Azure Disaster Recovery and Backup Email

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| Keywords | Cloud backup  Disaster recovery  Site recovery  Microsoft Azure  Azure Backup |
| Target Audience | Small to mid-sized business owners (low tech)  mid-sized business IT managers (Technical, but short on resources) |
| Subject line #1 | Manage the steep costs of business downtime |
| Subject line #2 | How to survive a data disaster |
| Subject line # 3 | Your idea (edit your post after a week and change the headline to see which headline gets the most views). |
| Top Image | Use the one in your handouts or find another |
| Inline image | Use the one in your handouts or find another |
| Call to action #1 | Sign up for our Disaster Recovery webinar |
| Call to action #2 | Download our Disaster Recovery EGuide |
| Call to action #3 | Call us (or send us email) |
| Call to action #4 | Call to action #4: Your idea |

**Email copy**

You need continuous access to your data. Even an hour of downtime can cost your organization thousands of dollars, according to a recent study by the International Data Group.

A key part of running your business is keeping your data safe. Many businesses lose critical data because they don’t have a data backup solution. Microsoft Azure offers reliable and affordable backup and site recovery for your data and applications. And you only pay for the storage you use. There are no typical infrastructure costs or data transfer fees. You receive the same level of protection that Microsoft enterprise customers enjoy.

**Benefits of cloud backup and storage**

• Lower costs for small and midsized businesses

• Higher availability—the cloud has a built-in design for high availability to your data, configuring live resources to automatically take over for failed ones

• Ease of deployment—Once an administrator configures the system, it just works.

• World-class security—With Microsoft Azure cloud services, all data is encrypted to and from the cloud and while at rest.

**What are your risks?**

• Data loss—without sufficient backup and storage, your company risks data loss during a natural disaster

• High costs for downtime—Thirty-three percent of the respondents to a 2014 IDG Enterprise survey cited business continuity as a driver spurring cloud initiatives in their organization

• Lack of compliance

**Free E-Guide**

We prepared an informative EGuide called “Protect your Business from Data Downtime.” This guide helps small and midsized businesses understand the benefits of moving backup to the cloud, and why a disaster recovery plan is a must have. Take this first step towards protecting your data now!

**ADD CTA HERE**

**Other ideas:**

1. Add a ‘story’ from a customer you’ve worked with (with their permission).
2. Change the style of writing to fit your branding
3. Add facts and stats