



ELOVADE UK&I

Toolkit user guide.

The toolkit includes



An end-user datasheet



A product battlecard



Branded and unbranded social templates with graphics



A branded and unbranded plain text email campaign



Opt-out email templates



An animation (in select toolkits)

THE RESOURCES

What's in your toolkit.



Keeper battlecard

Company overview		Product		Benefits	
Keeper is a next-generation password and privileged access management solution built on a zero-trust and zero-knowledge security architecture.		• Secure management of passwords, passkeys, secrets and privileged accounts • Generates high-strength, random passwords automatically • Gives access to accounts securely across unlimited devices • Improves control over user access and authentication • Delivers security without adding complexity for end users or IT teams		• Quick to roll out across all users and devices • Passwords and sensitive information can be shared safely • Reduces reliance on weak or reused passwords • Identifies compromised credentials and alerts users • Employees get a simple, encrypted vault accessible across unlimited devices	
		Password Management		Privileged Access Management	
	KEEPER	1Password	LastPass	Delinea	CyberArk
Android	4.7 ★★★★★	3.6 ★★★★★	3.7 ★★★★★	2.5 ★★★★★	3.2 ★★★★★
iOS App Store	4.9 ★★★★★	4.6 ★★★★★	4.4 ★★★★★	5.0 ★★★★★	2.8 ★★★★★
Microsoft Store	4.8 ★★★★★	4.3 ★★★★★	3.2 ★★★★★	No Rating	4.6 ★★★★★
Chrome Extension	4.8 ★★★★★	2.9 ★★★★★	4.3 ★★★★★	3.0 ★★★★★	3.3 ★★★★★
Keeper vs 1Password Keeper delivers stronger security, better usability and a more straightforward deployment model than 1Password.		Keeper vs LastPass Keeper is built with a security-first architecture designed to reduce the risk of attack types seen in previous LastPass incidents.		Keeper vs Delinea Keeper can be deployed without professional services and rolled out across all users quickly, providing broader coverage and simpler administration than Delinea.	
Keeper vs CyberArk Keeper is faster to deploy and simpler to manage than CyberArk, delivering core PAM capabilities without the complexity and overhead of legacy enterprise tools.					
Objection handling We already use Google password manager, isn't that enough? Browser-based tools are designed for convenience not organizational control. They offer limited visibility and do not manage privileged accounts or access governance. There are cheaper password managers out there, why should we choose Keeper? Lower-cost tools typically focus on basic password storage. Keeper combines password management with Privileged Access Management, controlling access to sensitive systems, improving visibility and reducing risk. We already have password management in place, do we really need PAM as well? Basic password tools manage credentials, but they don't control how privileged access is granted, monitored or removed. Keeper eliminates standing privileges, applies least privilege access and improves oversight of high-risk accounts.					

End-user datasheet

The datasheet gives all the key features and benefits of the product to share with your customers.

This document is an editable PDF. The footer has been left free for you to add your own logo and company details before sharing with customers.

Product Battlecard

This is a quick reference to help your sales team win customers. It contains tips on objection handling, as well as comparisons with competitor products.

THE RESOURCES

Social templates.

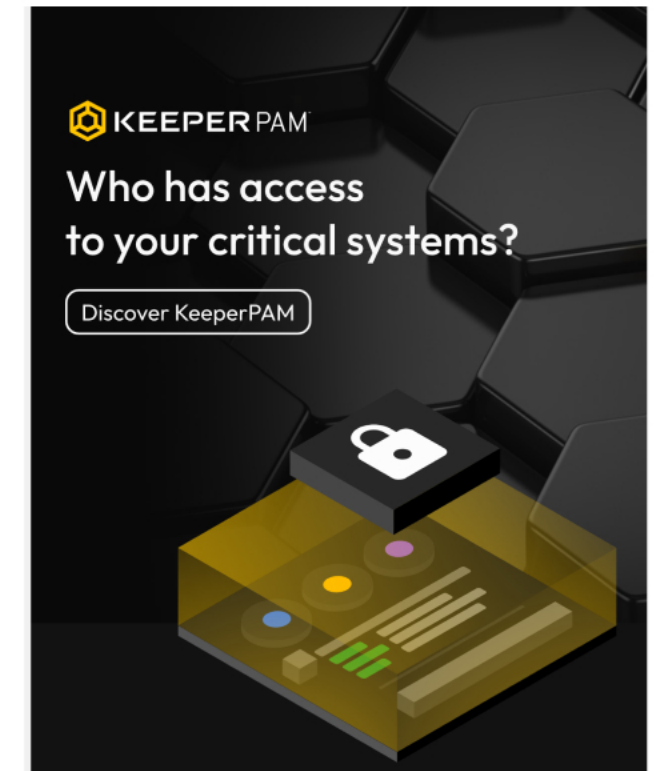


The social templates are designed as a series of 3 individual posts with supporting graphics.

You have a branded set, which highlights the vendor, and an unbranded set that focuses on a particular security challenge.

There are prompts in the posts to amend and insert a link to your website or contact page.

BRANDED SET



UNBRANDED SET



THE RESOURCES

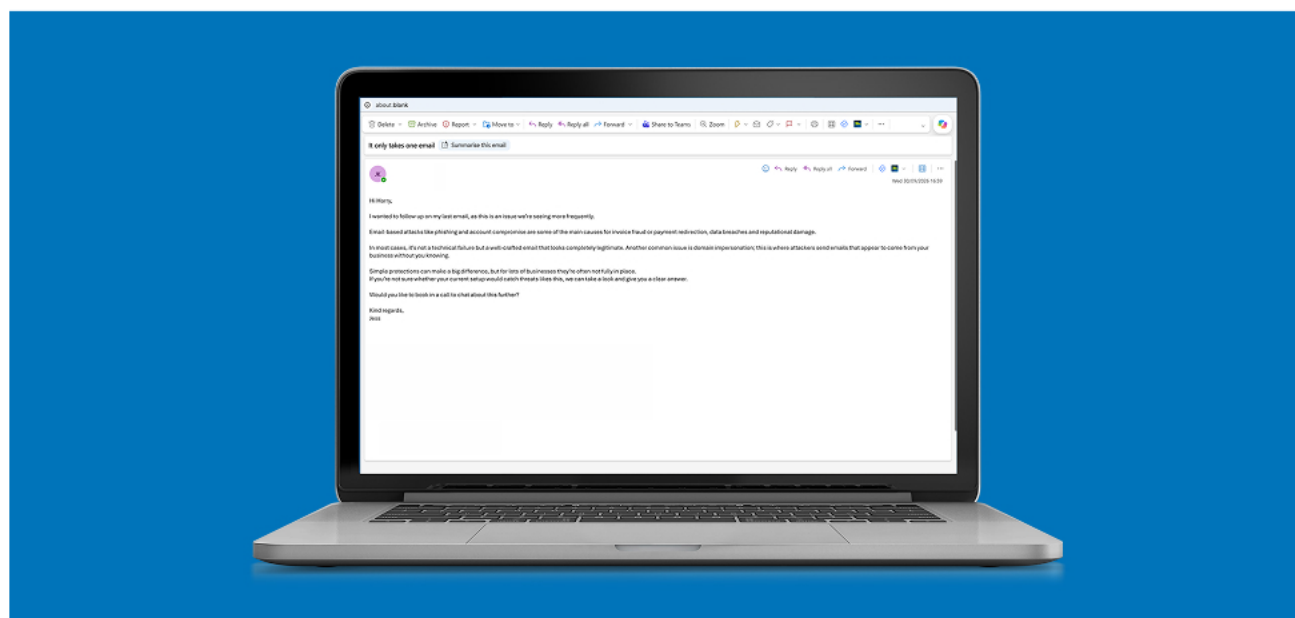
Email campaigns.



Plain text email campaign

The plain text campaign is a sequence of 3 emails which you can send out to prospects. Plain text emails are as the name describes: just text, with no visual enhancements. These can be highly effective. They are ideal for more personal, direct outreach where deliverability, simplicity or a less 'marketing-heavy' feel is preferred.

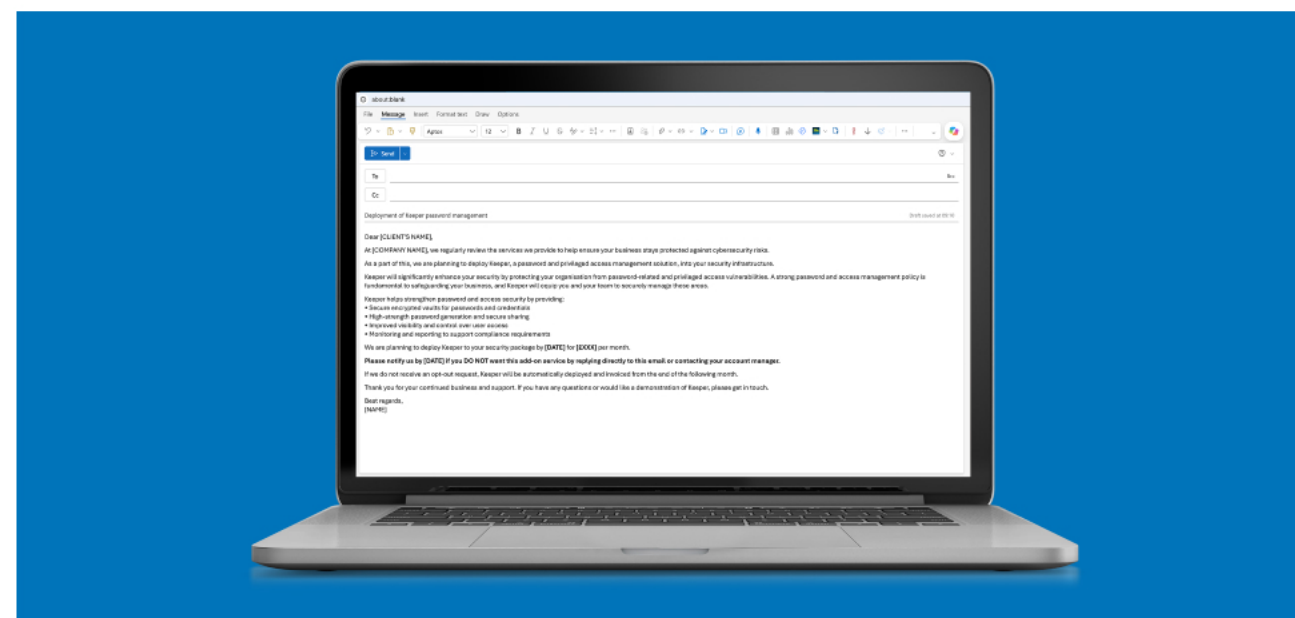
There are details to amend in the emails, including the names of who you're sending to and who the email is coming from. If you don't have the name of the recipient, we recommend replacing the greeting with 'Hi there' or similar. Once you've edited the variables, you can copy the content into any email marketing platform.



Opt-out email

Some partners choose to implement our vendors on an 'opt-out' basis, where customers are automatically enrolled and billed unless they actively choose to opt out.

If you decide to use this approach, we have provided opt-out email templates to inform your clients accordingly.



THE RESOURCES

Animation.



If an animation is part of the toolkit, this is designed as a short, attention-grabbing asset that communicates the key message in a more engaging, visual format than static content. You can use the link provided across digital channels such as social posts, emails or landing pages.

Use the animation to support core messaging, and keep usage consistent with the wider campaign to maintain a cohesive story across all assets.



YOUR QUESTIONS ANSWERED

How to make the most of the campaign resources.

01 How long should I leave it between emails and social posts?

Emails: wait 3–7 days between each email in a campaign. This avoids overwhelming the recipient while keeping your brand top-of-mind.

Social posts: you can post more often on social media (1–2 times per week per message), as social is less intrusive and more public-facing. For this campaign we have created 3 social posts to coincide with each email.

Best practice: coordinate your emails and social posts so they support each other, not compete. For example, post a social update a day before or after sending an email to reinforce the message.

03 Should I call a prospect before sending the email?

This is optional, depending on context:

- ▲ If you have a warm prospect or an existing relationship, a brief pre-call can increase open rates and engagement.
- ▲ For cold contacts, calling first may not always help and could seem pushy. Emailing first is usually safer.

02 Can I reuse the emails with the same person?

Yes, you can reuse the emails, but carefully. We recommend:

- ▲ Avoid sending the exact same email repeatedly in a short timeframe, as it can annoy recipients.
- ▲ Instead, repurpose content: change the subject line, adjust the introduction slightly, or highlight a different benefit if possible.
- ▲ You could cycle through the campaign again after 3–6 months with minor updates.

04 Should I call after sending an email?

Yes.

- ▲ Calls are a great way to personalise the conversation, answer questions, clarify benefits or schedule a meeting - not just to repeat the email content.
- ▲ **Timing:** 1–3 days after the email is ideal, while the content is still fresh in their mind.
- ▲ Follow-up calls are most effective if the recipient opened the email or clicked on a link. If you have access to this data, check open and click rates and contact people in order of priority (who engaged the most).

SUGGESTED TIMELINE

When to use the resources.

A basic guide on when to use each resource, based on the guidance in this document.

Week 1

Email #1

Send

Social post #1

Post across your social media channels

Follow-up calls

Follow up a couple of days after the first email (see Q4 guidance)

Week 2

Email #2

Send to any contacts who have not engaged yet

Social post #2

Post across your social media channels

Follow-up calls

Follow up a couple of days after email #2 (see Q4 guidance). Be informed by week 1's calls and engagement, so you don't repeat calls.

Week 3

Email #3

Send to any contacts who have not engaged yet

Social post #3

Post across your social media channels

Follow-up calls

Follow up a couple of days after email #3 (see Q4 guidance). Be informed by calls and engagement after emails #1 and #2, so you don't repeat calls.