## **Entra Backup Campaign-in-a-Box Landing Page Template**

## **🔽 Intro Paragraph (for the Campaign Kit)**

This landing page is the final destination for all your campaign content. Every email, social post, and call to action should point here—with one clear goal: **get the client to book a call**. This page keeps things simple, focused, and benefit-driven. Use the copy provided as your base, and customize it to reflect your MSP’s voice, services, and unique positioning.

A landing page has several components: Headline, sub-headline, multiple copy blocks, and in this case, you’ll want a form. If you want to geek out on best-in-class landing pages [check out this resource](https://unbounce.com/landing-page-examples/best-landing-page-examples/) (unsponsored).

## **🖥️ Landing Page Copy Template (Client-Facing, Jargon-Free)**

**Headline (H1):**  
 **What Happens If Your Team Can’t Log In?**

**Subheadline:**  
 Accidents, hackers, and missteps can shut your business down. We're now offering protection that keeps your team online—no matter what.

### **A Hidden Risk Most Businesses Miss**

If someone deletes the wrong user, changes a key setting, or a hacker gets into your system, your entire team could suddenly lose access to email, files, apps—even your Microsoft 365 account.

Most businesses assume Microsoft can restore everything. But the truth is: **Microsoft only keeps access settings for 30 days**, and after that, there’s no way to get them back.

That means a single mistake could turn into **hours—or days—of costly downtime**.

### **Our New Offering: Access Protection That Keeps You Online**

We’re now offering a new service to protect the system that manages your users, logins, and security settings.  
 It works quietly in the background to make sure:

* Your team can get back online fast after an accident or cyberattack
* You can undo changes or recover deleted users
* You stay compliant with regulations that require recoverability
* You avoid the business costs of unexpected downtime

Setup is quick. Protection is continuous. And recovery is simple.

### **Why We’re Offering This Now**

As your IT partner, it’s our job to think ahead.

The system that controls user access is now one of the **biggest targets for cybercriminals**—and one of the **easiest ways to accidentally lock out your business**. That’s why we’re rolling out this new layer of protection to all clients who want true business continuity.

### **Let’s Talk About Securing Your Access**

We can get this up and running in no time—and make sure you're covered before something goes wrong.

**[Book Your Free Security Review →]**  
 *Link to form (or calendar or booking page)*

## **🧩 Landing Page Layout Best Practices**

To maximize conversion, keep the layout **clean, focused, and mobile-friendly**. Here's a simple structure that aligns with the copy above:

### **✅ Best-Practice Layout Guide**

**1. Hero Section (Top of Page)**

* **Headline**: Clear, benefit-driven
* **Subheadline**: One-line summary of the risk
* **Call to Action button**: “Book a Free Security Review”
* Optional: Relevant image or illustration showing "access loss" or "recovery"

**2. The Risk (Problem section)**

* Brief paragraph on what can go wrong
* Keep it visual—use icons or bullet points to show impact

**3. The Solution**

* How Entra Backup fills the gap
* Use 3–4 bullets for benefits
* Include peace of mind and business continuity language

**4. Why Choose Us**

* One short paragraph about your MSP’s proactive approach
* Reinforce trust and differentiation (local support, 24/7 help, bundled coverage)

**5. Final CTA Section (Sticky or Repeated CTA)**

* Headline: “Let’s Talk About Protecting Your Access”
* Button: “Book a Free Call”
* Optional trust signals: Client logos, testimonials, or satisfaction rating (if available)

### **Optional Enhancements (Design or UX):**

* Add **client testimonial** or trust badge (if available):

“Our IT partner got us back online in minutes after an accidental lockout.”  
 Reinforces credibility and risk aversion.

* Include a **visual illustration** (optional):  
   A simple graphic showing “Access Lost” → “Access Restored” could quickly convey the value visually.
* Use a **sticky or repeated CTA** at the bottom if the page is longer:  
   Reinforces the next step for mobile scrollers or skim readers.