Campaign in a Box for reducing security risks

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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 to nurture your relationship as trusted advisors for existing Dropbox customers, earning credibility and building trust.

The goal is is to educate your existing customers on IT security challenges related to remote collaboration. And, position plan upgrades as a solution to help improve their organization's security posture using Dropbox.

What's in it for you?

- Opportunity to deepen relationships with existing teams and accounts
- Deliver new expand and upsell revenue to target accounts
- Assets and tools to build your own sales and/or marketing campaigns.

What you'll find

Security risks email toolkit

Email Toolkit
An email nurture series to help you convert prospects to leads

Security risks content toolkit

Content Toolkit
Artwork and other design elements to help you customize your campaign

Security risks social toolkit

Social Toolkit
A series of customisable social posts to help raise awareness of Dropbox security features and use cases

Security risks sales toolkit

Sales Toolkit
A series of assets to help your sales team convert leads to opportunities

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The security conscious persona

This Reduce Security Risk solution targets three personas: ITDMs, existing Dropbox admins and also the security-conscious user. It is a good fit for IT and information security professionals who are looking to:

- Offer secure collaboration across distributed teams
- Protect sensitive content critical to regulatory compliance
- Empower employees with trusted and easy-to-use remote collaboration solution

These professional are likely working in SMB/MM-sized organizations such as:

- Finance
- Insurance
- Healthcare
- Government
- Technology
- Scientific research
- Design, creative agency, and media
- Professional services (real estate, legal, consulting)
- Architecture, engineering, and construction
- Industrial (e.g. oil and gas) and manufacturing

Roles
- CISO/CIO/CTO
- Data Protection Officer
- Digital Transformation Officer
- Operations Manager
- IT Manager/Director
- IT Security Manager
- IT Procurement Manager
- Information Security Manager
- IT Project Manager
- Dropbox Admins (existing customers)

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Improving security and compliance

Using this reducing security risk solution, IT professionals can protect organization's propriety data by facilitating remote experiences that employees enjoy.

- Robust content controls help your customers secure collaboration across distributed teams (internal and external stakeholders)

- Industry-leading infrastructure protects customer's sensitive data critical to regulatory compliance with the most advanced research and technology around secure cloud collaboration.

- Easy-to-use platform empowers customer's employees to do their best work: boosts collaboration and productivity for all types of teams, while giving IT professionals the security and administrative controls they need to manage risk.

For teams looking to protect the organization's competitive advantage, improve security and compliance posture, and secure business continuity, Dropbox is the secure solution trusted by by more than 500,000 businesses and organizations worldwide.

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Understanding the challenges

Buyer pain point	Workflow	Value benefit	Strategic outcome
IT teams struggle to prevent unauthorized leaks of proprietary data via 3rd party access to company systems	**Deliver simplicity** to share large files while maintaining content control access.	**Secure collaboration** across distributed teams	Protect competitive advantage of an organization
Ever-changing global and regional data protection laws that represent substantial privacy risk for employee data within organizations	**Secure PII** (personal identifiable information) data across Dropbox accounts within the organization.	**Protect sensitive content** critical to regulatory compliance	Improve organizational security and compliance posture
IT teams struggle to rally employee buy-in toward internal IT policies because employees feel policies limit their productivity	**Support end-user experiences** with a trusted remote collaboration tool.	**Empower employees** to do their best work	Secure business continuity

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How is the market ready for this solution?

Organizations understand intellectual property (data) is critical to business operations

- According to KPMG, 71% of global CEOs view information security as a source of competitive advantage (Forrester, 2021)
- 83% of mid-sized enterprise board of directors view information security as a business risk for organizations (Gartner, 2021)
- Nearly half of senior leaders at mid-sized enterprises (MSEs) cite mapping IT risk to enterprise risk, linking IT risk to business performance, and automating IT risk management workflow as their top three information security priorities (Gartner, 2021)

Collaboration is and will still remain top of mind

- Many employees already spend a significant amount of time working with others in different teams and divisions - 50% see that increasing over the next two years (451 Research, 2022)
- 48% say collaboration tools are among the their most important tools to keep productive (451 Research, 2022)
- According to 2019 Gartner Modern Employee Experience Workforce Survey, organizations whose employees are satisfied with their experience are 89% more likely to meet organizational innovation goals (Gartner, 2021)

Digital spend on security and productivity tools shows no signs of slowing down

- According to 2021 survey, digital spend on security and productivity tools shows no signs of slowing down with more than ⅓ of organizations planning to spend more on security software and tools over the next year (451 Research, 2022)

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Email toolkit

What you need to do

- **Step 1:** Identify who will send the email and how they will send it—consider Outreach or similar to automate the send
- **Step 2:** Customise the email copy, linked in the resources, so it's tailored for your organisation and audience and 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:** Have the sales team follow up with any contacts interacting with the campaign content

Resources

Security risks email toolkit

View toolkit and download resources

- You can copy the email text straight from the PDF into your own templates or just simply send a text based email from your own inbox

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Content toolkit

What you need to do

- **Step 1**: Access the art work files and identify the assets you would like to use for this campaign— choose from these items: eBook, 3-pager, infographic, cloud security content webpage.
- **Step 2**: Update the asset(s) to reflect your brand guidelines, add your logo and any company info and contact details.
- **Step 3**: Build a landing page for the content - using the landing page copied supplied - that requires people to fill in a form to access the content (we would recommend including the following fields: Name, Job title, Company Name, Email Address, Contact Number)
- **Step 4**: Set up a follow up process with the sales team (automated or manual) to ensure all leads are contacted within 1-2 days of form completion

Resources

Security risks content toolkit

View toolkit and download resources

- eBook: Strategies for secure team work and remote collaboration + Landing page copy
- 3-Pager: Reduce information security risks of remote collaboration
- Infographic
- Cloud security content product page kit

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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—perhaps develop some of your own!
- **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

Security risks social toolkit

View toolkit and download resources

- Posts and blog
- Design files

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Sales toolkit

What you need to do

- **Step 1**: Review the sales toolkit and identify the sales assets you would like your sales team to use for your campaign
- **Step 2**: Access the artwork files for the designed sales assets (case study and 2-pager) 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

Security risks sales toolkit

View toolkit and download resources

- Key messaging
- Supporting features
- Discovery questions
- Objection handling
- Compete information
- Pitch deck
- Use Case (1000Heads)

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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