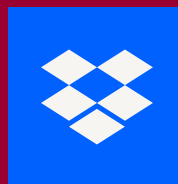


Campaign in a Box for Dropbox DocSend



 **Dropbox DocSend**

About the Toolkit

This Campaign in a Box is a toolkit with fully customisable information, resources, and assets. DocSend helps your customers target those that need the control, visibility, and security that you don't get from email attachments and other tools don't provide.

So what's in it for you?

- Engage with and sell to your security-minded users; DocSend can be sold with or without Dropbox
- Attach your own deployment services to increase revenue
- Deepen relationship with existing teams and accounts

This guide gives you the tools to go after existing customers, as well as to find new ones with new messaging and positioning.

What you'll find

Email Toolkit
for sales
outreach

Email Toolkit

An email nurture series to help you convert prospects to leads

Social Toolkit

Social Toolkit

A series of customisable social posts to help raise awareness of DocSend

Sales Toolkit
for sales
outreach

Sales Toolkit

A series of assets to help your sales team convert leads to opportunities, including value drivers, outreach scripts, compete information, and objection handling

The ECCS Framework

What are the roles that will be most interested in DocSend? We use the acronym ECCS to help determine if a prospect is likely to benefit from DocSend.

- **E**xternal
- **C**ustom
- **C**ritical
- **S**ensitive

If they are responsible for enabling (e.g. IT or Security) or often send documents that fit the ECCS framework, then it's probably worth exploring DocSend in addition to Dropbox.



Business decision maker persona

Seniority

- Head of (team leads)
- Manager
- Director
- VP

Job Function

DocSend is a useful tool when tracking document access and engagement is needed.

This is often seen in a sales environment (especially in media and technology), but will also be important for other areas like architecture and building, manufacturing, and many more.

Prospects will often be focused on:

- Achieving a 'deal' that might also include getting approval of a design or RFP
- Delivering the right deals
- Improving negotiations and win/sign off rates



With DocSend, you can:



Track document interactions

- Who viewed your document?
- How long did they stay on each page?
- Did they forward it to anyone else?



Create multiple links to a single document or deal room

- Each link has separate security settings
- Individual links can be toggled on or off
- The document behind the link can be replaced at any time



Restrict access to documents and data rooms

- Access is based on the email address
- Email verification adds an additional layer of security

For specific use cases, you will also be able to:

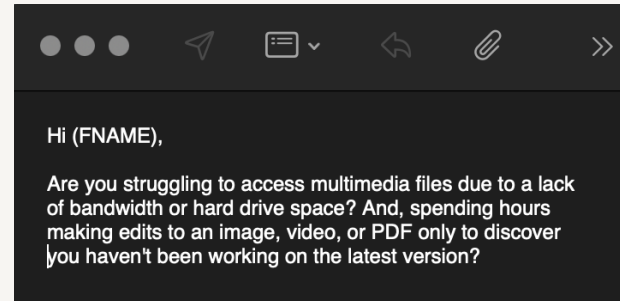
- **Create Spaces**, a collection of content that can be grouped together and shared with a single link
- **Permit allowed viewers**, allowing only specific email addresses or domains to access your shared links or Spaces
- **Require email authentication** so visitors must verify their email addresses before gaining access to your shared content
- **Add watermarks** to customise your documents and Spaces
- **Offer one-click NDAs** for a fast and simple execution of an agreement before sharing sensitive or secure content.

Email toolkit for sales outreach

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
- **Step 3:** Set up the email nurture series, sending at a cadence of 1 email every 3 or 4 days
- **Step 4:** Follow up with any contacts interacting with the campaign

Resources



[View Toolkit and download resources](#)

- Email Toolkit for sales outreach (you can copy the text straight from the PDF into your email tool, or straight into an email from you.)

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 to reflect your social style and company brand guidelines, using the design files
- **Step 3:** Post the relevant content on your social channels (you'll see artwork files are available in different formats for each social channel)
- **Step 4:** Make sure each social post has a clear CTA which is ideally linked to content on your website. If not, please use the video links provided as alternatives.

Resources

A dark red rectangular graphic with the text "Social Toolkit" in white, sans-serif font, centered within the rectangle.

Social Toolkit

[View Toolkit and download resources](#)

- Social Toolkit
- Design files

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/utilise for your campaign
- **Step 2:** Access the artwork files for these sales assets 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



[View Toolkit and download resources](#)

- Case studies (see next page)
- Sales Toolkit for sales outreach
- One-pager

Case Studies

New advantages from document analytics

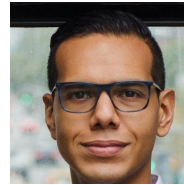
Matt Hammond, VP of Sales & Marketing at Campus is always looking for ways to improve sales efficiency and ensure marketing's efforts are well accounted for. After finding DocSend, Matt has confidently brought the tool into each new role and company, knowing that it will help improve sales efficiency and increase ROI.



"DocSend coached us to put each of our 3 pricing options on their own page and utilize analytics like time spent per page to our advantage. Before the customer even came back to us, we knew they'd go with option B. Because of this insight, DocSend helped us negotiate much more effectively."

A secret weapon for sales and enablement teams

Julio Acosta, Sales Engagement Lead at InMobi introduced DocSend Spaces for the InMobi sales team. With DocSend, they could build a series of customized deal rooms, each with their own single link. They added and removed sales assets as needed, and rolled out the red carpet for prospects, keeping sales collateral more organized and streamlined than ever before.



"Sharing our customized deal rooms with DocSend Spaces makes our team look as professional as it is, and streamlines what could otherwise be an easily stressful and tedious exchange of information."

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.

Login to the Dropbox Partner Portal here: portal.dropbox.com.

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.