

Effective collaboration for marketers

July 2017



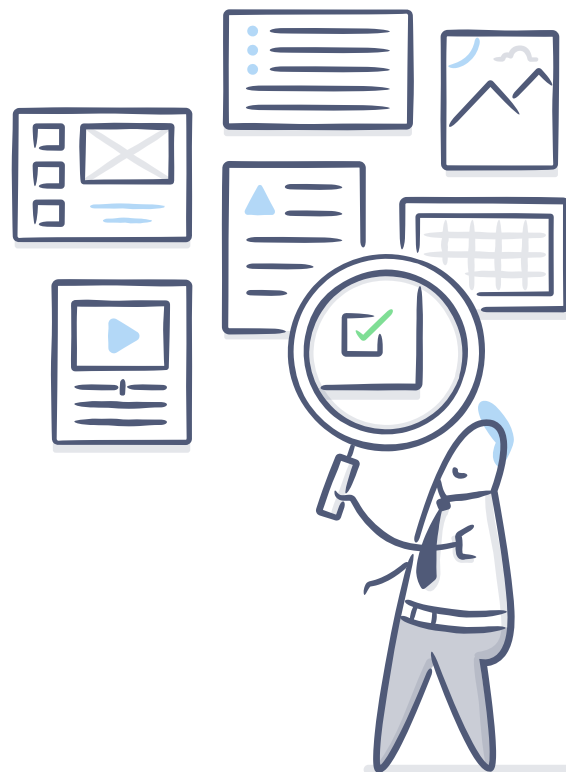


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Introduction

Today’s marketing teams are made up of in-house employees, agencies, freelancers, and partners—all working together to bring ideas to life and drive business results. The key to creating the best work is adopting a tool that allows for flexibility and agility to stay on top of changing designs, requirements, and ideas.

That’s why millions of marketers save multiple hours every week on approvals, planning, and meetings, using a product they’re more than likely already using—Dropbox Business.

So why run this campaign targeting marketing teams?



- Quickly launch emails to prospects and customers and generate interest in Dropbox Business
- Leverage relevant assets that highlight your partnership with Dropbox, a leader in file sharing and collaboration
- Drive awareness and consideration for Dropbox Business among marketing teams within small and medium-sized businesses
- Position yourself as a thought leader that understands the marketing and design use case, and has the technical and business savvy to solve for common pain points in the industry

To get you started, this guide will cover:

1 Campaign overview

Including messaging and audience profile

2 Campaign execution

Including simple steps to launch your own campaign

3 Campaign assets and resources

Including sales guides, tips, and more

Campaign overview

01

This campaign is designed to position Dropbox as a tool for marketers to work better, faster, together. It's a tool for keeping marketing teams in sync.

Campaign messaging

Primary campaign message

Dropbox Business is the unified home for your team's content and the collaboration around it.



Marketing teams need a simple, intuitive way to work together, and Dropbox enables seamless and secure collaboration. When everyone is in sync, better ideas come to life and stronger brands are built.



Campaign overview

Supporting campaign messages

Aligning cross-functional and geographically dispersed teams

- Break down content silos across teams, offices, and devices with a central location for storing, accessing, and sharing files
- Stay effortlessly connected with agencies and partners with shared folders and shared links
- Reduce IT risk with granular sharing permissions to ensure the right people have access to the right files

Streamlining approval processes to meet tight deadlines

- Organize discussions inside the files where people are already working with comments and annotations
- See who's viewed your files and when, so you can skip the follow-up email and keep work moving forward
- Give and get fast feedback in real time, right where your ideas and projects are created with Dropbox Paper

Driving better business results

- Simplify your IT suite with a platform-agnostic solution that plugs into the tools you already know and love
- Spend less time coordinating and more time creating by establishing shared workflows with our network of productivity partners
- Accelerate time to market with best-in-class sync, enabling you to preview and share large files up to 50x faster



Audience profile

Marketing professionals who strive to improve their quality, creativity, and efficiency of work.



Target teams/titles

- Teams who need to share files externally with agencies and partners:

Brand marketing	Corporate marketing
Partner marketing	Channel marketing

- Teams who are typically involved in cross-functional planning:

Marketing operations	Strategic marketing
Marketing planning	

- Teams who run campaigns/programs/events/launches and need to collaborate and keep other team members informed:

Marketing program managers	Product marketing
Campaign managers	Event managers

- Marketing leadership who need to keep teams in sync, want visibility into plans, and need to produce decks with multiple contributors:

CMO	Director
VP	

Campaign execution

02

We've outlined some steps you can take to generate awareness and close new deals. Here you'll find relevant assets as well as useful resources, such as email copy you can edit and use to contact prospects and customers.

Step 1

Familiarize yourself with the campaign messaging framework and purpose

Tactic

Apply marketing campaign copy to your website, landing page, or marketing assets. Communicate the value of Dropbox as a central tool to connect internal and external teams that are all about creating meaningful work.

Resources available to you

[Copy blocks available here](#) for use in your own marketing efforts, including:

- Company or customer newsletters
- Social media posts
- Emails to prospects and customers
- New product or landing pages

Campaign execution

Step 2

Generate awareness for Dropbox Business and educate your customers

Tactic

Reach out to your customers and prospects with materials that position Dropbox as the go-to tool for marketers.

Resources available to you

Email copy can be found here to promote the following assets:

1. The blueprint for a hit campaign infographic
 - a. [Email template](#)
 - b. [Infographic](#)
2. Team up for marketing success ebook
 - a. [Email template](#)
 - b. [Ebook](#)

CTA for your customer

[Contact partner for more information](#)



Step 3

Set up a discovery meeting with prospect or customer

Tactic

This industry-specific one-pager has all the points you need to quickly show a prospect or customer that you mean business when it comes to empowering collaboration for marketers.

Here are three qualifying questions to get you started:

1. Are you or your customers currently working with large creative files (or different types of files) that need to be shared both internally and externally?
2. Is your organization struggling with unclear or complex approval and creative review processes that make it unclear what is being reviewed/approved?
3. Are you looking for a tool that lets your extended team comment in real time and share ideas in a collaborate space? (Hint: Dropbox Paper)

Resources available to you

1. [Marketing one-pager](#)
2. [Email template for one-pager](#)



Campaign assets and additional resources

03

A handy list of helpful assets and some bonus collateral that will help guide your customer conversations and position you as the product expert ready to meet the needs of your marketing and creative customers.

List of campaign assets

Campaign copy blocks

[Copy blocks available here](#)

The blueprint for a hit campaign

[Email template](#)

[Infographic](#)

Team up for marketing success

[Email template](#)

[Ebook](#)

Marketing one-pager

[Email template](#)

[Marketing one-pager](#)

Campaign assets and additional resources

Additional sales and marketing resources

Dropbox marketing playbook

[Dropbox marketing playbook](#)

The Dropbox marketing playbook centralizes insights about marketers, to help you address common marketing issues and how Dropbox can solve them.

This playbook will help you:

1. Build empathy for marketing teams and decision makers.
2. Understand marketing team member roles/responsibilities and goals.
3. Identify marketer pain points and map the appropriate Dropbox solutions.

20 tips for selling to marketers

[20 tips for selling to marketers](#)

Here's a quick list of what you need to know to talk to—and sell to—today's modern marketing teams.



Dropbox marketing playbook



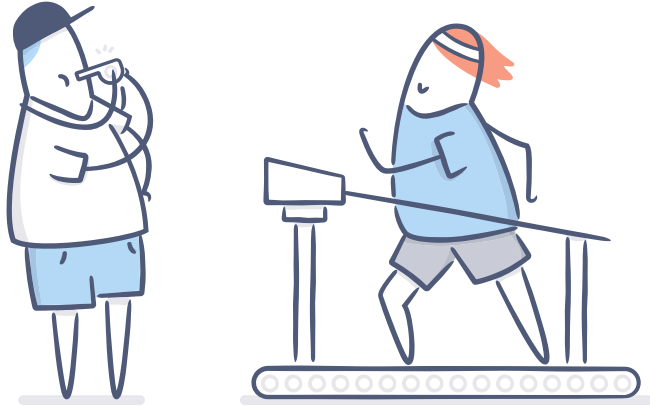


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Introduction

This marketing playbook centralizes insights about marketers, providing answers to questions like how do they work, what are their pain points, and how Dropbox Business can solve them.



This playbook will help you:

- 1 **Build empathy for this audience**
- 2 **Understand their roles/responsibilities and goals**
- 3 **Identify their pain points and map the appropriate Dropbox solutions**

01

Who are marketers?

One way of looking at the marketing industry is to view it as an equation:

Marketing = designing campaigns in order to increase sales and build brand awareness.



In order to deliver on this equation...

Marketers must:

- Think creatively in order to stand out amongst the noise of their competition
- Be metrics-focused in order to measure the efficacy of their marketing campaigns
- Continuously improve campaigns and processes based on market and customer feedback

Who are marketers?

Meeting these goals requires operational success

Marketers must:

- Maintain relationships with internal cross-functional and external collaborators
- Manage multiple projects at the same time while maintaining alignment against the big vision
- Ensure all stakeholders have access to the information they need
- Identify opportunities to improve efficiency throughout the project process



02

What do marketers do?

Trying to understand a person who works in marketing by their job title or department is not enough to understand the pain points and opportunities that exist within these roles. Instead, it's more beneficial to focus on the marketer's responsibilities which fall into the 5 key categories: **directing, coordinating, creating, analyzing, and selling.**



Directing

Responsibilities e.g. CMO, Marketing director, Director of brand

What this includes Setting the vision of a project and ensuring final project is aligned with it

Note

This is not necessarily the same as managing the people involved in a project.



What do marketers do?



Coordinating

Responsibilities e.g. Events manager, Producer

What this includes Overseeing the production of assets or content for a project



Creating

Responsibilities e.g. Copywriter, Graphic designer

What this includes Creating assets or content



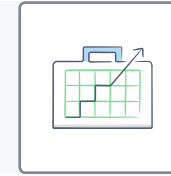
Analyzing

Responsibilities

e.g. Marketing analyst, Social media analyst

What this includes

Reviewing performance data or analytics



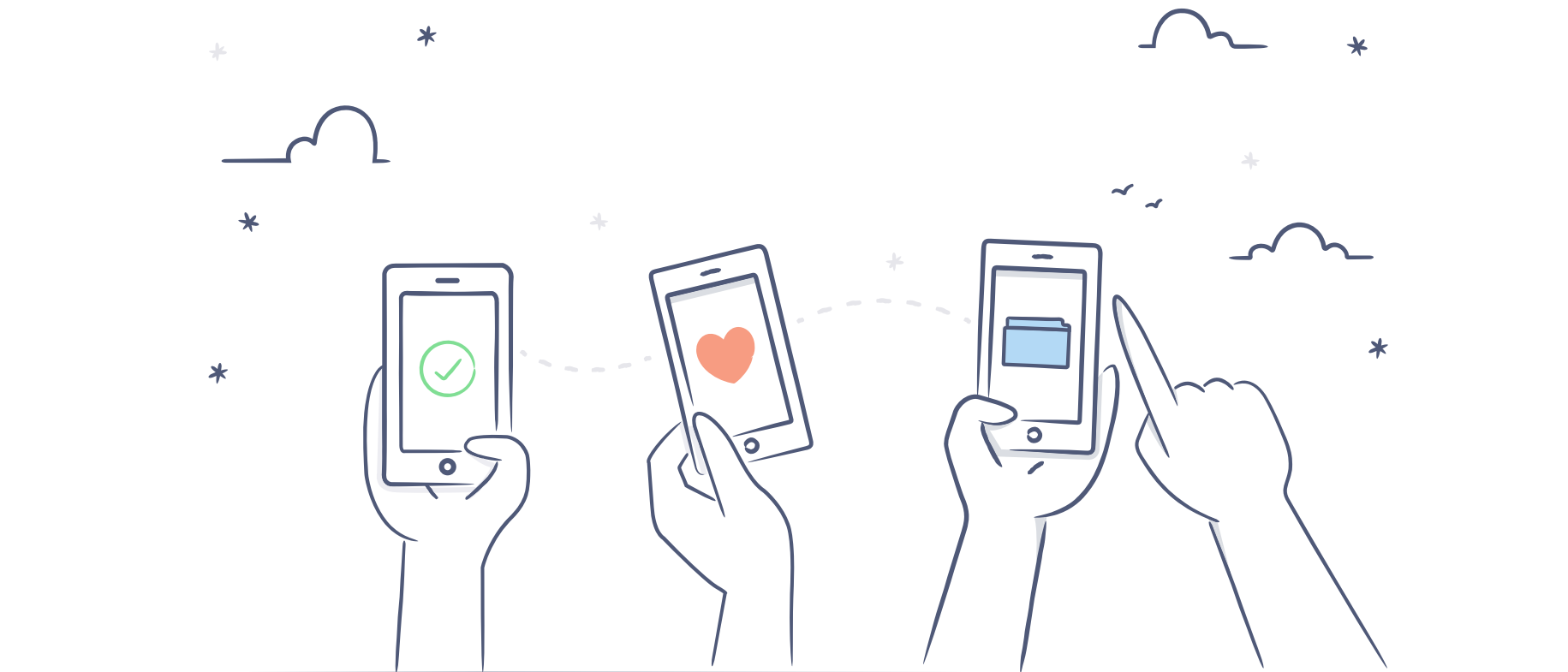
Selling

Responsibilities

e.g. Store manager

What this includes

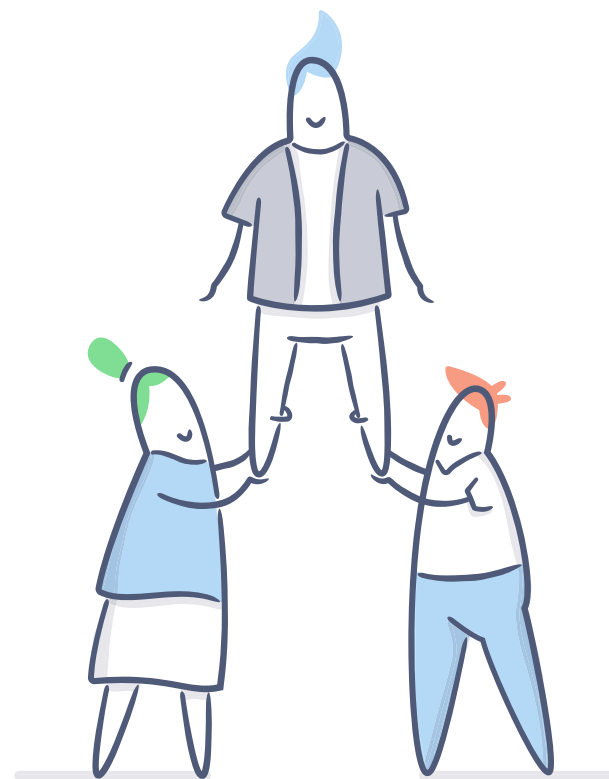
Selling products or services



03

Who do marketers work with?

Because marketing is such a diverse role in terms of team needs, organizational structures vary due to the needs and size of the companies they are a part of.



Who do marketers work with?

Internal collaboration

In general, marketers collaborate with many cross-functional groups internally, but their collaboration is mostly concentrated among those within their own department as well as with Design and Sales functions.

External collaboration

Marketers have extensive networks for external collaborators that include clients, vendors, freelancers, and off-shore factories. They are often augmenting other teams, their own team, and/or outsourcing work. Marketers at larger companies (250+ employees) tend to have more external vendor/contractor relationships than those at smaller companies (<250 employees).



04

What are the main messages for marketers?

Stronger brands are built when everyone's in sync

Today's marketing teams are made up of in-house employees, external agencies, freelancers, and partners—all working together to bring ideas to life and drive business results. The key to creating your best work in this new dynamic is staying in sync with Dropbox Business.



What are the main messages for marketers?

1

Keep teams connected

Discover your best ideas when collaborating with your team. Dropbox provides a central location for storing, sharing, and commenting on your files.

2

Drive projects forward

Streamlined processes help everyone accomplish more, faster. With Dropbox Paper, your team can brainstorm, give feedback, and manage tasks together, in real time.

3

Integrate your workflows

If you can connect your teams, why not your tools, too? Dropbox plugs into your existing tools and apps to create shared workflows that can boost your team's productivity, and our services team can help you build customized solutions.



05

Detailed responsibilities for marketing decision makers

Detailed responsibilities for marketing decision makers

Collaboration

- Many internal and external collaborators, making them a potential point of top-down virality
- Frequently taps into their external networks or “relationship equity” to gather outside domain expertise and generate potential clients

Influence on tools

Influence which tools are used by team



Directing



Coordinating

Responsibilities

e.g. CMO, Marketing director, Director of brand

What this includes

Setting the vision of a project and ensuring final project is aligned with it

- Overseeing project execution as a whole (including coordinating and creating responsibilities), as well as analysis and post-mortem
- Being held accountable for overall performance and project outcomes
- Acting as a point of contact for clients and stakeholders to plan and scope work

Note: This is not necessarily the same as managing the people involved in a project.

Responsibilities

e.g. Campaign manager, events manager, producer

What this includes

Overseeing the production of assets or content for a project

- Directing project “traffic” by filtering and translating work between directors and creators
- Receiving and incorporating feedback from clients or stakeholders, and routing feedback to others as needed
- Acting as a bridge between creation groups and ensuring project timelines are met
- Managing relationships with external resources working on a project
- Coordinating logistics for projects (ie. timelines, budget, etc.)



Collaboration

- A prime node for external collaboration (both “external” to a team and external to the company)
- Manage the relationships with vendors, agencies, freelancers, and remote workers
- A hyperconnected node, and a potential point of virality

Influence on tools

Influence which tools are used by team



Creating

Responsibilities

e.g. Copywriter, Graphic designer

What this includes

Creating assets or content

- Executing design based on all the information passed along to them
- Receiving and implementing feedback on work created
- Sending content created to stakeholders for approval

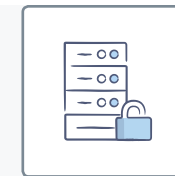


Collaboration

- At the end of their network—all the information about the idea has been passed onto them
- The point for virality within a creating network is within the informal creator network

Influence on tools

Need tools that help them stay focused and integrate with specialized tools



Analyzing

Responsibilities

e.g. Marketing analyst, Social media analyst

What this includes

Reviewing performance data or analytics

- Suggesting improvements to processes and content based on data and analysis
- Understanding how specific campaigns or projects performed and communicating these results to stakeholders
- Creating reports or visualizations of their analysis

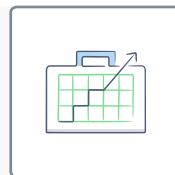


Collaboration

- Sometimes are a standalone workflow or at the end of a coordinating or directing workflow
- Collaboration primarily focused on effective communication of analysis to stakeholders

Influence on tools

Need tools that integrate with existing tools



Selling

Responsibilities

e.g. Selling products or services

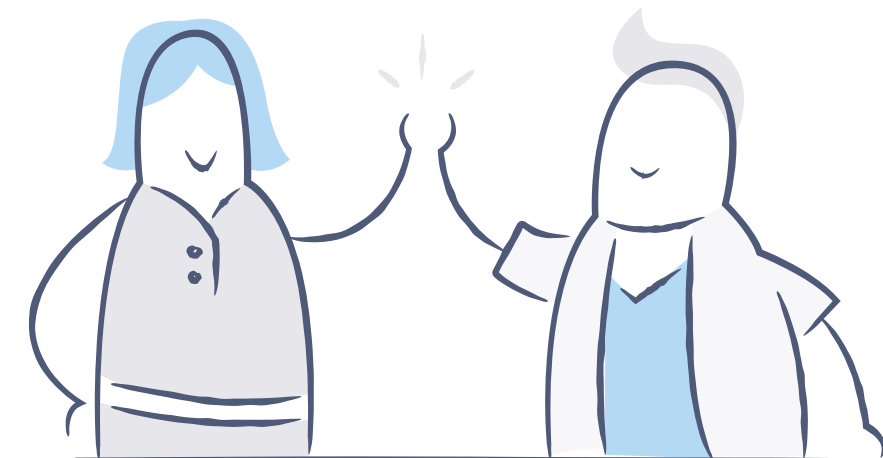
What this includes

Creating assets or content

- Building strong client relationships
- Maintaining a pipeline of potential clients
- Acting as a bridge between their organization and clients

Collaboration

- The bridge between their organization and the potential client during the “pitch process” of the sales cycle
- Internal collaborators provide content to support the sale, such as proposals, contracts, analytics or marketing collateral



06

Common marketing titles

Below is a **sample** list of common titles and categories.

Leadership

Chief Marketing Officer

Marketing Director

VP of Marketing

Advertising agencies or departments

Account Executive

Account Planner

Advertising Manager

Advertising Sales Director

Media Buyer

Media Director

Media Coordinator

Creative Director

Common marketing titles

Graphic Designer

Copywriter

Blog Author

Web Designer

Producer

Project Manager

Market research

Analyze consumer behavior

Market Research Director

Market Research Manager

Market Analyst

Brand and product management

Develop and market new and existing products

Brand Manager

Brand Director

Product Manager

Product Development Manager



Marketing communications

Oversee internal and external communications of a product or service

Media Relations	Public Relations Manager
Public Relations Consultant	Public Relations Coordinator
Analyst Relations Manager	Internal Communications
Marketing Communications Manager	Social Media Manager
Events Marketing Manager	

Merchandising and channel marketing

Facilitating transfer of goods from producers to consumers

Buyer	Assistant Buyer
Store Manager	Channel Marketing Manager



Digital or online marketing

Promotion of products or brands via forms of electronic media

Digital Marketing Manager	Digital Marketing Analyst
Search Engine Optimization Specialist	Social Media Strategist
ecommerce Manager	Web Marketing
Online Marketing	Email Marketing
Product Marketing	Marketing Operations
Demand Generation	

Other marketing titles

Promotions Director	Sales Enablement
Field Marketing	Trade Marketing
Customer Marketing	Content Strategist
Campaign Managers	Community Manager



20 tips for selling to marketers



We've made this handy list to help you craft your approach as you reach out to prospects and customers to tell them about Dropbox Business.

Tip 1

...it all starts with the jargon...

- "Dropbox is an EFSS platform which removes the need for file servers, streamlines cross-functional workflows and offers two-factor authentication for better security "... is a great way to instantly lose your prospect's interest.
- We all know there is a time and place for IT-talk and the right time to use it when selling to marketers is never.

Focus on product benefits. Not tech specs.



Tip 2

... but remember that words are important

This is especially true when it comes to job roles, and scoping out the people you need to talk to. Even at the most senior levels.



Tip 3

Follow the top thinkers and influencers in the industry

- If you're going to market to marketers, it's important to know, follow, and be in communication with the leading thinkers in the industry and possibly, even have a view-point on their content and thinking.
- Following a CMO in a book of business account? Why not share their content helping you build the relationship in advance?

Tip 4

Get them when they're off duty

A marketer on the job knows all the tricks you're likely to pull to secure a sale. But get him out of office hours - in the right context, and he or she might be more receptive.



Tip 5

Lead, don't blog

- Marketers trust thought leaders about ten times more than they trust corporate blogs. So if you can find something that a thought leader has said that supports you—or better yet if you have some thought-leadership content to fall back on—they'll follow you.
- Blogs, whitepapers, and infographics are the preferred formats—in that order. You might need to draw on multiple pieces though, as marketers are quite slow to make purchase decisions.

Tip 6

Make it mailable

- When marketers share content that interests them—actually interests them, not just the stuff they think might make them look good—they do it by email.
- Email dwarfs all other social channels, accounting for about 77% of all content sharing.
- So if you can send them a thoughtful email with some relevant information or a little bit of insight, you'll likely find it being shared around to everyone else in their department.
- Keep them short though—ideally no more than 100 words.



Tip 7

Come with proof

- As we said above, marketers are cynics. They won't believe you unless you can show them the money right away.
- Case studies and testimonials are a must at just about every stage of the buying cycle. So have them to hand whenever you make a move—even if you think you might not need them.
- Proof read your work. Nothing kills credibility like basic and grammar spelling errors.

Tip 8

Go traditional

- Marketers love their technology, but they're not above being influenced by the establishment.
- When you speak to them, quote Forbes, the Wall Street Journal, the BBC—anything big and institutional that's said something relevant to their lives in the recent past. They'll be more likely to trust you as a result.



Tip 9

Don't be afraid to say something different

- Marketers trust thought leaders about ten times more than they trust corporate blogs. So if you can find something that a thought leader has said that supports you—or better yet if you have some thought-leadership content to fall back on—they'll follow you like lemmings.
- Blogs, whitepapers, and infographics are the preferred formats—in that order. You might need to draw on multiple pieces though, as marketers are quite slow to make purchase decisions.

Tip 10

Give them the information that'll help get them promoted

- Everyone's looking out for the next career move—especially in marketing, where job security is shaky at the best of times. With that in mind, if you can support a prospect with the kind of insight or tools that will impress their boss enough to give them a pay rise, they'll buy anything from you.
- Remember to keep it timely. Within a month is a good guideline—nobody ever got promoted with out of date ideas.



Tip 11

Make them laugh

Marketers are cynics. They don't expect much from ads—or from salespeople. If you can amuse them, you've already won the hardest battle—getting their attention in the first place.

Tip 12

We're in the business of telling stories, try writing your own!

You don't have to be J.R.R. Tolkien to tell an engaging, inspiring story. As cheesy as it sounds, stories can be found everywhere—in your company's growth, in your customers' successes, or in your own day-to-day reality. Tell the story of how a customer accomplished a goal, or how you ran a marathon last weekend. Anything to break down the initial wall of a sale.



Tip 13

Don't lie

Marketers are good at detecting lies. If you don't tell them the truth, they'll probably know it. And even if you get one past them—once what you've promised them fails to materialize, you'll be out the door.

Tip 14

Be ready for difficult-to-answer questions

- The naturally-skeptical marketing audience are going to want to test you. When they do, answer them truthfully.
- Listen carefully, and do your homework. Everyone appreciates it when it feels like you appreciate them.



Tip 15

Keep it simple, stupid

- Marketers spend their lives trying to make complicated information simple in service of selling. They won't accept anything less from people trying to sell to them. Good marketing can be understood by anyone.
- If you can't explain Dropbox's benefits in language an eleven-year-old might understand, expect to be dismissed, as it'll be assumed you don't understand it yourself.

Tip 16

Dramatize feelings

Customers usually buy on impulse first, then logic later. They base their buying decision on how they feel about your product or service. Get them excited about Dropbox Business by sharing stories of how marketing teams use Dropbox today.



Tip 17

Take a platform specific approach

Marketing people tend to associate specific platforms with specific functions. And as far as they're concerned, LinkedIn is the platform for talking business. If you want them to take you seriously, send them a thoughtfully crafted LinkedIn mail. No Snapchats.

Tip 18

Up your LinkedIn InMail game with these handy stats direct from LinkedIn themselves!

- The best time to send an InMail is between 9 a.m. and 10 a.m. on a weekday.
- You're 21% more likely to get a response from a prospect when they are in the same LinkedIn Group as you.
- A prospect is 46% more likely to accept an InMail if they are connected to someone who works at your company.
- The key is NOT asking for the appointment. Instead, use your first InMail to earn permission for a discussion. THEN, take it up on email.



Tip 19

Use social proof and referrals to fuel your pipeline

Who do marketers trust most? Other marketers! Seize every opportunity within the sales cycle to use social proofing, common connections or the power of a referral. It will work much better than just shoving a pitch down your prospect's throat.

Tip 20

Remember that a list is just a list

There's almost nothing universal you can say about human behavior. Including this. So when the feeling's right, feel free to exercise your judgment.



Still have questions?

Reach out to your
Partner Account Manager
for assistance or email
partners@dropbox.com

