

EPIC iO Wireless Failover Marketing in a Box Kit

Project Overview

Welcome to EPIC iO's Wireless Failover Marketing in a Box Campaign! This initiative provides you with ready-to-use content and resources to effectively promote, discuss, and sell EPIC iO's Failover solution. Below is a breakdown of what's included:

What's Included:

1 3-Part Email Drip Campaign

Email 1: "It's Not If Your Internet Will Fail... It's When."

Email 2: "3 Reasons Every Business Needs Wireless Failover"

Email 3: "Stay Online—No Matter What."

2 2 Co-Brandable LinkedIn Graphics & Copy

Post 1: "Eliminate Downtime with Automatic Failover"

Post 2: "Business Continuity Starts with a Reliable Connection"

3 Solution Brief

Email Drip Campaign



Email 1: "It's Not If Your Internet Will Fail... It's When."

- **Subject:** The Cost of Downtime—Are You Prepared?
- **Content:** No internet connection is perfect. It's not a question of if your primary internet will go down—but when.

A single outage can lead to:

- Lost revenue
- Interrupted operations
- Frustrated customers

Consider This:

- 90% of businesses rely on cloud-hosted applications—making internet connectivity critical. (Source: IDG)
- The average revenue lost due to internet downtime ranges from \$8,580 to \$75,608 per hour. (Source: Cisco & AppDynamics)

With EPIC iO's Wireless Failover Solution, your business stays connected automatically through 4G/5G, ensuring:

Seamless connectivity—No disruptions, no downtime.

Multi-carrier reliability—A failover solution that works when you need it.

Instant alerts—So you're always in the know.

Schedule a quick call to learn how to keep your business online—always. [CTA: Book a Meeting]



Email Drip Campaign



Email 2: "3 Reasons Every Business Needs Wireless Failover"

- **Subject:** Downtime Is a Business Killer—Here's How to Stop It.
- **Content:** Businesses today rely on always-on connectivity for everything from cloud applications to payment processing. A single internet outage can cost you thousands.

The Reality:

- 94% of workloads are running in the cloud—meaning any outage disrupts critical operations. (Source: IDG)
- A single hour of downtime can cost businesses up to \$75,608. (Source: Cisco & AppDynamics)

Here's why Failover is essential:

Automatic Failover Protection

– No manual switching. If your primary internet fails, 4G/5G takes over instantly.

Reliable, Multi-Carrier Network— Works with multiple providers to maximize uptime

Business Continuity Without Disruptions – Keep customers happy and transactions flowing—even during an outage.

Check out our solution overview to see how [Partner Agency] and EPIC iO keep businesses online. [CTA: Download Now]



Email Drip Campaign



Email 3: "Stay Online—No Matter What."

- **Subject:** When the Internet Fails, Your Business Shouldn't
- **Content:** Can your business afford to go offline? Every second of downtime costs you money, productivity, and customer trust.

Did You Know?

- 70% of businesses look to the cloud for speed improvements—but without failover, outages halt operations. (Source: Statista)
- Terrestrial disruptions, like backhoe fades and construction, are more common causes of downtime than ISP outages. (Source: EPIC iO Data)

With [Partner Agency] and EPIC iO's Wireless Failover solution, you get:

Effortless Connectivity:
Seamless failover to 4G/5G to ensure no downtime.

Operational Security: Stay protected, keeping your business running even in unexpected situations.

Reliable Support: Partnering with [Partner Agency] and EPIC iO means having a trusted backup when you need it most.

Let's talk about keeping your business online—always. [CTA: Book a Meeting]



LinkedIn Graphics

LinkedIn post 1

Internet downtime isn't a possibility—it's a guarantee.
What's your backup plan?

With EPIC iO's Wireless Failover Solution, your business stays connected when your primary internet fails.

- No lost sales.
- No frustrated customers.
- No downtime.

The Stats

- 90% of businesses rely on cloud-hosted applications.
(Source: IDG)
- An outage can cost up to \$75,608 per hour.
(Source: Cisco & AppDynamics)

Failover happens automatically, so you don't have to lift a finger. Stay connected with 4G/5G backup.

Let's talk about keeping your business online—always.

[CTA: Book a Meeting]

#BusinessContinuity #Failover #WirelessBackup #5G



The graphic features the EPIC iO logo at the top left, followed by a placeholder box labeled 'YOUR LOGO'. The main headline reads 'Internet Outage? No Problem. Stay Online with EPIC iO Wireless Failover'. Below this is an image of a hand holding a smartphone with a globe and network lines overlaid. To the right of the image is a list of three benefits: 'Automatic 4G/5G Backup', 'Multi-Carrier Reliability', and 'Zero Downtime, Zero Disruptions'. At the bottom right, the text 'Be Prepared. Stay Connected.' is displayed. The entire graphic is framed with a light gray border.

EPIC iO | YOUR LOGO

Internet Outage? No Problem.
Stay Online with EPIC iO Wireless Failover

- ✓ Automatic 4G/5G Backup
- ✓ Multi-Carrier Reliability
- ✓ Zero Downtime, Zero Disruptions

Be Prepared.
Stay Connected.

Download LinkedIn Graphic



Learn more today: [866-219-EPIC](tel:866-219-EPIC) sales@epicio.com epicio.com

LinkedIn Graphics

LinkedIn post 2

"Business Continuity Starts with a Reliable Connection"

Downtime is expensive. A single internet outage can cost businesses thousands in lost revenue, productivity, and customer trust.

Did You Know?

- 94% of workloads are running in the cloud—your internet is more important than ever. (Source: IDG)
- The average revenue lost due to downtime is \$8,580 to \$75,608 per hour. (Source: Cisco & AppDynamics)

What's your plan for when (not if) your primary internet fails?

With EPIC iO's Wireless Failover Solution, you get

- Seamless 4G/5G failover – Your business stays online automatically.
- Multi-carrier reliability – A failover solution that works when you need it.
- Business continuity without disruption – Keep customers happy and transactions flowing.

Let's talk about securing your business against outages. [CTA: Book a Meeting]

#StayConnected #Failover #InternetBackup #5G
#BusinessContinuity

EPIC iO | YOUR LOGO

Internet Failures Cost You More Than You Think.

An outage can cost up to \$75,608

Stay Connected with EPIC iO Wireless Failover

- ✓ No Sales Lost
- ✓ No Customers Left Waiting
- ✓ No Downtime

Your Business Deserves Reliability. Plan for the Unexpected. Stay Online.

[Download LinkedIn Graphic](#)



Solution Brief

 | YOUR LOGO

SOLUTION BRIEF

4G/5G Wireless Failover

Business Continuity

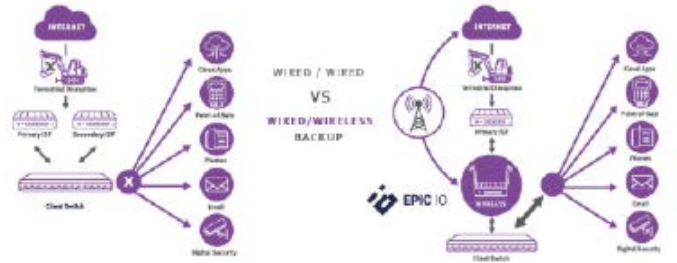
Key Benefits

Businesses today rely on continuous internet connections for their day-to-day operations, including cloud-based applications and enterprise communications. While no connection can guarantee 100% uptime, it is important to minimize network downtime as much as possible. Features in a Wireless Failover include:

- Automatic Failover Protection to ensure business continuity
- Continuous operations and access to mission-critical applications
- Optimizing business operations by eliminating failed transactions and productivity losses

Additionally, maintaining network availability does not require any additional hardware or programming, and alarms and reports can be distributed to administrators for each instance of failover. EPIC IO also uses multiple carrier networks through a single source to help improve reliability.

Wireless Failover is a true, diverse path to the internet that keeps your business up & running.



 Learn more today: 866-219-EPIC | sales@epicio.com | sales.epicio.com

How Wireless Failover Technology Works

4G/5G Wireless automatically provides your business with the continuous connection you need to conduct business efficiently and effectively with absolutely no effort required by your on-site personnel. In the event of a service outage, EPIC IO Wireless Failover instantly detects loss of uptime and automatically fail over to your 4G/5G wireless network. Any systems connected to the network continue to operate at 4G/LTE wireless speeds, keeping your business running and your customers happy. Once your primary network is restored, Wireless Failover can then fail back to the primary network once it is confirmed secure.

USE CASES

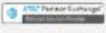
**RETAIL & RESTAURANTS**
A wireless network will ensure that all locations have their POS systems up and running, while making an impactful seamless customer experience.

**ENERGY**
Often located in rural and outlying areas, energy companies have connectivity challenges. It is common that wired lines do not exist in these areas. Wireless Failover is a must.

**EDUCATION**
As the use of IoT devices for health and safety communications increases in larger schools, it becomes essential to keep these systems running during outages.

**HEALTHCARE**
Dependable connectivity in mobile and fixed health care provides critical time-sensitive information cases for life-saving decision making.

FEATURED PROVIDERS





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Download Solution Brief



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