


COPY BLOCK

Copy Block Title:	Telephony Transformation: The Key to Security, Visibility, and Productivity
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 file provided	 The banner image is a promotional graphic. On the left, a green and blue geometric shape contains the text 'TELEPHONY TRANSFORMATION: THE KEY TO SECURITY, VISIBILITY, AND PRODUCTIVITY' in white. Below this is the 'access4' logo and a placeholder box labeled 'YOUR BRAND LOGO HERE'. On the right, a woman with long dark hair is smiling while talking on a mobile phone. She is sitting at a desk with a laptop and a pen.

Copy:

In today's fast-paced, hybrid working world, staying connected with customers and clients is crucial. The primary mode of communication for most businesses is telephony, but traditional telephony systems often lack the necessary tools to truly understand and optimise this vital aspect of their operations.


Imagine this scenario.. you're in your office, and your phone system, while functional, is essentially a black box. You can make and receive calls, but you have limited visibility into what's happening on the other end. Are your employees effectively engaging with customers? Are calls being missed or going unanswered? Are you providing the best possible customer service?

This lack of insight is a significant issue, especially in today's world of remote and hybrid work where there is a serious talent shortage that threatens the operations of every

business. When employees are scattered across different locations or working remotely, the challenge of monitoring and managing telephony interactions becomes even more complex. Traditional systems simply cannot provide the necessary data and analytics to understand these interactions fully.

This is where the need for better telephony technology comes into play...

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Subject Line:	The Missing Piece in Modern Business: Telephony Technology
Preview:	Are your employees effectively engaging with customers? Are calls being missed or going unanswered?
Usage:	Email 1 of 3 part nurture
Guidelines:	<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>
Banner Image: PNG files provided	

Copy:

Hi [first name],

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The new standard of telephony gives businesses owners and managers the capability to perform status checks on how they're staff are performing. If you don't have this it's worth considering a change.

If you're interested in learning about the new standard of telephony, read this [\[blog/article\]<link to blog/article here>](#).

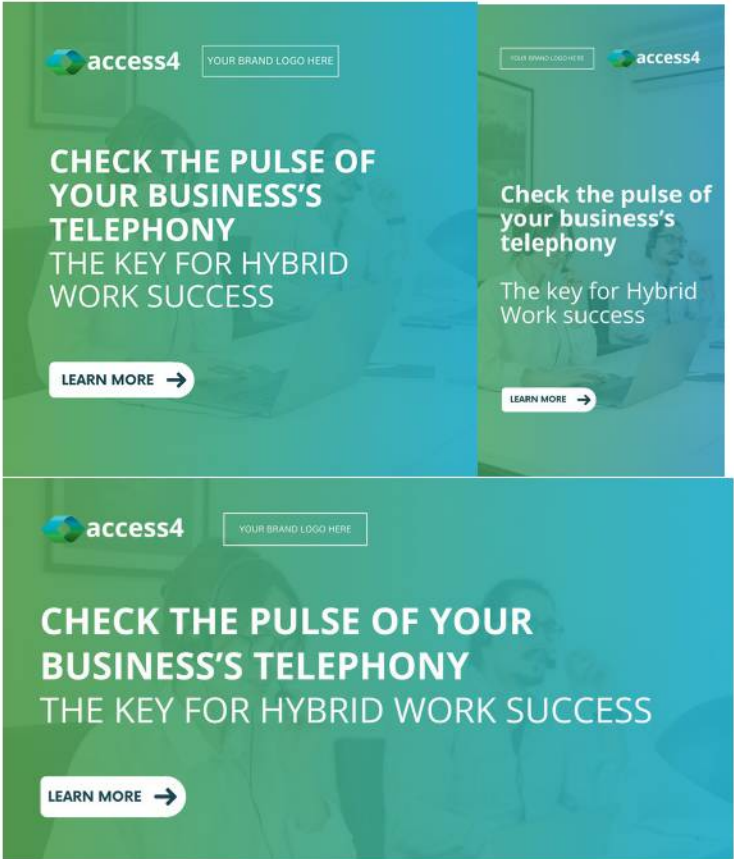
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SOCIAL MEDIA POSTS

	Available Dimensions	Graphic	Organic Post Caption
<p>Post One:</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>The new standard of telephony should provide insights, data, and a 'pulse check' on your business's communication. If it doesn't, you need to make a change.</p> <p>Learn more here: <blog/article CTA></p>