

Agency Marketing Launch Kit

Welcome to Cowbell! We are very excited to work with you. Our Marketing team developed this kit to help your agency get started on selling Cowbell's cyber solutions to small and mid-sized enterprises. Enclosed is our digital campaign packet, including email and social media templates to target current and prospective clients.

The campaigns should be sent out weekly or bi-weekly and in order since each campaign goes into additional details explaining the need for cyber coverage to your prospects. We did our best to make this as easy as possible, so simply 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!

P.S.: Keep a lookout for a second Marketing Kit coming your way once you have been with Cowbell for some time and started writing policies. It will include additional campaigns, Social media, content, co-branded material, and more!



Connect with us!

Follow our blog and social media pages to stay up-to-date with Cowbell Cyber. 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.instagram.com/cowbellcyber)

Agency Marketing Launch Kit



As a new agent, you also gain access to **up to three co-branded documents** from Cowbell. Please choose them from the list below and let your Cowbell Sales contact know which interests you most. Also, please send along your company logo (any format, high resolution), so we can get to work straight away.

Click on an image below to view the document.



[Why Cyber Insurance?](#)



[Cowbell Factors Overview](#)



[Get More Than Just a Policy](#)



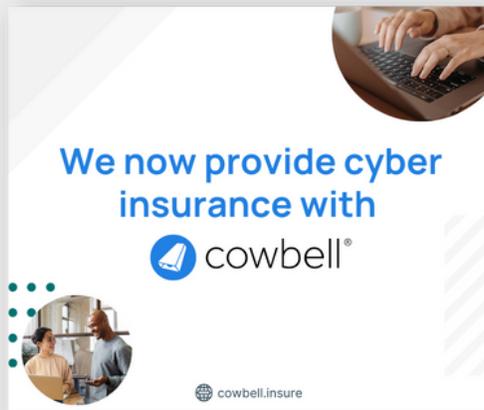
[Recommendations to Prepare An Application](#)



[Prime 100 Overview](#)



[Prime 250 Overview](#)



Launch Kit Social Post #1 - Correlates with Email #1

Facebook:

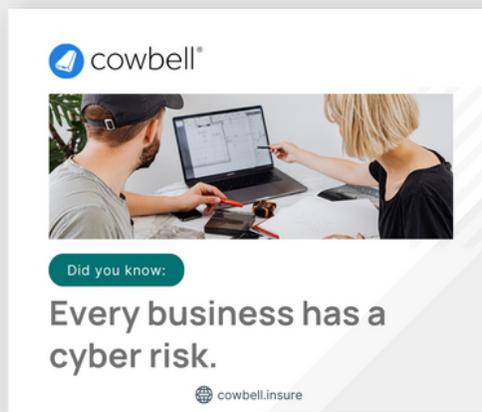
Protecting your business from cyber threats takes more than just a security system - it takes insurance that protects you from damages and helps you recover. That's why we've partnered with @Cowbell Cyber to offer you cyber insurance to protect your business! Learn more by giving us a call at [Agency number] or sending an email to [Agency Email]

Twitter:

Cyber attacks are on the rise - protect your business with our new cyber insurance offering from @Cowbell Cyber! Learn more by giving us a call at [Agency number] or sending an email to [Agency Email]

LinkedIn:

Protecting your business from cyber threats takes more than just a security system - it takes insurance that protects you from damages and helps you recover. That's why we've partnered with @Cowbell Cyber to offer you cyber insurance to protect your business! Learn more by giving us a call at [Agency number] or sending an email to [Agency Email]



Launch Kit Social Post #2 - Correlates with Email #2

Facebook:

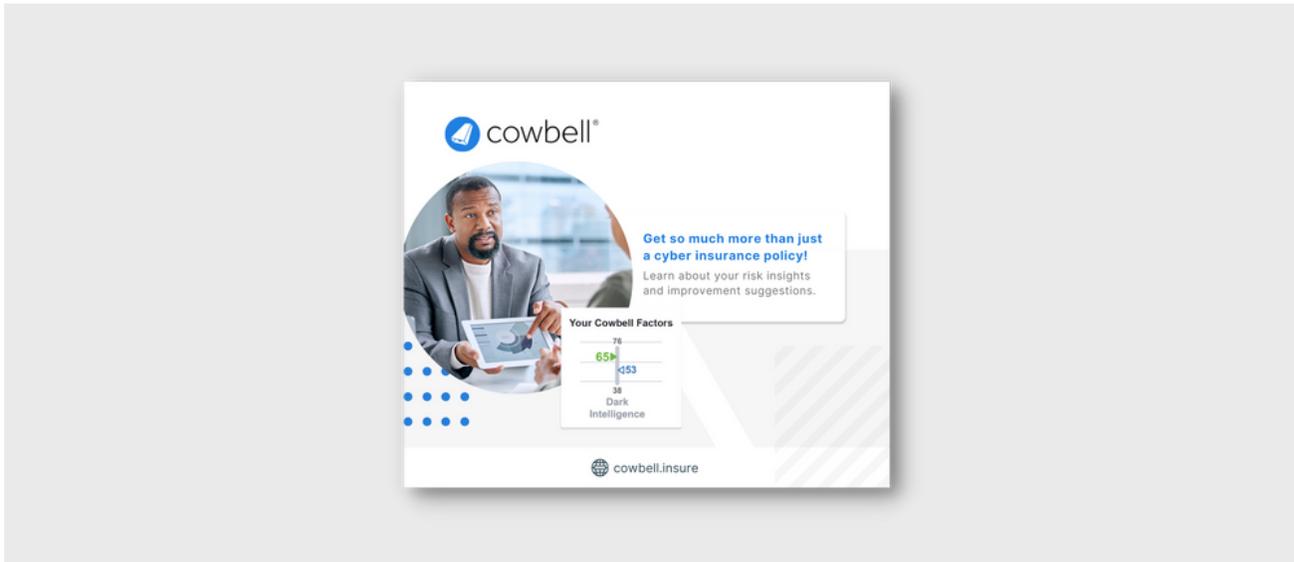
Every business has a cyber risk. Your business is exposed to cyber threats if you use email, wifi, or online payment services. Many commercial insurance policies can't or don't cover cyber incidents, which is why we partnered with @Cowbell Cyber to offer standalone cyber insurance for your business! To learn more, send an email to [Agency email].

Twitter:

Every business has a cyber risk. If you use email, wifi, or online payment services, your business is exposed to cyber threats. Get protected by signing up for a cyber insurance policy! If you would like to learn more, send an email to [Agency email].

LinkedIn:

Every business has a cyber risk. If you use email, wifi, or online payment services, your business is exposed to cyber threats. Many commercial insurance policies can't or don't cover cyber incidents, which is why we partnered with @Cowbell Cyber to offer standalone cyber insurance for your business! To learn more, send an email to [Agency email].



Launch Kit Social Post #3 - Correlates with Email #3

Facebook:

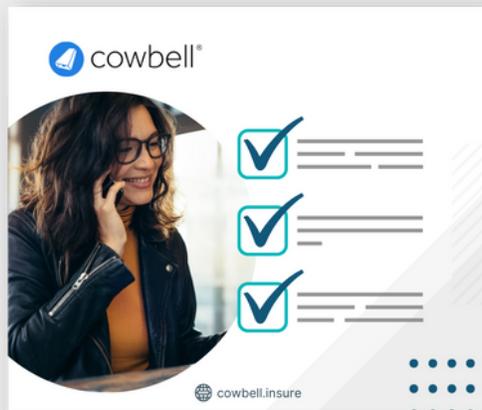
How safe is your business from online threats? How does it compare to your peers? We're excited to announce our clients can now get real insights into their cyber risk from @Cowbell Cyber through their [Cowbell Factors!](#) Call us at [Agency number] or email us at [agency email] to learn more!

Twitter:

We now offer free cyber risk rating to our clients with @Cowbell Cyber! Call or email us to see your [Cowbell Factors](#) and learn how at-risk your business is for a cyber attack, and see benchmarks against your peers!

LinkedIn:

How safe is your business from online threats? How does it compare to your peers? We're excited to announce our clients can now get real insights into their cyber risk from @Cowbell Cyber through their [Cowbell Factors!](#) Call us at [Agency number] or email us at [agency email] to learn more!



Launch Kit Social Post #4 - Correlates with Email #4

Facebook:

Are you interested in applying for cyber insurance but need help knowing where to start? @Cowbell Cyber has prepared [useful tips](#) for getting ready for an application. Bonus: those initiatives simultaneously help minimize your organization's exposure to cyber risk! Call us at [agency number] to learn more!

Twitter:

Are you interested in applying for cyber insurance but need help knowing where to start? @Cowbell Cyber has prepared useful tips on how to get ready for an application - as well as help minimize your organization's cyber risk exposure! Call us at [agency number] to learn more!

LinkedIn:

Are you interested in applying for cyber insurance but need help knowing where to start? @Cowbell Cyber has prepared useful tips for getting ready for an application. Bonus: those initiatives simultaneously help minimize your organization's exposure to cyber risk! Call us at [agency number] to learn more!



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

To: Agency customers

From: Agencies

Subject: Cyber Insurance: Don't Leave Your Business Exposed!

Dear <firstname>,

If you use email, process payments online, or access wifi, your business has a cyber risk and needs financial protection through cyber insurance. That's why we're excited to announce that we now offer standalone cyber insurance from Cowbell!

Cowbell is a leading cyber insurance provider whose mission is to provide robust and customizable insurance for your business's digital and online risk.

Our partnership with Cowbell gives you access to some of the best cyber coverage on the market! Policies with Cowbell provide:

- Dedicated limits - Get access to financial protection to help you recover from cyber incidents!
- Personalized coverage - Cowbell policies give you exactly the coverages you need.
- Risk insights - After signing up for a Cowbell insurance policy, you can visualize your cyber risk in real-time and benchmark your preparedness against your industry.
- Complimentary training - Cowbell partners with the training provider Wizer to help you create a cybersecurity awareness training program for your company. Offered free for all employees for a year!

The best part? It's easy. With Cowbell, we can send you multiple quotes, personalized to your needs, in as little as 5 minutes.

Give us a call at [Agency number] or send an email to [Agency email address].



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

To: Agency customers

From: Agencies

Subject: What is Cyber Insurance?

Dear *|FNAME|*

We recently announced our partnership with Cowbell, a leading cyber insurance provider. However, what we didn't cover is what exactly cyber insurance is.

It's important to understand that every business has a cyber risk. If you use email, wifi, or online payment services, your business is exposed. Many commercial insurance policies can't or don't cover cyber incidents, which is why we partnered with Cowbell to offer standalone cyber coverage.

Cyber insurance provides financial protection from various cyber incidents plaguing businesses - ransomware, data breaches, and business interruption. Cyber insurance accelerates recovery efforts by providing incident response experts.

That's why cyber insurance is crucial - a cyber policy can cover first-party costs, expenses, and third-party liability. Cowbell delivers continuous risk assessment and cyber awareness training at no additional cost.

To get covered, call us at [Agency number] or email [Agency email address]!



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

To: Agency customers

From: Agencies

Subject: Visualize Your Cyber Risk

Dear *|FNAME|* -

Recently, we announced our partnership with Cowbell, a leading provider of standalone cyber insurance for businesses. This partnership gives you access to your business' "[Cowbell Factors](#)," which rate your cyber risks and benchmark your business' risk profile against your peers, giving you insights into your company's digital risk.

Cowbell Factors rate your risk based on more than 1,000 real-world data points and give you visibility into potential security weaknesses related to your network security, cloud applications, and more. Cowbell Factors require no special access, are continuously updated, and are always accessible online.

Want visibility into your cyber risk? Schedule a meeting to review your Cowbell Factors and get covered: Call [Agency number] or email [Agency email address]!



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

To: Agency customers

From: Agencies

Subject: How to Ace Your Cyber Insurance Application

Dear *|FNAME|* -

Applying for cyber insurance can be daunting - but it doesn't have to be!

Given the current threat landscape, looking into some tips on preparing for a cyber insurance application can be useful. Our cyber insurance provider, Cowbell, has prepared a [comprehensive overview](#) with tips on how to get ready for an application. Bonus: those tips simultaneously help minimize your organization's exposure to cyber risk!

You can find 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]!