


## **COPY BLOCK**

<b>Copy Block Title:</b>	The benefits of cloud-based communications solutions for small to medium businesses.
<b>Usage:</b>	Newsletter Article, eDM Copy, Customised Blog
<b>Guidelines:</b>	<p>Designed to be customised for specific marketing communications like internal newsletter articles, eDM copy or a tailored blog post.</p> <p>Please upload the PNG file to your preferred creative suite (ie: CANVA, Photoshop/Indesign) and place your logo next to the Access4 logo as outlined in the preview image below.</p> <p><i>**Please note, this copy block is <u>not</u> designed to be copied and pasted in its entirety. It is designed to be customised with your own business message and company boilerplate. Use elements of this copy block to complement your own marketing communications and to avoid duplicate online content as this confuses Google and impacts ranking across identical pages.</i></p>
<b>Banner Image:</b> PNG file provided	

### **Copy:**

As a <insert Managed Service Provider/Communications Service Provider/Your Business Type> and specialist in IT <replace with company tagline or unique differentiator>, we understand that your businesses technology requirements are changing rapidly, and the demands of your business and consumers means you need expert guidance to determine which IT and telephony solutions will deliver the result you need to meet those demands.

When it comes to managing your businesses telephony experience, both internally and

externally, it's important you have the right partner by your side that can help you to understand the "why" and "how" of your technology investments - especially how Voice and Telephony technology can address business, growth and operational challenges.

### **The changing business communications landscape after the pandemic**

The pandemic created a significant need for small businesses to pivot to cloud-based communications and specifically, Unified Communications. Unified Communications, or UC, encompasses cloud voice systems that create a complete, end to end, collaboration experience. Robust Unified Communications solutions incorporate carrier grade infrastructure with access to advanced telephony features like call forwarding, call routing, IVR, call recording, call analytics, AI, custom hold music and more.

For many SME's, finding this type of solution requires seeking third party advice to understand the do's and don'ts of implementing Unified Communications solutions. We saw many customers requiring support on how to utilise their existing software licences further, adopting tools like Microsoft Teams and Cisco Webex.

This need for cloud-based connectivity hasn't gone away, although we have seen that the requirement for our customers to 'get back to business' in brick and mortar businesses like Medical centres and Retail stores, has prioritised a true telephony experience that goes beyond simply switching on Microsoft Teams.


There are a number of questions worth asking to unpack what you require in a business communication system. Typically we ask our customers if they are:

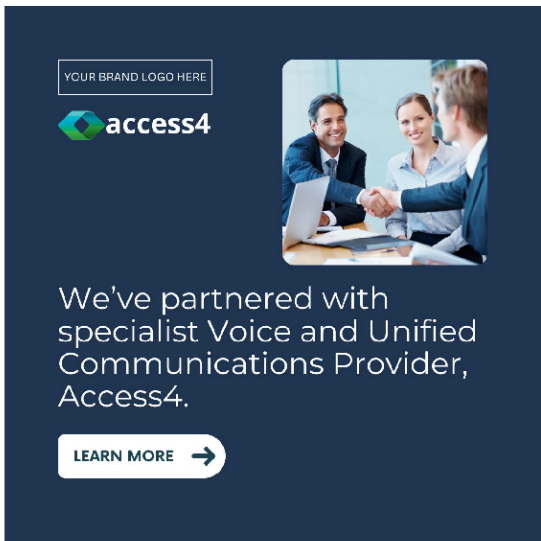
- Managing dual phone systems?
- Do they have long call-wait times?
- Are they unable to take calls via your Microsoft Teams accounts?
- What remote working/hybrid working policies do you have in place?

This helps us to determine their core requirements and how they can tie back to business outcomes.

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## SOCIAL MEDIA POSTS

	Available Dimensions	Graphic	Organic Post Caption
<b>Post one:</b> option one	<i>Square Post</i> 1200 x 1200 px  <i>Landscape Banner</i> 1200 x 627 px  <i>Vertical Banner</i> 627 x 1200 px	 The graphic is a square post with a dark green background. At the top left, there is a white box containing the text 'YOUR BRAND LOGO HERE'. Below this is the 'access4' logo, which consists of a blue and green circular icon followed by the text 'access4'. To the right of the logo is a photograph of three business professionals (two men and one woman) in a meeting, shaking hands. Below the photo, the text reads: 'We've partnered with specialist Voice and Unified Communications Provider, Access4.' At the bottom, there is a white button with the text 'LEARN MORE' and a right-pointing arrow.	<p>We've partnered with specialist Voice and Unified Communications provider, Access4.</p> <p>With this partnership, we're able to support your business further, with end-to-end Voice and Telephony solutions.</p> <p>Contact us today to learn more: <a href="#">&lt;insert contact page link&gt;</a></p>

<p><b>Post one:</b> option two</p>	<p><i>Square Post</i> 1200 x 1200 px</p> <p><i>Landscape Banner</i> 1200 x 627 px</p> <p><i>Vertical Banner</i> 627 x 1200 px</p>		<p>We've partnered with specialist Voice and Unified Communications Provider, Access4.</p> <p>With this partnership, we're able to support your business further, with end-to-end Voice and Telephony solutions.</p> <p>Contact us today to learn more: <a href="#">&lt;insert contact page link&gt;</a></p>
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## EMAIL SEQUENCE

<b>Email Name:</b>	Email One, Version One - New Partners to Access4
<b>Subject Line:</b>	We've partnered with specialist Voice Provider, Access4.
<b>Usage:</b>	Email 1 of 2 part nurture
<b>Guidelines:</b>	<p>This email is designed to copy and paste into your Marketing Automation tool (i.e. Mailchimp, Hubspot, Active Campaign) or directly into a personalised email. You have the option of adding an email banner (see below) and/or inserting your logo.</p> <p>If you wish to insert your logo to the banner, please upload the PNG file to your preferred creative suite (i.e: CANVA, Photoshop/Indesign) and place your logo next to the Access4 logo as outlined in the preview image below.</p>
<b>Banner Image:</b> PNG files provided	

**Copy:**

Hi <<first name>>,

We've recently partnered with specialist Voice and Unified Communications Provider, Access4, to provide our customers with a complete Telephony experience, whether they require traditional Voice-based solutions or a mix of cloud-based collaboration tools. We're confident that we can provide you with an end to end solution that will meet your business and customer needs.

**Access4 comes with a depth of technical understanding of Telephony and Cloud-based Voice solutions, its Founders come with extensive experience across large Telco's and MSPs that have helped them to craft and deliver optimal support via its purpose-built SASBOSS™ platform.**

Collectively, we can now offer you best of breed Voice and Unified Communications solutions backed by vendors such as Microsoft and Cisco, with on-shore support.

With this partnership, we're in a position to support your business further, with whatever Voice and Telephony experience you require for your organisation.

**Reply to this email to book in an introductory session to learn more.**

Kind regards,

<Insert company contact name and signature>

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