Datto BCDR solutions. Use the checklist in this toolkit to get started right away. If you have questions about this toolkit, partner resources, sales and marketing guidance, contact your Account Manager or partners@datto.com.