

Partner Nurture Campaign

Target Audience: MSPs

Campaign duration:

Ongoing. Est. launch date -- _____.

Campaign-at-a-glance:

- 7 email nurture flow.
- Builds a story arc describing the problem, the solution generally, why LastPass is the best solution, how LastPass offers unique value to MSPs (try the demo), “why LastPass” (partner testimony), Families benefit, then recapping all to the final close. Each email presents a “close” (why wait? Join today!). The “become a partner” vibe is in every email, but really starts as a soft pitch in email 2 and raises the volume through email 6. Finally the last email is – hey, don’t miss out, a window of opportunity is closing!
- Even though the campaign is evergreen/ongoing, I suggest putting an end of quarter close on it (just launch a slightly “new” campaign after that date; people respond to time pressure when it’s a limited opportunity). In the nurture below I’ve suggested offering a constant carrot for joining by 3/31/25; and an extra sweet carrot for early birds who join by some sooner date tbd. Carrot is up to you! 😊
- **Suggestion:** Do we want another, shorter email flow for those who opt-in *before* the end? What’s the first email they will get after receiving a demo, or having a conversation? What’s the first email they will get after they join to validate they just did the best thing ever? Shall we develop a “tell a friend” email?

sEmail #1 Copy:

Dear _____:

Nearly every day we hear about another cyberattack. Consumers are losing confidence in the brands they trust as more companies, non-profits and government organizations are breached. A recent study by IBM on the cost of a data breach puts the average cost to organizations at \$4.5 million USD.

In an effort to combat this, a lot of the burden for security has shifted to consumers and employees in the form of ever-increasing demands for more complex passwords and multi-factor authentication. Neither of those efforts is effective enough.

We're in the midst of a compromised credentials crisis. Poor password hygiene (weak, re-used and shared passwords) is a big part of the problem:

- 80% of data breaches result from compromised login credentials.
- Many breaches resulting from a stolen or weak passwords are unintentional on the part of the employee, resulting from poor hygiene such as sharing credentials or leaving them on a post-it note.

Protect Your Clients:

You already know that a password management solution is a critical addition to your client's security stack. But you may think the MFA and Single-Sign On features you are already offer are sufficient. Or you may think that managing passwords at scale for your client base can't be profitable because it requires too much.

How We Can Help

We are LastPass—the only password management solution with a purpose-built console made for MSPs. We have a great partner program that can help you grow recurring revenue streams and offer best-in-class password protection all driven from a robust, multi-tenant console that helps you streamline admin and realize more profits.

What is LastPass?

LastPass is a cloud-based password manager that works on any device, keeping passwords safe, private, and always within reach. It's easy to set up and simple to use, offering a seamless experience for businesses of all sizes no matter their tech needs. With LastPass, businesses can generate, share, and manage passwords with a single click or tap, putting an end to password headaches.

Don't wait. Becoming a LastPass Partner is easy.

Read more about the growing compromised credentials crisis [here](#).

Learn more about becoming a LastPass partner [here](#).

Prefer to talk to a live person? We're here for you (CTA).

Your partner in password security –

LastPass Partner Team (Cristina name?)

Email #2

Dear _____

The cyberthreat landscape is constantly changing. Are you offering your clients the latest in password management?

Today most organizations use a plethora of SaaS apps to manage everything from timesheets to inventory, not to mention dozens of customer-facing apps and yet more for communicating with other employees, vendors, and the supply chain. In this environment of SaaS sprawl, multi-factor authentication (MFA) and Single-Sign-On tools are simply not enough.

Adding a password manager to your client's security stack is critical.

Most MSPs offer multi-factor authentication and single-sign on protection for their clients but not all applications, systems and devices are compatible with those methods.

This leaves unprotected gaps in your client's environment.

- MFA increases user friction; employees combat this by sometimes re-using passwords.
- Sophisticated attackers can trick users into sharing their second factor through social engineering.

Add to this the up-front cost to the MSP of adding the infrastructure needed to deploy MFA, and it's no wonder many are turning to LastPass for comprehensive password management that reduces user friction, cuts help desk calls by up to 40% and includes MFA and SSO add-ons if desired.

This [whitepaper](#) explains why MFA and SSO are no longer enough and may provide some talking points you can use with clients in making the case for a password manager.

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Why become a LastPass partner?

- Gain new revenue streams.
- Increase for MRR/ARR.

- Boost income and account penetration with award-winning password management.
- Offer clients reduced user friction and higher security levels.
- Scale out efficiently using LastPass' multi-tenant console purpose-built for MSPs.

Become a LastPass partner today! Join before (date tbd) and get \$\$ in coop marketing dollars!

Early Birds Get More Savings: If you join by (sooner date) you can get \$\$\$ in coop dollars.

Watch the [demo](#) of LastPass' award-winning console built for MSPs.

Find out more about our partner program [here](#).

Yours in selling—

LastPass Partner Marketing Team

Email #3

Dear _____

Every organization is only as secure as its weakest password.

This threat is also your market opportunity. Now you can offer award-winning password management and gain new revenue streams with confidence. Benefits to your clients include password management protection that:

- Reduces user friction.
- Allows for safe, secure credential sharing so teams can collaborate.
- Offers super-simple on and offboarding.
- Closes the security gap left uncovered by just MFA and Single-Sign On solutions.

Why partner with LastPass?

With LastPass, you can manage and scale the password management piece of your client's security stack with a robust console purpose-built for MSPs. Let us help you capture your share of recurring revenues in this growing market.

Our MSP admin console offers seamless multi-tenancy, making it easier to manage and deploy licenses to your clients. Available in 8 languages!

Watch a [demo of the LastPass MSP console](#).

Want to discuss becoming a partner with LastPass? We'd love to talk to you (click/call). Don't forget to ask about our early bird discount for those who join before xx date!

Yours in selling—

The LastPass Partner Marketing Team

Email #4

Dear _____:

A recent survey conducted by LastPass found that only 50 percent of employees changed their password after a confirmed data breach. Sixty-two percent of people surveyed admitted to using the same password, or a slight variation of it, in multiple situations.

If you aren't already recommending password management to your clients, their security stack is incomplete. When you partner with LastPass, you gain:

Security for every endpoint

With over 100 security policies, you can personalize your authentication, user management, and access controls to your client's exact needs.

Better data privacy

Password vaults are protected by AES-256 encryption and our zero-knowledge security model to ensure only the authorized user can access and manage what's in their vault.

Compliance for all industries

LastPass aligns with top-tier certifications like ISO 27001, ISO 27701, SOC 2 Type II, SOC 3, BSI C5, GDPR, and HIPPA to ensure compliance with industry standards.

A Committed Partner:

LastPass is committed to helping MSPs maximize revenue and efficiency, offering the only management console in the industry that's purpose-built for just for teams like yours.

We get the MSP's challenge—and the opportunity. Take it from our partners:

*"We've partnered with LastPass for two years now and feel
very safe and secure in our relationship."*

Don Viar, Managing Partner and CEO at EpiOn

Read the EpiOn [case study](#).

Join our partner program by xx date and receive \$\$ in coop marketing dollars! Early birds who join by (sooner date) get \$\$\$ in marketing dollars.

Want a [demo of the LastPass MSP console](#)?

Can we talk with you today about the LastPass partner opportunity? Call/click [here](#).

Hope we can connect soon –

The LastPass Partner Marketing Team

Email #5

Dear _____:

Over 80 percent of security incidents result from weak, re-used or shared passwords. The vast majority of this involves employees and is unintentional.

With dozens of SaaS apps now part of the average worker's day—and many more showing up in their personal lives—people are simply too overwhelmed to manage, let alone remember, passwords complex enough to stop bad actors. It's just a matter of time before, in a weak moment, someone re-uses a work password used for a mission-critical business application for their social media account.

As a leader in your market, clients trust you to help them stay ahead of the game. Have you included a password management solution in their security stack? What are you waiting for?

Finally, a simple way to separate work and personal passwords.

We are LastPass. We offer award-winning password management delivered through an admin console specifically built for MSPs. And we go a step further than our competition, offering free licenses for families, because in today's remote work world we know that securing employees personal lives means the workplace is safer.

Try LastPass yourself (link). Become an MSP and we will offer **5 free licenses** for each of your own employees. There is no better testimony for your clients than using the products you recommend yourself; perhaps the only testimony more powerful than that is that your employees trust their own family's password security to LastPass. And when you sell LastPass to your clients, you can know each of their employees is also offered 5 free licenses.

Employee adoption of this free benefit has been very high; take it from [Holt Cat](#).

“If one account gets compromised, then all their accounts could be at risk, so we needed a solution that enabled our team to practice better password hygiene. And it had to offer a seamless and easy user experience to get their buy-in.” – Holt Cat Security Manager Tony Ledbetter

Learn more about LastPass’ Families-as-a-Benefit ([link](#)).

Learn more about becoming an MSP ([link to new one pager](#)).

Discuss the MSP opportunity with a LastPass partner (account manager...?).

Join us today! Sign-up before (xxx) and get \$\$\$ (benefit)!

The LastPass Partner Team

Email 6

Dear _____

We’ve been reaching out lately about our award-winning password management solution and asking you to consider joining LastPass as a partner.

We hope by now you’ve taken a few minutes to watch the [demo of our MSP admin console](#), the industry’s only management console purpose-built for firms like yours.

We hope you share our view of why password management is a vital part of your client’s security stack—and how critical it is now to offer [security beyond using just MFA and SSO](#).

Our own partners have become some of our [biggest advocates](#).

And (we’re proud of this), we’ve solved for one of the biggest security exposures in modern business today—the sharing and re-using of passwords across employees work and personal online accounts. With our Families-as-a-Benefit program ([link](#)), we offer MSP and their clients 5 free licenses for every user.

Join us by xxx and receive (yyy).

We’re standing by to answer any questions you may have. If you’d like to schedule a demo or conversation, (CTA here). Or simply sign up here ([link](#)) to get started today!

Email 7

Dear _____:

Time is running out to take advantage of (our carrots). Join us today and offer LastPass to your clients to boost their security and start realizing your share of revenues in this huge market.

We offer a fast ramp for MSPs so you can be productive and profitable fast. In your first month you can:

- Attend on-demand and live training to learn about LastPass.
- Set up internal-use-licenses (IUL) to secure your MSP.
- Create a marketing strategy with help from our library of marketing resource and communication guides to drive awareness and adoption with your clients.
- Pursue a new logo with LastPass to grow your business.
- Extend our Families benefit to all your employees with 5 free licenses per user.

The threat landscape keeps growing and changing, but this is your market opportunity! We support you with ready-to-go marketing campaigns (campaign in a box teaser link) and selling tools that address your client's most pressing password problems, such as:

- User adoption in an opt-in culture.
- Employees re-using passwords across personal and work accounts.
- SaaS apps not covered by MFA and SSO.
- Security gaps left exposed by remote work and BYOD/BYOA.

Join us today and receive (carrot). Offer ends (date), don't miss out!

How can we help you become a partner today? This business is all about people, so if you want to talk to someone about this opportunity, (CTA).

Your partner in selling –

The LastPass Partner Marketing Team

