

EMAIL MARKETING PORTFOLIO

Breathe Technology

Cyber-security lead-generation email campaign

Turning cyber-security uncertainty into a useful first step for schools.

THE BRIEF	Create prospecting emails for education organisations concerned about cyber risk, DfE standards and their ability to respond to an attack.
MY ROLE	Lead magnet proposition, campaign angles, subject lines and direct-response email copy.
AUDIENCE	School, MAT and Trust leaders responsible for cyber security and operational resilience.
APPROACH	Lead with specific uncertainties and real-world consequences, then offer either a practical guide or an independent gap analysis as the low-friction next step.

RESULT / EVIDENCE

No campaign-result data was supplied for this sample.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger email marketing project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / EMAIL COPY SAMPLE

Use a guide as the first conversion

The lead-magnet email frames the guide around the questions education leaders need answered.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: The Essential Cyber Security Action Guide For All MATs, Trusts & Schools

Are you concerned that you might not have enough clarity on your school's security posture and exposure to a cyber-attack?

Many education professionals that I've talked to recently have expressed concern that they don't have a coherent plan on how to respond to a hacking or data breach.

The Essential Cyber Security Planning and Action Guide For All MATs, Trusts & Schools

This guide highlights the main cyber threats facing all education organisations, and how to effectively deal with them.

Let me know if it's of interest, and I'll send you a copy by return.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The copy is shown separately from the portfolio commentary so the original campaign writing is immediately identifiable.

02 / EMAIL COPY SAMPLE

Test different hooks around the same need

Alternative emails move from awareness to a more direct audit proposition.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Subject: How to know your school's cybersecurity risk profile

Are you aware that if your school suffers a hacking attack, you might lose your MIS, your Sage records, and also your data back-ups?

I'm looking for just two proactive schools to undertake an independent security audit, where we'll implement a DfE Digital Standards 'gap analysis'.

Subject: Remove uncertainty with a DfE cyber security 'gap analysis'...

This will tell you what you have in place, and exactly what you need, to become compliant.

END OF COPY EXTRACT

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