**Welcome to Your 30-Day Entra Backup Campaign-in-a-Box**

**Protect Identity. Prevent Downtime. Grow Revenue.**

Your clients are relying more than ever on Microsoft 365—and Entra ID (formerly Azure AD) is now the backbone of their identity, security, and productivity.

But here’s the risk:  
**Microsoft doesn’t back up Entra ID.**  
If something gets misconfigured or deleted—whether by mistake or malicious intent—**you can’t restore it natively.** That means downtime, lost access, and major headaches for your clients… unless you have the right backup in place.

**Important Note:** This campaign is designed for MSPs who already provide Microsoft 365 backup to their clients. Entra Backup is not a replacement—it's an essential *addition* to protect the identity layer that M365 depends on. Think of this as the next step in maturing your clients’ security posture.

That’s where this campaign comes in.

### **💡 What’s Inside This Campaign Kit**

We’ve built a complete, ready-to-launch 30-day campaign to help you:

* **Start conversations** with clients about Entra ID protection.
* **Showcase your value** as a forward-thinking, security-first MSP.
* **Win more business** by solving a growing identity management gap.

Everything is customizable—but we’ve made it plug-and-play to help you move fast.

### **✅ 3 Steps to Get Started**

1. **Skim the Campaign Checklist**  
    Use the week-by-week plan to see what to post, send, and share each step of the way.
2. **Add Your Branding**  
    Customize your logo, contact info, and links in the editable templates (we’ll show you how).
3. **Start Sharing**  
    Use the included social posts, emails, sell sheets, and slides to drive awareness and book consultations.

🧠 **You’re a Busy MSP: Let’s Bring you Value and a Road to Revenue**

We want this to be easy for you, our goal is for this campaign-in-a-box is:

* **Easy execution** (minimal customization)
* **Client education that builds urgency** (e.g., highlighting Microsoft’s Shared Responsibility Model)
* **Clear path to a business conversation** (e.g., "Let’s review your current Entra ID protection strategy.")

### **Let’s Go!**

Identity protection is evolving—**this campaign positions you ahead of the curve.**

Now go turn identity risk into revenue.

### **30-Day Entra Backup Campaign-in-a-Box: Asset Overview – Client-Facing Content**

These **client-facing assets** are designed to help you **spark meaningful conversations** with your customers around **identity protection** and the risks of **unprotected Entra ID environments**. Each piece is **customizable**, **easy to deploy**, and crafted to position you as a **security-first MSP**. From **social posts** to **email templates** and **educational content**, these tools make it simple to **build trust**, **create urgency**, and **open the door to new service opportunities**.

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| --- | --- | --- | --- | --- |
| **Category** | **Asset Title** | **Description** | **Purpose** | **Format** |
| **Client-Facing Content** | 1.Landing Page Template | Copy + structure MSPs can adapt for their website | Capture interest and drive consultation requests | PDF in Zip |
|  | 2.Client Email Templates (x2) | Two customizable emails (awareness + urgency) | Start conversations with current clients | PDF in Zip |
|  | 3.Entra Backup Sales Sheet | 1-page overview of why Entra ID needs protection – Includes “Add Your Logo” customization | Client education, use in meetings or emails | PDF in Zip |
|  | 4.Social Media Posts (x6) | Pre-written text + graphics for MSPs to share on LinkedIn, Facebook, etc. | Build awareness, generate interest | PDF in Zip |
|  | 5.Blog Post Template | MSP-branded post: "Why Identity Protection Starts with Entra Backup" with AI Prompts to tailor to your MSP | Drive SEO and educate through your website | PDF in Zip |

### **30-Day Entra Backup Campaign-in-a-Box: Asset Overview – MSP Sales Enablement**

These **sales enablement tools** are built to help you and your team **sell Entra Backup with confidence**. Whether you're having a quick client conversation, running a discovery call, or following up after a campaign touchpoint, these assets give you the **talk tracks, responses, and real-world examples** needed to drive action. Each resource is designed to make the risks of unprotected identity tangible—and position you as a **trusted advisor** who can **deliver complete, modern protection**.

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| **Category** | **Asset Title** | **Description** | **Purpose** | **Format** |
| **Sales Enablement for MSP** | 6.Entra Backup Sales Enablement Quick Reference | One-page snapshot of why Entra backup matters for MSPs and their clients. | Equip sales teams to speak confidently and position Entra protection as essential. | PDF in Zip |
|  | 7.Use Case Library | Real-world examples of identity issues to use in sales calls or marketing. | Make the risks of unprotected Entra ID tangible and relatable to clients. | PDF in Zip |
|  | 8.Quick Pitch Guide / Talk Track | Simple responses to key client questions like “Why do I need this?” | Help MSPs quickly frame the value of Entra backup in everyday conversations. | PDF in Zip |
|  | 9.Objection Handling Guide | Fast reference for handling common client pushbacks on Entra backup. | Build confidence in overcoming resistance and closing conversations with value. | PDF in Zip |
|  | 10.Sales Strategy Playbook | Targeted approach for engaging current clients and new prospects. | Your 30-day campaign is only as good as your outreach. | PDF in Zip |
|  | 11.Pricing Options Guide | Flexible ways to package Entra Backup without fixed pricing. | Help MSPs position and sell it in a way that fits their service model. | PDF in Zip |

## **About Dropsuite**

**Dropsuite is a trusted global provider of cloud backup, archiving, and identity protection solutions built for Managed Service Providers (MSPs).** We help MSPs secure critical client data across Microsoft 365, Google Workspace, QuickBooks Online, and Microsoft Entra ID.

With Dropsuite, MSPs can deliver complete data resilience—protecting **email, files, and identity**—through reliable backups, powerful restore tools, and scalable archiving. Whether you're strengthening security, supporting compliance, or ensuring recoverability, Dropsuite helps you safeguard what Microsoft doesn’t.

### **🧩 Complete Your Security Offering**

* [**Backup**](https://dropsuite.com/solutions/data-backup-and-disaster-recovery-solutions/?utm_medium=ciab&utm_campaign=entra&utm_source=ciab&utm_content=ciab) Microsoft 365, Google Workspace and beyond
* [**Archive**](https://dropsuite.com/solutions/ediscovery-and-compliance-management-solution/?utm_medium=ciab&utm_campaign=entra&utm_source=ciab&utm_content=ciab) business-critical communications for long-term compliance
* [**Protect**](https://dropsuite.com/products/entra-id-data-protection/?utm_medium=ciab&utm_campaign=entra&utm_source=ciab&utm_content=ciab) Microsoft Entra ID to prevent identity-related downtime
* [**Integrate**](https://dropsuite.com/solutions/msp-integration-hub/?utm_medium=ciab&utm_campaign=entra&utm_source=ciab&utm_content=ciab)with leading PSA platforms for streamlined backup management

### **🤝 Need Help Switching Vendors?**

**Dropsuite** [**Partner Services**](https://dropsuite.com/partners/partner-services/?utm_medium=ciab&utm_campaign=entra&utm_source=ciab&utm_content=ciab) makes migrations seamless—with white-glove onboarding, data integrity assurance, and no disruption to your clients.

### **💬 Why Partners Trust Dropsuite**

* **99% Customer Satisfaction**
* Transparent pricing with no long-term contracts
* Preferred by MSPs worldwide for reliability, simplicity, and support

👉 **Ready to deliver end-to-end data protection for your clients?**Learn More or [**Try Dropsuite Free**](https://dropsuite.com/try-it-free/?utm_medium=ciab&utm_source=ciab&utm_campaign=entra&utm_content=ciab) **with a Not-For-Resale license** at [www.dropsuite.com](https://dropsuite.com/?utm_medium=ciab&utm_campaign=entra&utm_source=ciab&utm_content=ciab)