To Whom It May Concern,

Please find below five writing samples from my work at Frontline where I was the primary author. The first three samples are emails I wrote that were sent to prospects, followed by two samples of blog posts. I've included live links below each of the blog posts to the Frontline website, however, the copy featured on the website is slightly different from what is here as it's been edited and optimized for SEO.

Unfortunately, these aren't the most exciting topics to read, but I hope you enjoy the articles nonetheless!

If you'd like any further samples, please let me know.

Sincerely,
Margaret "Marji" Dzenko

EMAIL MARKETING CAMPAIGN (SAMPLES 1-3):

Subject line: Worried about making a change?
Pre-header: This will help

Hi [First Name],

Before bringing a new vendor on board, there's always doubts and questions like

- Will this vendor do what they've promised?
- Will all those old problems come up again?
- Is this transition going to be really disruptive?

To help ease your concerns, I want to share with you our 5-Step New Client Onboarding Process.

It's taken us over 15 years to develop this proven process, which means it's fast and easy for us, and smooth and seamless for you.

If you'd like to learn more about our process, check out this article here.

In addition to this proven process, we also offer a New Client Guarantee.

This guarantee allows clients 90 days to evaluate our services. If after 90 days you're not happy with Frontline for any reason, you can cancel your contract and we will return everything to the way it was.

I hope this helps to answer any lingering questions you may have about working with Frontline, but if you have others, feel free to reach out at any time!

Best,
Shane Purcell, CEO & CIO of Frontline Inc

Subject line: Evaluating IT providers?
Pre-header: Watch out for these 3 red flags

Hi [First Name],

Investing in IT can feel like a gamble, especially when you don't know what to look for, or what to watch out for.

When I first started Frontline, I was in the same position — I didn't know how to differentiate between "good" and"bad" IT providers, which led to me making some poor decisions.

After 15+ years in this industry, I've identified 3 key components that indicate trust, experience, and quality when it comes to evaluating IT providers.

I hope these help you make a more informed decision for your business!

#1: New client guarantee
If an IT provider won't stand behind their own services, that's a red flag.

At Frontline, we offer a New Client Guarantee that gives you 90 days to evaluate our services. If after 90 days you're not happy with Frontline for any reason, you can cancel your contract and we will return everything to the way it was.

#2: What do their customers say?
If you're unable to find positive customer reviews, testimonials, or case studies, that's another red flag.

At Frontline, we have 30+ 5-star reviews on Google and some of our clients have been with us for over 10 years!

#3: Industry Recognition
If no one in the industry has heard of the provider or they have no form of industry recognition, that could be a red flag.

Frontline, on the other hand, is consistently recognized as a top IT company in Los Angeles; we're also ranked in the top 150 of the 500 best Managed Service Providers in the US by ChannelFutures.com.

Bottom line? Whether you go with Frontline or another IT provider, keep these 3 key indicators in mind throughout your evaluation process and you'll be sure to make the right decision!

Best,
Shane Purcell, CEO & CIO of Frontline Inc

Subject line: Why choose Frontline?
Pre-header: 5 reasons to consider

Hi [First Name],

With so many IT providers out there, it can be difficult to answer questions like:

- How are they different?
- How do they compare?
- Who is the best choice for me?

To help make things a little easier, I've put together 5 reasons customers like you tend to choose Frontline over other IT providers:

#1: Proactive + Strategic
Our team works tirelessly to automate, manage, and maintain your systems. We also meet with you regularly to ensure we're always thinking ahead and prioritizing your most pressing needs.

#2: Fixed Monthly Fee + Unlimited Support
Unlike other IT providers, you'll always have unlimited 24/7 IT support and your monthly fee will never be a surprise.

#3: Deep IT Knowledge + Expertise
As a Frontline client, you get a dedicated team of IT technicians who specialize in the technology that your business relies on, without the cost of a full-scale IT department.

#4: Available When You Need Us Most
Being based in LA, we're just around the corner if you need us to come in or if you have an emergency. We're also available via email or phone if you have a quick question or request.

#5: Whiteglove Customer Service
Our team is friendly, helpful, and incredibly responsive, which is how we've managed to get so many 5-star Google Reviews.

I hope this helps during your evaluation process. If you have any other questions, simply reply to this email and I'll get back to you ASAP!

Best,
Shane Purcell, CEO & CIO of Frontline Inc

BLOG POST (SAMPLE 4):

What are the advantages of VoIP vs PBX telephone systems?

The main goal of Voice over Internet Protocol (VoIP) and Private Branch Exchanges (PBXs) is to enable business users to make and receive phone calls, and while the two offer many of the same results, they do so in different ways. Additionally, there are other features to consider when choosing between VoIP vs PBX, such as automated attendants, video conferencing, and unified communications.

The traditional PBX system has been around for decades. It is used by businesses that need a dedicated phone network with multiple phone numbers and extensions for the different departments. VoIP services offer a similar range of features, at least in regard to voice calls, but all communications take place over the internet.

Given that the success of any business depends on its ability to communicate effectively, leaders must understand the underlying differences between each solution so they can make an informed decision on choosing the right one.

System connection protocols

The most important distinction between VoIP vs PBX is the way that they connect people. A PBX system uses the traditional telephone network that's owned and operated by a specific company and uses landlines for handling calls. Modern PBX setups usually include a computer server to provide automated services like interactive voice menus and call queuing, while older systems rely on manual control boards.

All systems consist of multiple lines that are connected to the public telephone system. These lines are connected to individual desk phones throughout the company. There are many specialized infrastructures in PBX systems, whereas VoIP communications take place over the internet and are handled by apps rather than specific physical devices.

Availability of equipment

Until a couple of decades ago, business telephony centered around desk phones. Then along came cell phones, which eventually evolved into smartphones and a multitude of other mobile devices. Traditional PBX systems use standard analog phone equipment, which is quickly disappearing from the modern office environment. However, newer PBX systems work with both corded and cordless phones and hands-free systems. The problem is PBX solutions still depend on specific device types, whereas VoIP solutions work with any device that's connected to the internet.

Newer VoIP systems may be hosted in the cloud, thus making it possible for people to make and receive calls through a browser or mobile app. This enables much greater worker mobility in a time when being stuck in front of an office desk is far out of fashion.

Configuration and maintenance

Recently there has been an enormous shift towards software-defined business technology solutions. By reducing their reliance on hardware, companies can enjoy a wider range of configuration options and practically limitless scalability while still reducing costs dramatically. Because PBX systems are hardware-based and require expensive, specialized equipment, they're a lot harder to configure, maintain, and upgrade.

By contrast, VoIP systems can be managed directly from a computer without requiring any expert knowledge. You can configure call hunting groups to ensure that callers get to speak to the right person without any unnecessary waiting. Customizable auto attendants let administrators improve customer experience. Unified communications can automatically transcribe voicemail into text and then send it to an email inbox.

Performance and reliability

If there's one reason for retaining a landline connection, it's to have something reliable for use during emergencies. After all, traditional telephones draw power from the telephone line itself, so they still work even when the building's power goes out. On the other hand, VoIP requires a decent internet connection with sufficient bandwidth to handle as many concurrent calls as needed. For the most part, internet speeds shouldn't be a problem, although outdated cabling can also reduce performance and reliability, as can software consuming excessive bandwidth.
https://www.frontlineinc.com/voip-vs-pbx-technology/

BLOG POST (SAMPLE 5):

What's an IT Roadmap and why should your company have one?

The goal of a technology roadmap is achieving alignment between business goals and IT. This helps business leaders make the right choices when it comes to purchasing and implementing new technology solutions. A strong IT roadmap focuses on both short- and long-term goals, and it's regularly reviewed and updated to reflect changing business needs and conditions.

Here are seven components every technology roadmap should include:

1. Business goals

Technology roadmaps exist to help business leaders adopt new solutions for supporting their employees and workflows. Every plan starts with a clear overview of what you want to achieve. The goals in a technology roadmap are no different from those in a product plan or any other type of strategic plan. They should represent the short- and long-term results you're hoping to achieve and outline the actions necessary to achieve them.

2. System capabilities

System capabilities are an overview of the functions and features that you'll need to look for when evaluating new IT solutions. For example, you might want to improve customer service by

allowing people to open support tickets online, in which case you'd likely want a solution that integrates with your CRM.

3. Release plans
A common mistake businesses make is trying to implement new technologies without a clear release plan. Even if the solution itself aligns perfectly with what you want to achieve, a poorly thought-out release schedule can leave everyone in the dark and result in plenty of technical problems and incompatibilities. That's why the roadmap also needs a clear overview of the necessary steps, in the form of milestones from planning to post-implementation support.

4. Resources overviews
Implementing new business technology is rarely as simple as installing a program or buying a new device and then just getting on with it. On top of the plan, you might also need additional resources such as hardware upgrades or faster internet bandwidth before you can successfully implement a new solution. Your technology roadmap should also detail any resources that might be necessary, such as human expertise and updates to legacy systems.

5. Employee training
Employee training is another important factor that often ends up being overlooked. If you don't have a documented training program in place, any new technology is likely to result in poor adoption rates and countless operational issues.

The roadmap should include a clear strategy for keeping employees informed and providing training after a new system has been implemented. This may involve setting up a training seminar where you'll demonstrate the capabilities of the new technology, and answering any questions employees may have. Further training may also be required when there are major changes to critical systems.

6. Risk factors
Risk is a fact-of-life when it comes to business technology, and there's always a chance of a project becoming susceptible to technological faults. Common risks include leaving sensitive data exposed during cloud migrations, unexpected downtime due to compatibility issues, unscheduled service outages, and even hardware failures during physical relocations. It's important your roadmap includes a thorough overview of the risks, as well as a plan for mitigating them and ensuring continuity.

7. Status updates
Technology roadmaps also make sure to keep all stakeholders informed. Status reports help you keep track of the progress of your technology projects and mitigate further disruption. For example, delayed implementation of a foundational system will affect any business systems that depend on it. Today's automated business planning systems make it easier to define dates and deadlines and estimated workloads, and can even send automated alerts to keep everyone in the loop.
https://www.frontlineinc.com/what-is-an-it-roadmap/