

RLE Technologies Q3 Campaign in a Box – IFMA/RLE Business Continuity Report



Introduction

Thank you for promoting RLE during Q3. The purpose of this program is to provide you with a nearly turnkey marketing program that you can launch quickly and easily to promote RLE's products to your customers and drive sales pipeline for your sales team.

Below you will find information that covers a number of marketing outreach channels including:

1. Online web exposure
2. Email
3. Social media
4. Sales follow-up.

Please feel free to modify this within reason to suite your particular audience and needs. We are also willing to modify our assets to co-brand them with you if you would prefer. Just contact Jenny Peterson or Nick Bettis for more information.

Online Web Exposure

Accompanying this email you will find a file with a banner ad you can use on your home page. If you have a rotating image this would be a great place to showcase it.

We suggest you link viewers to either our or your own download pages from this header. If you have marketing tools in place that enable you to capture who downloaded the checklist without a form submission, great! If now, we suggest you gather only as much data in a download form as you need to be able to follow up with them.

Landing page copy:

Downtime avoidance and resilience is the name of the game for most facilities managers these days. With the average cost of company downtime skyrocketing and the number and frequency of threats increasing dramatically, you as the person that everyone will be looking to when things go to pot, need to be laser focused on doing anything and everything you can to be prepared.

“Emergency preparedness and business continuity is an organization’s lifeline. Without it, a successful company can collapse in a heartbeat.”

Mark Sekula, IFMA Fellow, CFM, FMP, LEED AP, President, Facility Futures Inc.

IFMA and RLE Technologies recently teamed up to conduct a survey of facilities managers across North America with the goal of identifying gaps in organizations preparedness plans and best practices to help plug those gaps.

The study also makes a compelling case for elevating the role of facility management professional as a strategic partner as organizations and facilities gain complexity. For businesses developing or updating their emergency preparedness/business continuity plans, there are 10 areas that must be considered. FM professionals play a significant role throughout this process.

1. Define roles
2. Define mission-critical functions
3. Define risks
4. Calculate costs
5. Monitor
6. Communicate
7. Test
8. Practice
9. Adapt and adjust
10. Crowd source

As the exclusive sponsor of this valuable research, we are happy to be able to offer you the executive summary of this report free by clicking the Download button below.

Download button

If you would like to dive into the detail of the report more deeply visit [<link>](#) to request a free full report, valued at \$180. We suggest you do it today as we have only a limited number of free licenses available. The full report can also be purchased from IFMA at: <http://ifma.org/marketplace/store/product-view/high-stakes-business-people-property-and-services>.

Social media content:

- #IFMA and RLE coop to create the Emerg Preparedness & Bus Continuity Report for critical facilities. Learn more at [<insert link>](#)
- #EmergencyPreparedness & #BusinessContinuity step 1. Define responsibilities for executing your plan. Learn more at [<insert link>](#)
- #EmergencyPreparedness & #BusinessContinuity step 2. Prioritize business functions to protecting. Learn more at [<insert link>](#)
- #EmergencyPreparedness & #BusinessContinuity step 3. Assess your vulnerabilities. Learn more at [<insert link>](#)
- #EmergencyPreparedness & #BusinessContinuity step 4. Estimate your cost of downtime. Learn more at [<insert link>](#)
- #EmergencyPreparedness & #BusinessContinuity step 5. Avoid disasters with monitoring technology. Learn more at [<insert link>](#)

- #EmergencyPreparedness & #BusinessContinuity step 6. Make your communications plan is resilient. Learn more at <insert link>
- #EmergencyPreparedness & #BusinessContinuity step 7. Test your process to assure it works. Learn more at <insert link>
- #EmergencyPreparedness & #BusinessContinuity step 8. Practice your plan with live drills. Learn more at <insert link>
- #EmergencyPreparedness & #BusinessContinuity step 9. Adapt and adjust the plan as needed. Learn more at <insert link>
- #EmergencyPreparedness & #BusinessContinuity step 10. Develop your network of partners to work with. Learn more at <insert link>

Signature block copy:

Does everyone in your organization know what to do in the event of business disruption? Visit [<insert link>](#) for a free guide on how to prevent business downtime and mitigate the impact if it does happen.

Outbound email copy:

What is the status of your Emergency Preparedness and business Continuity plan?

Where do you fall against your peers when it comes to emergency preparedness and business continuity planning? IFMA and RLE Technologies recently teamed up to conduct a survey of facilities managers across North America to help answer that question by identifying gaps in organizations preparedness plans and best practices to help plug those gaps. The Results were... surprising:

- 19% of companies had NO emergency preparedness/business continuity plan in place
- 34% of those that did had no review process in place to assure ongoing compliance
- Less than half have quantified the cost of downtime for their organization
- 84% of those without a plan also state that they have difficulty getting adequate funding

Download the research report executive summary today at [<LINK>](#) and see where you stand. There is no cost for the summary on the RLE website.

Want to dive deeper into the survey and learn about the 10 Areas that Must Be Considered in an emergency preparedness/business continuity plan? Request a FREE copy of the FULL SURVEY RESULTS at [<link>](#). This is a \$180 value. We have a very limited number of free report downloads so contact us today.

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