**Partner Managed Backup Services & DR Checklist Promo – Social Media Content**

Probax Partner Digital Marketing Toolbox

*<Be sure to add or edit the Social Media Template content to highlight what makes your business unique and differentiates you from the competition in the Managed Backup and DR as a Service market. Also ensure you’re linking to the relevant landing pages on your website.>*

# **Twitter**

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|  | **Template content** |
| 1 | Cloud is the great equaliser. Find out how you can protect your business with an enterprise grade online Disaster Recovery solution for a low monthly fee. Find out how>>> |
| 2 | Tired of running out of storage? Move your backups to the cloud and free up your time and infrastructure to focus on your business. Here’s how>>> |
| 3 | Your server’s hard drive is vulnerable to failure and ransomware. Backing up your data to the cloud is easier than you think. Ready to protect your business?>>> |

# **Facebook**

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|  | **Template content** |
| 1 | Get your business and your data the protection it deserves with a cloud-based disaster recovery as a service solution. No longer the exclusive domain of large corporates with big IT budgets, the cloud has equalized the playing field by placing enterprise grade IT solutions within the reach of all businesses. For a low monthly fee, your business can now enjoy the benefits of an award-winning disaster recovery platform which can get your business back up and running rapidly and efficiently in the event of a disaster. Find out how>>> |
| 2 | Did you know that moving your backups to the cloud not only improves your business efficiency but can also help you save money in the long run? Backing up your data to the cloud means you no longer need to procure and manage all that expensive hardware and software just to ensure your data is safe. Instead, you could use that hardware to deploy innovative apps which differentiate you from the competition, or better yet, invest the money in something that will give your business a competitive advantage. Here’s how>>> |
| 3 | The leading causes of data loss are hardware or system malfunctions, human error, software corruption, malware and natural disasters. To protect your information and your business you need to ensure you backup your data. A cloud-based backup platform not only provides the data protection solution you and your business need, it can also help you reduce costs, repurpose hardware, free up your IT resources to concentrate on revenue generating activities and of course, because cloud backups are offsite, ensure you are compliant. Ready to protect your business?>>> |

# **LinkedIn**

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|  | **Template content** |
| 1 | Did you know that nearly 40% of small businesses close after a disaster? The impact the cloud has on modern society cannot be underestimated and possibly the greatest benefit the cloud has created for small businesses is that it has levelled the playing field. Small businesses can now compete directly with large enterprises and have access to the same leading IT solutions. In the past when it came to Disaster Recovery, this was often an expensive option which few small businesses could justify or even afford. However, with a cloud-based disaster recovery as a service solution, small organisations in today’s world can now consume enterprise business protection solutions which were previously only accessible to larger businesses. Find out how>>> |
| 2 | Moving your backups to the cloud not only protects your business and your data, it also increases efficiencies, reduces cost and frees up your resources to concentrate on adding value to business growth activities. By utilising the cloud for your backups, you no longer need to concern yourself with managing your on-premise solution and, because you no longer need to procure expensive hardware, cloud backups also have less of an impact on your Capex spend. Instead, you can invest your time and money in assets and endeavours which develop and grow your business. Here’s how>>> |
| 3 | Hardware and system malfunctions lead the way as far as pinning a reason on data loss goes but human error, software corruption, malware and natural disasters are not far behind. If any of these events took your business systems down would you be able to restore your data? Moving your backups to the cloud is not only a viable option but the best option to protect your data in today’s interconnected online world. With benefits such as reduced costs, increased efficiencies, enhanced security and automatic compliance, backing up your data to the cloud is the right move for your business. Ready to protect your business?>>> |