Below is a set of Adoption Emails to for your team to use in a manner that makes sense. Please see the Syncplicity User Engagement Guide for more information and best practices. Below are three emails designed to introduce Syncplicity to your users. These emails can be customized based on your organization’s needs and use cases.

Email 1: Welcome

[Subject] Welcome Syncplicity

Meet Syncplicity--our elegant, powerful, new corporate cloud storage solution for global file sharing and document collaboration. Whether you’re editing or sharing a PowerPoint or collaborating on a Word doc, Syncplicity makes file syncing and sharing a breeze.

Syncplicity is as mobile as your are!  
With Syncplicity, you’ll be able to sync, backup, and easily share any folder or file. You won’t need to copy files. You’ll have no file-size restrictions, and Syncplicity is as mobile as you are. You’ll be able edit, sync, and share files anytime, anywhere, from your tablet or smartphone!

We think Syncplicity is going to bring all sorts of new freedom, productivity, and creativity to our collaborative work, and we hope you love using it as much as we do!

Sincerely,

[name(s)]

**Getting started is simple**

Syncplicity is already installed on your computer and being backed-up in the secure cloud. To learn more and get started, check out the short online training videos at [URL]

**Hit the road**

To download and install a Syncplicity mobile app, simply click one of the links below. Windows | iOS | Android

EMAIL 2:

**SYNCPLICTY**

**Email 2: Dropbox Replacement**

[Subject] Think outside the (Drop)box.

Hi [FirstName],

Are you using Dropbox, Box, Google Drive, iCloud, or something similar for work? If so, we’ve got something better for you. It’s called Syncplicity and it does everything your other file sync and share software programs do, but better.

**Take that first step outside.** If you’ve gotten used to Box or Dropbox, venturing outside can be a little scary. But give it a try. We chose Syncplicity for its fantastic user experience. Both learning to use it, and using it, are a breeze.

* Share files and folders with others – Syncplicity keeps everyone in sync, automatically.
* Create, edit, and share Microsoft Office documents on your mobile devices.
* Break out of the box – Syncplicity lets you Share any file or folder on your computer without copying them to a designated folder, like Dropbox.
* Send large files – there are no file-size limits, and no FTP hassles.

**Be protected.** Every file you sync with Syncplicity is automatically backed up in real time – so if your computer crashes, you can switch over to a replacement, or pull up files on a mobile device without skipping a beat.

**Get started.** We’ve made it easy.

* Syncplicity is already installed on your computer, and ready to use.
* Mobile apps are available here: Windows | iOS | Android [insert hyperlink] – just download and go!
* If you have questions, check out the short online training videos on the Pulse Connect page [insert hyperlink].

So give Syncplicity a try, and we’ll see you outside the box.

Sincerely,

[IT staff name]

**EMAIL #3**

[Subject line]

[Option 1] Hey, where did everyone go? They’re on Syncplicity.

[Option 2] Everyone’s doing it. Sharing files with Syncplicity, that is.

[Option 3] Don’t miss out on the new way we’re working – with Syncplicity

Hi [FirstName],

Have you heard about Syncplicity? It’s our new file sharing software (like Box or Dropbox) and it’s quickly gaining popularity at [Company Name]. We’d love you to join your colleagues and get up and running on it.

With Syncplicity, you can sync and share files quickly, easily, and securely. Once you share a file or folder, Syncplicity keeps it automatically synchronized across all your computers and devices in real time. That means instant access to important files, easier collaboration, and better productivity anywhere, anytime, and from any device.

* Share files and folders and keep them updated, automatically.
* Create, edit, and share Microsoft Office documents on your mobile devices.
* Share any file or folder on your computer – there’s no need to copy files to a designated folder, like Dropbox.
* Send large files – there are no file-size limits, and no FTP hassles.

If you aren’t yet using Syncplicity, now’s the time to join us! It’s already installed on your computer, and ready to use – just open the application and go.

When you’re ready to go mobile, just download the mobile app here: Windows | iOS | Android [insert hyperlinks]. And if you have questions, we’ve put together some short training videos on the Pulse Connect page [URL].

Come join us – we’re looking forward to seeing you on Syncplicity!

Sincerely,

[IT staff name]