

Secure App - See, Try, Buy Drip Emails

Goal: Provide educational info and helpful content for our customers during their 21-day free trial of Secure App. Follow up at the end with account managers.

v.1
5/18/21

[Security messaging](#)

Touch 1 (Automated trigger upon sign up)

SL: Excited to introduce you to Secure Application

Body:

Hi {{First name}},

Thank you for signing up for our free trial of [Cisco Secure Application](#)!

Now is a critical time for businesses to protect their customers from cyberthreats. We're here to help you safeguard business-critical applications from malicious actors and vulnerabilities.

Over the course of these 21 days, our team of security experts will be available throughout to demonstrate how you can use Secure Application to the fullest to better defend you and your customers' data.

To help you get started, we've got [a video from our security experts](#) that explains the use cases and benefits of Secure Application. Your account team will be reaching out shortly to set up Secure Application for you.

Best wishes,

{{Sender}}

Touch 2 (4 days after sign up -- pending if that's enough time for the account team to turn on the trial)

SL: Learn how to prioritize and patch vulnerabilities

Body:

Hi {{First name}},

Malicious actors are constantly searching for ways to take advantage of security vulnerabilities.

Using Secure Application, you can continuously detect vulnerabilities and block attacks as they happen. The vulnerability data is correlated to the application context, so you know exactly which areas of your app are vulnerable.

Now, your teams can dedicate time and resources to patching vulnerabilities that are the highest risk to the app, your end user, and your business. Secure Application allows your business to prioritize risks, quickly triage, and achieve peak application performance.

To learn more about how to quickly identify and remediate application vulnerabilities, watch our [Secure Application micro demo](#).

Warmly,

{{Sender}}

Touch 3 (9 days after trial sign up)

SL: Detect and prevent attacks like a pro

Body:

Hi {{first name}},

Did you know that the average business spends weeks, or even months, unaware that they've had a security breach? Oftentimes, critical data is exfiltrated within the first 24 hours.

With Secure Application, you can detect threats in real-time, giving you the ability to respond and remediate ASAP. But it's not enough to simply detect a threat, you need to be able to stop it too. Secure Application automatically blocks exploits as they happen using different security policies, so you can know exactly when attacks happen and prevent them.

[Content piece: [data sheet](#)]

Want to know more? Feel free to reach out.

{{Sender}}

Touch 4 (15 days after sign up)

SL: Align security data with business context

Body:

Hi {{first name}},

Security can't be an afterthought. A strong security posture is critical to achieving full-stack observability, and protecting your organization and customers.

You can protect against application latency and exploits using Secure Application. By combining app and security insights, you can connect all need-to-know teams through shared data and understanding of how vulnerabilities and incidents impact the business.

Using Secure Application, you're enabled to break down silos between teams, and strategically prioritize your response according to the business impact. [Content piece: T21 demo?]

Let me know if you have any questions,

{{Sender}}

Touch 5 - Wrap up

SL:

Body:

Hi {{first name}},

Now that things have wrapped up with your free trial of Secure Application, I wanted to check in. How did everything go?

I hope you were able to get all the information you needed out of these past three weeks, and if you'd like to continue on with Secure Application I'm happy to discuss. As always, I'm here to set up a call whenever works best for you.

Talk soon,

{{Sender}}

CTA: Reach out to the account manager