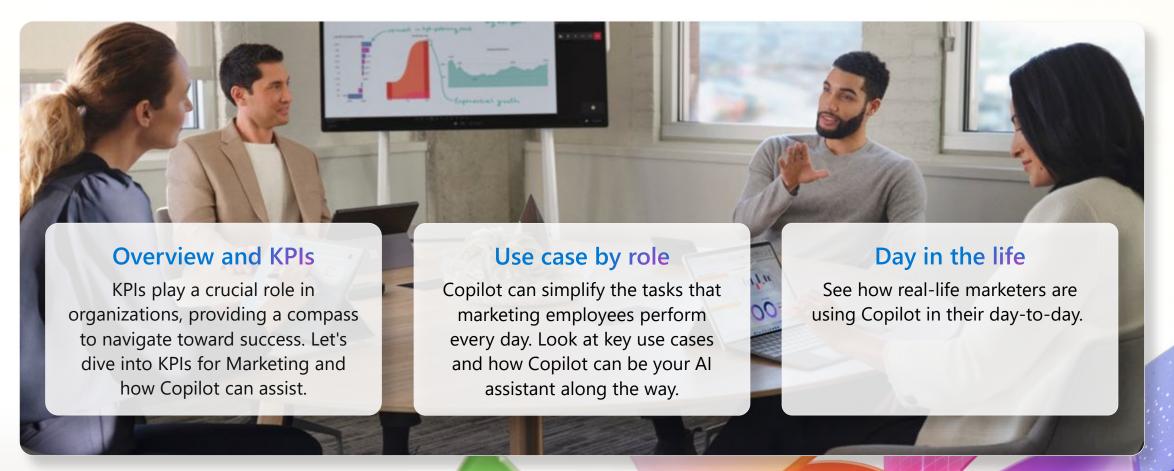


Copilot scenarios for Marketing



Copilot scenarios for Marketing



Using Copilot in Marketing



Goals and challenges

It's more important than ever to deliver creative, highquality content that is authentic to your brand. At the same time, cross-functional campaigns are becoming more complex to manage across new surfaces. Marketing teams must overcome the traditional communications gap between marketing and sales and marketing and product teams to develop a cohesive strategy for success.



Copilot can assist with...

Copilot can help to achieve alignment between teams and help to generate creative content that can deliver a marketing message effectively.

- Content creation using Copilot
- · Collect and share product feedback
- · Create a new offering
- · Coordinate Market Research
- Product Launch
- Creating a marketing Bill of Materials



Marketing roles



Content Creator



Pricing Analyst



Product Marketing Manager

Transform marketing processes



Campaign execution



Content creation



Customer insights & strategy



Demand creation

Microsoft Copilot opportunity to impact key departmental KPIs



Increase brand value

Copilot elevates your brand message by helping you develop more captivating and engaging content — whether it's email campaigns, blogs, or website copy. Copilot also helps you brainstorm your social content, sparking interest and expanding your brand reach.



Number of leads created

By analyzing the competitive landscape, enhancing demand generation materials, and improving internal collaboration, Copilot can help marketers generate more leads and reach new customers.



Cost per lead generated

Copilot helps reduce the cost spent per lead by simplifying analysis, content creation and customization.







Improve employee (3) Cost savings and avoidance experience

KPI – Increase brand value



Brand value isn't just about logos; it's about shaping perceptions and building lasting relationships with your audience. A strong brand fuels demand generation.

How Microsoft Copilot can impact brand value

Draft marketing assets

- Improve marketing copy by having Copilot check for tone
- Improve quality of communications

Create pricing and promotions

- Use Copilot to research market conditions
- Use Copilot to compare sales across regions or other variables

Improve marketing materials

- Draft blogs with Copilot
- Create engaging social content
- Improve quality of emails campaigns



Roles

Improving brand value can require input from:

Brand Manager

Digital Marketing

Creative Director

Manager

Graphic Designer

Product Marketing



Microsoft AI solutions

Copilot for Microsoft 365

KPI – Number of leads created



Lead generation is a critical aspect of marketing and paves the way toward gaining new customers.



Roles

Generating more leads can require input from:

Marketing Lead

Content Strategist

SEO Specialist

Market Researcher

Product

Marketing Manager

Digital

Marketing Manager

How Microsoft Copilot can help with lead generation

Inform market research

- Research company information and competitors
- Learn how to position the product
- Recap survey results

Improve demand generation materials

- Draft blogs with Copilot
- Create engaging social content
- Improve quality of emails campaigns

Speed up internal communications

- Have Copilot assist with emails
- Draft email comms and announcements with Copilot

Save time on administrative activities

 Generate meeting notes and follow up items



Microsoft AI solutions

Copilot for Microsoft 365

KPI – Cost per lead generated



Reducing the cost of marketing campaigns is a key benefit from Microsoft Copilot. Cost Per Lead (CPL) can be reduced with better campaign management and is a crucial metric used to measure and monitor the effectiveness of marketing campaigns. It represents the amount of money a business spends to generate a single new lead.

How Microsoft Copilot can help manage marketing expenses

Improve quality of campaign content

- Improve marketing content
- Improve quality of proposals and RFP responses
- Improve quality of emails and chats

Create pricing and promotional campaigns

- Use Copilot to research market conditions
- Use Copilot to compare sales across regions or other variables

Inform market research

- Research company information and competitors
- Learn how to position the product
- Recap survey results



Roles

Impacting the cost per lead can require input from:

Account Executive

Product teams

Technical Sales

Product Marketing

SEO Specialist

Finance



Microsoft AI solutions

Copilot for Microsoft 365

Available with: **Microsoft Copilot** Scenario level: Get started

KPIs impacted





Value benefit





1. SEO Optimization

Already have a content topic you want to write about but don't know where to start? Use Microsoft Copilot to identify the top SEO keywords to reach your audience.



Copilot

Prompt: Identify 10 SEO keywords for a blog post to attract people ages 20-30 who want to reduce their carbon footprint.

5. Create Social Content

Ask Copilot to repurpose the draft it helped you create into posts for any social media platform.



Copilot

Prompt: Create a 100-word blurb from the draft you helped me create that I can post on LinkedIn. The caption should be friendly and informative and add relevant emojis.

2. Content Generation

Once you have your list of top 10 SEO keywords, use Copilot to create specific content for your business needs.



Copilot

Prompt: Generate a 1000-word blog about lessons from successful small business owners. The tone should be friendly, confident, and informative.

5. Grab attention with headlines

Use copilot to turn the top keywords into a headline and section headings.



Copilot

Prompt: Provide me five options for headlines using each of these five keywords.

3. Proofread

Once you have your draft, use Copilot to proofread your work with specific grammar rules in mind.



Copilot

Prompt: Proofread this with Chicago Style grammar rules.

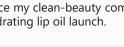
4. Add Images

Enhance your content by using Copilot to create unique images for your project.



Copilot

Prompt: Create a photo-realistic image of strawberries splashing into water to announce my clean-beauty company's new hydrating lip oil launch.

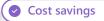


Copilot for Sales (includes Copilot for Microsoft 365 and Copilot Studio plug-ins)

KPIs impacted



Value benefit





1. Gather customer feedback

Use Microsoft Copilot¹ to summarize customer interviews, email interactions, and documents about product feedback, enriched with data from your Customer Data Platform with Copilot Studio.



Copilot

+Copilot Studio

Be present during your customer interview by relying on Copilot to summarize feedback points and takeaways.

6. Thank your stakeholders

Starting a new email, prompt Copilot in Outlook to

draft a message to all key stakeholders with the

2. Continue the conversation

Use Copilot in Outlook to send a timely and thorough follow up email, capturing your earlier interview notes.



Copilot in Outlook +Copilot for Sales

Thank customers by asking Copilot in Outlook to draft a response and drop in bullets from the Copilot meeting summary.

5. Share results

Use Copilot in PowerPoint to create a slide deck to share with the leadership and engineering teams. Use Copilot in Teams to capture action items and feedback.



results and path forward.

Copilot in Outlook

Save time preparing emails with Copilot as your drafting partner.

Copilot in **PowerPoint**



Copilot in Teams

Creating a presentation makes it easier to convey a clear message especially when it's critical feedback on your product.

3. Identify themes

Use Copilot¹ to identify feedback themes from across meeting summaries and notes. Create a follow up survey with Copilot in Microsoft Forms.



Copilot



Copilot in **Forms**

Simply describe to Copilot the form you'd like to build, and a well-designed draft will be generated, making it easier than ever before to gather feedback.

4. Analyze data

Use Copilot in Excel to sort and analyze data gathered from the surveys and website metrics.



Copilot in Excel

Identify insights with Copilot in Excel.



Available with:

Copilot for Microsoft 365

KPIs impacted





Value benefit





1. Brainstorm new offerings

Use Microsoft Copilot¹ to generate ideas for new product offerings, and Copilot in Word to incorporate the new ideas into a draft marketing plan.





Copilot in Word

Kickstart your project as you plan and collaborate easier with Copilot.

6. Analyze performance

Use Copilot in Excel to evaluate how the campaign

landed, and Copilot in PowerPoint to create a

presentation on best practices.

Copilot in

2. Draft announcement

Prompt Copilot² to draft blog and social media posts, leverage existing documents like your marketing plan.



Copilot

Brainstorm and draft content quickly with Copilot. Collaborate on ideas and content using your instructions or reference files.

5. Execute your campaign

Leverage Copilot² to create tailored messages to each of your communication channels to drive sales.



With the right prompt ingredients, Copilot can provide something in the voice of your company - witty, smart, creative - you choose.



Copilot

Using higher quality presentations makes it easier to highlight wins and lessons learned.

3. Keep the team up to date

Use Copilot in Teams to summarize key meetings, identify most frequent questions, and action items from the meeting. Use Copilot in Word to generate an initial FAQ document.



Copilot in Teams



Copilot in Word

Don't start with a blank page again. Draft with Copilot and get to a finished document in a fraction of the time.

4. Prep your sellers

Create presentation with Copilot in PowerPoint from your Marketing Plan and FAQ document to share with the sales team.



Copilot in PowerPoint

Document and socialize your plan to keep sellers up to date.

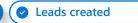
Copilot in

PowerPoint

¹Access Copilot at Copilot.Microsoft.com or from the Windows taskbar or Edge browser and set toggle to "Web"

²Access Copilot at Copilot.Microsoft.com, from the Windows taskbar or Edge browser, or in the Copilot app in Teams, and set toggle to "Work".

KPIs impacted



Value benefit





1. Define the objective

Prepare a brief for your upcoming research by using Microsoft Copilot¹ to write a first draft and tagging other key documents.



Copilot

Summarize many types of documents, including PDFs and website content, making it easier to consume dense content online.

6. Communicate results

Starting in a new email, prompt Copilot in Outlook to create a dynamic message that includes key links.



Copilot in Outlook

Document and socialize the research findings to help better inform product strategy.

2. Determine your approach

Meet the research team with your objective in hand. Determine the best research approach over a Teams meeting. Rely on Copilot in Teams for action items.



Copilot in Teams

Keep the conversation flowing onto meaningful topics to help cover the agenda quicker and reduce meeting times.

5. Present the findings

Present the findings using Copilot in PowerPoint to build a presentation by generating slides and images with your branding.



Copilot in PowerPoint

Let Copilot help you build a presentation by generating slides or images with your organization's branding.

3. Discover market trends

Select the Show data insights prompt in Copilot in Excel to discover market trends from the research data.



Copilot in Excel

Use Copilot to help you explore and understand your data better.

4. Create a compete snapshot

Prompt Copilot in Word to draft an internal snapshot of the findings, citing the results.



Copilot in Word

Don't start with a blank page again. Draft with Copilot and get to a finished document in a fraction of the time.



KPIs impacted





Value benefit





1. Learn about your customer

Use Microsoft Copilot¹ to gather market research data to better understand your customer - enriched with data from your Customer Data Platform with Copilot Studio.



LinkedIn post for launch day.

Copilot +Copilot Studio

Rapidly get up to speed to focus on key issues and concerns. Have additional time to identify key pain points for customer.

6. Celebrate success

Prompt Copilot² to generate ideas for a punchy

Creating captivating taglines is an art – get

started by using the power of the

Al language model.

2. Craft your positioning

Leverage those insights to draft a strategy document for brand awareness using Copilot in Word.



Copilot in Word

Speed the time to a first draft and then leverage Copilot to make any necessary revisions.

5. Prepare your team

Use Copilot in Outlook to draft an email to your stakeholder group leveraging content from the strategy document and Loop.



Turn a few bullet points into a professional email with options for length and tone.

on Copilot to keep track of action items so you can stay focused.



Copilot in Outlook

3. Pitch your positioning

Use Copilot in PowerPoint and Teams to present your plan to the leadership team and summarize the meeting action items to ensure a successful product roll-out.



Copilot in **PowerPoint**



Copilot in Teams

Improve the quality of your meetings by relying

4. Develop your assets

Use Copilot² to see what assets are currently available, pulling from your asset repository. Use Copilot in Loop to collaborate on branding elements that are still needed.



Copilot +Copilot Studio



Copilot in Loop

Improve your creativity by prompting Loop in Copilot to "Brainstorm a list of creative ways to introduce our new product to customers."

¹Access Copilot at Copilot.Microsoft.com, from the Windows taskbar or Edge browser, or in the Copilot app in Teams, and set toggle to "Work".

²Access Copilot at Copilot.Microsoft.com or from the Windows taskbar or Edge browser and set toggle to "Web".

KPIs impacted





Value benefit





1. Brainstorm assets

Use Microsoft Copilot¹ to brainstorm a list of assets for an upcoming announcement. Ask Copilot about what assets are currently available, enriched with data from Seismic using the Copilot Studio plugin.



Copilot

+Copilot Studio

Kickstart your project as you spark ideas with Copilot and take inventory of what is already available.

6. Track inventory

Use Copilot in Loop to collaborate with graphic

designers and various groups on status of assets

2. Create taglines

Prompt Copilot² to come up with a clever tagline for the PR announcement that will be on all marketing materials, tying them together.



Copilot

Creating **captivating taglines** is an art – get started by using the power of the Al language model.

5. Build assets

Build out additional assets like a product description document and pitch deck with Copilot in Word and PowerPoint.



(draft, in design, in review).

Copilot in Loop

Use Copilot in Loop to help everyone get to the point by summarizing the content of a Loop page and the content of documents linked in the workspace.



Copilot in Word



Copilot in PowerPoint

Use Draft with Copilot to create a product description and then Create a presentation adding notes, the product description document and other context.

3. Create a MPF

Create your messaging and positioning framework by using Copilot in Word to generate a draft, referencing key documents.



Copilot in Word

Get to a **first draft quickly** by relying on Copilot in Word for starting your Messaging and Positioning Framework.

4. Meet with product group

Meet with the product group and use Copilot in Teams to summarize the meeting and identify action items to ensure alignment on key features.



Copilot in Teams

Leverage meeting recap to capture action items and alignment to move forward.

¹Access Copilot at Copilot.Microsoft.com, from the Windows taskbar or Edge browser, or in the Copilot app in Teams, and set toggle to "Work".

²Access Copilot at Copilot.Microsoft.com or from the Windows taskbar or Edge browser and set toggle to "Web".

Benefits



A day in the life of a Marketing Manager

Areas of investment: Strategic programs



★ Campaign management & communication

8:00 am

Mio uses Microsoft Copilot in Word to prepare a brief to give to the agencies bidding on a new advertising campaign.



Copilot in Word

Prepare a brief outlining the advertising strategy from [Contoso widget marketing plan]. Include sections on target market, pricing, tone, imagery, and taglines.

8:30 am

Mio meets with the team to brainstorm feature enhancements based on customer feedback. Copilot in Whiteboard categorizes the ideas for easier discussion.



Copilot in Whiteboard

Categorize the ideas.

10:00 am

Using plugins made in Copilot Studio, Copilot¹ provides a list of active campaigns, pulling data from their email marketing platform. Mio uses Copilot in Excel to prepare charts that show data trends.



Copilot +Copilot Studio



Copilot in Excel

Show all data insights.

4:00 pm

Mio needs to catch up on email and chats before end of day. Copilot¹ speeds up the work by summarizing recent email and chat threads.



Copilot

In the Copilot Teams app select -Summarize latest emails.

2:00 pm

Mio uses Copilot in PowerPoint updates the roadmap deck to reflect the commitments from the engineering team meeting.



Copilot in PowerPoint

Add a slide based on [copy in bulleted list of roadmap updates]

11:00 am

Mio meets with the engineering team to plan the development of new features. During the meeting, Mio uses Copilot in Teams to take meeting notes, noting prioritized features.



Copilot in Teams

Create a table to categorize the features discussed so far by priority.

Mio is a marketing manager at Contoso





Access Copilot at Copilot.Microsoft.com, from the Windows taskbar or Edge browser, or in the Copilot app in Teams, and set toggle to "Work".





Benefits

~1 hour per week

Areas of investment: Learning

★ Campaign management

8:00 am

Dave has missed an important product launch meeting and needs to learn what happened.



Copilot in Teams

What decisions were made in this meeting. Were there any disagreements on the decisions. List the pros and cons of each decisions.

8:30 am

Dave receives more than 200 emails per day. He needs to guickly summarize all of the information he has about the project.



Copilot²

Summarize my emails from the past few days that mention this project. Organize the topics in a table with columns for topic, update, and actions items.

10:00 am

Dave now needs a recap of the launch meeting to remember some key dates for an update to his leadership team.



Copilot²

Summarize the launch meeting and then draft an email to my leadership team updating them on the delay to this project.

2:00 pm

Its time for Dave to create the product pitch deck. He uses the specification document he edited before lunch to create the deck.



Copilot in PowerPoint

Create a presentation from [product specification documentl

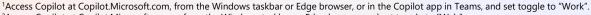
11:00 am

Dave needs to update the specifications for the product launch documentation



Copilot in Word

Create a 50-word elevator pitch for this product including a catchy tag line at the top.



²Access Copilot at Copilot.Microsoft.com or from the Windows taskbar or Edge browser and set toggle to "Web".

Dave is a marketing manager at Contoso





To schedule a Copilot workshop contact:

Arnold Dixon
Executive Vice President
LOOK Innovative Agency | Microsoft Partner
1151 Hammond Drive | Suite 240
Atlanta, Georgia 30346
p. (404) 445-4990

e. arnold.dixon@lookinnovative.com

w. https://enterprise.lookinnovative.com

