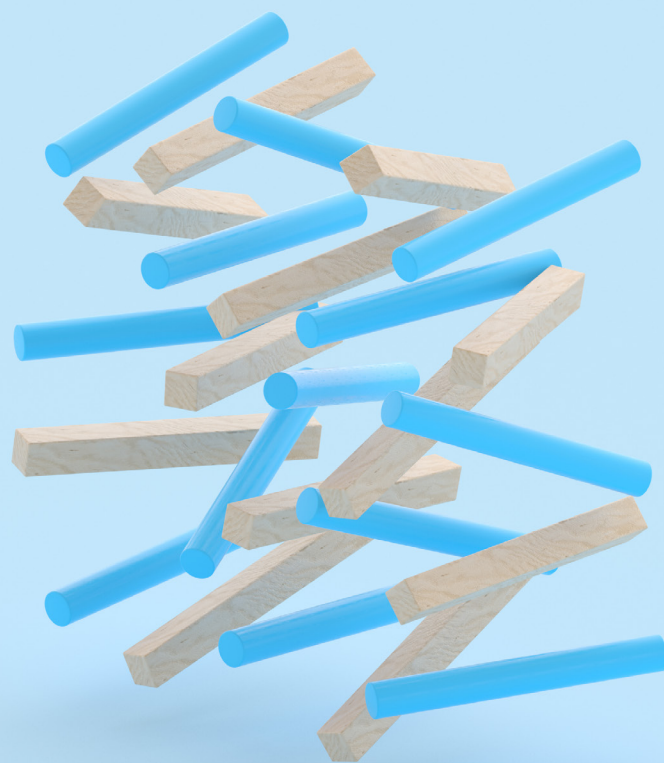


KIT

SAP Webinar-in-a-Box



Webinar 1

Build An Agile Sap

Webinar Title

Option 1: Build an agile SAP Option 2: Agile SAP — on premises or in the cloud Option 3: Agile SAP — with no compromises
--

Abstract

Whether you're migrating your SAP to the cloud, looking to get more from an on-premises deployment, or operating in a hybrid environment, you need your SAP setup to be agile. Unlimited scalability isn't just a buzzword — it's a necessity. How can you start anywhere, and go anywhere, as fast as your business demands?

Join us to learn how to efficiently move your SAP data across on-premises, hybrid, and cloud environments — with no compromises to availability, agility, or performance.

In our upcoming webinar, we'll cover:

- Modernizing your infrastructure to create flexibility for on premises and cloud
 - Building your ideal cloud foundation for accelerating workloads and analytics
 - Freely moving data and resources to where they run best — from the data center to the edge and the cloud
 - Accessing capabilities like enhanced disaster recovery, business continuance, and an easy button for the cloud
-

Email #1 (Initial Invite)

For any definition please click [here](#)

BEST Practices	Write for mobile first. Many people will read this Email on a mobile phone. Don't bury statistics or differentiation facts in a paragraph. Make them stand out with subheads or bullets. Convert points to bullets whenever possible. Most people spend 11 seconds or less reading an Email.
SUBJECT LINE A 45 characters (w/o spaces) or less	Webinar: Building agile SAP — on premises or in the cloud
SUBJECT LINE B 45 characters (w/o spaces) or less	Webinar: Agile SAP — wherever your data lives
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Hear from the SAP specialists
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	Agile SAP for any environment
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email #1 (Initial Invite)

For any definition please click [here](#)

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>Join us to learn how to efficiently move your SAP data across on-premises, hybrid, and cloud environments — with no compromises to availability, agility, or performance.</p> <p>In our upcoming webinar, we'll cover:</p> <ul style="list-style-type: none">• Modernizing your infrastructure to create flexibility for on premises and cloud• Building your ideal cloud foundation for accelerating workloads and analytics• Freely moving data and resources to where they run best — from the data center to the edge and the cloud• Accessing capabilities like enhanced disaster recovery, business continuance, and an easy button for the cloud <div>Unlock your agile SAP</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register today and discover how to build an agile SAP environment.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Email #2 (1st Booster Invite)

For any definition please click [here](#)

SUBJECT LINE A 45 characters (w/o spaces) or less	Webinar [DATE]: Meet the SAP specialists
SUBJECT LINE B 45 characters (w/o spaces) or less	Webinar [DATE]: Real-world advice from SAP specialists
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Agile SAP — on premises or in the cloud
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	Make your SAP agile
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>Join us to learn how to efficiently move your SAP data across on-premises, hybrid, and cloud environments — with no compromises to availability, agility, or performance.</p> <p>In our upcoming webinar, we'll cover:</p> <ul style="list-style-type: none">• Modernizing your infrastructure to create flexibility for on premises and cloud• Building your ideal cloud foundation for accelerating workloads and analytics• Freely moving data and resources to where they run best — from the data center to the edge and the cloud• Accessing capabilities like enhanced disaster recovery, business continuance, and an easy button for the cloud <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register today and discover how to build an agile SAP environment.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Email #3 (2nd Booster Invite)

For any definition please click [here](#)

SUBJECT LINE A 45 characters (w/o spaces) or less	Last call — webinar: Build an agile SAP
SUBJECT LINE B 45 characters (w/o spaces) or less	Last call — webinar: Tips and tricks for SAP agility
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Register today and hear from SAP specialists
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	The secret sauce to SAP agility
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>If your future is calling for an agile SAP environment, you don't want to miss out. Here's your last chance to register and learn tips and tricks for efficiently moving your SAP data across on-premises and cloud environments.</p> <p>In our upcoming webinar, we'll cover:</p> <ul style="list-style-type: none">• Modernizing your infrastructure to create flexibility for on premises and cloud• Building your ideal cloud foundation for accelerating workloads and analytics• Freely moving data and resources to where they run best — from the data center to the edge and the cloud• Accessing capabilities like enhanced disaster recovery, business continuance, and an easy button for the cloud <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register today and discover how to build an agile SAP environment.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Registration Page

Webinar Title	NetApp webinar [Title, from options above]	REGISTRATION FIELDS <ul style="list-style-type: none"> • First Name • Last Name • Email Address • Phone Number • Company • Job Role • Country • Opt In
Date (DD/MM/YY)	EMEA: DATE AMER: DATE APAC: DATE	
Time (inc time zone)	EMEA: TIME AMER: TIME APAC: TIME	
Promotional description of webinar	<p>Whether you're migrating your SAP to the cloud, looking to get more from an on premises deployment, or operating in a hybrid environment, you need your SAP setup to be agile. Unlimited scalability isn't just a buzzword — it's a necessity. How can you start anywhere, and go anywhere, as fast as your business demands?</p> <p>Join us to learn how to efficiently move your SAP data across on-premises, hybrid, and cloud environments — with no compromises to availability, agility, or performance.</p> <p>In our upcoming webinar, we'll cover:</p> <ul style="list-style-type: none"> • Modernizing your infrastructure to create flexibility for on premises and cloud • Building your ideal cloud foundation for accelerating workloads and analytics • Freely moving data and resources to where they run best — from the data center to the edge and the cloud • Accessing capabilities like enhanced disaster recovery, business continuance, and an easy button for the cloud <p>Meet our specialists: {in order from left to right w/ headshot image above speaker info}</p> <p>Speaker 1, title & bio</p> <p>Speaker 2, title & bio</p> <p>Speaker 3, title & bio</p>	

Thank You Page (Seen After Registration)

Standard text	<p>Thank you for registering for the webinar “[TITLE].” Check your Email for your confirmation and attendance information.</p> <p>In the meantime, learn how SAP runs on NetApp® technology and how you can accelerate your SAP journey.</p> <p>If you don’t receive the Email from us within the next 30 minutes, check your spam, junk mail filter, or ad blocker. If you don’t receive our Email at all, contact us at ng-Emailsupport@netapp.com and we’ll resolve the issue promptly.</p>
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Once a person registers a confirmation Email will be sent to the recipient

ICS File

SUBJECT	NetApp webinar: [TITLE]
LOCATION	
DURATION (in mins)	
START (DD/MM/YY)	
END (DD/MM/YY)	

LOG IN DETAILS FOR WEBINAR

Join us to learn how to efficiently move your SAP data across on-premises, hybrid, and cloud environments — with no compromises to availability, agility, or performance.

- Modernize your infrastructure to create flexibility for on premises and cloud
- Build your ideal cloud foundation for accelerating workloads and analytics
- Freely move data and resources to where they run best — from the data center to the edge and the cloud
- Accessing capabilities like enhanced disaster recovery, business continuance, and an easy button for the cloud

Confirmation Email

SUBJECT LINE A	NetApp webinar: [TITLE]
Masthead headline	The secret to SAP agility
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	Add to your calendar

Thank you for registering for the webinar “[TITLE].”

We expect it to be a great investment of your time. Make sure to add the webinar to your calendar by using the button below.

Add to calendar

Add ICS file to the CTA

In the meantime, learn how SAP runs on NetApp® technology and how you can accelerate your SAP journey.

Thanks,
NetApp

Reminder Email 1

Sent 24 hours before event

SUBJECT LINE A	Webinar: You’re 24 hours from SAP agility
Masthead headline	The secret to agile SAP
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	ADD TO CALENDAR

We look forward to seeing you at tomorrow’s webinar, “[TITLE].”

To join the webinar, click the button below and add the event to your calendar.

Add to calendar

Add ICS file to the CTA

SAP runs on NetApp® technology: Accelerate your SAP journey.

Thanks,
NetApp

Reminder Email 2

Sent 1 hour before event

SUBJECT LINE A	Webinar begins in 1 hour
Masthead headline	[WEBINAR TITLE]
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	ADD TO CALENDAR

There's just 1 hour to go before the start of the webinar "[TITLE]." Be sure to log in early and be ready to ask your questions in the live chat.

To join the webinar, click the button below and add the event to your calendar.

Add to calendar

Add ICS file to the CTA

SAP runs on NetApp® technology: Accelerate your SAP journey.

Thanks,
NetApp

Post-Webinar Follow-Up Email (Registrant No Shows)

Sent to everyone who registered but did not attend

SUBJECT LINE A	NetApp webinar: Sorry we missed you
Masthead headline	The secret to SAP agility
Actionable masthead CTA	Watch on demand

Dear [First Name],

We understand. It's a busy time of year, and things come up. We're sorry that we missed you for the "[TITLE]" webinar. It's now available on demand to view at your convenience and share with your colleagues.

Watch on demand

CTA button directs to the on demand webinar link

If you'd like to explore the webinar's topics further, may we suggest:

- NetApp INSIGHT® 2020 on-demand mega session "Don't run your workloads into the ground" <link>
- NetApp's SAP solutions page with e-books, case studies, and other great content
<<https://www.netapp.com/enterprise-applications/sap-solutions/>>

Thanks,
NetApp®

Ready to chat? [Contact a NetApp specialist.](#)

Post-Webinar Follow-Up Email (Attendees)

Sent to everyone who attended

SUBJECT LINE A	Thanks for joining the NetApp webinar
Masthead headline	The secret to SAP agility
Actionable masthead CTA	Available on demand

Dear [First Name],

Thank you for attending the webinar “[TITLE].” We hope you found it to be a valuable use of your time. It’s now available on demand to watch again or share with your colleagues.

If you enjoyed the webinar, you might also like our mega session, “Don’t run your workloads into the ground,” from the NetApp INSIGHT® 2020 digital conference. The session is also available on demand.

Watch the mega session

CTA button directs to the on-demand Mega Session link (w/ UTMs?)

Also, if you’d like to explore the webinar’s topics further, may we suggest NetApp’s SAP solutions page with e-books, case studies, and other great content. <<https://www.netapp.com/enterprise-applications/sap-solutions/>>

Thanks,
NetApp®

Ready to chat? [Contact a NetApp specialist.](#)

Post-Webinar follow-Up Email (VOD to Non-Registrants)

Sent to all Email invitees who did not register offering VOD reg link

SUBJECT LINE A	There's still time to unlock the secret to SAP agility
Masthead headline	Webinar: [TITLE]
Actionable masthead CTA	Watch on demand

Dear [First Name],

You might have missed the live webinar, "TITLE," but there's still time to see it on demand. The webinar is available to view at your convenience and to share with your colleagues.

Watch on demand

CTA button directs to the on-demand webinar registration LP

Also, if you'd like to explore the webinar's topics further, may we suggest NetApp's SAP solutions page with e-books, case studies, and other great content. <<https://www.netapp.com/enterprise-applications/sap-solutions/>>

Thanks,
NetApp®

Ready to chat? Contact a NetApp specialist.

Webinar 2

Accelerate Time To Value With Your SAP

Webinar Title	Option 1: Speed up deployment for your SAP projects Option 2: Accelerate your critical SAP applications Option 3: Speed up SAP refreshes and app integration
----------------------	--

Abstract

On premises or in the cloud, your SAP environment needs to be fast. Faster copying, faster system refresh, faster file volume provisioning ... it all adds up to faster deployment for your SAP projects.

Join us for our upcoming webinar — where speed is the name of the game:

- Built-in automation for SAP project deployment
 - Faster reporting and decision making with access to real-time analytics
 - Instantaneous system copies and system refreshes
 - Provisioning of shared file volumes in the cloud in less than 8 seconds
-

Email #1 (Initial Invite)

For any definition please click [here](#)

BEST Practices	Write for mobile first. Many people will read this Email on a mobile phone. Don't bury statistics or differentiation facts in a paragraph. Make them stand out with subheads or bullets. Convert points to bullets whenever possible. Most people spend 11 seconds or less reading an Email.
SUBJECT LINE A 45 characters (w/o spaces) or less	Webinar: Speed up deployment for your SAP projects
SUBJECT LINE B 45 characters (w/o spaces) or less	Webinar: What's the secret to a speedy SAP?
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Hear from the SAP specialists
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	The secret to SAP speed
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email #1 (Initial Invite)

For any definition please click [here](#)

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>On premises or in the cloud, your SAP environment needs to be fast. Join us for our upcoming webinar — where speed is the name of the game:</p> <ul style="list-style-type: none">• Built-in automation for SAP project deployment• Faster reporting and decision making with access to real-time analytics• Instantaneous system copies and system refreshes• Provisioning of shared file volumes in the cloud in less than 8 seconds <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register and discover how to accelerate your SAP journey.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Email #2 (1st Booster Invite)

For any definition please click [here](#)

SUBJECT LINE A 45 characters (w/o spaces) or less	Webinar DATE: Meet the SAP specialists
SUBJECT LINE B 45 characters (w/o spaces) or less	Webinar DATE: Speed up your SAP
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Unlock the secrets to deploying SAP projects faster
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	The secret to SAP speed
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>On premises or in the cloud, your SAP environment needs to be fast. Join us for our upcoming webinar — where speed is the name of the game:</p> <ul style="list-style-type: none">• Built-in automation for SAP project deployment• Faster reporting and decision making with access to real-time analytics• Instantaneous system copies and system refreshes• Provisioning of shared file volumes in the cloud in less than 8 seconds <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register and discover how to accelerate your SAP journey.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Email #3 (2nd Booster Invite)

For any definition please click [here](#)

SUBJECT LINE A 45 characters (w/o spaces) or less	Last call — webinar: [TITLE]
SUBJECT LINE B 45 characters (w/o spaces) or less	Last call — webinar: Tips and tricks for speeding up SAP
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Register today and hear from SAP specialists
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	Speed up your SAP
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>On premises or in the cloud, your SAP environment needs to be fast. Join us for our upcoming webinar — where speed is the name of the game:</p> <ul style="list-style-type: none">• Built-in automation for SAP project deployment• Faster reporting and decision making with access to real-time analytics• Instantaneous system copies and system refreshes• Provisioning of shared file volumes in the cloud in less than 8 seconds <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register and discover how to accelerate your SAP journey.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Registration Page

Webinar Title	NetApp webinar The secret sauce to SAP HANA success	REGISTRATION FIELDS <ul style="list-style-type: none"> • First Name • Last Name • Email Address • Phone Number • Company • Job Role • Country • Opt In
Date (DD/MM/YY)	EMEA: DATE AMER: DATE APAC: DATE	
Time (inc time zone)	EMEA: TIME AMER: TIME APAC: TIME	
Promotional description of webinar	<p>On premises or in the cloud, your SAP environment needs to be fast. Faster copying, faster system refresh, faster file volume provisioning ... it all adds up to faster deployment for your SAP projects.</p> <p>Join us for our upcoming webinar — where speed is the name of the game:</p> <ul style="list-style-type: none"> • Built-in automation for SAP project deployment • Accelerated reporting and decision making with access to real-time analytics • Instantaneous system copies and system refreshes • Provisioning of shared file volumes in the cloud in less than 8 seconds <p>Meet our specialists: {in order from left to right w/ headshot image above speaker info}</p> <p>Speaker 1, title & bio</p> <p>Speaker 2, title & bio</p> <p>Speaker 3, title & bio</p>	

Thank You Page (Seen After Registration)

Standard text	<p>Thank you for registering for the webinar “[TITLE].” Check your Email for your confirmation and attendance information.</p> <p>In the meantime, learn how SAP runs on NetApp® technology and how you can <u>accelerate your SAP journey</u>.</p> <p>If you don’t receive the Email from us within the next 30 minutes, check your spam, junk mail filter, or ad blocker. If you don’t receive our Email at all, contact us at <u>ng-Emailsupport@netapp.com</u> and we’ll resolve the issue promptly.</p>
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Once a person registers a confirmation Email will be sent to the recipient

ICS File

SUBJECT	NetApp webinar: [TITLE]
LOCATION	
DURATION (in mins)	
START (DD/MM/YY)	
END (DD/MM/YY)	

LOG IN DETAILS FOR WEBINAR

On premises or in the cloud, your SAP environment needs to be fast. Faster copying, faster system refresh, faster file volume provisioning ... it all adds up to faster deployment for your SAP projects.

Join us for our upcoming webinar — where speed is the name of the game:

- Built-in automation for SAP project deployment
- Accelerated reporting and decision making with access to real-time analytics
- Instantaneous system copies and system refreshes
- Provisioning of shared file volumes in the cloud in less than 8 seconds

Confirmation Email

SUBJECT LINE A	NetApp webinar — your registration confirmation
Masthead headline	How to speed up your SAP
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	Add to your calendar

Thank you for registering for the webinar “[TITLE].”

We expect it to be a great investment of your time. Make sure to add the webinar to your calendar by using the button below.

Add to calendar

Add ICS file to the CTA

In the meantime, learn how SAP runs on NetApp® technology and how you can accelerate your SAP journey.

Thanks,
NetApp

Reminder Email 1

Sent 24 hours before event

SUBJECT LINE A	Webinar: You’re 24 hours from a faster SAP environment
Masthead headline	How to speed up your SAP
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	ADD TO CALENDAR

We look forward to seeing you at tomorrow’s webinar, “[TITLE].”

To join the webinar, click the button below and add the event to your calendar.

Add to calendar

Add ICS file to the CTA

Thanks,
NetApp®

Reminder Email 2

Sent 1 hour before event

SUBJECT LINE A	Webinar begins in 1 hour
Masthead headline	How to speed up your SAP
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	ADD TO CALENDAR
<p>There's just 1 hour to go before the start of the webinar "[TITLE]." Be sure to log in early and be ready to ask your questions in the live chat.</p> <p>To join the webinar, click the button below and add the event to your calendar.</p> <div>Add to calendar</div> <p>Add ICS file to the CTA</p> <p>Thanks, NetApp®</p>	

Post-Webinar Follow-Up Email (Registrant No Shows)

Sent to everyone who registered but did not attend

SUBJECT LINE A	NetApp webinar: Sorry we missed you
Masthead headline	How to speed up your SAP
Actionable masthead CTA	Watch on demand
<p>Dear [First Name],</p> <p>We understand. It's a busy time of year, and things come up. We're sorry that we missed you for the "[TITLE]" webinar. It's now available on demand to view at your convenience and share with your colleagues.</p> <div>Watch on demand</div> <p>CTA button directs to the on demand webinar link</p> <p>If you'd like to explore the webinar's topics further, may we suggest:</p> <ul style="list-style-type: none">• NetApp INSIGHT® 2020 on-demand mega session "Don't run your workloads into the ground" <link>• NetApp's SAP solutions page with e-books, case studies, and other great content <https://www.netapp.com/enterprise-applications/sap-solutions/> <p>Thanks, NetApp®</p> <p>Ready to chat? Contact a NetApp specialist.</p>	

Post-Webinar Follow-Up Email (Attendees)

Sent to everyone who attended

SUBJECT LINE A	Thanks for joining the NetApp webinar
Masthead headline	How to speed up your SAP
Actionable masthead CTA	Available on demand

Dear [First Name],

Thank you for attending the webinar “[TITLE].” We hope you found it to be a valuable use of your time. It’s now available on demand to watch again or share with your colleagues.

If you enjoyed the webinar, you might also like our mega session, “Don’t run your workloads into the ground,” from the NetApp INSIGHT® 2020 digital conference. The session is also available on demand.

Watch the mega session

CTA button directs to the on-demand Mega Session link (w/ UTMs?)

If you’d like to explore the webinar’s topics further, may we suggest:

- NetApp INSIGHT® 2020 on-demand mega session “Don’t run your workloads into the ground” <link>
- NetApp’s SAP solutions page with e-books, case studies, and other great content
<<https://www.netapp.com/enterprise-applications/sap-solutions/>>

Thanks,
NetApp®

Ready to chat? [Contact a NetApp specialist](#).

Post-Webinar follow-Up Email (VOD to Non-Registrants)

Sent to all Email invitees who did not register offering VOD reg link

SUBJECT LINE A	There's still time to speed up your SAP
Masthead headline	Webinar: [TITLE]
Actionable masthead CTA	Watch on demand

Dear [First Name],

You might have missed the live webinar, "TITLE," but there's still time to see it on demand. The webinar is available to view at your convenience and to share with your colleagues.

Watch on demand

CTA button directs to the on-demand webinar registration LP

If you'd like to explore the webinar's topics further, may we suggest:

- NetApp INSIGHT® 2020 on-demand mega session "Don't run your workloads into the ground" <link>
- NetApp's SAP solutions page with e-books, case studies, and other great content
<<https://www.netapp.com/enterprise-applications/sap-solutions/>>

Thanks,
NetApp®

Ready to chat? [Contact a NetApp specialist](#).

Webinar 3

Simplify Your Sap

Webinar Title	Option 1: Simplify your SAP Option 2: Your most efficient SAP ever Option 3: Efficient. Simple. SAP.
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Abstract

Your SAP environment is the lifeblood of your business — but it doesn't have to be complicated. Whether on premises, in the cloud, or in a hybrid environment, your SAP setup should be simple, efficient, and cost-effective.

Join our upcoming webinar to discover how you can simplify your SAP environment:

- Accelerate and streamline backup and disaster recovery.
 - Access secondary copies on premises or in the cloud for dev/test, analytics, and reporting.
 - Perform instantaneous cloning and rapid backup and restore.
 - Prevent problems and expose risk factors through predictive self-healing.
 - Save up to 90% in time and effort compared to traditional solutions.
-

Email #1 (Initial Invite)

For any definition please click [here](#)

BEST Practices	Write for mobile first. Many people will read this Email on a mobile phone. Don't bury statistics or differentiation facts in a paragraph. Make them stand out with subheads or bullets. Convert points to bullets whenever possible. Most people spend 11 seconds or less reading an Email.
SUBJECT LINE A 45 characters (w/o spaces) or less	Webinar: Seriously simple SAP
SUBJECT LINE B 45 characters (w/o spaces) or less	Webinar: The secrets to simple SAP
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Hear from the SAP specialists
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	SAP made simple
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email #1 (Initial Invite)

For any definition please click [here](#)

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>Your SAP environment is the lifeblood of your business — but it doesn't have to be complicated. Whether on premises, in the cloud, or in a hybrid environment, your SAP setup should be simple, efficient, and cost-effective.</p> <p>Join our upcoming webinar to discover how you can simplify your SAP environment:</p> <ul style="list-style-type: none">• Accelerate and streamline backup and disaster recovery.• Access secondary copies on premises or in the cloud for dev/test, analytics, and reporting.• Perform instantaneous cloning and rapid backup and restore.• Prevent problems and expose risk factors through predictive self-healing.• Save up to 90% in time and effort compared to traditional solutions. <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register today and discover how to simplify your SAP.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Email #2 (1st Booster Invite)

For any definition please click [here](#)

SUBJECT LINE A 45 characters (w/o spaces) or less	Webinar DATE: [TITLE]
SUBJECT LINE B 45 characters (w/o spaces) or less	Webinar: SAP made simple
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Simplify your SAP environment
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	SAP made simple
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>Join our upcoming webinar to discover how you can simplify your SAP environment:</p> <ul style="list-style-type: none">• Accelerate and streamline backup and disaster recovery.• Access secondary copies on premises or in the cloud for dev/test, analytics, and reporting.• Perform instantaneous cloning and rapid backup and restore.• Prevent problems and expose risk factors through predictive self-healing.• Save up to 90% in time and effort compared to traditional solutions. <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register today and discover how to simplify your SAP.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Email #3 (2nd Booster Invite)

For any definition please click [here](#)

SUBJECT LINE A 45 characters (w/o spaces) or less	Last call — webinar: Seriously simple SAP
SUBJECT LINE B 45 characters (w/o spaces) or less	Last call — webinar: SAP made simple
Pre-header 60 characters (w/o spaces) or less in a sentence; should be complementary to the subject.	Register today and hear from SAP specialists
Masthead headline (in Email banner: 2-5 words, depending on masthead chosen)	SAP made simple
Masthead subhead (optional - small text above or below headline up to 10 words depending on size)	Live webinar: DATE, TIME
Actionable masthead CTA	Register now {button format like in example template above w/ entire masthead image clickable to the geo-specific reg LP}

Email body copy 125-200 words or less:	Sidebar w/ webinar details
<p>Hi [First Name],</p> <p>Your SAP environment should be simple — and we don't want you to miss out. Join our upcoming webinar to discover how you can:</p> <ul style="list-style-type: none">• Accelerate and streamline backup and disaster recovery.• Access secondary copies on premises or in the cloud for dev/test, analytics, and reporting.• Perform instantaneous cloning and rapid backup and restore.• Prevent problems and expose risk factors through predictive self-healing.• Save up to 90% in time and effort compared to traditional solutions. <div>Unlock the secrets</div> <p>CTA button links to the geo-specific Marketo reg LP</p> <p>Register today and discover how to simplify your SAP.</p> <p>Thanks, NetApp®</p>	<p>WEBINAR DETAILS</p> <p>DATE:</p> <p>TIME:</p> <p>DURATION:</p> <p>TIME (Language)</p> <p>JOIN THE SPECIALISTS:</p> <p>Speaker 1 Title</p> <p>Speaker 2 Title</p> <p>Speaker 3 Title</p>

Registration Page

Webinar Title	NetApp webinar [Title, from options above]	REGISTRATION FIELDS <ul style="list-style-type: none"> • First Name • Last Name • Email Address • Phone Number • Company • Job Role • Country • Opt In
Date (DD/MM/YY)	EMEA: DATE AMER: DATE APAC: DATE	
Time (inc time zone)	EMEA: TIME AMER: TIME APAC: TIME	
Promotional description of webinar	<p>Your SAP environment is the lifeblood of your business — but it doesn't have to be complicated. Whether on premises, in the cloud, or in a hybrid environment, your SAP setup should be simple, efficient, and cost-effective.</p> <p>Join our upcoming webinar to discover how you can simplify your SAP environment:</p> <ul style="list-style-type: none"> • Accelerate and streamline backup and disaster recovery. • Access secondary copies on premises or in the cloud for dev/test, analytics, and reporting. • Perform instantaneous cloning and rapid backup and restore. • Prevent problems and expose risk factors through predictive self-healing. • Save up to 90% in time and effort compared to traditional solutions. <p>Meet our specialists: {in order from left to right w/ headshot image above speaker info}</p> <p>Speaker 1, title & bio</p> <p>Speaker 2, title & bio</p> <p>Speaker 3, title & bio</p>	

Thank You Page (Seen After Registration)

Standard text	<p>Thank you for registering for the webinar “[TITLE].” Check your Email for your confirmation and attendance information.</p> <p>In the meantime, learn how SAP runs on NetApp® technology and how you can accelerate your SAP journey.</p> <p>If you don’t receive the Email from us within the next 30 minutes, check your spam, junk mail filter, or ad blocker. If you don’t receive our Email at all, contact us at ng-Emailsupport@netapp.com and we’ll resolve the issue promptly.</p>
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Once a person registers a confirmation Email will be sent to the recipient

ICS File

SUBJECT	NetApp webinar: [TITLE]
LOCATION	
DURATION (in mins)	
START (DD/MM/YY)	
END (DD/MM/YY)	

LOG IN DETAILS FOR WEBINAR

Join our upcoming webinar to discover how you can simplify your SAP environment:

- Accelerate and streamline backup and disaster recovery.
- Access secondary copies on premises or in the cloud for dev/test, analytics, and reporting.
- Perform instantaneous cloning and rapid backup and restore.
- Prevent problems and expose risk factors through predictive self-healing.
- Save up to 90% in time and effort compared to traditional solutions.

Confirmation Email

SUBJECT LINE A	NetApp webinar — your registration confirmation
Masthead headline	SAP made simple
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	Add to your calendar

Thank you for registering for the webinar “[TITLE].”

We expect it to be a great investment of your time. Make sure to add the webinar to your calendar by using the button below.

Add to calendar

Add ICS file to the CTA

In the meantime, learn how SAP runs on NetApp® technology and how you can accelerate your SAP journey.

Thanks,
NetApp

Reminder Email 1

Sent 24 hours before event

SUBJECT LINE A	Webinar: You’re 24 hours from simplifying your SAP
Masthead headline	The secret sauce to a streamlined SAP environment
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	ADD TO CALENDAR

We look forward to seeing you at tomorrow’s webinar, “[TITLE].”

To join the webinar, click the button below and add the event to your calendar.

Add to calendar

Add ICS file to the CTA

Thanks,
NetApp®

Reminder Email 2

Sent 1 hour before event

SUBJECT LINE A	Webinar begins in 1 hour
Masthead headline	Simplify your SAP
Masthead subhead	Live webinar: DATE, TIME
Actionable masthead CTA	ADD TO CALENDAR
<p>There's just 1 hour to go before the start of the webinar "[TITLE]." Be sure to log in early and be ready to ask your questions in the live chat.</p> <p>To join the webinar, click the button below and add the event to your calendar.</p> <div>Add to calendar</div> <p>Add ICS file to the CTA</p> <p>Thanks, NetApp®</p>	

Post-Webinar Follow-Up Email (Registrant No Shows)

Sent to everyone who registered but did not attend

SUBJECT LINE A	NetApp webinar: Sorry we missed you
Masthead headline	SAP made simple
Actionable masthead CTA	Watch on demand
<p>Dear [First Name],</p> <p>We understand. It's a busy time of year, and things come up. We're sorry that we missed you for the "[TITLE]" webinar. It's now available on demand to view at your convenience and share with your colleagues.</p> <div>Watch on demand</div> <p>CTA button directs to the on demand webinar link</p> <p>If you'd like to explore the webinar's topics further, may we suggest:</p> <ul style="list-style-type: none">• NetApp INSIGHT® 2020 on-demand mega session "Don't run your workloads into the ground" <link>• NetApp's SAP solutions page with e-books, case studies, and other great content <https://www.netapp.com/enterprise-applications/sap-solutions/> <p>Thanks, NetApp®</p> <p>Ready to chat? Contact a NetApp specialist.</p>	

Post-Webinar Follow-Up Email (Attendees)

Sent to everyone who attended

SUBJECT LINE A	Thanks for joining the NetApp webinar
Masthead headline	The secret to simplified SAP
Actionable masthead CTA	Available on demand

Dear [First Name],

Thank you for attending the webinar “[TITLE].” We hope you found it to be a valuable use of your time. It’s now available on demand to watch again or share with your colleagues.

If you enjoyed the webinar, you might also like our mega session, “Don’t run your workloads into the ground,” from the NetApp INSIGHT® 2020 digital conference. The session is also available on demand.

Watch the mega session

CTA button directs to the on-demand Mega Session link (w/ UTMs?)

Also, if you’d like to explore the webinar’s topics further, may we suggest NetApp’s SAP solutions page with e-books, case studies, and other great content. <<https://www.netapp.com/enterprise-applications/sap-solutions/>>

Thanks,
NetApp®

Ready to chat? [Contact a NetApp specialist.](#)

Post-Webinar follow-Up Email (VOD to Non-Registrants)

Sent to all Email invitees who did not register offering VOD reg link

SUBJECT LINE A	There's still time to simplify your SAP
Masthead headline	Webinar: [TITLE]
Actionable masthead CTA	Watch on demand

Dear [First Name],

You might have missed the live webinar, "TITLE," but there's still time to see it on demand. The webinar is available to view at your convenience and to share with your colleagues.

Watch on demand

CTA button directs to the on-demand webinar registration LP

Thanks,
NetApp®

Ready to chat? [Contact a NetApp specialist.](#)