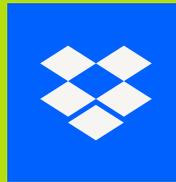


Future of work research campaign in a box



Dropbox

Dropbox Partner Sales &
Marketing Campaign Toolkit

About the toolkit

This campaign in a box features a set of completely customisable information, resources and assets to target, nurture and convert leads at every stage of the marketing funnel. This has been designed to help you execute a marketing campaign to target organisations who are thinking about the future of their workplace.

Before you get started?

There are two ways to implement and execute this campaign, manually or through marketing automation with your preferred CRM system:

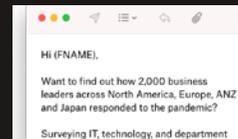
- **For manual set up:** We would recommend selecting a few campaign elements to execute first; identifying a clear workflow for leads once they interact with campaign content
- **For marketing automation:** We would recommend reviewing campaign impact twice weekly and updating/optimising your approach based on audience interaction; segmenting your audience into sub groups where possible and automating sales follow up

What you'll find inside



Social Toolkit

Social media posts promoting the report, including copy and images.



Email Toolkit

An email nurture series to help you convert prospects to leads.



Content Toolkit

A customisable version of the report for you to co-brand and use to nurture prospects and generate leads.



Sales Toolkit

Guidance on how to use the sales assets, including sales script.

Research Overview

About the research

This campaign is based around exclusive research Dropbox has commissioned with research agency Vanson Bourne: “The advent of the choice economy, and why it’s a good thing.” It discusses the seismic shift remote working has had on the economy and the way it has put everyday employees in charge of when and how they work. The research explores:

- The long term implications for working practices following the pandemic
- Employee sentiment toward new-found freedoms and flexibilities at work
- The role of technology in helping organisations attract and retain top talent
- What key steps leaders should take to help their businesses emerge from the pandemic with a happy workforce that feels valued and seen

Who we surveyed:

Countries:

- US/Canada
- UK
- France
- Germany
- Australia/ New Zealand
- Japan

Job Titles:

- HR/Training
- IT
- Marketing/ Communications
- Operations/Project Management
- Sales

Sectors:

- Retail, distribution & transport
- IT/Technology
- Business/Professional services
- Media/Leisure/ Entertainment
- Construction/Property
- Manufacturing/ Production
- Public Sector
- Consumer Services
- Energy/Oil/Gas/ Utilities
- Other

What we discovered:

Key findings from the research:

- 87% agree improving team collaboration will be critical to the future success of their business
- 74% admit employees could start to leave if they don't enable flexible working
- 65% said significant or notable improvements were still needed to remote collaboration in their organisation
- 3 in 4 business leaders recognise increased productivity and innovation as a benefit of remote working

Important angles to focus on:

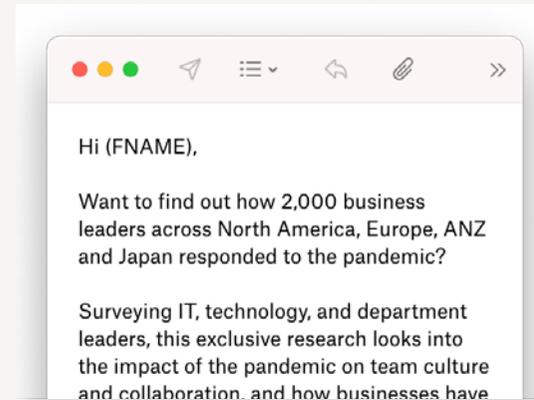
- The biggest barriers to remote working were communication breakdowns and fractured workflows
- Organisations are relying on video conferencing and collaboration tools when working remotely
- Dropbox is considered the best tool outside of the essential suite of MS Office, Zoom and Google Suite
- The pandemic has increased pressure on organisations to foster a positive remote working culture
- Employees want to be empowered to choose how they work in the future

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
- **Step 3:** Set up the email nurture series in your CRM system, sending at a cadence of 1 x email per week
- **Step 4:** Get the sales team to follow up with any contacts interacting with the campaign

Resources



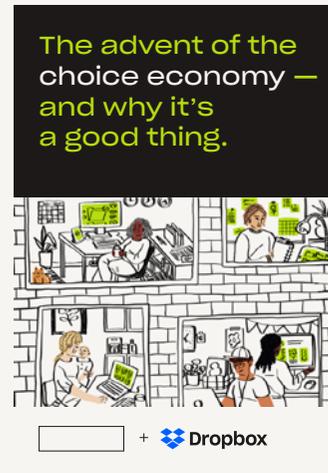
[Email Toolkit](#)

Content toolkit

What you need to do

- **Step 1:** Access the report and update it to reflect your brand guidelines and add your logo at the front, and the 'about you' section at the back.
- **Step 2:** Build a landing page for the report - using the landing page copy 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 3:** 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 fill

Resources



Content

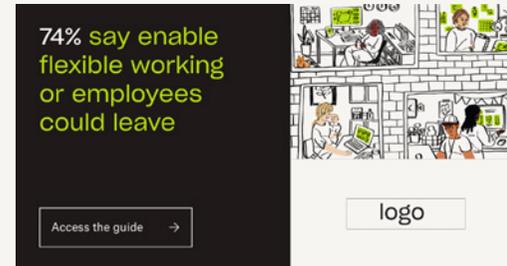
- [Report:](#) The advent of the Choice Economy - and why it's a good thing
- [Design files](#)
- [Landing page copy](#)

Social toolkit

What you need to do

- **Step 1:** Review the social toolkit and identify the social post/s you would like to use for your campaign
- **Step 2:** Customise the post to reflect your social style and company brand guidelines, using the design resources
- **Step 3:** Post 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 (visit the page, contact us etc.)

Resources



Content

- [Social Toolkit](#)
- [Design Resources](#)

Sales Script

What you need to do

- **Step 1:** Review this toolkit and identify the sales assets you would like your sales team to use for your campaign
- **Step 2:** Access the design resources for these 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

Sales script

See sales script example below

Example

Using insights from 2,000 business leaders around the world, exclusive research has revealed:

- 74% acknowledge employees will leave if they don't get the remote set up right
- 87% agreed improving remote collaboration is going to be critical to success next year

Arguably, the shift to fully remote working acted as the catalyst many organizations needed to revisit outdated tools and technology. And for employees it created choice - the choice and freedom to work from where they want, when they want. This unprecedented shift can be referred to as the 'Choice Economy'

But are you ready for the the Choice Economy?

- ...Are your employees able to collaborate just as well from home as they are in the office?
- ...Do you have complete visibility and control over how files are shared inside and outside your organisation?

If not, Dropbox can help, by:

- Bringing tools, content and teams together, regardless of where your teams are working or what applications they're using.
- Enabling collaboration and keep collaboration secure

The collaboration tool is already being used by companies like Moleskine to enable global innovation

Lets talk about your particular challenges at (COMPANY), how you're responding to the need for remote/hybrid working, and your future strategy

Content

- [Telesales script](#)



Get in touch!

For more support on this toolkit or anything related to the campaign, please contact Emma Samuel: esamuel@dropbox.com

For information or help with anything else related to the Dropbox Reseller Program and to join a growing network of resellers building a cloud business with Dropbox, please contact partners@dropbox.com

Already a reseller? [Log in to the 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