


COPY BLOCK

Copy Block Title:	How businesses are using Unified Communications to optimise team collaboration.
Usage:	Newsletter Article, eDM Copy, Customised Blog
Guidelines:	<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>
Banner Image: PNG files provided	

Copy:

The remote working movement has led to a requirement for small businesses to adopt Unified Communications solutions and cloud-based VoIP phone systems as a standard for operational success. Unified Communications, or UC, encompasses cloud-based 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.

The pandemic forced business owners to get creative with collaboration, and to move quickly. Now, in a post-pandemic world, businesses are looking to build more robust, end

to end cloud-based voice and team collaboration solutions that meet the needs of their customers and employees alike.

The days of physical phone and PBX systems are coming to an end with many small to enterprise level businesses implementing Unified Communications solutions that can support flexibility across teams, and efficiencies in busy brick and mortar businesses.

Organisational collaboration has always been important, however, as we continue to evolve to a hybrid, remote working world, it's become even more critical. Teams need to be able to work as if they are in the same room, without delays or interference.

Continuous technology innovation will be required to maintain flexibility as the world offers its staff multiple options to connect and work together in the most productive fashion.

The 'anywhere, anytime, on any device' workforce is the vision for many organisations and implementing cloud-based Voice will help you to ensure seamless connectivity across devices and work environments.


Enabling an end to end Telephony experience involves more than launching Microsoft Teams and many SME businesses need the support of a trusted partner to handhold them through the connectivity journey, in a way that streamlines the implementation and ongoing use.


That's why we're a partner of specialist Voice and Unified Communications Provider, Access4, because of their depth of technical understanding of Telephony and Cloud-based Voice solutions, and breadth of experience in delivering optimal support via their purpose-built SASBOSS™ platform, delivering only best of breed technologies across Microsoft, Cisco and more.

With this partnership, we're in a position to support your business further, with whatever Voice and Telephony experience you require for your organisation. Unified Communications solutions provide a single platform for communication and with a solution like Access4's SASBOSS™, your entire phone system and collaboration platform is managed, maintained and secured.

...continued


SOCIAL MEDIA POSTS

	Available Dimensions	Graphic	Organic Post Caption
Post one: 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		<p>SME businesses are adopting Unified Communications solutions and cloud-based VoIP phone systems as the new standard for collaborative operational success.</p> <p>Gone are the days of physical phone systems.</p> <p>Contact us today to learn how we can help you to implement Unified Communications solutions: <insert contact page link></p>

<p>Post one: 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>SME businesses are adopting Unified Communications solutions and cloud-based VoIP phone systems as the new standard for collaborative operational success.</p> <p>Gone are the days of physical phone systems.</p> <p>Contact us today to learn how we can help you to implement Unified Communications solutions: <insert contact page link></p>
--	---	--	--

...continued

EMAIL SEQUENCE

Email Name:	Email Nurture One
Subject Line:	Cloud-based Voice for collaborative operational Success
Usage:	Email 1 of a 3 part nurture
Guidelines:	<p>This email is part of a 3-step nurture campaign, designed to send over a 3-4 week period (i.e. 1 email per 1-2 weeks apart).</p> <p>It 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 (ie: CANVA, Photoshop/Indesign) and place your logo next to the Access4 logo as outlined in the preview image below.</p>
Banner Image: PNG files provided	 The banner image features a green-to-teal gradient background. On the left, there is a network diagram with a central cloud icon connected to various devices: a smartphone, a laptop, a tablet, and a server tower. To the right of the diagram, the text "Cloud-based Voice for" is in a white sans-serif font, followed by "COLLABORATIVE" and "OPERATIONAL SUCCESS" in a larger, bold, white sans-serif font.



Copy:

Hi <first name>,

The post-pandemic remote working movement has led to a requirement for small businesses to adopt Unified Communications solutions and cloud-based VoIP phone systems, as the new standard for operational success.

Unified Communications, or UC, encompasses cloud-based 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 that include things like:

- Call forwarding;
- Call routing;
- Call recording;
- Call analytics; and
- Custom hold music.

Enabling an end to end Telephony experience involves more than launching Microsoft Teams and many SME businesses need the support of a trusted partner to handhold them through the connectivity journey in a way that streamlines the implementation and ongoing use.

By partnering with Voice and Unified Communications Provider, Access4, we're able to offer you a technically rich and easy to use cloud-based Voice solution that

delivers 99.99% platform uptime, and that meets your remote or hybrid working policies.

If this is of interest to you, don't hesitate in reaching out to arrange an introductory call or in-person meeting.

Kind regards,

<Insert company contact name and signature>

...continued