BCN Campaign-in-a-Box
Partner Quick Start Guide

BCN Campaign-in-a-Box programs are designed to help you quickly start conversations with customers around technology modernization, infrastructure reliability, and communications performance.

Each campaign includes ready-to-use messaging and graphics that can be customized and deployed across email and social channels. The goal is to make it easy for you to engage prospects, re-engage existing clients, and position BCN solutions as part of a broader technology strategy.

How to Get Started

1. **Connect With BCN Marketing:** Begin by contacting your BCN Sales Director to schedule a brief call with BCN Marketing to gather the necessary details and tailor the campaign materials.
2. **Receive Your Ready-Made Materials:** BCN Marketing will finalize the solution overview, email, and social graphics - delivered fully prepared for activation.
3. **Send the First Email:** Use Email #1 to introduce the topic and begin the conversation with prospects.
4. **Post the First Social Graphic:** Share the provided LinkedIn post to increase visibility and engagement.
5. **Invite a Conversation:** Prompt prospects to book a short discovery call to review their environment.

The campaign is designed to help you generate meaningful conversations while positioning your organization as a trusted technology advisor.

Campaign Objective

- Start conversations with prospective customers
- Re-engage existing clients around technology upgrades
- Introduce modernization strategies that improve reliability and performance
- Schedule short discovery calls or solution reviews

Key Conversation Topics

- Modernizing aging infrastructure
- Improving network reliability
- Maintaining compliance for critical systems
- Simplifying technology management

What's included

- Partner-ready email templates
- LinkedIn / social media posts
- Supporting graphics for social and email
- Co-brandable Solutions Overview document(s)
- Messaging aligned to the campaign solution

Recommended Campaign Cadence

Week 1	Week 2	Week 3
Email #1 Social Post #1	Email #2 Social Post #2	Email #3 Social Post #3

Additional Weeks (optional) - Additional email and social touches may reinforce engagement.

NEXT STEP

Launch the campaign and invite prospects to schedule a brief conversation to review their environment and explore potential opportunities.