Email Drip–Content–ABC–Compliance as a Service/MSP/DripCampaign

**Email A Topic 1 – Text**

Subject: Don’t Pay the Price of Non-compliance

Hi <recipient name>,

You’re probably well aware of the hefty fines related to not maintaining compliance standards for your industry. But you might be surprised to know that the average cost of non-compliance is $14.82 million, according to a study by Ponemon and GlobalScape.

How can non-compliance cost that much? Firms without robust regulatory compliance also face a loss of productivity, revenue, customer trust and additional operational expenses related to remediation.

Luckily you can avoid those expenses and compliance complications with our help. Our experts can handle all-things compliance so you can rest easy knowing you’re in-line with regulations while preventing unwanted expenses. Contact us to get started today.

<signature>

**Email A Topic 2 – HTML**

Subject: Compliance Complications?

Preheader: Keep up with compliance management

Masthead:

**Compliance Can Make Your Head Spin**

We’ll help you get back on track

Count on Us <Insert Client Site Link>

If you have trouble keeping up with the constantly changing compliance regulations in your industry, you’re not alone. Many organizations push off compliance initiatives because it’s tedious and is often too much for one person to handle.

Top compliance regulations that are the most difficult to achieve:

* GDPR – 90%
* PCI DSS – 55%
* US State Laws – 50%
* HIPAA/HiTech – 39%

*Source: Ponemon Institute and Globalscape “The True Cost of Compliance with Data Protection Regulations”*

Keeping up with compliance doesn’t have to be complicated. Our compliance management services are your one-stop-shop for all things compliance. We’ll keep up with your industry’s regulations to ensure you’re always up to date. Contact us to learn more and get started.

Simplify Compliance <Insert Client Site Link>

**Email B Topic 1 – Text**

Subject: Let’s Talk About Compliance

Hi <recipient name>,

Running your business means you’re focused on your customers and your ability to uphold a high level of service. That means meeting government-mandated and industry-related IT regulations is probably at the bottom of your to-do list.

Yet, failure to maintain compliance can cost you in terms of productivity loss, revenue losses and fines. This adds up to an average of $14.82 million for non-compliance, according to a recent study from Ponemon and Globalscape.

You need a partner to off-load your compliance duties to keep your information and customers safe – we can help. We’ll take care of everything from keeping up with your industry regulations to simplifying processes and implementing automated updates.

Contact us today to learn more about our compliance management solutions.

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**Email B Topic 2 - HTML**

Subject: Compliance checklist running long?

Preheader: We’ll deliver stress-free compliance management

Masthead:

**Trouble Keeping Up with Compliance?**

Hand over your checklist

We Can Help <Insert Client Site Link>

Whether it’s HIPAA, PCI, FERPA or others – most industries have to meet compliance regulations or be faced with hefty fines. While organizations know the risk, many still struggle to check off their compliance checklist because of the challenges of keeping up with the continuously changing requirements.

Maintaining regulatory compliance requires you to continually adhere to:

* Laws established by government agencies
* Industry-specific regulations
* Guidelines and best practices for your industry
* Regulations established by a certifying entity

If you’re feeling overwhelmed, you’re not alone. We’re here to help – contact us to learn how you can shift compliance management over to our experts.

Get Started Now <Insert Client Site Link>

**Email C Topic 1 – Text**

Subject: Stop Worrying About Compliance

Hi <recipient name>,

I wanted to check-in to see how you’re handling compliance. I know keeping up with government-mandated IT regulations can be challenging, especially when the rules continuously change. If you feel like you’re spending too much time focusing on compliance when you’d rather focus on your business, we can help with our compliance management solution.

Our experts are fully aware of the guidelines and best practices for your industry to ensure you’re set up to meet compliance expectations. We’ll also conduct regular updates, so you’ll maintain compliance and avoid fines.

Want to learn more? Let’s keep this compliance conversation going. Contact us today to talk about your challenges and how you can go back to focusing on your business and not worry about compliance.

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**Email C Topic 2 – HTML**

Subject: Having trouble with compliance?

Preheader: Compliance management is your answer

Masthead:

**Regular Audits Improve Compliance**

Leave the heavy lifting to our experts

Get Started Now <Insert Client Site Link>

Improving your company’s compliance begins with understanding your industry’s regulations. The tricky part is that these regulations are updated and changed frequently. Many SMBs struggle to keep up, leaving them vulnerable to investigations and hefty fines. Having a compliance partner can set you up for success to check for weak points in your security and remedy them before there’s an issue.

Take a look at the benefits of compliance management:

* Minimal in-house compliance work
* Simplified administrative processes
* Automated system updates

If you need help maintaining compliance, don’t hesitate to reach out to our experts. We’ll simplify the process to give you peace of mind.

Improve Compliance <Insert Client Site Link>