

# New Pricing Tier + Product Launch

## “Essentials” Email Drip Campaigns

### PARTNER EMAILS

#### Email 1: New Product + Pricing Tier Intro

Subject Line: RingCentral Essentials: Just right for your sales strategy

*Option 1: With banner image*



RingCentral is excited to offer a new entry-level service called Essentials, ideal for 1–10 users maximum. It’s a great way to tap in to the SMB market and acquire cost-sensitive customers by offering them the best product available—from the leader in UCaaS.

For more information, view the updated pricing collateral on the [Partner Portal](#) or contact your channel manager.

*Option 2: Text only*

Hello {Partner},

RingCentral is excited to offer a new entry-level service called Essentials. The perfectly priced solution, RingCentral’s new Essentials tier offers partners another way to acquire more customers and close more deals.

Essentials is ideal for 1–10 users maximum in the SMB market. It delivers everything necessary to communicate and collaborate and enables you to effectively compete in this particular market by offering customers the best product at this price point.

[Click here](#) for pricing details and product features.

Best regards,

RingCentral Partner Team

## Email 2: Partner Value Prop

Subject Line: SMB customers: Essential to your bottom line

Hello {Partner},

Have you missed out on customers in the SMB market? Kiss that pain goodbye, because RingCentral's entry-level Essentials tier brings with it new opportunities and a value prop that will help you close deals.

The new perfectly priced Essentials tier, ideal for 1–10 users maximum, offers:

- Beginning price of \$19.99 per user: [Click here](#) for pricing details
- Robust features without hidden fees (includes RingCentral Meetings!): [Compare features with other essentials tiers here](#)
- Team collaboration and messaging: RingCentral Glip is part of the package
- Scalability: a reliable platform designed for easy scaling to higher tiers with more features as customers' needs grow
- Award-winning service: an integrated, intuitive end-user experience across all devices and web, with superior Admin capability

Ready to close a deal? Contact your Channel Manager today!

Best regards,

RingCentral Partner Team

## Email 3: Enablement email

Subject Line: Essentially did the prospecting for you!

Hi {Partner},

While we'd never beat a dead horse, we want to share some more "essential" news with you because it's just too good to ignore! As you know, RingCentral recently launched a new SMB-focused tier of their market-leading UCaaS solution, called "Essentials."

What we *haven't* shared with you: Since its launch, many RingCentral partners have been eagerly diving in and acquiring more customers, and we don't want you to miss out on this opportunity.

We understand how busy you are and are here to help you close more deals, so we're equipping you with an email marketing campaign to help you target SMB prospects—AKA, your soon-to-be customers.

Click here [<insert link>](#) to access the prepackaged campaign on the RingCentral Partner Portal. If you have any questions, reach out to your channel manager.

Best regards,

Your RingCentral Channel Team

## CUSTOMER EMAILS

### **Email 1: New Product + Pricing Tier (“Essentials”) Intro**

Subject Line: Nearly 80% of small businesses will be using cloud by 2020

Hi there,

There has never been a better time to move your business phone system to the cloud; it's easy and cost effective.

RingCentral Essentials, an ideal solution for small businesses with 1—10 users, delivers everything necessary to communicate, collaborate, and connect. Get the best product for small businesses at a low price from the cloud phone leader.

Ready to move to the cloud? Schedule a call with me today!

Best,

Partner Signature Block

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Contact Information

### **Email 2: Customer Value Prop**

Subject line: RingCentral Essentials: an all-inclusive cloud phone system that won't break the bank

Hi there,

In the cloud, you can get an all-inclusive communications solution from one provider with a single, predictable, and affordable monthly fee.

Avoid the pain of hiring multiple communications vendors: All those separate bills majorly drain your budget, they're a nightmare to manage, and they *still* don't deliver what you need! It's 2018, and you simply no longer have to deal with this.

Reach out today to improve your phone system, start saving money, and avoid headaches.

Best,

Partner Signature Block

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Contact Information