

## **Multi-Touch Digital Campaign for PlexiGuard Apr-May 2020**

**EMAIL #1:** (Here's how other folks are social distancing)

**911 SUBJECT LINE:** See how other 911 centers are social distancing

**HC and CC: SUBJECT LINE:** How Healthcare and Command Centers are social distancing

Hi **[INSERT FIRST NAME]**—  
Hope you're doing well in this "new normal"!

Just wanted to let you know we've been filling PlexiGuard orders for customers across the U.S., from University Hospital in Newark, to the Western Area Power Administration in Phoenix.

Ready to protect your essential employees? Take a look at [www.xybix.com/plexiguard](http://www.xybix.com/plexiguard). If it's a fit, we can help you out quickly. Thanks, **[INSERT FIRST NAME]**. Let me know!

Best regards,

**EMAIL #2** (We're busy shipping Plexi to all our customers)

**911 SUBJECT LINE:** PPE for Dispatch

Hi [first name], hope you're doing well.

Just wanted to let you know that Xybix is busy shipping plexiglass office barriers to 911 centers around the U.S. We've got fresh PlexiGuard panels rolling off the assembly lines daily.

Ready to protect your team? We can help you out quickly. Take a look here ([xybix.com/plexiguard](http://xybix.com/plexiguard)).

Thanks, **[INSERT FIRST NAME]**. Stay safe.

Best,

**Healthcare SUBJECT LINE:** Social distancing for Healthcare

Hi [first name], hope you're doing well!

Wanted to let you know that Xybix is busy shipping protective office shields to medical facilities around the U.S. We've got fresh PlexiGuard panels rolling off the assembly lines daily.

Ready to protect your team? We can help you out quickly. Take a look here ([xybix.com/plexiguard](http://xybix.com/plexiguard)).

Thanks, [INSERT FIRST NAME]. Stay safe.

Best,

**Command & Control SUBJECT LINE:** PPE for Command & Control

Hi [first name], hope you're doing well!

Wanted to let you know that Xybix is busy shipping protective office shields to command and control centers across the U.S. We've got fresh PlexiGuard panels rolling off the assembly lines daily.

Ready to protect your team? We can help you out quickly. Take a look here ([xybix.com/plexiguard](http://xybix.com/plexiguard)).

Thanks, [INSERT FIRST NAME]. Stay safe.

Best,

**EMAIL #3 (Social distancing is the new normal)**

**911 SUBJECT LINE:** The "new normal" for 911

Hi [ ], hope you and your team are healthy and safe!

I came across an article that says most Americans who work in an office environment are afraid to return to work, because of COVID-19.

I know you guys never got to "leave" work in the first place, so I wanted to make sure you guys have the PPE you need for social distancing. We're shipping protective Plexiglass panels to customers around the country.

Take a look here ([xybix.com/plexiguard](http://xybix.com/plexiguard).) We can help out quickly!

Thanks, [INSERT FIRST NAME]. Be well.

Best,

**C&C SUBJECT LINE:** The "new normal" for command & control

Hi [INSERT FIRST NAME ]—

I hope you and your team are healthy and safe!

I came across an article that says most Americans who work in an office environment are afraid to return to work because of COVID-19.

I know you guys never got to "leave" work in the first place, so I wanted to make sure you have the PPE you need for safe social distancing.

Take a look here ([xybix.com/plexiguard](http://xybix.com/plexiguard).) We're currently shipping protective Plexiglass panels to customers around the country.

We can help out quickly.

Thanks, [INSERT FIRST NAME].

Best,