

July 2022 Marketing Examples

Technology Marketing Toolkit, Inc.
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www.TechnologyMarketingToolkit.com

You pay your IT guy good money - so why does your network keep having problems?

- * Not returning calls quickly enough
- * Not staying up to date with security
- * Not fixing things right the first time
- * Never following up on your requests

It doesn't have to be this way!



Direct IT

Headquartered in Waltham, Massachusetts

**39 Emerson Rd. Suite 215
Waltham, MA 02451
www.directitcorp.com**

Security, network, and cloud solutions.
Dark Web monitoring and phishing
simulations to keep your users safe.

60 day money back guarantee on all
service programs.

Let Direct IT show you why so many
businesses have loved our services for the
past 15 years -- call **781-996-4918** today
to schedule a free consultation!



*"No other company offered the caliber of support, the expertise, and understanding of our business. From desktop to perimeter security, Direct IT cares about our business. They have helped guide us and mentor us through our technology needs. Direct IT sat here through a snow storm with me because we'd scheduled an infrastructure upgrade. Most others would have cancelled, but DirectIT gets it."
-- Dan Costa, IT Manager for Ace Surgical, a Henry Schien company*



Direct IT
39 Emerson Road,
Waltham, MA 02451

Easy Onboarding

& Painless Projects:
18 Years to Perfect Our Process



Plan

→

Pre-stage

→

Migrate





“ Direct IT is great to work with. Direct IT responds and rectifies issues in a very timely manner, the response quickly and solve the problem, you do not need to waste time waiting for support or resolution.

Kim Cogavin
Interior Stone, LLC
Waltham, MA

“ They provide the security and technical services we need. They are always there to answer our questions and fix our issues. They were able to assist us in going remote quickly and safely when the pandemic hit.

Jill Grosso
Prestige Custom Mirror & Glass
Waltham, MA

“ We are a small business who has relied on Direct IT for the past several years to assist us with equipment set ups, network security, and a variety of other tech issues. They have always been professional, courteous, and quick to respond.

Jeannette Romeo
AeroSpace Fabricators, Inc.
Waltham, MA

✉ DavidJ@DirectITCorp.com
☎ 781-996-4918
🌐 DirectITCorp.com

Switch to Direct IT

Waltham, MA

It's as easy as 1-2-3

Step 1: Analyze

Document, Monitor



Direct IT documents and monitors your network with our patented BBox System.

Step 2: Stabilize

Update, Secure



We update and secure your systems and deploy reliable backups.

Step 3: Strategize

Plan, Propose, Upgrade



Your Direct IT VCISO / VCIO will help develop a tech strategy for your company's challenges.

Backups • Storage • Virtualization • Security • Training • Proactive Maintenance • Vulnerability Assessment • Helpdesk Support • 21st Century Standards and Practices • Less Headaches, More Productivity

HOW TO SECURE YOUR NETWORK



Are Your Current Computer Guys Causing You To Need One Of These?

<http://www.minimus.biz/detail.aspx?ID=740><http://www.minimus.biz/detail.aspx?ID=734>

- Do they take forever to call you back and respond to your requests?
- Are your backups part of the domain? (If so, hackers can easily destroy your backups.)
- Are they still relying on Anti-Virus that has little-to-no impact on Ransomware instead of using Artificial Intelligence?
- Do they offer 24/7 dark web monitoring for your employees' credentials, plus phishing simulations and training for your employees?

Dear Colleague,

If so, I have the solution that will make IT-related issues one headache you NEVER have to deal with again.



My name is Matt Wilson, Vice President of Sales at Direct iT Corporation, "The Best IT Company in Boston". Direct iT specializes in the needs of businesses like yours; with friendly, knowledgeable technicians who will put you at ease and resolve your IT problems and business identity theft concerns quickly and efficiently.

Direct iT wants to offer you a **no-obligation FREE business identity theft protection report (including a dark web scan)** for your business at **no charge**. This report is a sample of the forward-thinking, common sense IT security solutions that Direct iT has been bringing to small businesses for the past 18 years. This report will list every business password for your domain, as well as for your chosen clients' domains, on sale in the dark web.

If you'd like to receive this **free business identity theft protection scan and report** for yourself and up to 5 of your clients, please call me at : 781-996-4918 or visit <https://directitcorp.com/darkweboffer> (Offer valid to businesses with 10 or more employees)

Awaiting your response,



Matt Wilson
Vice President of Sales
Direct IT
MattW@directitcorp.com

"Their responsiveness seems to be faster than some in-house IT teams I have worked with in the past."

It usually only takes a few minutes after we submit a request to receive a response and have someone working on our issues. They are very mindful of security risks and are on top of keeping our office safe with the latest security features, and security training for our staff teaching us how to be mindful of and recognize security threats.



Darian Medeiros

Simon Design Engineering | Wellesley, MA

"They're an irreplaceable part of the Greenwood team!"

Direct iT has always been there for us. I don't have time to worry about tech or security. I need a team that can stay ahead of the game. **Direct iT considers my customers to be their customers, too.** I've grown to trust Direct iT - after 14 years they're an irreplaceable part of the Greenwood team.



Matt Brown

Greenwood Industries | Worcester, MA

Call Us: (781) 996-4918

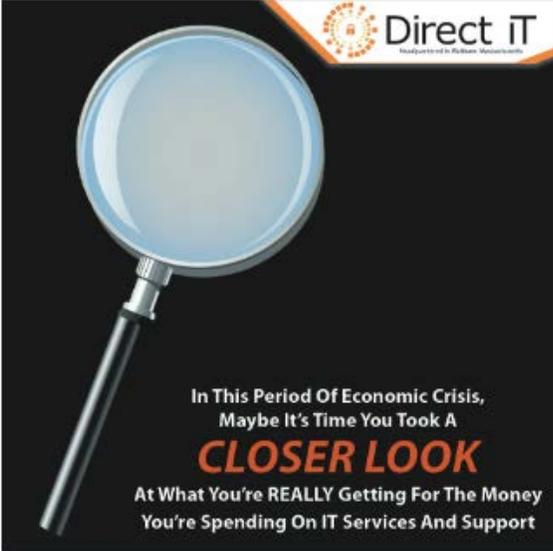
www.directitcorp.com

Marketing Example #4

Direct IT Ad on LinkedIn and/or Facebook

Direct IT
Sponsored · 🌐

Quick Question for New England Business Owners: Does your technology MAKE you money or cost you money?



In This Period Of Economic Crisis, Maybe It's Time You Took A **CLOSER LOOK**

At What You're REALLY Getting For The Money You're Spending On IT Services And Support

DIRECTITCORP.COM
Closer Look - Waltham, Boston, Cambridge | Direct... [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Direct IT
Published by Ethan Long · October 7, 2021 · 🌐

Direct IT offers enterprise-grade IT management solutions, made accessible and affordable to small and midsize businesses. With over 15 years' experience, we have established ourselves as New England's leading IT services provider.

Switch to Direct IT

Waltham, MA

It's as easy as 1-2-3

Step 1: Analyze
Document, Monitor



Direct IT documents and monitors your network with our patented BBox

Step 2: Stabilize
Update, Secure



We update and secure your systems and deploy reliable backups.

Step 3: Strategize
Plan, Propose, Upgrade



Your Direct IT VCISO / VCIO will help develop a tech strategy for your company's strategies.

Backups · Storage · Virtualization · Security · Training · Proactive Maintenance · Vulnerability Assessment · Helpdesk Support · 21st Century Standards and Practices · Less Headaches, More Productivity

DIRECTITCORP.COM
The Direct IT Difference - Waltham, Boston, Cambridge | Direct IT [Learn more](#)

👍 Like 💬 Comment ➦ Share

Comment as Direct IT 😊 📷 📄 🗨️

Press Enter to post.

Direct IT
215 followers
Promoted

The Direct IT Difference | Based in Waltham, MA, Direct IT has been supporting small businesses like yours for over 18 years.

Switch to Direct IT

Waltham, MA

It's as easy as 1-2-3

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Backups · Storage · Virtualization · Security · Training · Proactive Maintenance · Vulnerability Assessment · Helpdesk Support · 21st Century Standards and Practices · Less Headaches, More Productivity

Easy Onboarding & Painless Projects [Learn more](#)

directitcorp.com

👍 1

Based in Waltham, Massachusetts · Backups · Storage · Virtualization · Security · Training · Proactive Maintenance · Vulnerability Assessment · Help-desk Support · 21st Century Standards and Practices · Less Headaches, More Productivity

Switch to

Direct IT

Waltham, MA

It's as easy as

1-2-3

0:02 / 0:18

Easy On-boarding & Painless Projects [Sign Up](#)

👍 4

Reactions

Direct iT
Sponsored (demo) · 🌐

Direct IT Secure Cloud's no-nonsense approach combines the best industry standard cloud apps with the security, backups, and best practices you need to make these solutions work for business.



WITH
Direct iT
Secure Cloud

DIRECTITCORP.COM
Your business in the cloud. Secure. Modern. Reliable.
Direct IT Secure Cloud's no-nonsense approach combines the best industry ...

[Learn more](#)

Direct iT
215 followers
Promoted

Direct IT Secure Cloud's no-nonsense approach combines the best industry standard cloud apps with the security, backups, and best practices you need to make these solutions work for business.



**ALL OF YOUR APPS AND DATA
SECURED, BACKED-UP AND MANAGED**

Your business in the cloud. Secure. Modern. Reliable.

[Learn more](#)

Direct iT
215 followers
Promoted

Direct IT Secure Cloud's no-nonsense approach combines the best industry standard cloud apps with the security, backups, and best practices you need to make these solutions work for business.



**Your Business
in the Cloud.**

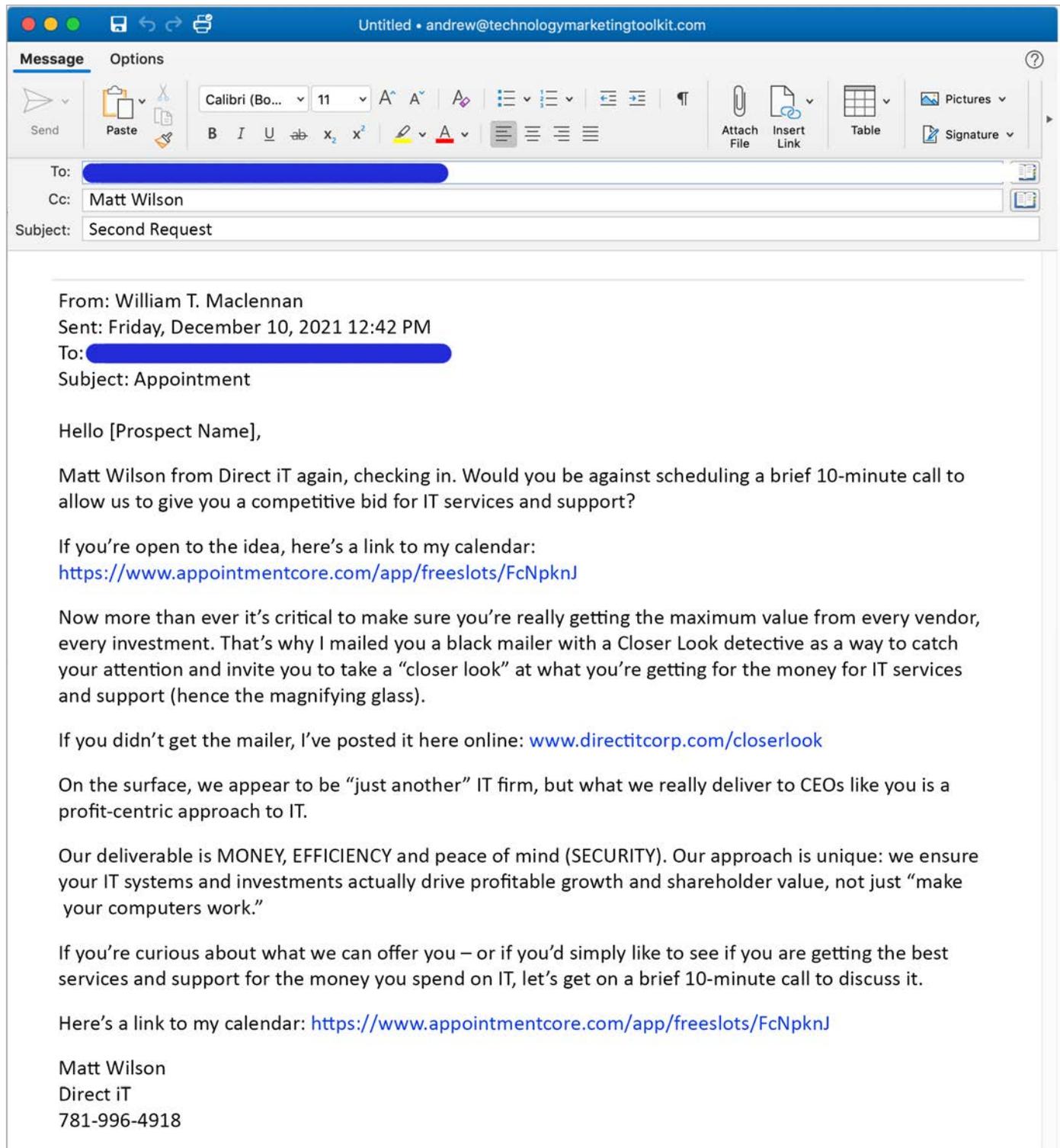
Protected By
Direct iT
Secure Cloud

Learn more at:
<http://DirectITCorp.com/SecureCloud>

Your business in the cloud. Secure. Modern. Reliable.

[Learn more](#)

directitcorp.com



Subject: FW: The Good, The Bad, and the Ugly | Direct IT Newsletter May 2022



THE GOOD

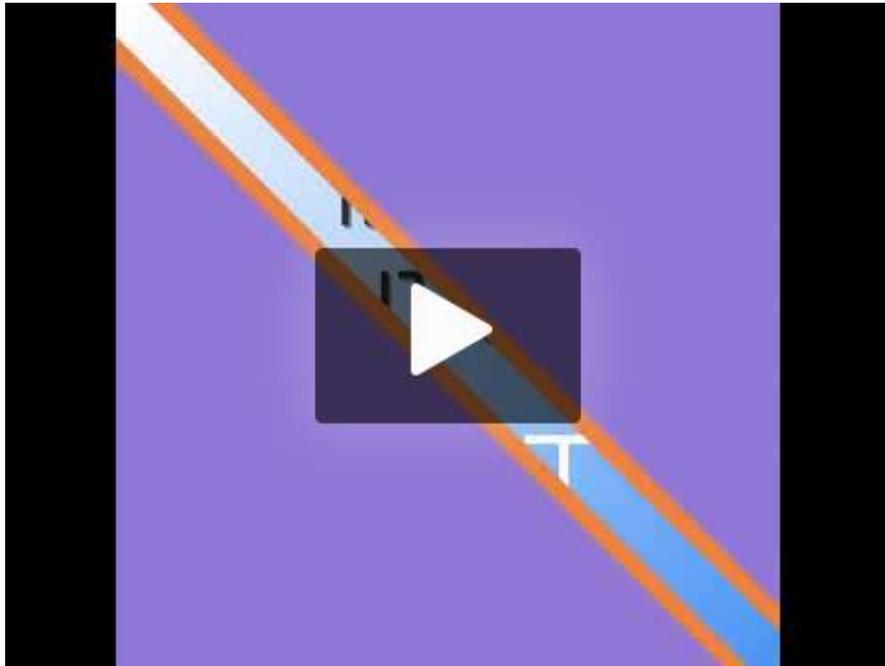


Google Now Allowing Removal of Personal Information from Search Results

Google has announced additional options for removing personal information from their search results. The tech giant stated that "Open access to information is a key goal of Search, but so is empowering people with the tools they need to protect themselves and keep their sensitive, personally identifiable information private," in a press release on their website.

[Learn More](#)

Why You Should Refresh Your Business Communications with DIT Phones?



- **NO Contract.** Our phone contract is month to month, giving you the freedom to cancel at any time without penalties, interest or exit fees.
- **Combined IT and VOIP Expertise.**
- **Modern Features** such as voicemail to e-mail and mobile phone access.

Learn More at [DITPhones.com!](http://DITPhones.com)



Direct IT

Waltham, MA

For the month of May, we're giving **one month free** for any company that signs up for managed services, plus a **60-day money back guarantee.**

CLICK HERE

THE BAD



DOJ Convicts Phisher After Multi-Million Scheme

The Department of Justice has announced the conviction of 40-year old Sercan Oyuntur, who successfully phished a government vendor and was able to steal \$23,453,350. Oyuntur

had registered "dia-mil.com" which is very similar to "dla.mil", the Defense Logistics Agency's domain name.

He then delivered spoofed e-mails to the users of the System for Award Management database, where contractors and the government frequently interact.

[Learn More](#)

THE UGLY

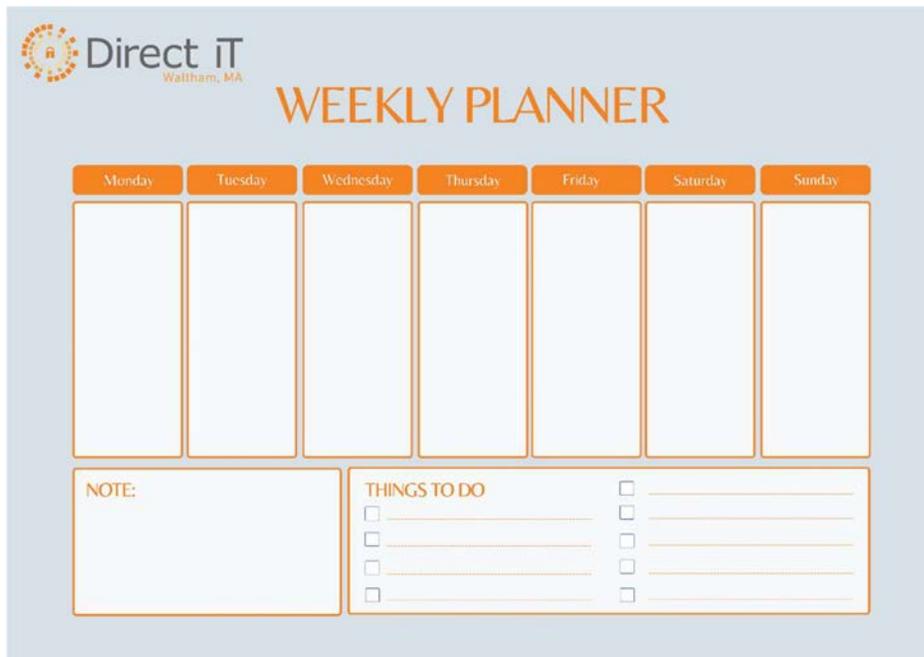


Illinois Healthcare Provider Reports Large Breach

Christie Clinic, a large healthcare provider in Illinois, has suffered the worst data breach reported in 2022 so far. After detecting suspicious activity from an employee's business account, the company began an investigation before confirming in January that a threat actor had accessed the e-mail account during a month-long period in Summer 2021.

[Learn More](#)

Stay on top of 2022 with this downloadable Weekly Planner!



The graphic shows a weekly planner for Direct IT. At the top left is the Direct IT logo with the text "Direct IT Waltham, MA". To the right of the logo is the title "WEEKLY PLANNER" in large orange letters. Below the title are seven columns representing the days of the week: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday. Each column has a large empty box for notes. At the bottom left is a "NOTE:" section with a large empty box. At the bottom right is a "THINGS TO DO" section with a list of four checkboxes and lines for writing tasks.

[Download Now!](#)

Best IT Company in Boston



[Click Here to Schedule an Appointment](#)

Matt Wilson | Vice President of Sales

a: Direct iT Corp

39 Emerson Road #215

Waltham, MA 02451

e: MattW@directitcorp.com

w: <https://www.directitcorp.com>

p: 781-996-4918



Based in Waltham, Massachusetts

[Unsubscribe](#)

Direct IT 39 Emerson Road; Suite 215 Waltham, Massachusetts 02451 United States (781) 996-4918

Securing Your Phone

 Matt Wilson <Mattw@directitcorp.com>
To 

 If there are problems with how this message is displayed, click here to view it in a web browser.

[Unsubscribe](#)

It is not uncommon for employees to have their business e-mail installed on their personal cell phones, especially after the last couple of years.



Because having access to your business e-mail through your phone means that you might be accessing it away from your secure work network, it is always a good idea to make sure that your apps and the phone's operating system (iOS for iPhones, AndroidOS for Android) are up to date with their latest versions.

- For iPhone: Go to Settings > General, then tap Software Update
- For Android: Open Settings > Select About Phone > Tap Check for Updates.

Want a chance to win a DJI Drone?

- **First Place:** DJI Mini Drone
- **Second Place:** \$100.00 Amazon Gift Card. (Two Winners)

<http://directitcorp.com/survey>

Stay Safe,

Best IT Company in Boston

[Click Here to Schedule an Appointment](#)

Matt Wilson | Vice President of Sales

a: Direct iT Corp | 39 Emerson Road #215 Waltham, MA 02451

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[Unsubscribe](#)

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Maybe It's Time You Took A Closer Look



Matt Wilson <Mattw@directitcorp.com>

To [Redacted]

If there are problems with how this message is displayed, click here to view it in a web browser.

[Unsubscribe](#)

In this period of economic crisis, maybe it's time you took a

CLOSER LOOK

At what you're REALLY getting for the money you're
spending on IT services and support.



Dear Matt,

What sets us apart is the experience to not only get your computers and network up to an efficient standard, but to make them help you turn a profit as well.

Our deliverable is **MONEY, EFFICIENCY** and peace of mind (**SECURITY**).

Are you looking at a bloated budget while feeling anxious about revenue? Just as we've helped countless local businesses over the past 15+ years, we can help yours save money while delivering solid IT support.



If you saw other businesses throwing money away, wouldn't you intervene?

Here Are A Few Of The Ways Money Is "Unintentionally" Exiting Your Organization

- Grossly Inadequate Data Compliance and Cyber Security Protections
- Chronic IT "Glitches" And Downtime
- "Maverick" Spending, Poor Utilization and Undisciplined Planning

We'd like the chance to show you how Direct iT can help you, so for a limited time we are giving businesses with 10 or more employees the choice of 2 free offers.

To obtain one of the 2 items below at no charge, please call me at

781-996-4918

or visit

directitcorp.com/closer-look/

1. Schedule a **FREE*** business identity theft protection analysis.
2. Get **2 FREE*** hours of network support. We can come in and fix anything you'd like.

* This offer expires on 10/15/2020

TESTIMONIALS GO HERE

Be secure,



Matt Wilson
Vice President
Direct IT
Mattw@directitcorp.com
(781) 890-4400 Ext. 117 - Work | (617) 913-3679 - Mobile
www.directitcorp.com

Based in Waltham, Massachusetts



Direct IT

Based in Waltham, Massachusetts

Here Are A Few Of The Ways Money Is “Unintentionally” Exiting Your Organization

- Grossly Inadequate Data Compliance and Cyber Security Protections
- Chronic IT “Glitches” And Downtime
- “Maverick” Spending, Poor Utilization and Undisciplined Planning

If someone could prove to you that tens of thousands of dollars were being unintentionally “stolen” from your organization – while simultaneously exposing you to hard losses that could stack up to the millions – wouldn’t you want them to tell you about it?

Insert Testimonial Here

Curious? Let’s Schedule A Brief 10-Minute Call To Discuss

781-996-4918



Direct IT

Based in Waltham, Massachusetts

In This Period Of Economic Crisis,
Maybe It’s Time You Took A

CLOSER LOOK

At What You’re REALLY Getting For The Money You’re Spending On IT Services And Support

On the surface, we appear to be “just another” IT firm, but what we really deliver to CEOs like you is a profit-centric approach to IT. Our deliverable is MONEY, EFFICIENCY and peace of mind (SECURITY). Our approach is unique: We ensure your IT systems and investments actually drive profitable growth and shareholder value, not just “make your computers work.”

Maybe you think, “we’re fine.” It’s natural to insist, “Not in MY company,” or to think your IT team or company has you covered.

But I can assure you of this: Like Sherlock Holmes, I have never failed to find significant and preventable losses that were occurring in the companies I’ve audited – and it’s my firm belief that right now, this very minute, such losses are occurring in YOUR organization. You ARE being underserved and left unprotected. If you have even a sneaking suspicion that even some of this is true, at what point would it be irresponsible to be “too busy” to investigate it?



Curious?

Let’s Schedule A Brief
10-Minute Call To Discuss

781-996-4918



Based in Waltham, Massachusetts

Direct IT

Secure Cloud

39 Emerson Road, Waltham, MA 02451

Your Business in the Cloud

Secure. Modern. Reliable.

Direct IT Secure Cloud's no-nonsense approach combines the best industry standard cloud apps like 365, Teams, and OneDrive but adds the security, backups, and best practices you need to make these solutions work for business.

Move your business to the cloud, today!

See what others say about our cloud services:



"Direct IT has always been there for us. I don't have time to worry about tech or security. I need a team that can stay ahead of the game. Direct IT considers my customers to be their customers, too. I've grown to trust Direct IT - after 14 years they're an irreplaceable part of the Greenwood team."



GREENWOOD INDUSTRIES INC.
Architectural Metal and Roofing Contractors

Matt Brown, Greenwood Industries
Chief Financial Officer



"A strong relationship for the past 14 years that I continue to rely on! Direct IT has supplemented my team for many years - their proactive maintenance is a big help and I know I can always rely on their expert engineers when I need them."



Nirva Fereshetian, CBT Architects
Chief Information Officer

Curious? Let's Schedule A Brief 10-Minute Call To Discuss

781-996-4918

DirectITCorp.com/SecureCloud

There is a wrong way to move to the cloud...



...then there's the right way:



Based in Waltham, Massachusetts

Direct IT

Secure Cloud

Shouldn't you take a closer look at your cost and security?



**Is Your Current Computer Guy
Only Putting Sloppy Band-Aid
Fixes on Your
Most Pressing IT Problems?**



Dear Colleague,

My name is Matt Wilson, Vice President of Direct iT Corporation, “The Best IT Company in Boston”. Our president, David Javaheri, addresses many issues you face in his book “**The Game Has Changed: Small Business Security And IT Advice In The Age Of Cybercrime**”.

1. I’m fed up with seeing so many small to medium sized businesses seriously wounded by sloppy “Band-Aid fixes” put on their computer networks by other IT guys trying to save a buck or two and I’m determined to finally put a stop to this careless activity once and for all.
2. Cybercrime peaks during the holiday season. Your business, client data, money, assets, and reputation can change in an instant.
3. We are security experts and provide a monthly Dark Web report and phishing simulation.
4. At Direct iT, we maintain and support your network; which includes providing artificial intelligence-based security for your computers.
5. We offer a 60-day money back guarantee and have been in business since 2004 right here in Waltham, MA.
6. We have many long-term clients that have been with us over 10 years; ask me for names.

We’d like the chance to show you how Direct iT can help you, so for a limited time we are giving businesses with 5 or more employees the choice of 2 free offers.

To obtain one of the 2 items below at **no charge**, please call me at **781-996-4918** or visit directitcorp.com/bettersupport/

1. Schedule a **FREE*** business identity theft protection analysis.
2. Get 2 **FREE*** hours of network support. We can come in and fix anything you’d like.

* This offer expires on 12/06/2019.

Stay secure,



Matt Wilson
(781) 996-4918
MattW@directitcorp.com



Here's Feedback from Some of Our Many Long-Term Clients:

“OUR SYSTEM IS IN GOOD HANDS SO WE CAN FOCUS ON OUR BUSINESS”

“The team at Direct iT is second to none. They look beyond the issue that is in front of them to assess the whole picture. Their service extends beyond the daily calls into their office for support; including project management, training on current technology trends, keeping users current by offering training; and many other “extras” that become instrumental to our business allowing us the peace of mind that our system is in good hands so we can focus on our business.”

Client for over 11 years



Shellie Dyke
Operations Manager
SG&D Insurance Agencies

“RELIABLE, KNOWLEDGEABLE, SUPER HELPFUL AND PROMPT!”

“Direct IT is great at designing and tailoring your entire technology infrastructure, while keeping in mind your business requirements and budget; **not trying to upsell you** to the latest and greatest product which might be unnecessary for your business needs. In today’s day and age where downtime can have a significant impact to your clients and your bottom line, Direct iT can be counted on to troubleshoot the item and work on remediation immediately...”

Client for over 12 years



Christos Viores
Chief Operating Officer
Ligris & Associates, P.C.

“THESE GUYS SAT THROUGH A SNOWSTORM WITH ME!”

“When I first accepted my position, I was told I could bring in anyone I wanted for upper tier support. Frankly I looked around. What I found was that no other company offered the caliber of support, the expertise, and overall general interest and understanding of our business. From desktop to perimeter security. **Direct iT cares about our business. They have helped guide us and mentor us through our technology needs.**

I’d say to the questions why hire Direct iT, these guys sat here through a snow storm with me because it just happened to be the day, we’d scheduled an infrastructure upgrade. Most others would have cancelled, but **Direct iT gets it.**

Don’t hesitate to call them, they really do get it.”

Client for over 10 years



Dan Costa
Manager Technology Services
Ace Surgical

“DIRECT IT HAS PROPHYLACTICALLY PROTECTED US FROM CYBER SPACE”

“Direct IT is attentive, responsive and on top of the evolving landscape of computer and/or network issues. Since we started with Direct iT in 2005, we have not had a shutdown event. To us the best IT company is the one you never need to call and we feel Direct IT has prophylactically protected us from the various things out in cyber space.”

Client for over 14 years



Evan Kushner, Esquire
Managing Partner
Kushner & Marano, P.C.

