

# Advanced Marketing Engagement Kit

Thank you for your ongoing partnership with Cowbell! We want to support you in your continuous efforts to protect your clients from the consequences of cyber incidents through a standalone cyber insurance policy. This marketing kit will help you bring awareness around Cowbell's value offerings to the next level. Enclosed is our digital campaign packet, including email and social media templates to target current and prospective clients. We want to help you identify all cross-selling opportunities and grow your book of business.

These campaigns can be sent out weekly or monthly. We did our best to simplify this as easily as our quoting process, so please feel free to add your agency information to each template. (For tips and tricks around navigating the Cowbell platform, refer to our [Cheat Sheet](#)). Always let your prospects know how to contact you for more information. Happy Selling!



## Connect with us!

Follow our blog and social media pages to stay up-to-date with Cowbell. Grow your cyber IQ with our insights into cyber insurance, cyber risk, and cybersecurity.

BLOG: [COWBELL.INSURE/BLOG](https://www.cowbell.insure/blog) | SOCIAL: [@COWBELLCYBER](https://www.cowbell.insure/social)

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As an established agent, you also gain access to **up to three more** co-branded documents from Cowbell. Please choose them from the list below and let your Cowbell Sales contact know which ones interest you most. Please also send along your company logo (any format, high resolution), so we can get to work immediately. Happy Selling!

Click on an image below to view the document.



[Why Cyber Insurance?](#)



[Cowbell Factors Overview](#)



[Get More Than Just a Policy](#)



[Cowbell Insights Overview](#)



[Cowbell Connectors Overview](#)



[Recommendations to Prepare An Application](#)



[Prime 100 Overview](#)



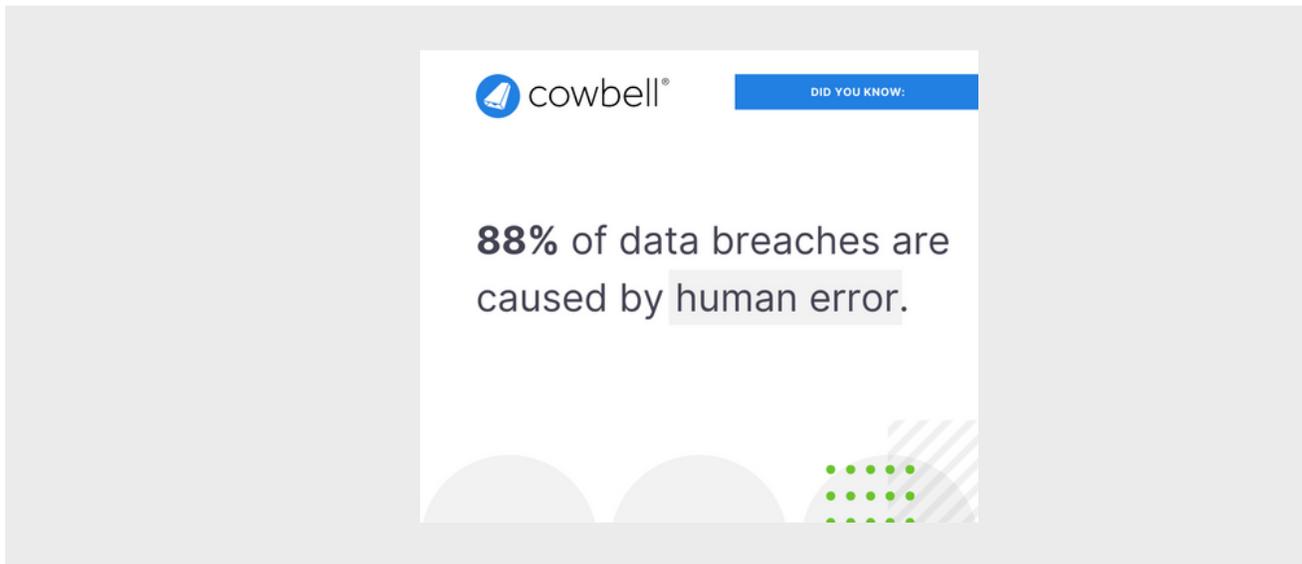
[Prime 250 Overview](#)



[Cybersecurity Awareness Training](#)



[How to Address Ransomware](#)



## Engagement Social Post #1 - Correlates with Email #1

### Facebook:

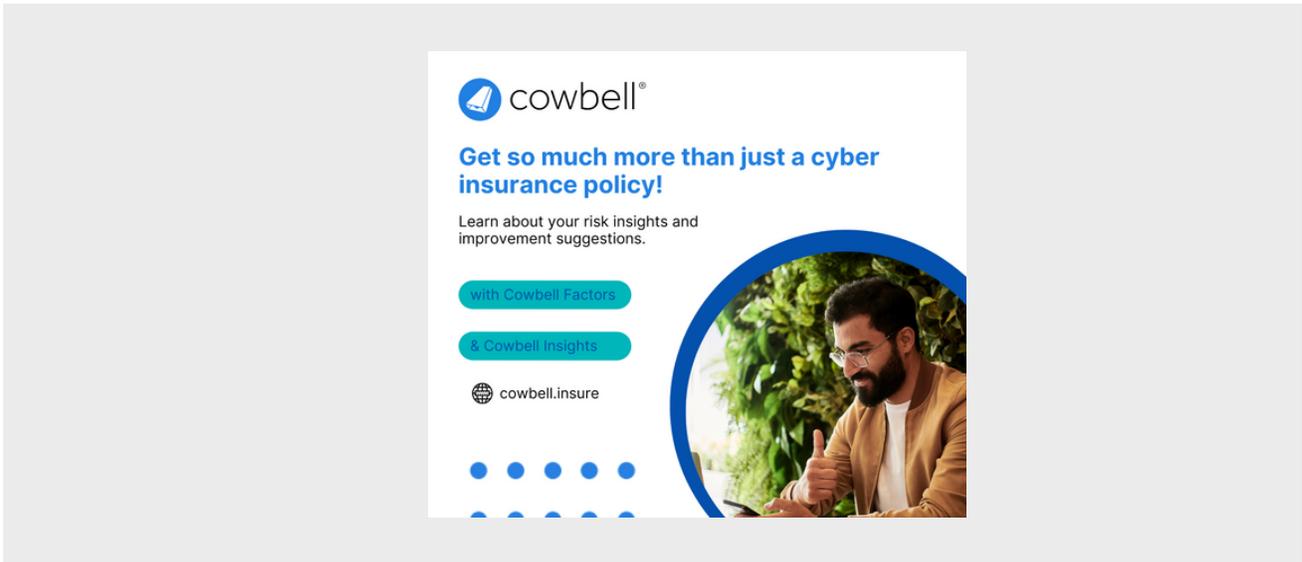
Did you know that 88% of data breaches are caused by human error? That's why we're offering cyber insurance with @CowbellCyber - Cowbell partners with the training provider Wizer to help you develop a cybersecurity awareness program for all your employees for a year! Call us at [agency number] to learn more!

### Twitter:

Did you know that 88% of data breaches are caused by human error? That's why we're offering cyber insurance with @CowbellCyber - Cowbell helps you develop a cybersecurity awareness program for your employees! Call us at [agency number] to learn more!

### LinkedIn:

Did you know that 88% of data breaches are caused by human error? That's why we're offering cyber insurance with @CowbellCyber - Cowbell partners with the training provider Wizer to help you develop a cybersecurity awareness program for all your employees for a year! Call us at [agency number] to learn more!



## Engagement Social Post #2 - Correlates with Email #2

### Facebook:

With @CowbellCyber, you get much more than just a cyber insurance policy! The complimentary cyber risk assessment is just a sneak peek into all the perks you get once you purchase a policy. Talk about risk insights and improvement suggestions, cybersecurity awareness training, and discounts on many cyber-related services, just to name a few! Call us at [agency number] to learn more!

### Twitter:

With @CowbellCyber, you get much more than just a cyber insurance policy! Talk about risk insights and improvement suggestions, cybersecurity awareness training, and discounts on many cyber-related services, just to name a few! Call us at [agency number] to learn more!

### LinkedIn:

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## Engagement Social Post #3 - Correlates with Email #3

### Facebook:

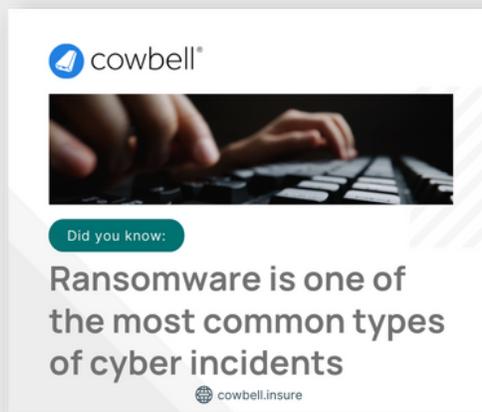
Experts agree that an incident response plan is vital for quick recovery after discovering a cyber incident. You can download an incident response template on @CowbellCyber's [website](#)! Of course, a cyber insurance policy is at least as important when it comes to protecting your business online. If you are interested in obtaining a policy, call us at [agency number] to learn more!

### Twitter:

With @CowbellCyber, you get more than just a cyber insurance policy! Talk about risk insights and improvement suggestions, cybersecurity awareness training, and discounts on many cyber-related services, just to name a few! Call us at [agency number] to learn more!

### LinkedIn:

Most experts agree that an incident response plan is vital for quick recovery after discovering a cyber incident. You can download an incident response template on @CowbellCyber's [website](#)! Of course, a cyber insurance policy is at least as important when it comes to protecting your business online. If you are interested in obtaining a policy, call us at [agency number] to learn more!



## Engagement Social Post #4 - Correlates with Email #4

### Facebook:

Ransomware is one of the most common types of cyber incidents. That's why @CowbellCyber has published measures to drastically minimize the risk of a successful ransomware attack. Businesses with a Cowbell cyber policy can also access resources that help implement those measures! Call us at [agency number] to learn more!

### Twitter:

Ransomware is one of the most common types of cyber incidents. That's why @CowbellCyber has published measures to drastically minimize the risk of a successful ransomware attack. Call us at [agency number] to learn more!

### LinkedIn:

Ransomware is one of the most common types of cyber incidents. That's why @CowbellCyber has published measures to drastically minimize the risk of a successful ransomware attack. Businesses with a Cowbell cyber policy can also access resources that help implement those measures! Call us at [agency number] to learn more!



## Email Template #1 - Correlates with Social Post #1

To: Agency customers

From: Agencies

Subject: Let's Get Your Business Cybersecurity Awareness Training!

Dear \*|FNAME|\* -

We're excited to share that our cyber insurance partner, Cowbell, is offering [cybersecurity awareness](#) training to all their policyholders!

Keeping your business safe from cyber threats takes more than security tools and insurance; it also takes training. Your employees must learn to spot threats, such as phishing attempts, to prevent damage to you, your business, and others.

That is why Cowbell partnered with the training Provider Wizer to help you create a training program for your employees. All employees can start their free year of cybersecurity awareness training today, with subsequent years at a significant discount.

Every policyholder can access this feature through the Cowbell dashboard through the "Training" tab!

Want to get access to this resource? To get a cyber insurance policy, call us at [Agency number] or email [Agency email address]!



## Email Template #2 - Correlates with Social Post #2

To: Agency customers

From: Agencies

Subject: Get the Most out of Your Cyber Insurance Policy

Dear \*|FNAME|\* -

You probably know by now that your business, no matter its size, needs to be protected through a cyber insurance policy. But not all policies are the same.

With Cowbell, businesses gain value from Day One. Even before applying for a policy, Cowbell's proprietary risk rating, or Cowbell Factor, can give you insights into your organization's cyber risk exposure. You can see potential weaknesses and benchmark your personal rating against industry peers.

Once you purchase a policy, more perks await! How about helping with implementing a cybersecurity awareness training program for your company, with free training for all employees, exclusive insights on how to easily and quickly improve your cyber risk, and a breadth of partners who help with cybersecurity and post-breach services?

For a more comprehensive overview, Cowbell created a [document](#) listing all the resources businesses access once they purchase a cyber policy.

Apply today to take advantage of all services. To get a cyber insurance policy, call us at [Agency number] or email [Agency email address]!



## Email Template #3 - Correlates with Social Post #3

To: Agency customers

From: Agencies

Subject: Create Your Very Own Incident Response Plan

Dear \*|FNAME|\* -

Did you know that most experts agree that an incident response plan is one of an organization's most important steps to mitigate cyber risk?

Incident response plans are comprehensive plans that guide an organization step-by-step through everything that needs to be done after an incident has been discovered.

Our insurance provider, Cowbell, offers an incident response plan template for your organization free of charge - even if you still need a policy. If you choose a Cowbell cyber policy, you might even be eligible for a meeting with their risk engineering team, a group of cybersecurity experts that can assist you with implementing better cybersecurity practices.

To access the template, visit Cowbell's [website](#). To get a cyber insurance policy, call us at [Agency number] or email [Agency email address]!



## Email Template #4 - Correlates with Social Post #4

To: Agency customers

From: Agencies

Subject: Protect Yourself Against Ransomware Today

Dear \*|FNAME|\* -

[According to Coveware](#), over 70% of ransomware incidents affected companies with fewer than 1,000 employees. But did you know that you can take measures to minimize the risk of a successful ransomware attack?

Our cyber insurance provider, Cowbell, provides [five steps](#) to address ransomware threats proactively. They include:

- Understanding your third-party risk,
- Deploying Multi-Factor Authentication,
- Creating an incident response plan,
- Using network segmentation, and
- Backing up systems.

If you would like more information on deploying each step, you can refer to the document or access even more resources for businesses on [cowbell.insure/resources](#).

To get a cyber insurance policy, call us at [Agency number] or email [Agency email address]!