

RLE Technologies Q1, 2015 Campaign in a Box – Rapid Leak Detection Video



Introduction

Thank you for your interest in promoting RLE products. The purpose of this program is to provide you with a turnkey marketing program that you can launch quickly and easily to promote RLE's products to your customers and drive qualified 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 within reason. Contact Jenny Peterson or Nick Bettis to explore the options.

Prospects and customers wishing to view the rapid leak detection video can be pointed to either the RLE web page or you can load the video on your site. If you have marketing tools in place that enable you to capture page visitors without a form submission, great! If not, we suggest you gather only as much data in a registration form as you need to be able to follow up with them.

As you get views of the video, we suggest you follow up with a telephone call and/or email to continue the conversation and leverage the sales talking points below. We suggest no less than three attempts to connect with viewing prospects. The sales talking points below should prove useful in bridging the gap between risk and need.

Online Web Exposure

Accompanying this document on the RLE partner page you will find a graphics file that you can use on your home page. If you have a rotating image this would be a great place to showcase it along with a message and link to the video. It also works well as a header on your leak detection page.



Email Copy

Subject Line: Knowing is 7/8th of the battle...

Small Drips Become Big Problems

The problem with small leaks isn't that the drip-drip-drip gets monotonous. The problem with small leaks is that they rapidly become very large leaks that destroy equipment and data. The trick to avoiding huge repair and recovery bills isn't to guard against very large leaks, it's catching them while they're still very small.

That's the beauty of RLE's conductive fluid sensing cable and controller technology. They act fast and will alarm with as little as a teaspoon of water. Hard to believe? Check out this 45 second demonstration video and see for yourself.

[View the 45 second video](#)

Considering as little as a shot glass of water can bring down a server and potentially cripple your companies IT services, the return on investment for reliable leak detection is extremely low. For more information about conductive fluid leak detection visit [<enter leak detection web page>](#).

<If possible, consider offering a special offer to entice prospects to act. Contact RLE if you would like to explore co-op promotional opportunities>

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 <contact info>

Landing Page Copy:

When Dealing With Fluid Leaks in IT Spaces, Seconds Count

When you measure the cost of downtime in six or seven digit numbers per hour (and in some cases, MINUTES) you need to know more than just IF there is a threat... you need to know that there is a threat NOW and EXACTLY where it is. RLE's fluid sensing equipment utilizes patented technology that assures that maximizes your chances of catching a leak in real time so you can take action fast. Check out this 45 second video and see what we mean:

[<Imbedded video or link to video>](#)

Give your trusted staff the tools they need to do their job and protect your company's assets completely. Leak detections is affordable, effective, and easy to install. Contact us at [xxx.xxx.xxxx](tel:xxx.xxx.xxxx) or by email at xxxxxxx@xxxxxxx.com for more information.

Social Media:

Twitter:

- 45 seconds that demonstrate the speed and accuracy of fluid leak detection <URL>
- A shot glass of water can bring down your IT services. Check out how fast and accurate leak detection can be <URL>
- Water infiltration account for a majority of facility downtime. Here's 45 seconds that show how to prevent it <URL>
- We've got you covered when it comes to leak detection. Checked out the demonstration video. <URL>

LinkedIn and Facebook:

- Detecting a small fluid leak in your facility before it becomes a large leak saves you the cost of cleanup and downtime. Conductive fluid leak detection is fast, accurate and inexpensive. Check out this 45 second video <URL>

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.