



Syncplicity's User Engagement Guide

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Let's Get Started

First, we'd like you to take a few deep breaths and pat yourself on the back for successfully deploying Syncplicity.

Nice work!

Now it's time to share Syncplicity with everyone across your enterprise. If that seems like a daunting task, don't worry!

With this guide, a little persistence, and the support of our Customer Success team, your entire organization will soon be falling head over heels for Syncplicity.



Section 1: A Few Things to Keep in Mind

The Journey Is Yours

This guide offers advice about how to engage users with kick-off events, training, and communication campaigns. Ultimately, though, you know what's best for your organization.

The best user-engagement campaign will be a mix of our know-how and resources combined with the knowledge you already have of the people and culture in your organization. Make this user-engagement journey uniquely yours, and it's likely to be all the more successful.

Let's Talk

We're here to help, and we also welcome your feedback and ideas for improving this user engagement program. Contact your Customer Success Manager with questions, concerns, or suggestions, or just to let us know how you're progressing.



"This guide offers advice about how to engage users with kick-off events, training, & communication campaigns"

Slow & Steady

Walk, don't run! That's great advice professed by hall monitors everywhere, and it's also words to live by as you roll out Syncplicity across your organization.

As you most likely know, getting everyone on board with new software — even an amazing new solution — is rarely a sprint across the field. So remember to pace yourself and set realistic goals. Adoption and engagement take time, patience, and persistence. Don't expect everyone to be immediately hooked. Instead, employ a steady, persistent rollout over the long term. Before you know it, your users will be showing you new ways they use Syncplicity!

Don't forget, we're here to support you. If you have any questions about how to pace your efforts, how quickly users are engaging, or anything at all, drop us a line.

“Adoption & engagement take time, patience, and persistence. Don't expect everyone to be immediately hooked.”



Section 2: Stages, Tactics & Tools

Three Stages: Adopt, Engage, Expand

Ready to help users get familiar with all of Syncplicity's great features and benefits? This guide outlines best practices for leading users through three stages of engagement: adopt, engage, and expand.

Adopt – In this first stage, you'll introduce Syncplicity to your users. More than in any other stage, this is where your understanding of your company culture should inform the best practices we suggest. Check out our suggestions below, and then shape them to best fit your unique organizational needs.

Engage – In this second stage, users will begin to make meaningful, regular use of Syncplicity. Supporting the curiosity of users is key to engaging them. During this stage, you may find advocates among your users – those who push their colleagues to engage with Syncplicity. These advocates can help you deepen everyone's understanding of Syncplicity and its benefits.

Different users will progress through these stages at different speeds, but most will need guidance, encouragement, and training.



Expand – In this final stage, users gain a sophisticated understanding of Syncplicity’s features. They’ve likely mastered the use cases that apply across the enterprise (e.g. mobile, Dropbox replacement, large-file sharing) and are now expanding to use cases that benefit their specific line of business — whether it’s sales, marketing, finance, or anything else. At this stage, we often hear users remark that they’re “tripping over uses cases” as they discover the many features and benefits of Syncplicity.

Different users will progress through these stages at different speeds, just as they do when engaging with other software or with social media. You’re likely to have those enthusiastic, early adopters – capable users who will reach the “expand” stage in a flash. Most, however, will require guidance, encouragement, and training, before they become dedicated users.

As you support them, remember that we’re here to support you.



One Step at a Time

We find that our customers experience the best results when they focus on one step at a time. If you're preparing to hold a kickoff event, for example, we recommend you devote your energy solely to that event.

This one-step-at-a-time tactic is a great way to keep from feeling overwhelmed, and fits nicely with the “slow and steady” approach we mentioned earlier. Your engagement campaign will maintain a steady, consistent pace that will prove effective over the long term.

If you have questions about programming, pacing yourself, or anything at all, drop us a note.

Tools

Ready to get the word out? We've created several communication assets to help you engage users across the enterprise. These assets include posters to display around the office, email messages you can send to everyone or to targeted groups, and a library of tips. The assets also include one-page “solution briefs” that describe benefits relevant to users in specific business areas (e.g. sales, marketing, finance).

On the following pages, you'll find more details about each of these assets.

Kick-off events are a great way to demonstrate corporate support. These include “cafeteria roadshows,” onsite training, webinars, and more. On the following pages, you'll find more details about kick-off events.

Section 3: Build Your Adoption & User-Engagement Campaign

In this section, we'll highlight just a few of the tools that help drive user engagement. Employ all of them, or just a few. You may also combine them with other tools that have a history of success in your organization. Remember: your knowledge of what works best in your company is key to a successful campaign.

Adopt

Cafeteria Roadshow –

The cafeteria roadshow, or “lunch and learn,” is one of the most popular and effective ways Syncplicity customers kick off adoption and user-engagement campaigns. The typical Syncplicity cafeteria roadshow will feature your IT team (and sometimes members of our Customer Success team too) hosting demonstrations and fun giveaways during lunch hour in your cafeteria. The roadshow provides a great opportunity for users to ask questions, register, and meet the team responsible for Syncplicity.

**Syncplicity representation and giveaways are not available for all events. Please contact the team for more information.

Training –

Our customer success team is available to assist you in hosting Syncplicity training classes. Several of our customers have organized targeted training based on use case or line of business.

Webinars –

If you believe users are more likely to attend an online training session, we can assist you in hosting a webinar. Personalizing webinars based on audience, line of business or use case can help drive interest and engagement.



Adoption Email Campaign –

With the help of Syncplicity customers, we've created three email messages to help jump-start adoption programs. While your communications team may elect to adjust the tone of these messages, many customers like them as is.

The purpose of is to gradually build adoption, over a period of time, through a series of messages that highlight your organization's use cases. (Dropbox replacement, for example, is a common use case for many of our customers). You may elect to send one message per week for three weeks, for example, or choose a quicker or slower pace based on your knowledge of what works best within your organization.

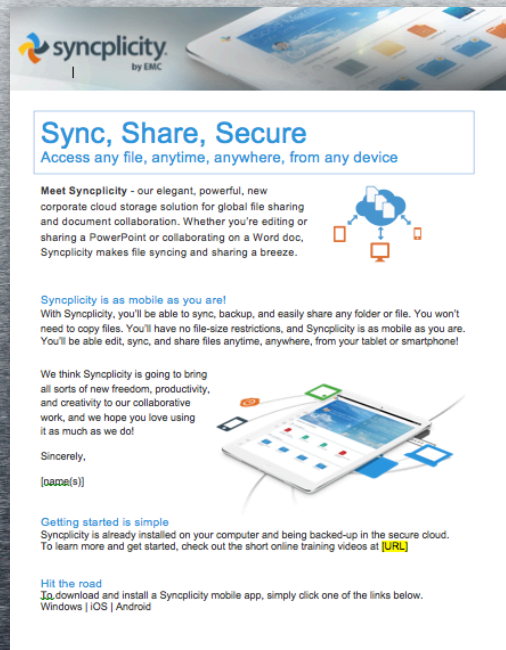
We also recommend measuring the impact to get a sense of what is working with your audience and how to strategize future campaigns.

Email #1 - The first of the three emails is a concise welcome message that highlights the benefits of Syncplicity.

Email #2 - The second email focuses on Syncplicity as a replacement for Dropbox – a message that resonates with many users.

Email #3 - The third email emphasizes the collaborative value of Syncplicity.

You can find the adoption email assets [here](#).



Your email nurture campaign assets include this designed template, as well as Word documents and images your communications professionals can use to design custom email messages.

Posters –

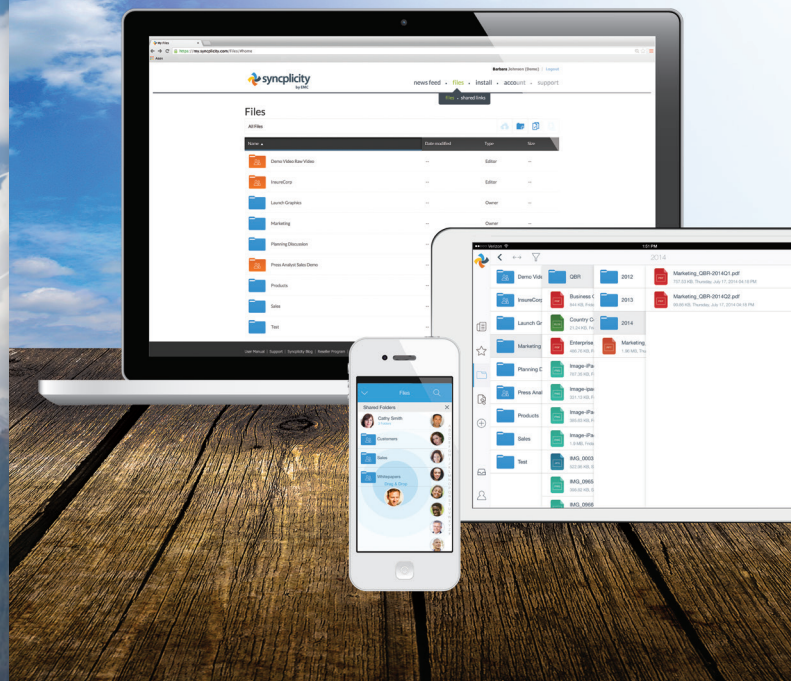
Your communication assets also include two 22" x 28" posters to display around the office. With attractive images and concise copy, the posters raise awareness of your new file sync and share solution.

Your communication assets include two Syncplicity posters, which you can find [here](#).



Introducing Syncplicity

Enterprise File Sync & Share
from Any Device, Anywhere



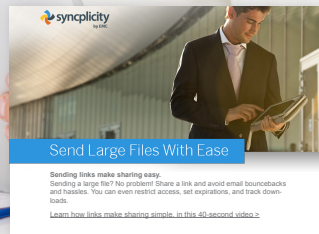
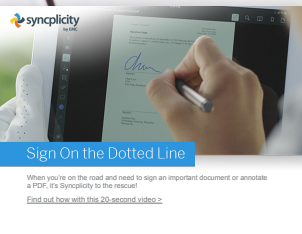
Engagement

Customize Your Engagement –

With new users on board, your next goal is to keep them engaged! Keep new users meaningfully engaged through succinct, customized emails and short videos (tips & tricks) that helps them better understand the benefits of Syncplicity.

Begin with a welcome email message (there's one in the asset folder), then continue with a series of weekly or biweekly tips. From our library of tips, you can choose the ones that will most resonate with your users. The library contains concise email messages – one for each tip, with each message linking to a short, explanatory video (under 90 seconds).

Find the “Engagement Welcome Email” and the “Tips & Tricks” library [here](#).

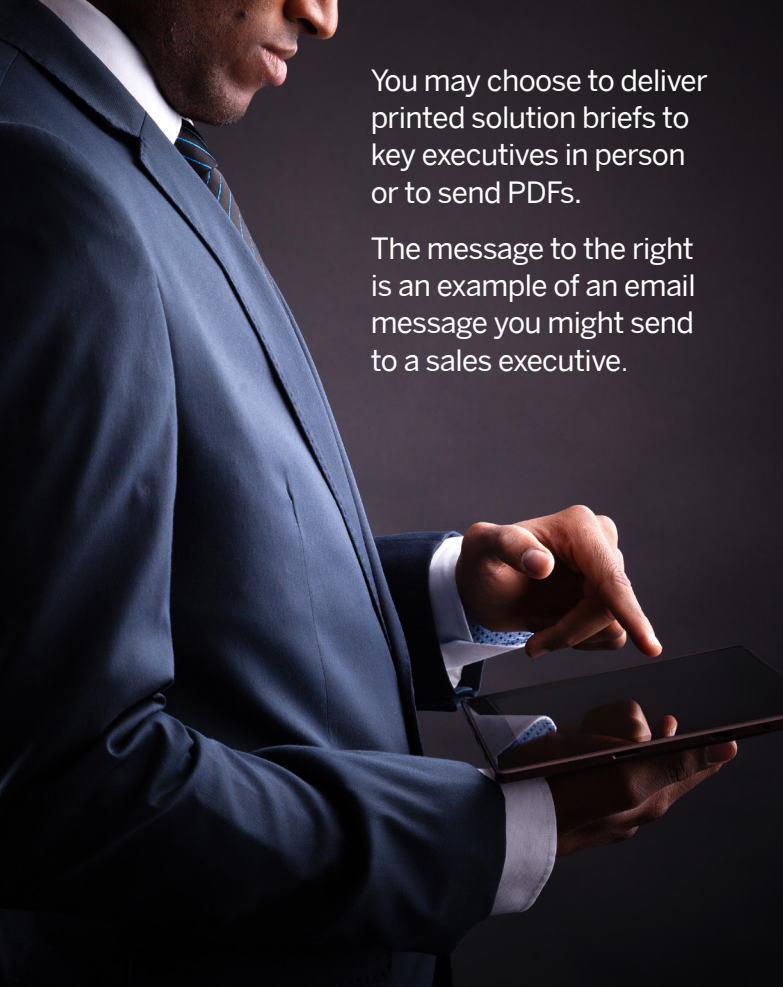




Executive Recruitment with Solution Briefs –
Targeting a few key executives or business-unit leaders is often an effective means to enterprise-wide engagement.

Our solution briefs, which you can find in your assets folder [here](#), are effective tools for helping executives and other busy professionals understand the benefits of adopting Syncplicity. These one-pagers summarize the benefits most relevant to specific business areas.

Our one-page solution briefs, like the sales solution brief shown above, are great tools for working with executives and others who may have limited time for considering the benefits of adopting new software.



You may choose to deliver printed solution briefs to key executives in person or to send PDFs.

The message to the right is an example of an email message you might send to a sales executive.

Subject line:

No VPN, no hassle. All your sales collateral, anytime, anywhere.

Hi **[FirstName]**,

We've just licensed powerful new software called Syncplicity, and you can start using it right now.

Syncplicity is a file-sharing solution (like Dropbox...but better!) that gives you access to your most up-to-date presentations, price sheets, contracts, and other documents.

- Access files from anywhere and any device
- Automatically sync files between your computer & mobile devices
- Never worry about losing your work—it's in the cloud
- Easily share files with team members
- When you send a document to a customer or prospect, Syncplicity can tell you when it's viewed!

Check out the attached PDF to see all the ways Syncplicity can make your work easier, more collaborative, and more productive.

Click here **[insert link to CTA page]** to get started, and let me know if you have any questions!

Sincerely,

[Insert IT staff name]


Expand

Solution Briefs and Other Tools –

Solution briefs aren't just for executives, though. Use these briefs with any and all members of a targeted business unit. For example, our marketing solutions brief can help various members of your marketing group – from product managers to event planners to designers – discover new Syncplicity benefits.

You can also use a drip email campaign to help users across your enterprise expand their Syncplicity use. Refresher training classes are another useful expansion tool, and customized training can help smaller groups drill further into Syncplicity benefits particular to specific lines of business.

The length of the “expand” stage varies from organization to organization. You may find that yours continues for several months, or more than a year.



“Solution briefs, a drip email campaign, and training can all be useful tools for expanding Syncplicity use across your enterprise.”

Let Us Know How We Can Help

Remember: let's stay in touch.
After all, your success is our success.

You can find all you user engagement assets right [here](#).
...and check out a [video testimonial](#)
from one of our customers.

Gaurav Verma
Head of Customer Success

