QuickStart Social Media Example Campaign

This easy-to-implement social media example campaign is designed to encourage your small business contacts to take a free trial of Dr.Backup "Done-For-You" cloud (and local) backup services. Run this campaign on a regular basis (monthly) by posting a message template and customized coupon image to your Facebook and/or LinkedIn community. With minor modifications, you may also be able to use the same content and send as a multimedia message via your smartphone.

Implementation Steps

1. If you don't already have a Promotion Code, please send an email to pro-partner@drbackup.net and request your unique code. When the use of this code results in the purchase of a Dr.Backup subscription, you will get credit for the sale and receive the applicable compensation or referral fees. Note: The exact details of how to create content and post in Facebook or LinkedIn is beyond the scope of this note – but readily available on the Internet.

2. At the bottom of this note is a template image of a "Prescription" coupon. On that coupon is a blank line labeled "Use Promotion Code." This line needs to display your personal code. The easiest way to accomplish this is to take a screen "snip" of the coupon and use your local Paint application to add a text box containing your code.
(See sample updated image thumbnail on right)

3. Save the edited image in your picture folder and remember the location -- as you will need it when creating your social media post. If you are unsure about how to perform the modification, email us and we will make the change for you and return an updated file with the coupon image.

4. Below are text message templates which tell the story of why critical data backup is important. Each contains the messaging and link elements needed to run the campaign. Use this text AND your Prescription coupon image as the basis for a social media post to Facebook or LinkedIn. Of course, you may personalize as you like, but please keep the key elements of the message intact.

The goal of posting social media messages regularly is to catch the attention of business associates who already trust you and need to get started building a "digital safety net" for their team.

Template - Social Media Example Message #1 – Full Messaging

If your team works with computers connected to the Internet, there's one computing "essential" you simply ***MUST*** have in place -- a rock-solid data backup regimen.

Regular backups, stored out of harm's way, is the only true **DIGITAL SAFETY NET** protecting critical data from...**ANY AND EVERYTHING EVIL!**

Data loss can mean **BIG TIME PAIN** and financial woes.

Geo-sensing Firewalls, Next-Gen Artificial Intelligence-based Antivirus, Content Filtering Antispam Appliances, OneDrive/SharePoint Folder Synchronization, blah-blah-blah...**NONE OF THESE PROVIDES 100% PROTECTION -- AND NONE SUBSTITUTES FOR A CLEAN DAILY BACKUP!**

As a business professional, I'm sure the last thing you're looking forward to at quitting time is fussing with daily backups. Now, you don't have to.

Here's a short YouTube clip of the backup vendor I recommend -->
https://youtu.be/pLG4gk0G-fg

They specialize in **"Done-For-You"** cloud backups for small business, have a fantastic support team and lots of great reviews in Google. Basic service is just a couple dollars a day, which you're probably already spending in do-it-yourself labor costs.

Use the coupon below to try Dr.Backup for free -- and the Promotion Code will get you **10% OFF THE REGULAR SUBSCRIPTION FEE** when you sign up. Trust me, this is one decision your team will never regret.

Template - Social Media Example Message #2 - Abbreviated Version

If your team works with computers connected to the Internet, there's one computing "essential" you simply *MUST* have in place -- a rock-solid data backup regimen.

Here's a short YouTube clip of the backup vendor I recommend -->
https://youtu.be/pLG4gk0G-fg

Use the coupon below to try Dr.Backup for free -- and the Promotion Code will get you **10% OFF THE REGULAR SUBSCRIPTION FEE** when you sign up. Trust me, this is one decision your team will never regret.

Image – Prescription Coupon (Customize to include your Promotion Code)