

Read Me First: Partner Demand Gen Kit

HelloSign - eSignature solution

We are pleased to announce the availability of HelloSign, an intuitive and easy-to-use eSignature built for business.

HelloSign is a best-in-class solution enabling you to build greater value into your offerings, expand your market opportunities, and upsell your existing Dropbox installed base. We have put together a fully comprehensive HelloSign marketing toolkit for you to promote the benefits of HelloSign to your current customers and prospects. This kit includes:

- 5 stage email nurture track - to send to prospects and customers
- Co-brandable banners - ideal for emails
- Ready-to-go social media tiles and copy - perfect for LinkedIn and Facebook
- Blog content
- Additional supporting assets.

If you need any additional information or support for setting up a campaign, please reach out to your regional Marketing Manager or Partner Sales Manager.

Thanks,
The Dropbox Partner Team

How to Have a Conversation With Your Customer / Prospect

Discovery questions to ask

1. Have you heard about eSignatures?
 - a. If yes, which vendor do you currently use?
2. If no, can you help me understand how you get agreements signed today?
 - a. What departments are involved?
 - b. Who creates the documents? Who signs them?
 - c. How many people send documents for signature?
 - d. How many documents do they send per month?
 - e. What challenges exist with the current process you follow?
3. If you have a current vendor, are there any limitations you have with them?
4. Are there any features they lack that would make this process easier?
5. If you had a magic wand, what would you want your eSignature tool to do?

Statistics to quote

With a suite of powerful features, HelloSign enables users to set up delightful signing experiences for any use case, from Sales to HR to Legal and Operations.

- Improve document turnaround times by up to 80%
- Improve completion rates by as much as 26%
- Shorten sales cycles by as much as 10 days
- Ensure transparency with a full signer audit trail
- Get to ROI 2x faster* than other legacy eSignature leaders (G2 Crowd 2018)

Email Nurture Campaign to Use With Your Customers

Email 1

Subject Line

HelloSign eSignature ranks top as a market leader

Body Copy

Hello [\[FIRST NAME\]](#),

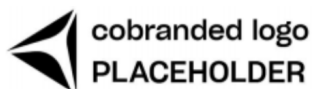
Time is more valuable than ever, causing businesses to seek ways to transform workflows and drive team productivity. This need for speed is driving adoption of electronic signing tools like HelloSign to securely speed up the document signing process.

Unsure where to start, or how to get buy-in for switching from physical to electronic signatures? Read the Aragon Global Research report on Digital Transaction Management trends and see why HelloSign was named a market leader.

If you'd like to speak with us about how HelloSign can help your organisation, contact us at [\(insert contact info\)](#).

CTA

[Download the research paper](#)



Email 2

Subject Line

Wave goodbye to paper contracts

Body Copy

Hello [FIRST NAME],

Electronic signatures have been legal for nearly two decades, and despite widespread adoption of eSignature technology, there are some businesses which still insist on paper contracts or unintegrated solutions. The question is: why?

They are slow, cumbersome, and aren't particularly great experiences for customers or clients either.

The benefits of making the switch to an integrated eSignature solution can be felt across the business, helping you speed up the sign-off process, and improve completion process.

To show you how impactful going digital in the sign-off process is, we've pulled together the top four business benefits of integrating eSignatures into your workflow.

If you'd like to speak with us about how HelloSign can help your organisation, contact us at (insert contact info).

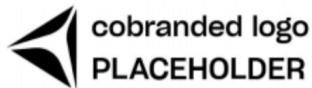
CTA

Find out how digital contracts will save you time and money

URL

[Blog](#)

[Ebook download](#)



Email 3

Subject Line

Speed up workflows and accelerate growth

Body Copy

Hello [FIRST NAME],

The pace of work is accelerating. Why? Because digital tools and technology are enabling teams to work together from anywhere, with anyone, on any device.

But, while this technology has helped us create a global workplace, one area still slowing productivity down is the contract-signing process.

Our research shows investment in eSignature technology could help you improve document turnaround times by up to 80%, and completion rates by over a quarter (26%).

If you'd like to speak with us about how HelloSign can help your organisation, contact us at (insert contact info).

CTA

[Download your copy of our latest ebook to find out how.](#)



Email 4

Subject Line

HelloSign, eSignature tool

Body Copy

Hello [FIRST NAME],

The traditional sign-off process of documents can be time consuming. It requires contracts to be drafted, input to be sought by multiple teams, amendments to be made following feedback, and this is before the contract is shared for signature, printed, signed, and sent back by the recipient.

HelloSign, a Dropbox company is enabling organisations like yours to transform the sign-off process and make eSignatures as simple and transparent as doing it face-to-face. In fact, it's helping them accelerate workflows, shorten sales cycles and simplify contract management, too.

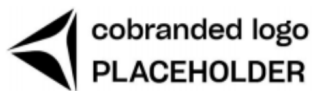
If you'd like to speak with us about how HelloSign can help your organisation, contact us at (insert contact info).

CTA

Find out more about HelloSign products

URL

[Datasheet - 2 pager](#) or [Webinar called - Remove the headache of "Print, sign, scan, email"](#)



Email 5

Subject Line

How does 80% faster document turnaround sound?

Body Copy

Hi [FIRST NAME],

Our research has found a well integrated eSignature solution can help:

- Accelerate sales cycles
- Shorten document turnaround times by as much as 80%
- Free your teams from contract admin time
- Provide a great platform for growth

In fact, we've helped our customer, a real estate technology company in North America, close sales 33% faster and recognise revenue 25% faster.

It would be great to jump on a brief call to demo how eSignatures can help you and your business achieve similar results.

When works for you?

Look forward to chatting.

Thanks

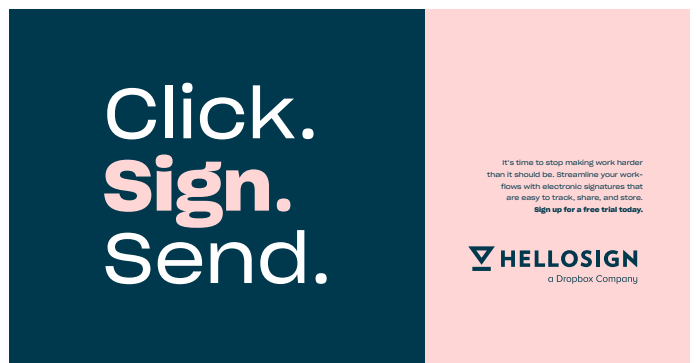
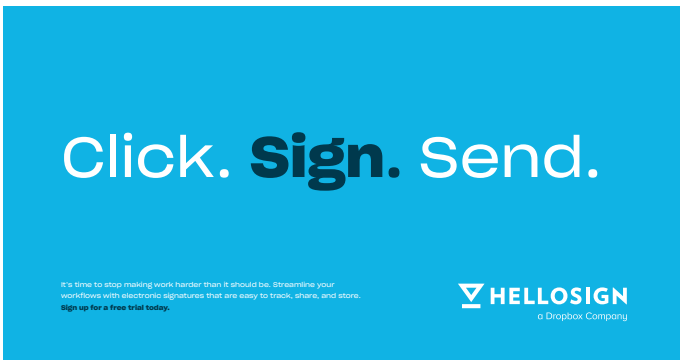
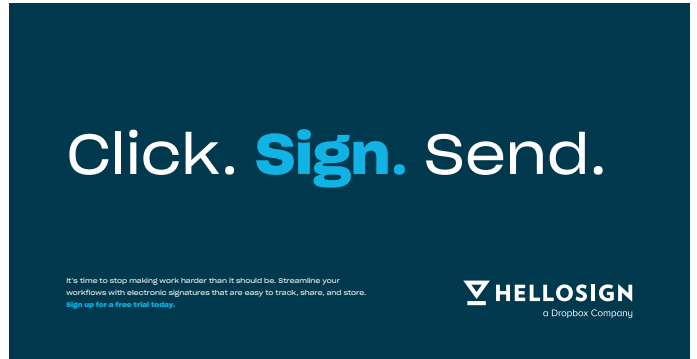
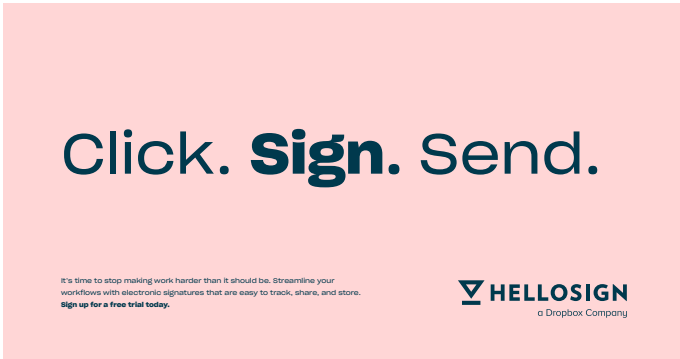
[salesperson]

CTA

Product Demo



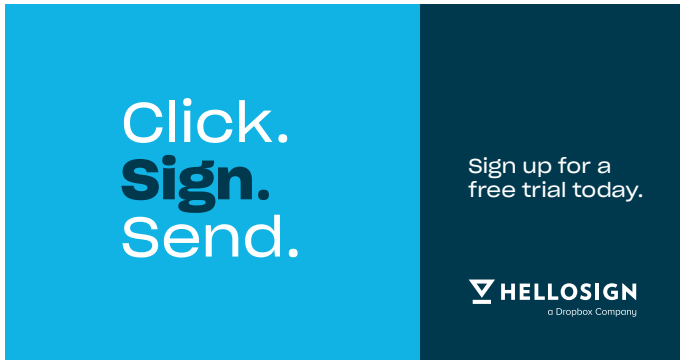
Email Banners



Sizes available
- 2240 x 1180px


[Download](#)

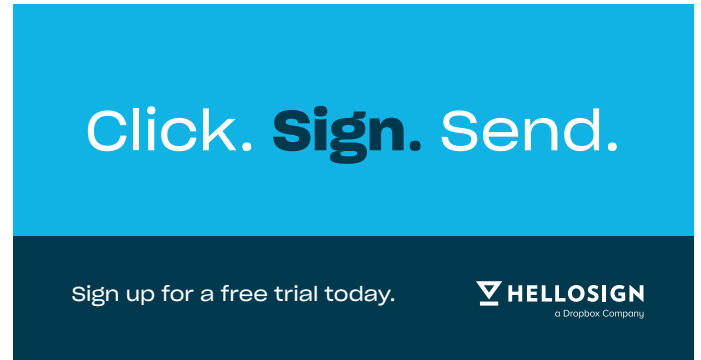
Social Ads



Click. **Sign.** Send.


Sign up for a free trial today.

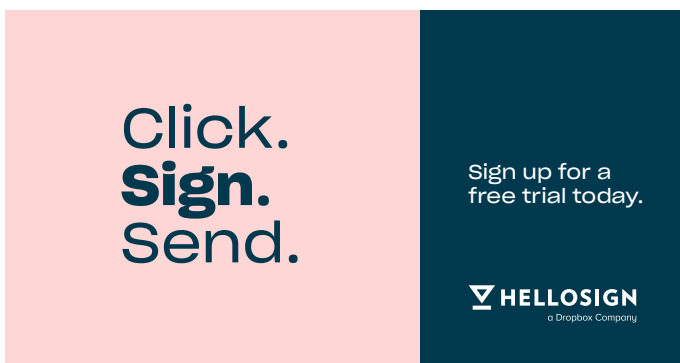
 HELLOSIGN
a Dropbox Company



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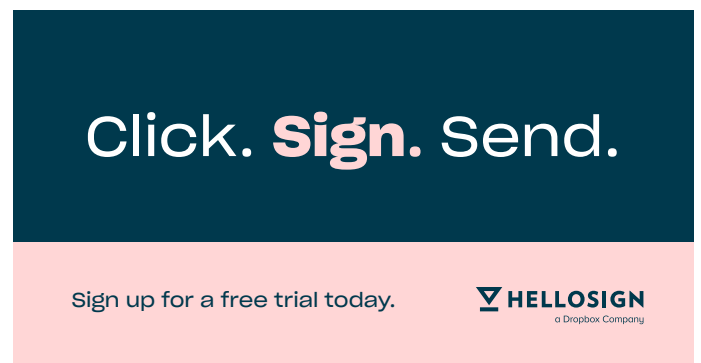
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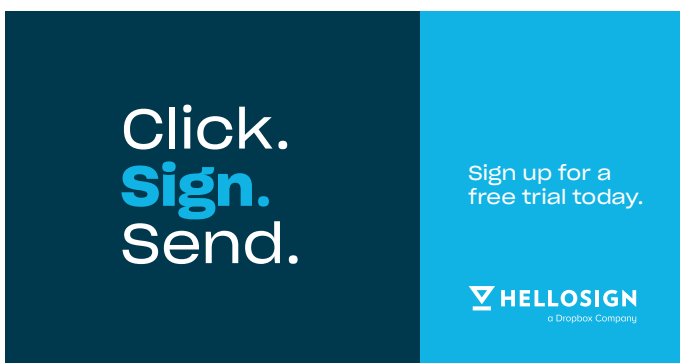
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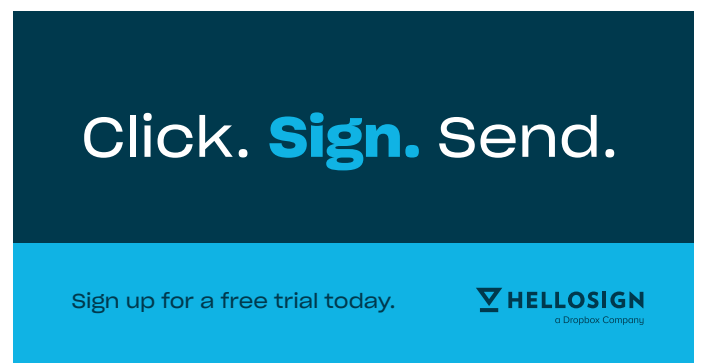
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Improve document turnaround times by up to **80%**

Click. **Sign.** Send.



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Improve completion rates by as much as **26%**

Click. **Sign.** Send.



 HELLOSIGN
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Shorten sales cycles by as much as **10 DAYS**

Click. **Sign.** Send.

- Sizes available**
- 2400 x 1254px
 - 533 x 300px
 - 728 x 90px

[Download](#)

Social Copy

Ad 1

Lead-in Copy

Are your teams being slowed down by a physical contract-signing process?

Creative Copy

5 ways eSignatures can help you speed up workflows

CTA

Download ebook

Ad 2

Lead-in Copy

eSignature technology can help you improve document turnaround times by up to 80%

Creative Copy

5 reasons you should invest in an eSignature solution

CTA

Download ebook

Ad 3

Lead-in Copy

5 ways eSignature technology can help you speed up workflows

Creative Copy

Identify your business case for eSignature technology

CTA

Learn more

Ad 4

Lead-in Copy

The physical contract-signing process 'costs businesses time and money

Creative Copy

5 ways eSignature can shorten sales cycles and reduce human error

CTA

Learn more




Blog posts

Find our selection of [blog posts](#) to use on social media that promote how Dropbox is helping teams stay productive.

- [a. How digital contracts will help your business save time and money](#)
- [b. HelloSign now enterprise ready with new admin and security features](#)
- [c. Create Seamless e-signature workflows with Dropbox and HelloSign](#)

Supporting assets - click to download


Sales Assets

-  [Battlecard](#)
-  [Product Guide](#)
-  [Product Overview](#)

Remember to check out our [branding guidelines](#).

You may have to set up an account the first time you view.

Marketing Assets

-  [Infographic](#)
-  [Ebook](#)
4 Ways Digital Contracts Will Help Your Business Save Time and Money
-  [Ebook](#)
5 Ways eSignatures speed up Workflows and Accelerate Growth
-  [Animation](#)



The Dropbox Channel Marketing team will be happy to assist you in building out your HelloSign campaign, we have MDF available for our Select and Elite partners subject to a proposed marketing plan. Please contact your local marketing contact. If you are unsure who this is, please contact partners@dropbox.com.

