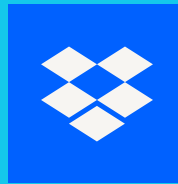


Campaign in a Box for creative collaboration in distributed teams



Dropbox

About the toolkit

This campaign in a box is a toolkit with fully customisable information, resources, and assets - at every stage of the funnel. It will help you target existing Dropbox communities with marketing and creative titles.

Communities tend to be existing Dropbox users, perhaps using basic/pro/plus on a company domain and exhibiting collaborative behaviors, like sharing folders and links internally. The goal is to upsell/land them to a team account so they can collaborate more effectively.

What's in it for you?

- Opportunity to deepen relationships with existing teams and accounts
- Deliver new expand and upsell revenue to target accounts

What you'll find

Creative
collaboration
social toolkit

Social Toolkit

A series of customisable social posts to help raise awareness of Dropbox USPs and use cases

Creative
collaboration
email toolkit

Email Toolkit

An email nurture series to help you convert prospects to leads

Creative
collaboration
sales toolkit

Sales Toolkit

A series of assets to help your sales team convert leads to opportunities, including case studies, elevator pitches, FAQs, and objection handling

Creative decision maker persona

What do we mean by creative decision maker? Reach out to your partner sales manager at Dropbox to help with targeting and account based selling.

Segment

- SMB/MM 50-2,499 employee organizations
- Small to medium sized teams
- Existing dropbox communities, weekly active sharers
- Primarily targeting business stakeholders who may need to sell the solution internally to their decision maker (often IT)

Industries

- Tech & startups
- Retail
- Media
- Construction
- Engineering
- Manufacturing
- Architecture
- Real Estate

Roles

- Head of Production
- Creative Director
- Director of Operations
- Design/Brand Director
- PR/Advertising/Comms/Social
- Marketing/Product Marketing/Digital Marketing
- IT Admin/Manager

How are they using Dropbox?

- Complex workflows requiring lots of communication and iteration resulting in delays and increased costs.
- Client feedback is difficult to manage when you can't meet face to face meaning missed deadlines and reduced client satisfaction.
- Content is scattered and siloed causing reduced efficiency and disorganized filing systems.
- Signing a document is a difficult or cumbersome workflow, causing workflow reluctance and missed deadlines.

What are they looking for?

- Simplified creative workflows and review cycles, enabling teams to stay in sync and reduce tools needed.
- Bring your teams together with a single, central place for all your work to get projects completed in record time.
- Organize and protect your team's work to increase efficiency and exceed customer expectations.
- Integrate eSignature into business workflows to improve and simplify workflow and shorten approval times.

Check out the pains, workflow, benefits and features in this Persona Deepdive.

Download the creative
persona guide from the
[Campaign in a Box space](#)



Creative
collaboration
persona
deep dive

Email toolkit

What you need to do

- **Step 1:** Identify who will send the email and how they will send it
- **Step 2:** Customise the email copy, linked in the resources, so it's tailored for your organisation and audience, and be sure to add your calendar details
- **Step 3:** Set up the email nurture series in your system, sending at a cadence of one email per week
- **Step 4:** Get the sales team to follow up with any contacts interacting with the campaign, using their 3 emails and some phone outreach

Resources



Creative
collaboration
email toolkit

[View toolkit and download resources](#)

- Suggested email content that can be copied into a message to a prospect

Social toolkit

What you need to do

- **Step 1:** Review the social toolkit and identify the social posts you would like to use for your campaign
- **Step 2:** Customise the social posts and the blog (if you decide to use it) to reflect your social style and company brand guidelines, using the design files
- **Step 3:** Post the relevant content on your social and blog channels
- **Step 4:** Make sure each social post has a clear call to action to review more content or set up a meeting (visit your website, contact us, etc.)

Resources



Creative
collaboration
social toolkit

[View toolkit and download resources](#)

- Posts and blog
- Design files

Sales toolkit

What you need to do

- **Step 1:** Review the sales toolkit and identify the sales assets (case study and 2-pager) you would like your sales team to use for your campaign
- **Step 2:** Access the design files from the Resources section of the CIAB Space and update them to reflect your brand guidelines
- **Step 3:** Create a campaign plan for the sales team that showcases how they can use these assets to drive leads, and what you hope the outcome/results to be
- **Step 4:** Brief the sales team on the campaign plan
- **Step 5:** Get feedback from the sales team on content performance, engagement, and any leads off the back of the campaign

Resources



Creative
collaboration
sales toolkit

[View toolkit and download resources](#)

- Discovery questions
- Objection handling
- Compete information
- Pitch deck
- 2-pager
- Case study



Get in touch!

For more support on this toolkit or anything related to the campaign in a box (CIAB), please contact Emma Samuel esamuel@dropbox.com

For information or help with other Dropbox partner aspects, please contact partners@dropbox.com or sign into the [Dropbox Partner Portal](#).

Dropbox is one place to keep life organised and work moving, helping creatives to streamline workflows and transform the way teams work together.

With more than 700 million registered users across 180 countries, Dropbox is on a mission to design a more enlightened way of working. Dropbox is headquartered in San Francisco, CA. For more information on our mission and products, visit experience.dropbox.com