Datto SaaS Protection Partner Sales & Marketing Toolkit

Purpose of the Toolkit

According to Datto's 2020 State of the MSP Report, 23% of Datto partners find sales and marketing to be their top business challenges. The purpose of this toolkit is to provide you with key sales and marketing resources for Datto SaaS Protection so that you can provide fast and reliable protection for your clients' Microsoft 365 and Google Workspace (formerly G Suite) data.

If you have questions about this toolkit, partner resources, or sales and marketing guidance contact your Account Manager or **partners@datto.com**

Quick Links to Resources

[Marketing](#) [Sales](#) [Product](#) [Compliance](#) [Pricing](#)

Key

We are proud of our global partner community. In order to make this toolkit accessible to all, we have placed an icon under each content piece to denote the language in which the content has been written.

NA North American English

ANZ English for Australia & New Zealand

DE German

UK&I British English

FR French

NL Dutch

MSP Marketing Resources

Generate Leads Using MarketNow

MarketNow is a robust marketing automation platform that allows Datto partners to launch pre-built email and social campaigns, access a library of co-branded client-focused content, and manage leads from prospect to sale. It's one of the many benefits of Datto's Global Partner Program that's offered to all partners at no cost and is available from the Datto Partner Portal. Learn more by downloading the Quick Start Guide or viewing our Onboarding Webinar.

To help you get started with launching a demand generation campaign, we have compiled the most valuable Datto SaaS Protection marketing materials below. If you are already using a marketing automation tool, not to worry. You can download and co-brand the marketing assets to use in your own platform.
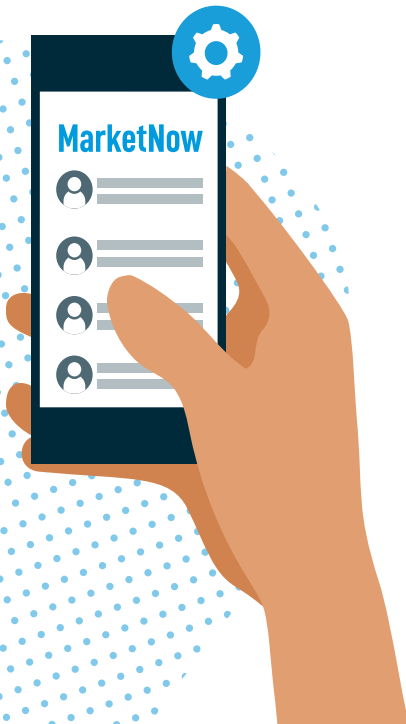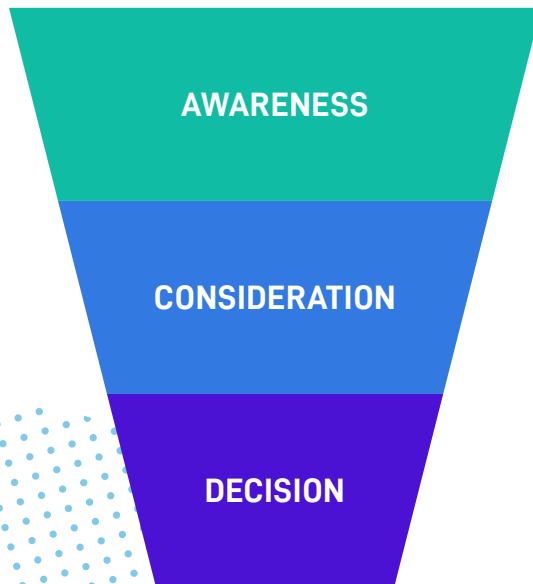
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AWARENESS

CONSIDERATION

DECISION

Datto SaaS Protection Campaign Guide

Why use this campaign?

We know word-of-mouth offers a great way to capture new leads for MSPs. However, word-of-mouth alone is often not enough to significantly grow your business. That's where a functional demand generation plan comes in.

This campaign is geared toward building awareness and educating your target audience about the importance of SaaS Protection as well as the opportunity to position yourself as the solution. By using our inbound marketing campaign, you can engage with clients through relevant and valuable content, all in an effort to "warm-up" your leads over time and get them ready to make the Datto SaaS purchase when you make the ask.

Buyers Journey Stage

Certain items in this campaign pack can be used to engage with clients in the awareness, consideration, and decision stage.

Awareness content is focused on addressing the buyers' challenges or pain points and should be used to attract and convert leads into prospects.

• How SaaS Backup Can Help Infographic

• Shared Responsibility Model Infographic

• Top 3 Reasons to Backup SaaS Data PDF

• Microsoft 365 Social Campaign containing 10 posts

• Google Workspace Social Campaign containing 10 posts

• Microsoft 365 landing page
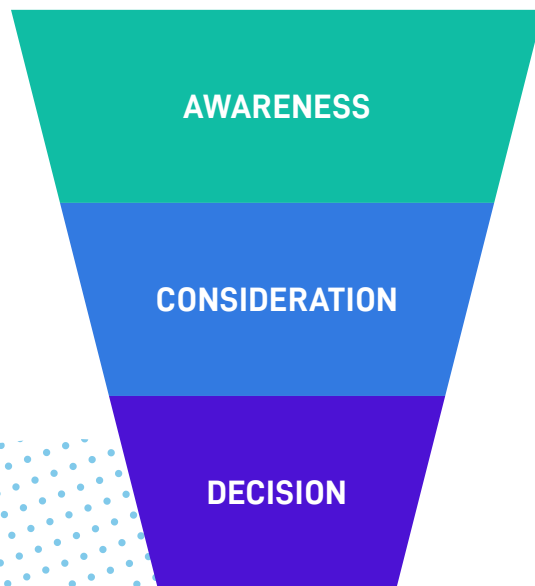
• Google Workspace landing page

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Consideration is the next stage after you have built awareness for the product. Here you can propose Datto's SaaS backup solution to the prospects you've attracted.

- Microsoft 365 Product Sheet PDF
- Google Workspace Product Sheet PDF
- Protect Remote Workers from Data Loss PDF
- Microsoft 365 Email Campaign containing 4 emails
- Google Workspace Email Campaign containing 4 emails
- SaaS Explainer video

Decision is the stage in the buyer's journey that focuses on moving a prospect from a shopping mentality to a purchasing mentality.

- SaaS Protection Buyer's Guide

Languages

NA UK&I

AWARENESS

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MarketNow SaaS Playbook

Our MarketNow Playbook is like a GPS. It provides clear directions to launch a MarketNow campaign and is a systematic organization of all marketing assets related to Datto SaaS Protection.

The 5 steps will walk you through how to manage your contact list, launch an email and social campaign in addition to the marketing assets available. The final stage will highlight how you track the progress of your marketing activities, using the reporting capabilities of MarketNow.

Click below to access our MarketNow Datto SaaS campaign and playbook. Not sure if you have MarketNow access? Head to the Datto Partner Portal and select the MarketNow tab to create a profile. If you require further help you can reach us by emailing **marketnowsupport@datto.com**.

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Top 5 Ways to Use the Campaign

The key to connecting with potential clients is to provide content that is educational, helpful,and useful. This format adds value and nurtures the client along the buying path, thus prompting the opportunity for customer conversion. To help spark a connection, here are 5 ways to utilize the MarketNow campaign with your clients, either in full or in pieces.

1. Capture New Leads
Host one of the PDFs on your website behind a marketing opt-in form. Or utilize our pre-built landing pages on MarketNow. Build your lead list and follow-up to convert them to use Datto's SaaS Protection Solution.

2. Send as a Follow-Up to a Sales Call with New Leads
Has your prospect made reference to Microsoft or Google in your first call? Send a PDF, or key pieces, via email on why their SaaS apps need a separate backup solution.

3. Upsell Your Clients at Microsoft 365 or Google Workspace Renewal
Contract renewal is one of the best times to upsell new services. Use this campaign at this time to impress upon your existing clients why it's important to add a backup solution to their bundle and how easy it is to add it.

4. Incorporate Key Parts in Presentations, Emails, Leave Behinds, etc.
There are no limitations. Cut, copy, paste, alter whatever parts you need from MarketNow and pull them into Sales presentations, emails, or even call scripts. We'll make the content available, but you can decide what needs to be shared with your client!

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5. Thought leadership

Post key facts and statements from the PDFs in a sequential series on LinkedIn, Facebook and Twitter to establish yourself as a leader in the IT world. Becoming an authority figure in a particular industry is a great way to connect with clients and boost sales.

Find Answers to Common Questions in our Client-Focused Collateral

For clients new to cloud backup, you may encounter some of these common questions. We've provided the key point to each answer plus how marketing assets from MarketNow can help support your answer. If you run into any others and need assistance, please reach out to your account manager. We're here to help you.

Q: Microsoft 365/Google Workspace is in the cloud. Isn't that safe enough? Why should I buy extra backup?

A: Data loss still happens in the cloud. In fact, 70% of businesses will suffer an unrecoverable data loss in SaaS applications by 2022. It often occurs because of accidental deletion, hackers, malicious deletion, and software issues. Show customers **'Top 3 Reasons To Backup SaaS Data'** PDF to highlight why cloud data needs extra protection from outside threats.

The **SaaS Protection Overview video** is also a great way to summarize the solution and why customers should invest in under 3 minutes.

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Login to MarketNow to co-brand Datto SaaS Protection content!

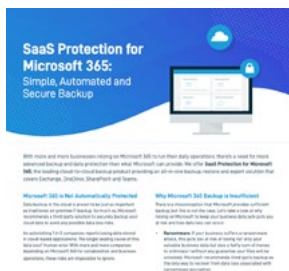

SaaS Protection for Google Workspace: Simple, Automated and Secure Backup

SaaS Protection for Google Workspace →



SaaS Protection for Microsoft 365: Simple, Automated and Secure Backup

SaaS Protection for Microsoft 365 →

Q: With cloud backup, what can I protect?

A: Our **product sheets for Google Workspace and Microsoft 365** show that data and productivity are protected. It's fast and flexible to restore in bulk or just a file at a time, providing your client with peace of mind.

Q: How expensive is data loss? Is that less than I would pay in backup fees?

A: Every issue is different, so costs often vary. **'How SaaS Backup Can Help'** infographic pulls out key stats to share with clients such as small incidents of data loss costing businesses $18,120 to $35,730. Without a cloud backup solution, you will likely bill by the hour to fix their issue, which will be costly and disruptive to their business. And in many cases, the data is not 100% recoverable. Datto SaaS Protection will work out to be a few dollars per month, per employee and ensures lost or corrupted data can be quickly and easily restored.

Q: I thought Microsoft and Google could keep your data safe? What's the advantage of restoring data from a backup solution?

A: The Shared Responsibility Model was created by Microsoft to outline who is responsible for data in different scenarios of data loss. SaaS vendors are only responsible for data protection and data loss some of the time. That means your clients are responsible for data security and data loss for the rest of the time. Your clients can read **'The Shared Responsibility Model'** infographic to understand their responsibilities.

Q: You have also mentioned BCDR? Should I purchase cloud backup or BCDR?

A: With 85% of MSPs reporting attacks against SMBs in the last two years, SMBs need a powerful solution that protects against ransomware, accidental deletion, and disasters no matter where the attack occurs. BCDR includes

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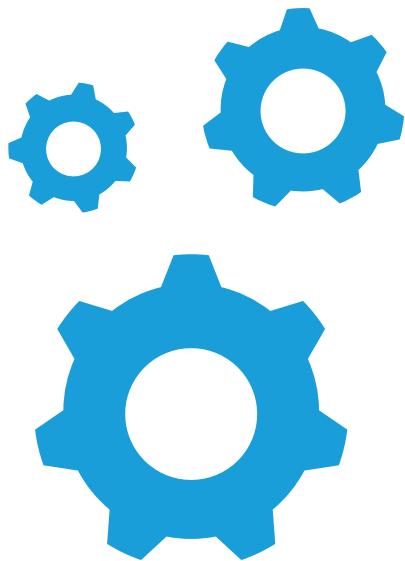
all the comprehensive tools necessary to protect your files and applications, whether they live on local servers, SaaS applications, or end-user computers.

We hope this information alongside the MarketNow campaign assets help drive demand for Datto SaaS Protection amongst your clients and ultimately leads to recurring revenue growth. **Log in** to MarketNow to co-brand your regional version and begin executing your demand generation campaign today.

NA **UK&I**

MarketNow Concierge Services

The MarketNow Concierge program is exclusively designed for Datto partners with little time, but big marketing needs. Your dedicated marketing expert will take over the everyday tasks and help you:

- Add contact lists to your account and segment
- Deploy email and social media campaigns
- Customize marketing and sales assets
- Create new marketing and sales materials
- ...and more!

For more details on the various services offered and/or to sign up, click here.
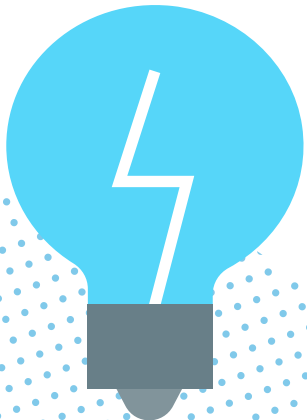
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Marketing Best Practices

Marketing is a critical component of any long-term business strategy. It takes many forms and can be vastly different from one business to the next. That said, there are some tried and true best practices that you can use to generate leads for your business. Leverage these resources to learn more.

Marketing Made MSPeasy
Marketing best practices for MSPs.

NA **UK&I** **ANZ**

Lead Generation Made MSPeasy
Essential methods for driving a flow of continuous leads into your sales pipeline.

NA **UK&I** **ANZ**

Social Media Made MSPeasy
Best practices to build your brand on social media.

NA **UK&I** **ANZ**

Success Story Templates
Looking to gain visibility in the market? Success stories are a great way to do this. Leverage one of these templates in MarketNow to help you get started.
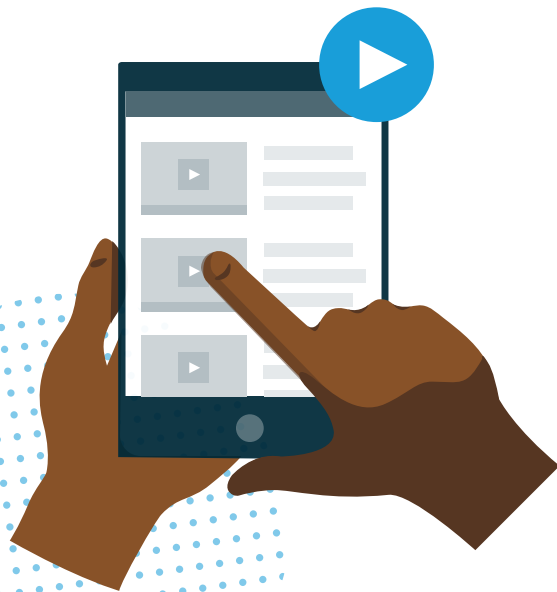
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The Ultimate MSPs Guide to Sales and Marketing
In this eBook, Carrie Simpson, the founder, and CEO of Managed Sales Pros shares some of her sales tips for MSPs.

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MSP Sales Resources

Tools

To make your sales efforts successful, these tools are designed to help you engage with clients and secure Datto SaaS Protection deals.

Sales Presentation Template
This asset contains all the critical information you need to include in your SaaS Protection proposal so that it aligns with your clients' needs.

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How to Sell Datto SaaS Protection Video Series
Learn from Datto's Product experts on what SaaS Protection means for you and clients, how to position your offering against other competing solutions, overcoming sales objections, all while showing value to your clients and building healthy margins for your business.

Selling SaaS Protection - Problem - SaaS Data is Vulnerable Pt 1

Selling SaaS Protection - Problem - SaaS Data is Vulnerable Pt 2

Selling SaaS Protection - The Solution - Introducing Datto SaaS Protection

Selling SaaS Protection - Tips & Tricks - How to Sell Pt 1

Selling SaaS Protection - Tips & Tricks - How to Sell Pt 2

SALES

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Selling SaaS Protection Made MSPeasy
MSPs have an important role to play when it comes to guiding clients to make SaaS a strategic success for their business as well as an immense revenue opportunity in moving clients to the cloud. This ebook provides MSPs with tips and scripts to create a successful SaaS Protection pitch.

NA UK&I ANZ DE NL

Cold Calling Made MSPeasy
There are countless approaches to sales prospecting. Learn the top sales prospecting strategies from fellow MSPs like you who've walked the walk and talked the talk (with tremendous results).

NA UK&I

Ransomware Made MSPeasy
Learn about the variety of ransomware in existence today and how to best communicate the risk of ransomware to your clients so they understand the importance of investing in security solutions for their business.

NA UK&I

Datto SaaS Protection NFR Program
As part of our streamlined onboarding process, you can add a new NFR domain in a matter of minutes. You can create one NFR client and support one Office and one Google domain. We have removed the 100 license cap, so there is no limit to the number of seats you can have. Datto SaaS Protection will default to time-based retention (TBR) for new NFR accounts.

NA UK&I ANZ

Datto SaaS Protection Competitive Primer
Learn how to effectively position Datto SaaS Protection against the competition.

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Insurance Waiver Form

An effective sales strategy for Datto SaaS Protection is having your clients sign a waiver, declining protection for their SaaS data. This drives urgency and provides your clients with a better understanding of the importance of a third-party backup solution.

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MSP Product Resources

It's just as important to educate your own sales team on the value and importance of Datto SaaS Protection for clients. Here are a number of resources you can access to understand the opportunity and sell more effectively

SaaS Protection for Microsoft 365 Datasheet

Leverage this product datasheet to educate and enable your sales teams to sell SaaS for Microsoft 365.

(NA) (UK&I) (ANZ) (DE) (NL) (FR)

SaaS Protection for Google Workspace Datasheet

Leverage this product datasheet to educate and enable your sales teams to sell SaaS for Google Workspace.

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Datto SaaS Protection for Microsoft 365 Technical Brief

Take a deeper dive into the technical backup features and security requirements of Datto SaaS Protection.

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Datto SaaS Protection for Google Workspace Technical Brief

Take a deeper dive into the technical backup features and security requirements of Datto SaaS Protection.

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Microsoft Teams Protection Product Brief

Microsoft Teams now has 75 million daily active users, adding 31 million in just over a month with the global shift to remote work. Given the shared responsibility model for data protection between Microsoft and MSPs, it should be considered essential to protect Teams against hackers, malware, data corruption, and human error.

NA UK&I ANZ DE NL

Protect Remote Workers from Cloud Downtime and Data Loss

When it comes to protecting cloud data, MSPs need to ensure client business continuity, compliance, and security requirements that are beyond the limited native recovery capabilities of Microsoft 365 and Google Workspace. Datto SaaS Protection can help.

NA UK&I ANZ DE NL

SaaS Protection MSP Buyer's Guide

This guide focuses on how to identify, evaluate, and implement SaaS Protection and debunks common myths associated with protecting cloud applications.

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Datto SaaS Protection Licensing and Billing FAQ

We have compiled a list of common FAQs to help you better understand the licensing and billing structure of Datto SaaS Protection.

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Selling Unified Continuity

Business data is under attack now more than ever before. With 85% of MSPs reporting attacks against SMBs in the last two years, MSPs need a powerful solution that protects against ransomware, accidental deletion, and disasters no matter where the attack occurs. Learn more about Datto's Unified Continuity suite and how it can help your business provide reliable continuity services to your clients.

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SaaS Protection Training Videos

Becoming an expert is especially important in the area of client onboarding. When you set up your SaaS Protection clients, you want to do it efficiently and walk away with peace of mind that the client is set up correctly. These new training videos will empower your employees and will help answer questions such as "How do I onboard a new client?" or "How do I access my invoice?"

Datto Academy

Compliance

We understand that your clients may have unique security and compliance requirements. This section will provide detailed information about Datto's security and compliance best practices.

Datto SaaS Protection Security Overview

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Pricing

United States Pricing

Canadian Pricing

United Kingdom and Ireland Pricing

European Pricing

Australian Pricing

Singapore and Southeast Asia Pricing

Checklist

What have you completed?

In this toolkit, we have given you the sales and marketing tools to enable your team to successfully sell Datto SaaS Protection. This simple checklist gives you a starting point for creating a SaaS Protection sales strategy and will help you stay on track.

- ❏ Decide what you're looking to accomplish (i.e. generate new leads, cross-sell more effectively, etc.)
- ❏ Establish clear goals and key metrics to track
- ❏ Educate your sales team on the value of SaaS protection using MSP Product Resources
- ❏ Create a MarketNow profile
- ❏ Watch the MarketNow onboarding video and read the SaaS end-user campaign guide
- ❏ Establish social media accounts for your business and integrate with MarketNow
- ❏ Review your website content and ensure it clearly explains Datto SaaS Protection
- ❏ Use the MarketNow SaaS playbook to build your SaaS campaign
- ❏ Test initial marketing campaign
- ❏ Evaluate results against your goals
- ❏ Fine-tune and repeat

Conclusion

No matter what size your IT business is, the message from you, our Datto Partner, is clear: sales and marketing are one of your biggest pain points. Time constraints and limited resources are roadblocks to sales and marketing success for many MSPs. This doesn't have to be the case.

Continue to read our key sales and marketing resources for Datto SaaS Protection and use our checklist to get started the right away. If you have questions about this toolkit, partner resources, or sales and marketing guidance contact your Account Manager or **partners@datto.com**