

# RLE Technologies Q2, 2014 Campaign in a Box – Leak Detection Checklist



## Introduction

Thank you for promoting RLE during Q2. 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.

We suggest that anyone wanting to download the checklist be linked to either our or your own download pages. If you have marketing tools in place that enable you to capture who downloaded the checklist without a form submission, great! If not, we suggest you gather only as much data in a download form as you need to be able to follow up with them.

As you get downloads of the checklist, we suggest you follow up with a telephone call and/or email inquiring if the checklist was helpful and if you can provide any assistance with analyzing their facility or with monitoring equipment to guard against damage from a leak. We suggest no less than three attempts to connect with someone that downloaded the checklist. The sales talking points below should prove useful in bridging the gap between risk and need.

## 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. It also works well as a header on your leak detection page.

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.

## Email Copy



A recent gathering of IFMA facilities managers pegged the average cost of downtime for a typical facility as high as \$90,000/hour. And while you may not suspect that cost is quite as high for your facility, the risk to your data, equipment, inventory, building infrastructure, and people CAN'T be ignored.

How likely is it that water would be a problem for you? We're glad you ask. According to a recent Liebert study nearly 20% of data center facilities HAVE EXPERIENCED a "water event" in the last 12 months.

That's why we are offering the Leak Risk Mitigation Checklist. This easy to use checklist will help you evaluate your facility for potential leak threats, even those that you may not have considered in the past.

[View the Risk Mitigation Checklist](#)

### Use the checklist to:

- Ensure that you've considered all the most common and commonly overlooked threats
- Take a step back and look at your facility as a whole
- Review tips for optimizing your fluid leak protection
- Plan out a system that meets the unique needs of your business, your building, and your budget

Take it for a *dry run* on your facility today.

*P.S. The best way to protect your facility from fluid leak damage is to have the right tools in place to notify you early that there is a threat. We can help with that! Contact us at \*\*\*\*\**

## Social Media:

### Twitter:

- Peace of mind: That's why we're here. That's why we provide the Leak Detection **Checklist** - <http://bit.ly/1U1IU3>
- Did you grab the Leak Detection Checklist? Don't wait for a leak to spring up before you download it: <http://bit.ly/1e6373A>
- Check out the handy dandy new Leak Detection Checklist to help you manage risks in your facility: <http://bit.ly/1mUJs7>
- We've got you covered when it comes to leak detection. Have you checked out the checklist yet? <http://bit.ly/1mW25qU>
- Want to really know what you're checking off on our Leak Detection Checklist? We've got lots of explanations for you: <http://bit.ly/1k0ky54>

### Facebook:

- Need a complete checklist of what to monitor to detect leak detection in your facility? We've got your back: <http://bit.ly/1hUYKb3>
- Want to really know what you're checking off on the Leak Detection Checklist? That's why we created this handy dandy users guide: <http://bit.ly/1lwc2ii>

## Sales talking points:

- According to a recent survey, nearly 20% of data centers had experienced a “water event” in the last 12 months making water infiltration of a facility one of the most common causes of facility damage.
- Surveys show that, in most types of facilities, it is not IF you will experience a significant leak event, but WHEN you will.
- Don’t fall into the trap of “we have not had an incident yet, so we probably won’t have one”. Leak detection only works if it’s installed BEFORE a leak occurs.
- It takes less than a cup of water in the wrong place to cause downtime.
- Most facilities managers have no idea just how much fluid is running through their facility and how proximate it is to sensitive equipment, products, and people.
- The cost of leak detection equipment is almost universally a tiny fraction of the cost of just one leak that causes damage.