

Campaign in a box for collaboration and file management in construction



Dropbox

About the toolkit

This campaign in a box is a toolkit with fully customisable information, resources, and assets. It will help you to nurture your relationship as trusted advisors for new and existing Dropbox customers in construction.

The goal of this campaign is to educate your prospects and customers that Dropbox provides a single source of truth for their crew, clients, and stakeholders so that they can keep information flowing while focusing on getting projects to the finish line.

What's in it for you?

- Opportunity to deepen relationships with existing teams and accounts
- Get familiar with and use workflows to help position solutions
- Deliver additional value to existing construction companies and build new momentum in this segment
- Win new customers and upsell existing teams

What you'll find

Collaboration and file management in construction social toolkit

Social Toolkit

Customisable social posts to help raise awareness of Dropbox

Collaboration and file management in construction email toolkit

Email Toolkit

An email nurture series to help you convert prospects to leads

Collaboration and file management in construction sales toolkit

Sales Toolkit

Assets to help your sales team convert leads to opportunities

Collaboration and file management in construction content toolkit

Content Toolkit

Supporting materials to add color and context to your sales motions

The construction persona

A construction worker would never start a job knowing their most important tools were scattered between several different toolboxes. Yet when it comes to project management, the construction industry does just this, working in silos, using several different tools, each with different capabilities.

Dropbox streamlines the tools you need to manage construction projects, from coordinating onsite, remote and HQ teams, to organising media, and storing information and plans. That means that for general contractors and sub contractors, it's out with some of those old, cluttered toolboxes, and in with a new streamlined way of working.

Segment

- VSB/SMB 20-500 employee organization
- Net new customers
- Existing Dropbox customers

Industries

- Construction
- Engineering
- Manufacturing Architecture & Real Estate

Roles

- Project Manager: Responsible for project completion within time and budget
- Project Engineer: Assist the PM and coach team members

Meeting the needs of the construction industry

How will Dropbox solutions address the issues faced by teams in the industry? Some of the pains highlighted include:

- It is time consuming and often difficult to find information
- Data and information is available from multiple locations, often in the cloud and on servers
- Projects are constantly evolving, so there is a constant change in information Making sure large files are available for those that need the, at the right time is challenging Getting access to information whilst on site can be difficult with remote connectivity Making sure that as projects evolve, everyone who needs it has access to real-time data and versioning
- Managing who has access to which project documentation and when is a huge task Secure project records are critical and contractors cannot risk losing data
- With the wide variety of tools needed, integration and connection into the greater ecosystem is key
- Legacy processes and an aging workforce means technology adoption and usage is difficult

Jump into the Dropbox Value in the Sales Toolkit to understand the pains felt in construction teams, that Dropbox can address.

How are they using Dropbox?

Construction projects have thousands of documents ranging from project plans to specifications. These documents need to be organized in a manner where all stakeholders can have quick access to the most current version.

These individuals also need continuity in workflows and processes when progressing from one phase of construction to the next, especially when dealing with multiple stakeholders. Project documentation needs to be maintained throughout the project, then stored longterm.

There are many advantages to digitizing project documentation from reducing the risk that everyone is working off the same version through to driving efficiency as stakeholders have access to the right information at the right time.

The content in this play speaks to the value of Dropbox Business (Advanced/Enterprise), HelloSign, and Extended Version History. As always, this is a guide, so please pitch any solution mix that fits your customers needs.

Email toolkit

The emails are designed so that the content can be tweaked and used by sales, depending on your audience and needs for this campaign.

What you need to do

- **Step 1:** Review the content calls to action needed for the emails, and make sure they are aligned with your version of the emails (you can use any, all or none of the content, but be sure to select the corresponding emails to suit)
- **Step 2:** Identify who will send the email and how they will send it
- **Step 3:** Customise the email copy, linked in the resources, so it's tailored for your organisation and audience and add your calendar details
- **Step 4:** Set up the email nurture series in your system, sending at a cadence of 1 email per week
- **Step 5:** Have the sales team follow up with any contacts interacting with the campaign

Resources



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email toolkit

[View toolkit and download resources](#)

- You can copy the email text straight from the PDF
- Note that there are optional opportunities for social activity in this nurture

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 from the 2-pager, pitch deck, web content, and a blog (and a few images)
- **Step 2:** Update the asset/s to reflect your brand guidelines, add your logo and any company information and contact detail
- **Step 3:** Build the web content page, post the blog then, you could add the 2 pager supplied behind a form to collect leads (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 completing the form

Resources



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- 2-pager
- Web page content
- Blog
- Images

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 (e.g. visit your website, contact us etc.)

Resources

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- Posts and blog
- Design files

Sales toolkit

What you need to do

- **Step 1:** Review the sales toolkit and understand the value proposition and familiarise your team with the messaging
- **Step 2:** Access the artwork file for the 2 pager if you want to use it, and update it 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

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- Dropbox Value Propositions
- Discovery questions
- Objection handling
- Competition Insights
- Pitch deck
- 2-pager
- Case Study Video



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 topics, please contact partners@dropbox.com or sign in to the [Dropbox Partner Portal](#).

Dropbox is one place to keep life organised and work moving, helping the construction industry 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.