

## Data Canopy Nurture Campaign – Agent/Partner Emails on Introduction to Data Canopy

### Email #1 – Introduction to Data Canopy Version #1

Hi [First Name],

I hope this email finds you well! I wanted to reach out and let you know that we have now partnered with Data Canopy.

[Data Canopy](#) is a hybrid infrastructure provider [connecting private and public clouds](#) with physical [colocation hosting](#). They have recently closed large cloud opportunities with several financial and logistics organizations. Data Canopy specializes in helping organizations that have an infrastructure that is regulated or complicated.

I strongly believe Data Canopy could be a benefit to your organization and your IT team.

I'd love to get on your schedule for a quick call this week to dive deeper into your current data management and how you can leverage the solutions from Data Canopy. Please let me know a day and time that works for you.

Best Regards,

(ENTER AGENT INFO)

**OR**

### Email #1: Introduction to Data Canopy: Version #2

Hi (FIRST NAME),

My name is [agent name] and I head up business development efforts with [agent company]

The purpose of my email to let you know that we have recently partnered with [Data Canopy](#). Data Canopy is a hybrid infrastructure provider [connecting private and public clouds](#) with [physical colocation hosting](#).

I am taking an educated stab in the dark here, however based on your online profile, you appear to be an appropriate person to connect with ... or might at least point me in the right direction.

I'd like to speak with someone from your company who is responsible for your data and IT management.

If that's you, are you open to a fifteen-minute call on \_\_\_\_\_ [give a time and date] to discuss ways the Data Canopy's solutions can help your business? If not you, can you please put me in touch with the right person?

Best Regards,

(ENTER AGENT INFO)

## **Email #2 – Follow Up on Email #1**

Hi [INSERT FIRST NAME],

I realize you may be swamped with your current data management and perhaps my email introducing Data Canopy didn't register on your radar. If now is not a good time to discuss your data management needs, I understand.

In the meantime, as we are ramping up for the new year, I thought this [Data Center Consolidation guide](#) might be a good resource for you as you are planning for 2020. When you undertake a well-executed consolidation project you can expect to spend less time and resources on maintaining a bloated infrastructure and increase your agility and alignment with business goals.

If you have any immediate questions about Data Canopy and their solutions, please feel free to reach out.

Sincerely,

(INSERT AGENT NAME/CONTACT)

## **Email #3 – No Response**

Hi [FIRST NAME],

I wanted to circle back one more time to see if you had any time on your schedule to discuss your current data management needs.

I understand if now is not the right time, however, I do hope you will keep [Data Canopy](#) in mind for your data management needs.

If you know of any other IT professionals who may have a critical need for data management support, please feel free to forward my email and I'll be happy to reach out to connect.

Sincerely,

(AGENT INFO)