

HP LaserJet Managed MFP E800/E700 Series

Partner Playbook

Release 1.0 | July 2022



Welcome

We’re excited to launch the new redesigned HP LaserJet Managed MFP E800/E700 series.

As we ask our partner network to begin rolling out these devices to their customer base, we want to ensure that you’re set up for success. We’ve assembled a collection of customizable, ready-to deploy marketing assets and sales tools to help you engage new and existing customers.

If you have any questions about the series portfolio, please don’t hesitate to share them with [\[HP contact email\]](#).

IMPORTANT: We encourage you to download our HP preferred font prior to downloading and customizing any of the sales and marketing assets in this guide.

[Download Font](#)

| What’s included: | |
|---|-----------------------|
| Opportunity Overview | 03 |
| Portfolio Overview | 05 |
| Frequently Asked Questions (FAQ) | 08 |
| Co-Marketing Assets | 11 |
| Digital Banners | 13-14 |
| Social Media Assets | 15-20 |
| ABM Communications | 21-24 |
| Quick Links: Additional Resources & Sales Tools | 25 |

Opportunity Overview

Change is the only constant for today's businesses.

Modern workplaces have seen radical changes over the past few years. Companies are pushed to reimagine their workspaces, establish new work habits, and evolve to meet growing security threats.

Maintaining productivity while supporting collaboration in this new age where workers are at home, at the office or anywhere in between is no small feat. Businesses need to support and enable more workflows in the cloud, adopt always-on security and protection, and explore services that can deliver cost efficiencies and scalability.

Workforce Market Trends:

- Hybrid Flexibility
- Security & Sustainability
- Cloud Migration
- As-a-Service



Portfolio Overview

Powerful performance, so work flows faster.

The new HP LaserJet Managed MFP E800/E700 Series offers next-generation printers that can help respond to the evolving needs of today's businesses.

Whether your customers have small work teams, mid-size workgroups or large departments, you can approach them with these five reasons and messaging themes for the E800/E700 Series:

- | | | |
|----|--|---|
| 01 | Upgrade your fleet to respond to the changing times. | Whether you are renewing your printer fleet or looking to refresh your installed base, the HP LaserJet Managed MFP E800/E700 Series offers peak productivity with industry-leading printing, scanning and OCR speeds, and can be upgraded over time to evolve with your business. |
| 02 | Navigate the hybrid reality. | Hybrid work is pushing businesses to reimagine workspaces - in office and remote. The HP LaserJet Managed MFP E800/E700 Series can help ensure your people stay productive and protected while simplifying fleet management. |



- | | | |
|----|--|--|
| 03 | Integrated solutions, built to last. | The HP LaserJet Managed MFP E800/E700 Series are powered by next-generation HP Flow technology that offers tailored on-device and cloud-connected solutions to help optimize workflows now while offering flexibility for the future. |
| 04 | Improved serviceability, powered by Smart Device Services (SDS). | Ease the workload of your IT admin and trust that your fleet will keep running smoothly. HP LaserJet Managed MFP E800/E700 Series printers stay in action longer with Smart Devices Services (SDS) – a connected technology that helps predict and avoid downtime while also self-optimizing to improve uptime. |
| 05 | Always on guard with HP Wolf Security. | Cyber threats are evolving with the new ways of work, and your business, including your printers, need to be ready to adapt. HP LaserJet Managed MFP E800/E700 Series with HP Wolf Enterprise Security are the most secure MFPs in the industry. ¹ HP Wolf Enterprise Security works behind the scenes to detect suspicious network activity and safeguard information on devices to keep your workspaces and your people safe. |



FAQ

Common Questions

Questions

Answers

How do we access the co-marketing assets?

Links to download all assets are available throughout this Playbook. Download the working files, then you can save them locally for customization.

Who's responsible for customizing the co-marketing assets?

Your organization will be responsible for customizing all assets to ensure they're co-branded with your logo, contact details, unique offers, etc. All files are provided in working file formats as outlined in this Playbook.

Can I customize assets beyond the placeholders provided?

The assets / tools / resources assembled in this Playbook have all been HP-approved. We recommend keeping all copy and images as-is and only customizing the existing placeholders marked within the assets. If you're interested in making any additional edits to the assets, please refer to the HP Co-Branding Guidelines found on [HP Brand Central](#).

Important: You'll need a review and final approval by a local [\[HP channel marketing contact\]](#) for any edits beyond the ones templated.

Do I have to use all the assets in this Playbook?

Consider the assets assembled in this Playbook as part of a "go to market toolkit" to help you confidently roll this new series out to customers. Although we encourage you to use as many of the partner assets as possible, we understand that each partner is unique. Pull what you need and use what fits for your organization!

Common Questions (cont'd)

Questions

Answers

Can we use other assets beyond the ones offered in this Playbook?

Sure! We understand that all partners and regions are unique and come with their own best practices. Feel free to use all assets compiled in this Playbook in addition to any others you feel will help with promoting or driving conversations about the managed E800/E700 series.

Any co-branded assets or sales tools outside of what you find in this Playbook will need to meet the HP Co-Branding Guidelines. Work with your local [\[HP channel marketing contact\]](#) for approval.

Are “legal lines” necessary?

Footnoted claims and substantiation are subject to local country guidelines. If you have questions, please work with your local [\[HP channel marketing contact\]](#).

You'll notice placeholders in assets for any legal lines associated with your customer offers and your organization's privacy practices. As trusted HP Partners, you're responsible for:




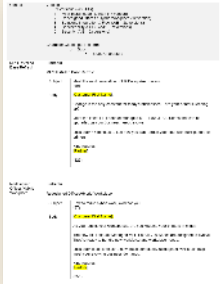

- Compliance with local guidelines related to claims and offers available from your organization.
- All local guidelines and legislations as they pertain to customer marketing, data handling, and communication.

Co-Marketing Assets

Co-Marketing Assets

To ensure partners are set up for success, we’ve developed a diverse mix of co-marketing assets designed to support different approaches for driving awareness as well as engaging customers. Multiple versions per asset have been developed to align with the five messaging themes of the portfolio series.

All assets can be customized to include each partner’s logo, contact details, and legal lines. We’ve marked all customizable areas in creative files with visual placeholders and in copy decks with square brackets (i.e. []).

| Co-Marketing / ABM Assets | | | | | |
|---------------------------|--|---|--|--|--|
| Asset | Display Banners | Website Banners | Organic Social Posts (LI, TW, FB) | LinkedIn InMail Templates | Email Nurture Templates (4-Touch Journey) |
| |  |  |  |  |  |
| Call-To-Action (CTA) | Learn more at Partner URL | Learn more at Partner URL | Learn more at Partner URL | Learn more - let's connect | Learn more - let's connect |

Digital Display Banners

What are they?

To support potential media buys, we've created a collection of static digital display banners that drive to your organization's product portfolio landing page. Two versions have been developed to cater to different audiences (i.e. Existing vs Prospective customers). There are four sizes available per version.

How to use them?

Use these to drive awareness of the new HP LaserJet Managed MFP E800/E700 Series through paid media opportunities and to increase visits to your product portfolio landing page.

These digital banners are available as PPTX files that you can customize to include your organization's logo before launching.

Sizes available:

- 160x600
- 300x250
- 970x250
- 300x600

V1 – Existing Customer:

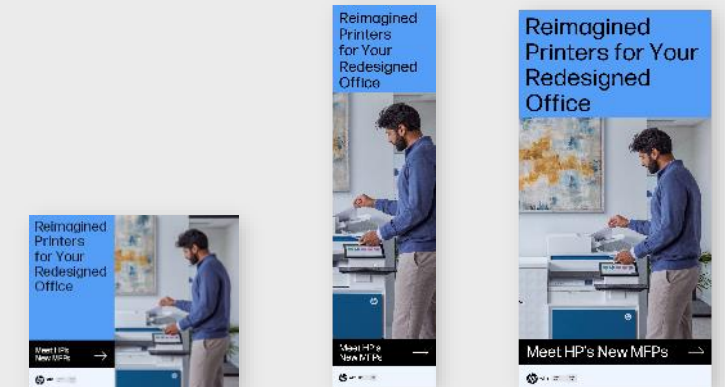
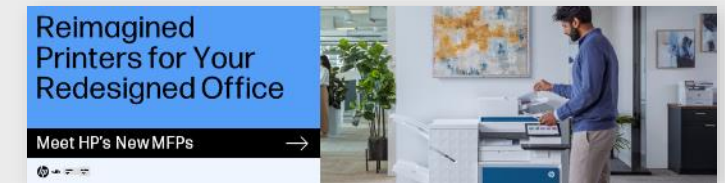
Installed Base Refresh



Download

V2 – Prospective Customer:

Redesigned Office / Hybrid Workplace



Download

Web Banners

What are they?

This collection of static web banners will help you drive to your organization's product portfolio landing page. Two versions have been developed to cater to different audiences (i.e., Existing vs Prospective customers). There are three sizes available per version.

How to use them?

Place these banners throughout your website to drive awareness of the new HP LaserJet Managed MFP E800/E700 Series and any associated offerings.

These web banners are available as PPTX files you can customize to include your organization's logo and link to your product portfolio landing page.

Sizes available:

- Square (1200 x 1200)
- Rectangle horizontal (1920 x 1080)
- Rectangle vertical (1080 x 1920)

V1 – Existing Customer:

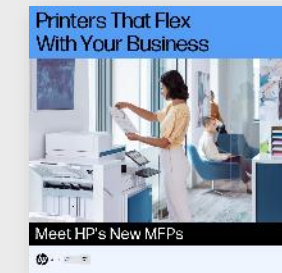
Installed Base Refresh



Download

V2 – Prospective Customer:

Redesigned Office / Hybrid Workplace



Download

Social Media Assets

To support your social strategy, we have prepared organic social posts. Five creative versions have been developed to align to the different messaging themes of the portfolio series. Raw copy and images are sized for use on LinkedIn, Facebook and Twitter.

All images are provided in PPTX format to be saved as PNGS prior to posting. Working files are designed to be customized to include your organization's logo.

What's included:

- V1 - MPS Installed Base Refresh
- V2 - Redesigned Offices / Hybrid Workplace
- V3 - Solutions Integration & Flow
- V4 - Serviceability & SDS
- V5 - Security



V1 Static Social Post (MPS Installed Base Refresh)

What is it?

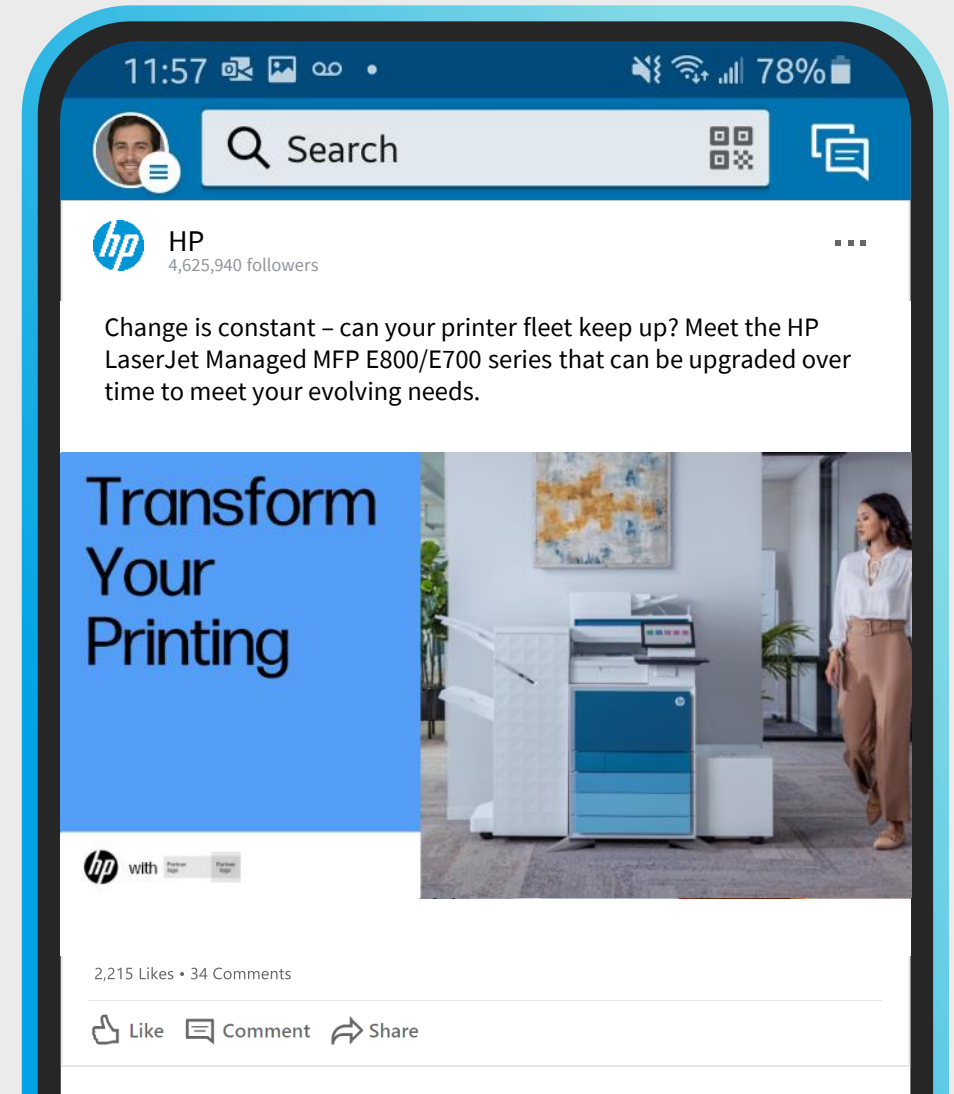
Social copy and image set that adopts the “MPS Installed Base Refresh” narrative.

How to use it?

Use this set to create organic social posts on LinkedIn, Facebook and Twitter to increase awareness of the new HP LaserJet Managed MFP E800/E700 Series and drive online traffic to your organization’s product portfolio landing page.

NOTE: This image is for mock-up purposes only. Partners are to post on their own organization’s LinkedIn, Facebook and Twitter accounts.

Download



V2 Static Social Post (Redesigned Offices / Hybrid Workplace)

What is it?

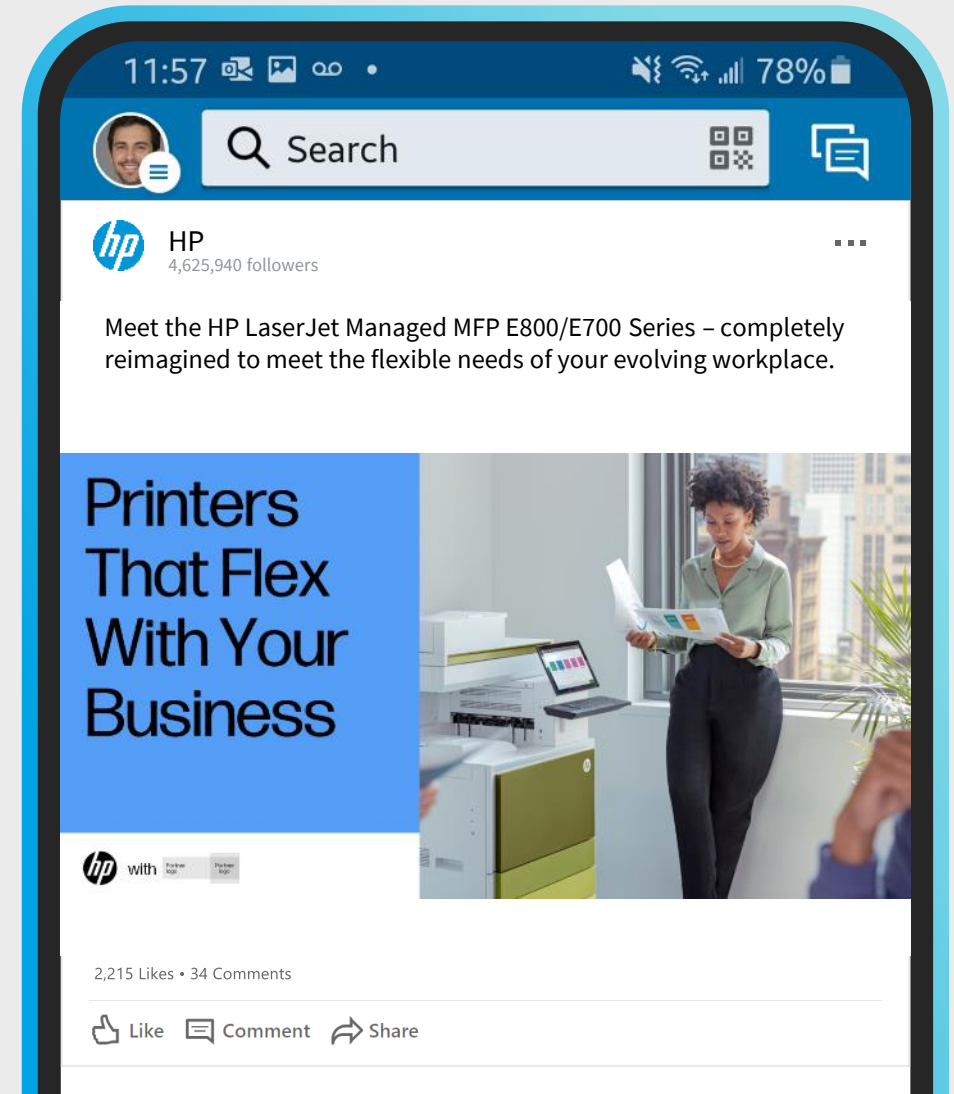
Social copy and image set that adopts the “Redesigned Offices / Hybrid Workplace” narrative.

How to use it?

Use this set to create organic social posts on LinkedIn, Facebook and Twitter to increase awareness of the new HP LaserJet Managed MFP E800/E700 Series and drive online traffic to your organization’s product portfolio landing page.

NOTE: This image is for mock-up purposes only. Partners are to post on their own organization’s LinkedIn, Facebook and Twitter accounts.

Download



V3 Static Social Post (Solutions Integration & Flow)

What is it?

Social copy and image set that adopts the “Redesigned Offices / Hybrid Workplace” narrative. Two options have been developed to allow for A/B testing.

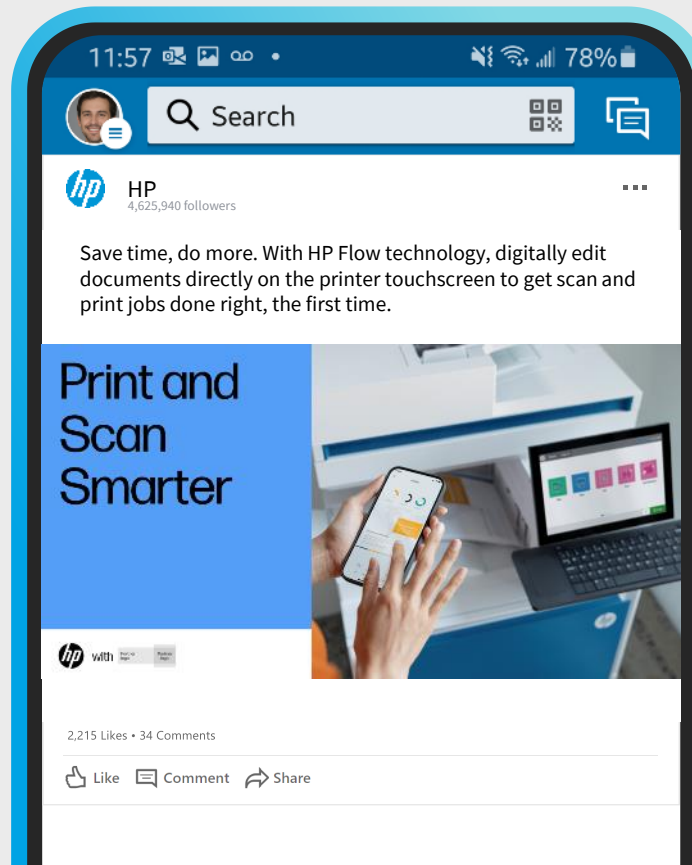
How to use it?

Use this set to create organic social posts on LinkedIn, Facebook and Twitter to increase awareness of the new HP LaserJet Managed MFP E800/E700 Series and drive online traffic to your organization’s product portfolio landing page.

NOTE: These images are for mock-up purposes only. Partners are to post on their own organization's LinkedIn, Facebook and Twitter accounts.

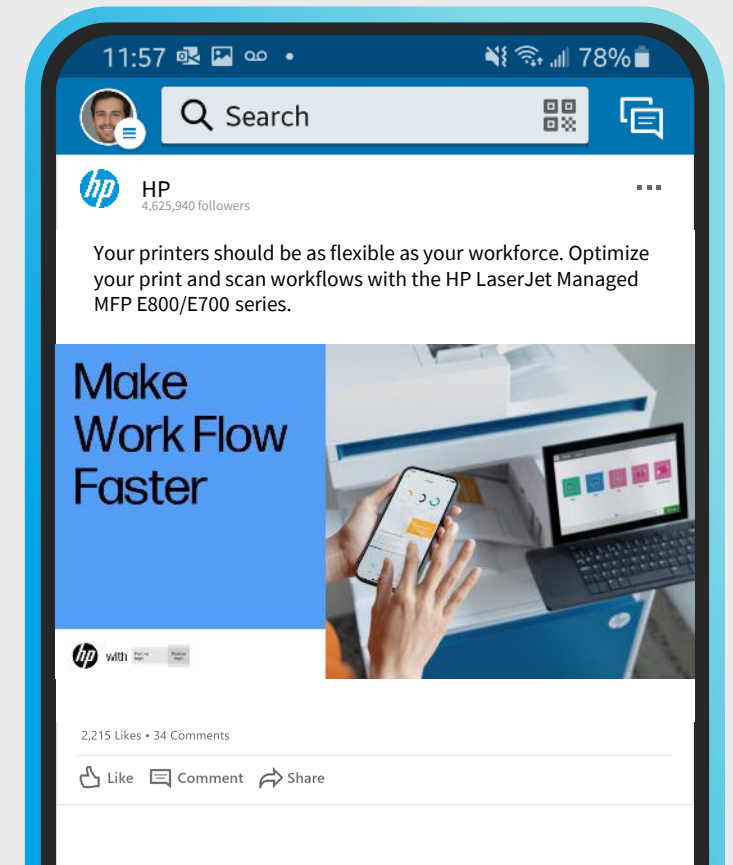
Option A:

Download



Option B:

Download



V4 Static Social Post (Serviceability & SDS)

What is it?

Social copy and image set that adopts the “Serviceability & SDS” narrative. Two options have been developed to allow for A/B testing.

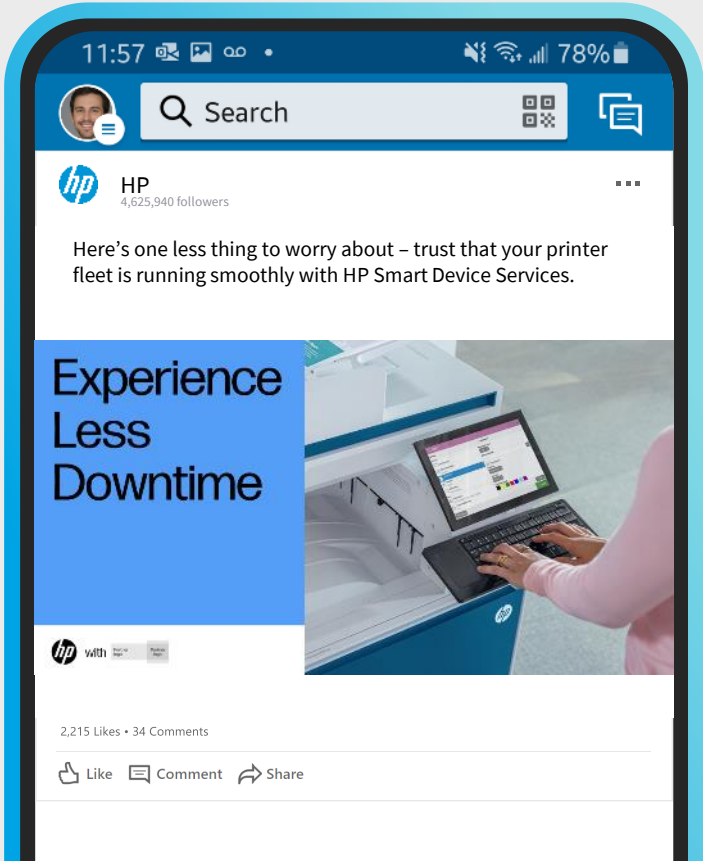
How to use it?

Use this set to create organic social posts on LinkedIn, Facebook and Twitter to increase awareness of the new HP LaserJet Managed MFP E800/E700 Series and drive online traffic to your organization’s product portfolio landing page.

NOTE: These images are for mock-up purposes only. Partners are to post on their own organization's LinkedIn, Facebook and Twitter accounts.

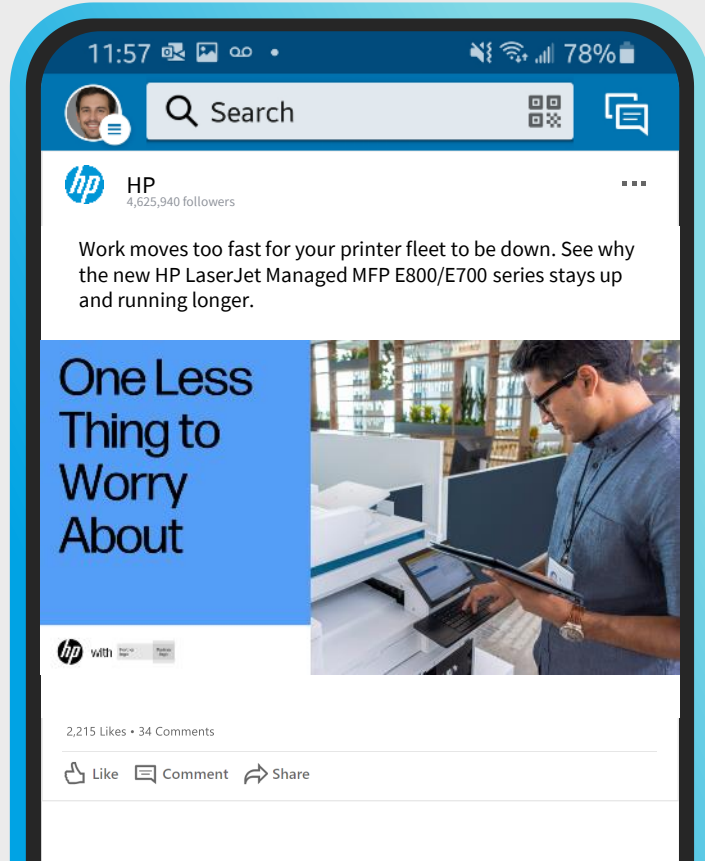
Option A:

Download



Option B:

Download



V5 Static Social Post (Security)

What is it?

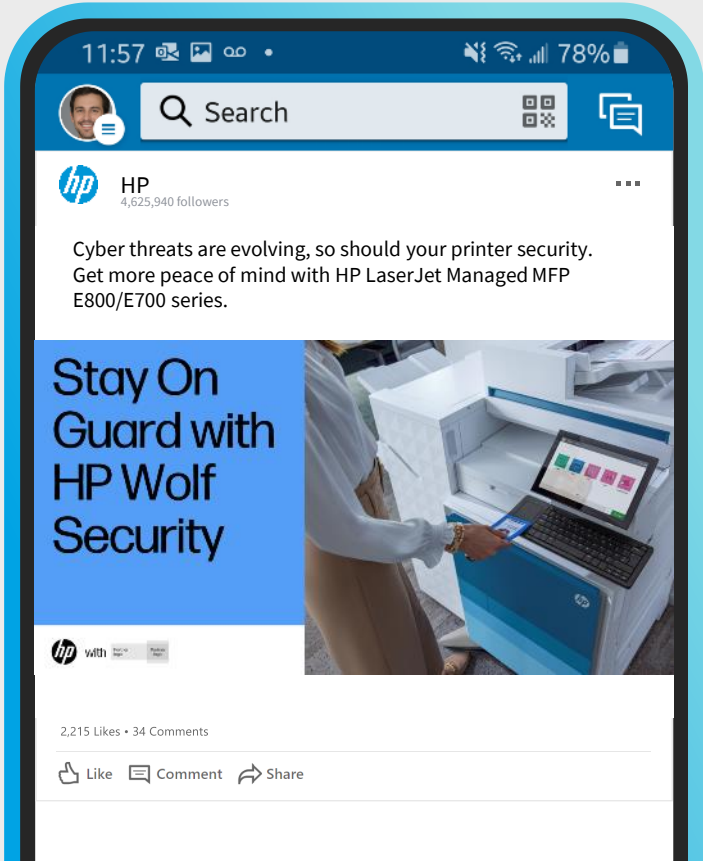
Social copy and image set that adopts the “Security” narrative. Two options have been developed to allow for A/B testing.

How to use it?

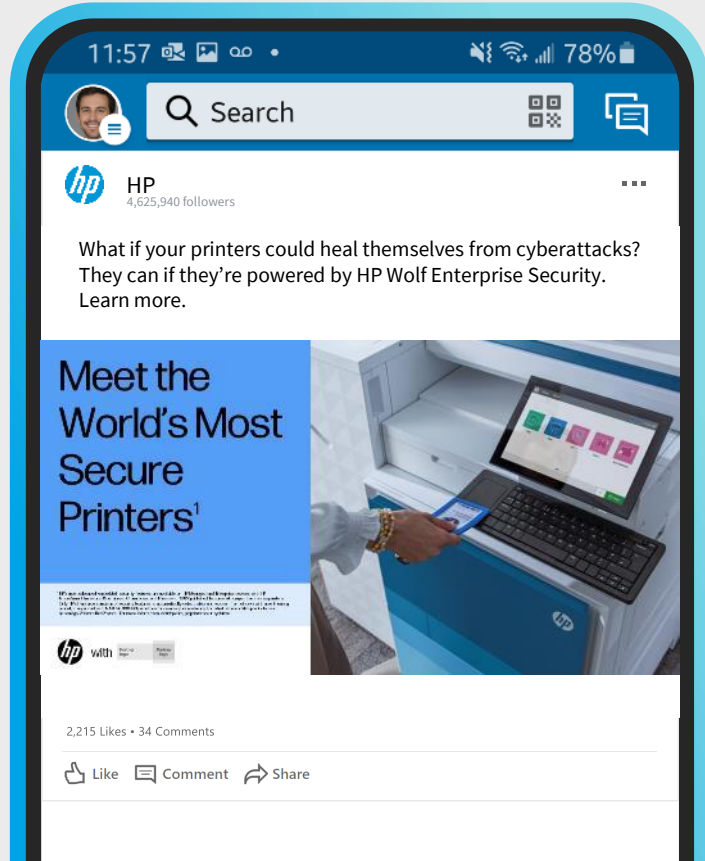
Use this set to create organic social posts on LinkedIn, Facebook and Twitter to increase awareness of the new HP LaserJet Managed MFP E800/E700 Series and drive online traffic to your organization’s product portfolio landing page.

NOTE: These images are for mock-up purposes only. Partners are to post on their own organization's LinkedIn, Facebook and Twitter accounts.

Option A:



Option B:



ABM Communications

To help grow your sales pipeline and drive proactive outreach to existing contacts, we have prepared communication templates to support 1:1 LinkedIn InMail and email deployments.

Five versions of InMail copy have been developed to align to the different messaging themes of the portfolio. Copy is provided in DOCX format for easy transfer and customization within LinkedIn.

Two email nurture journeys (each a 4-touch journey) have been developed to allow for different initial messaging. Emails are provided in OFT format for easy customization and deployment in Microsoft Outlook.

What's included:

- LinkedIn InMail Templates
- 4-Touch Email Nurture Journey Templates



LinkedIn InMail Templates

What is it?

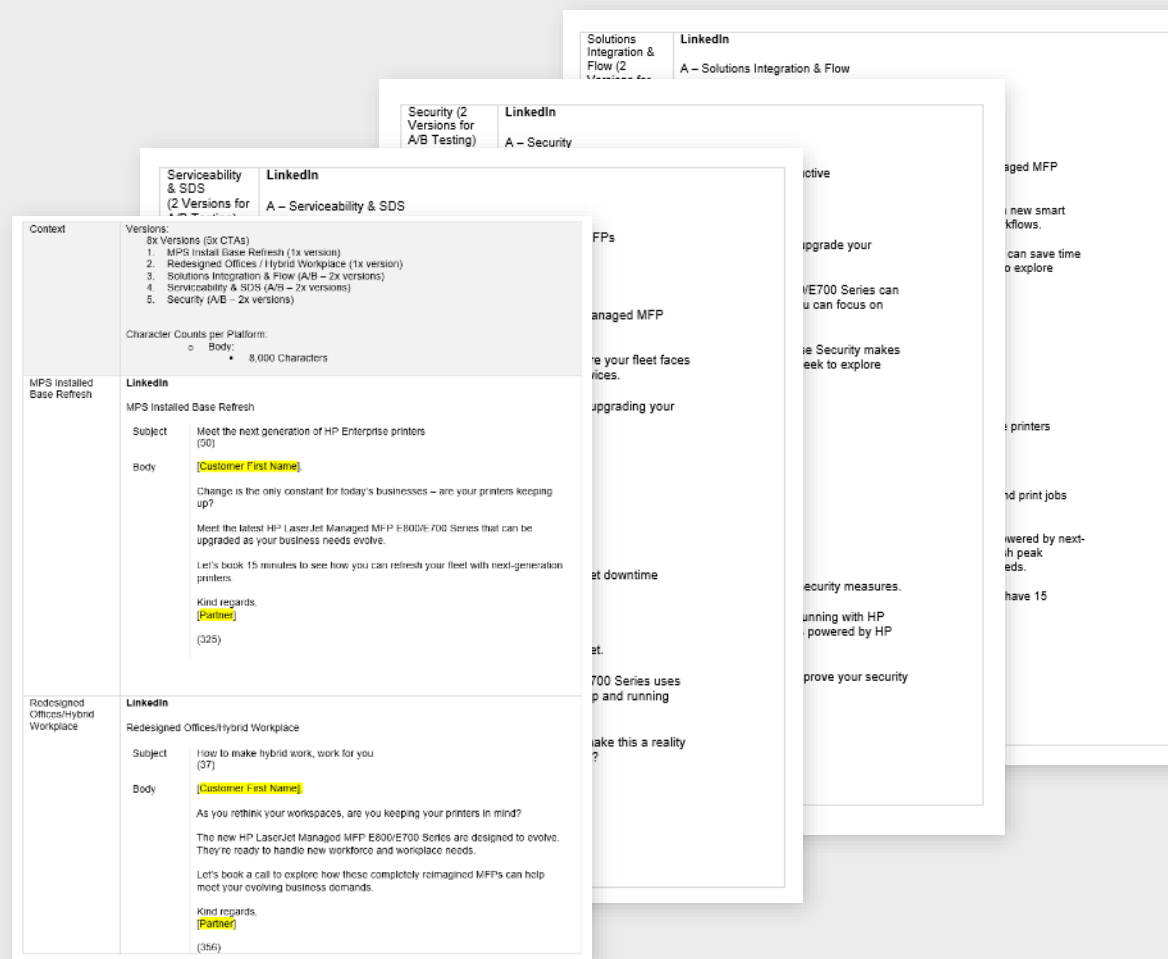
Templated InMail copy that sales reps can leverage to start 1:1 dialogue with high priority customers about the new HP LaserJet Managed MFP E800/E700 Series.

How to use it?

Sales Reps can use the messaging to support organic 1:1 outreach via LinkedIn InMail. They can select the messaging version that is most applicable to their customer – all copy is available in DOCX format.

Versions available:

- V1 - MPS Installed Base Refresh
- V2 - Redesigned Offices / Hybrid Workplace
- V3 - Solutions Integration & Flow
- V4 - Serviceability & SDS
- V5 - Security



Download

Email Nurture Journey A

What is it?

Templated 4-touch email nurture journey sales reps can leverage to start 1:1 dialogue with high priority customers about the new HP LaserJet Managed MFP E800/E700 Series. This journey option initiates outreach starting with “MPS Installed Based Refresh” messaging.

How to use it?

Sales Reps can use the templates to nurture leads via 1:1 email outreach. The email nurture is designed to be 4-touches, with each touch focusing on a different messaging theme of the E800/E700 series and to be “dripped” to customers over a 4-6 week period.

Sales Reps are encouraged to customize their opening statements with personalized claims appropriate to them and their customer. All templates are available in OFT formats for customization and deployment in Microsoft Outlook.

Touch 1A

MPS Installed Base Refresh



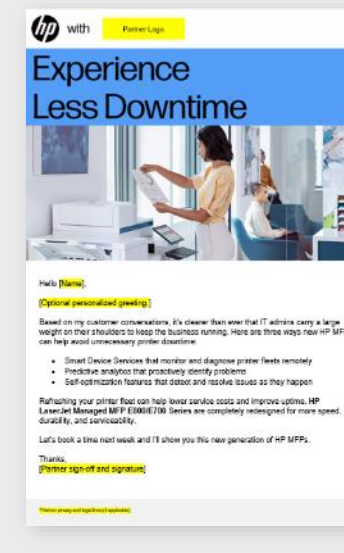
Touch 2A

Solutions Integration & Flow



Touch 3A

Serviceability & SDS



Touch 4A

Security



Download

Email Nurture Journey B

What is it?

Templated 4-touch email nurture journey sales reps can leverage to start 1:1 dialogue with high priority customers about the new HP LaserJet Managed MFP E800/E700 Series. This journey option initiates outreach starting with “Redesigned Offices / Hybrid Workplace” messaging.

How to use it?

Sales Reps can use the templates to nurture leads via 1:1 email outreach. The email nurture is designed to be 4-touches, with each touch focusing on a different messaging theme of the E800/E700 series and to be “dripped” to customers over a 4-6 week period.

Sales Reps are encouraged to customize their opening statements with personalized claims appropriate to them and their customer. All templates are available in OFT formats for customization and deployment in Microsoft Outlook.

Touch 1B

Redesigned
Offices / Hybrid
Workplace



Touch 2B

Solutions
Integration & Flow



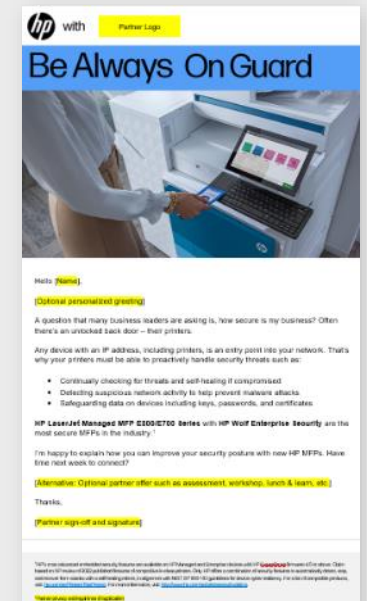
Touch 3B

Serviceability
& SDS



Touch 4B

Security



Download

Additional Resources

& Sales Tools

Quick Links

Here is a summary of additional download links* for HP resources and sales tools you can leverage to learn more about the HP LaserJet Managed MFP E800/E700 Series as well as sell it through to your customer:

| | |
|--|--|
| Lifestyle Photography | Series Features Video (Coming soon!) |
| Product Photography: E877 E826 E786 E731 | Flow 2.0 Video (Coming soon!) |
| E877 Key Visual | Sales Presentations: E877 E826 E786 E731 |
| Series Sizzle Video | Product Guides (Coming soon!) |
| Series Brochure: E800 / E700 | |

*Access to HP Asset Hub or Sales Central required.

We're here to help.

The launch of the new HP LaserJet Managed MFP E800/E700 Series offers a new and innovative way for customers to rethink flexibility, productivity and workflow optimizations as their businesses evolve. It also provides an opportunity for partners to build and upgrade their customer installed base.

With new campaigns and services, we expect new learnings. If you have feedback, comments, or questions, please reach out to [\[local HP Team contact email\]](#).



References

¹HP's most advanced embedded security features are available on HP Managed and Enterprise devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of 2022 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit: hp.com/go/PrintersThatProtect. For more information, visit: hp.com/go/printersecurityclaims.