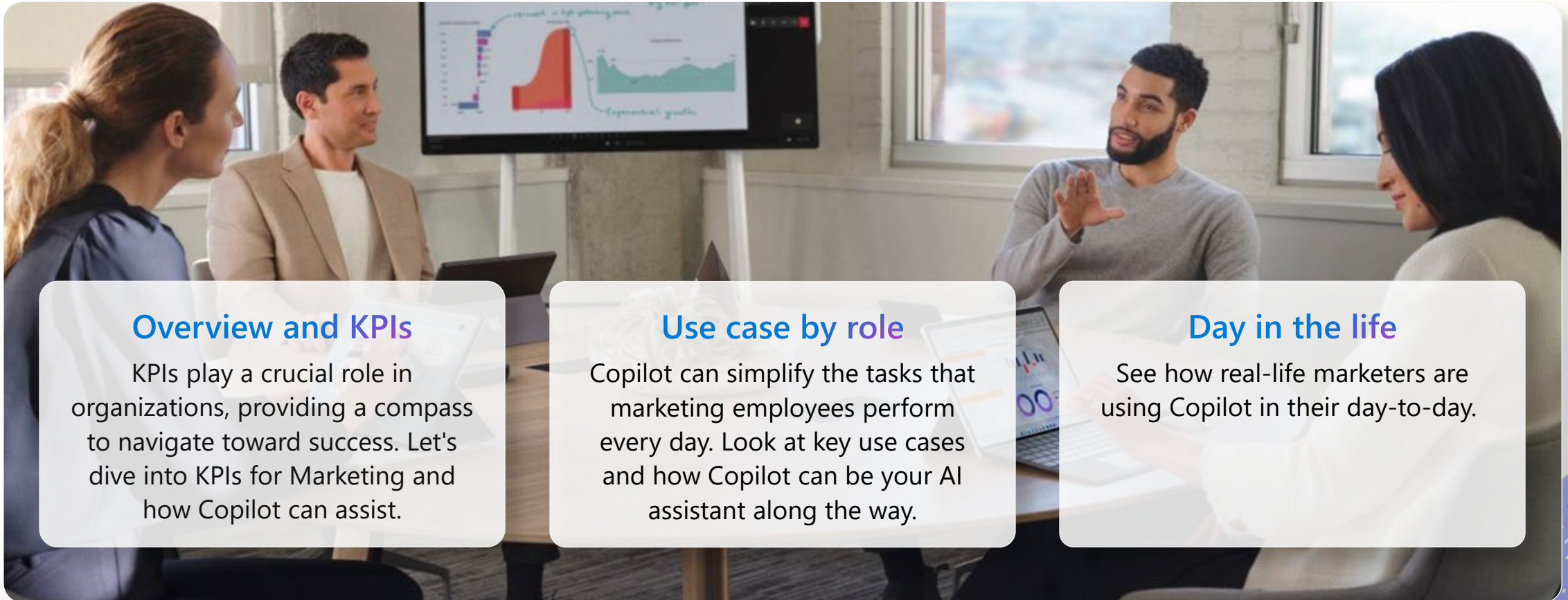




Copilot scenarios for Marketing



Copilot scenarios for Marketing



Overview and KPIs

KPIs play a crucial role in organizations, providing a compass to navigate toward success. Let's dive into KPIs for Marketing and how Copilot can assist.

Use case by role

Copilot can simplify the tasks that marketing employees perform every day. Look at key use cases and how Copilot can be your AI assistant along the way.

Day in the life

See how real-life marketers are using Copilot in their day-to-day.

Using Copilot in Marketing



Goals and challenges

It's more important than ever to deliver creative, high-quality 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...

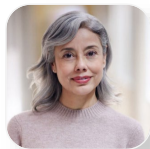
- Copilot can help to achieve alignment between teams and help to generate creative content that can deliver a marketing message effectively.
- [Content creation using Copilot](#)
 - [Collect and share product feedback](#)
 - [Create a new offering](#)
 - [Coordinate Market Research](#)
 - [Product Launch](#)
 - [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.



Revenue growth



Cost savings and avoidance



Improve employee 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
Creative Director
Graphic Designer

Digital Marketing Manager
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

Technical Sales

SEO Specialist

Product teams

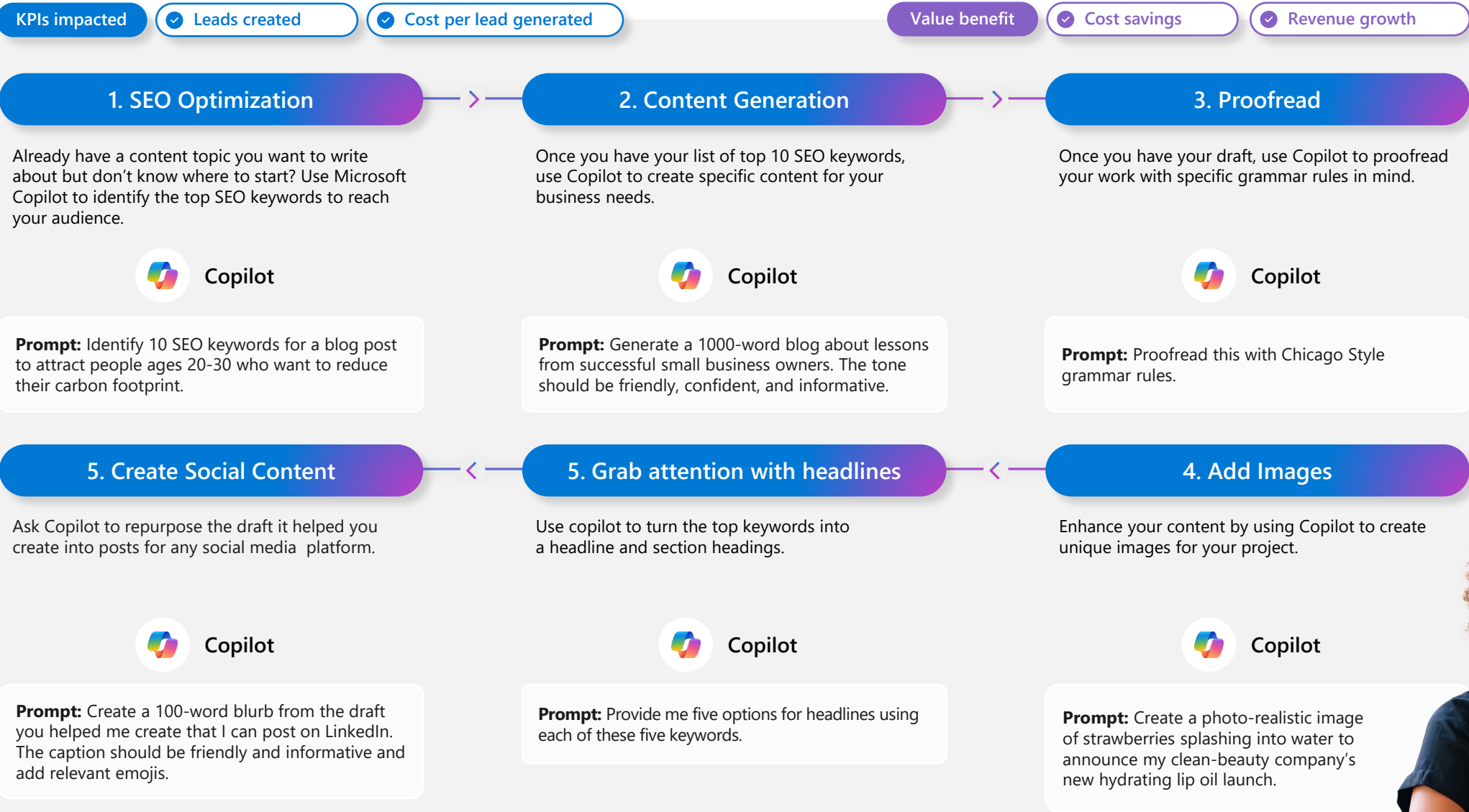
Product Marketing

Finance



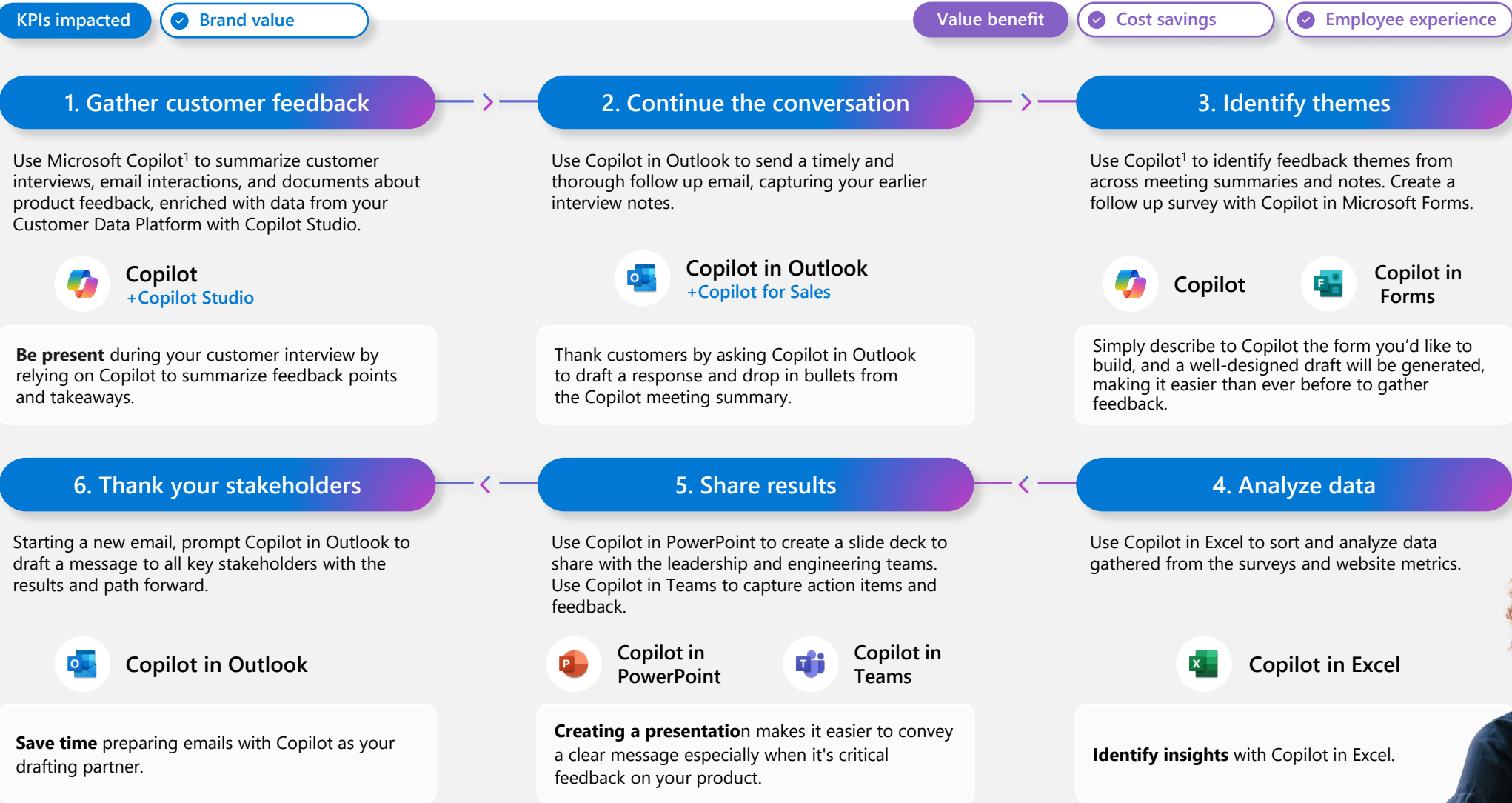
Microsoft AI solutions

Copilot for Microsoft 365



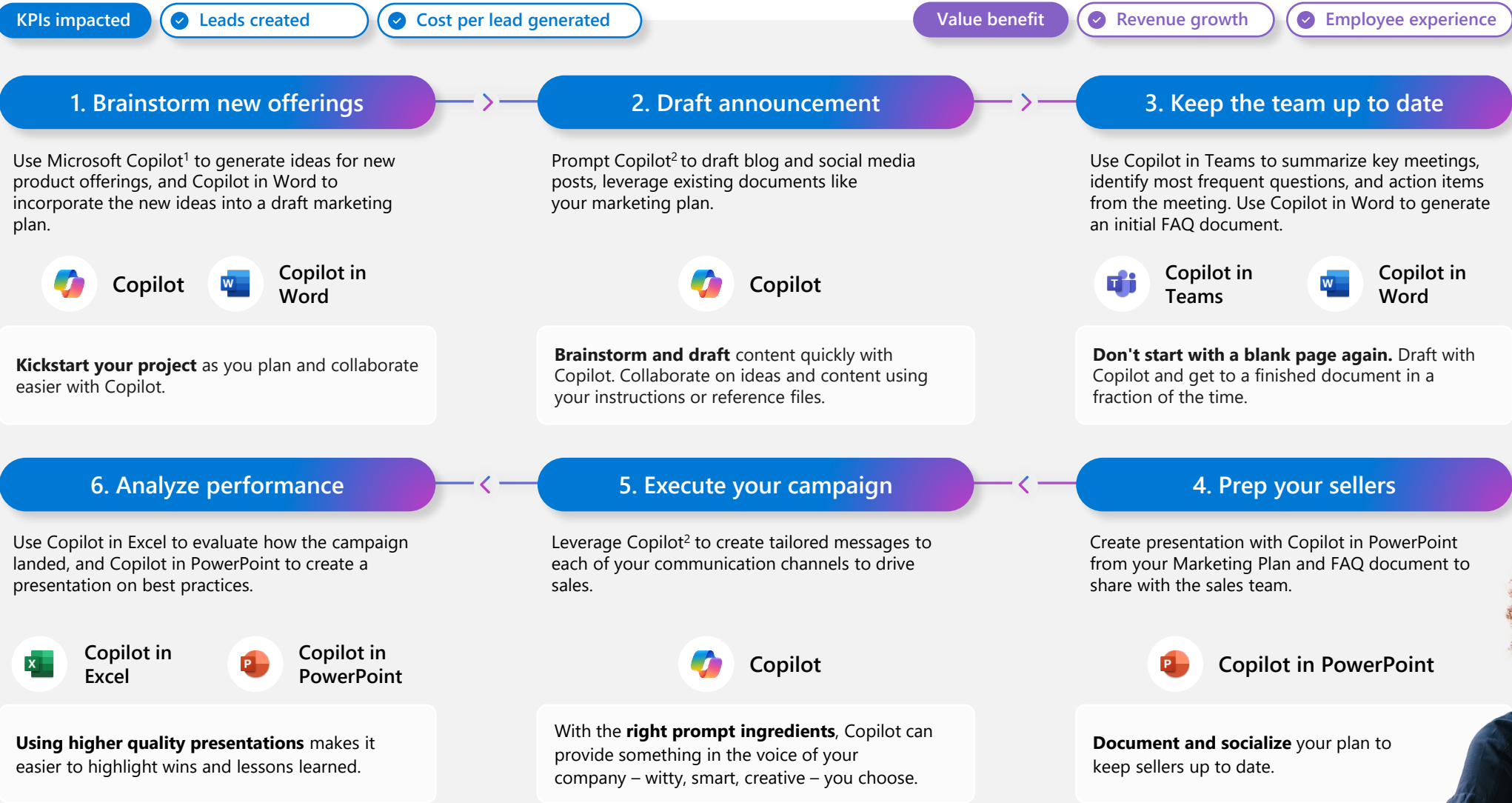
¹Access Copilot at Copilot.Microsoft.com or from the Windows taskbar or Edge browser and set toggle to "Web".





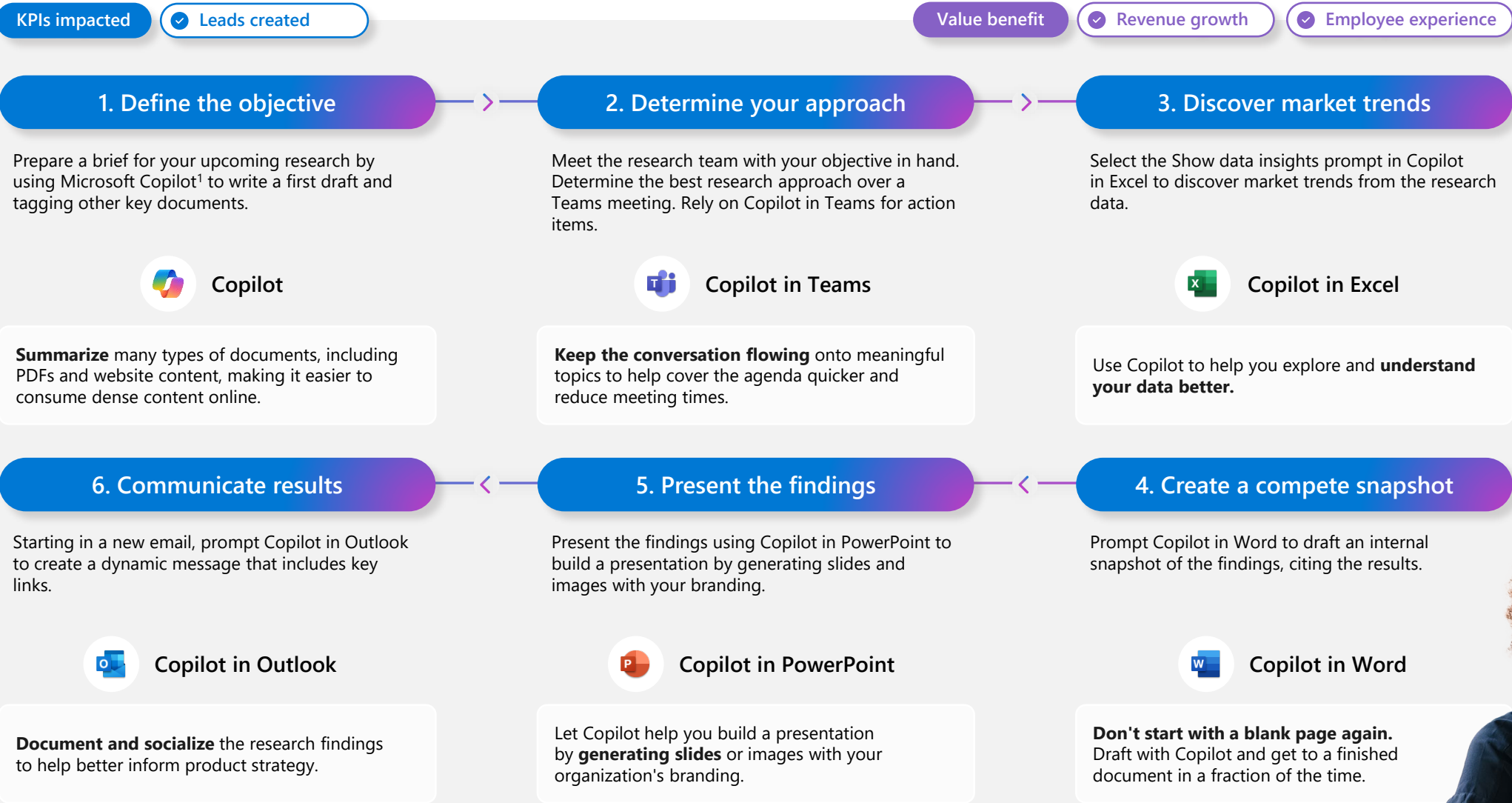
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KPIs impacted

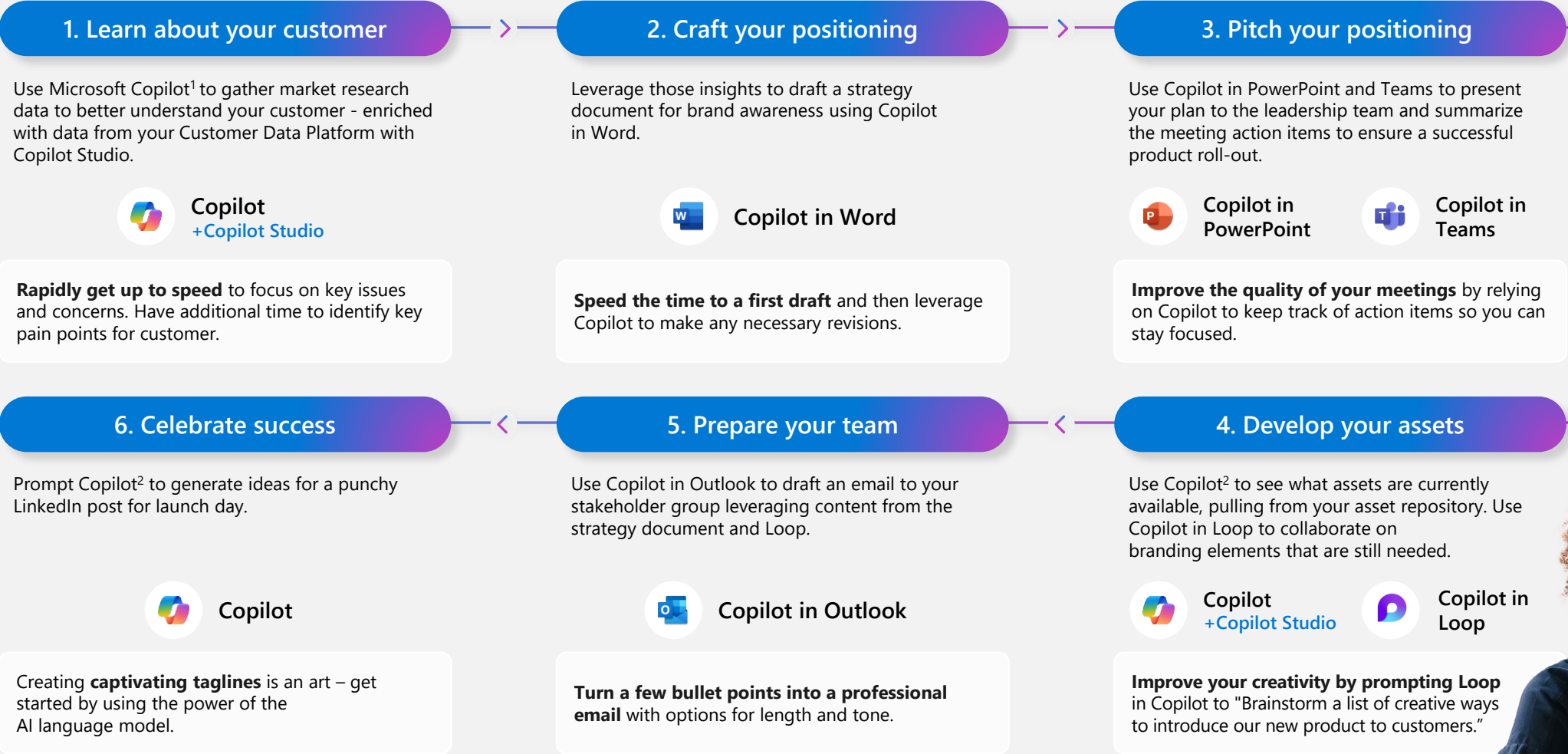
✓ Leads created

✓ Cost per lead generated

Value benefit

✓ Revenue growth

✓ Employee experience



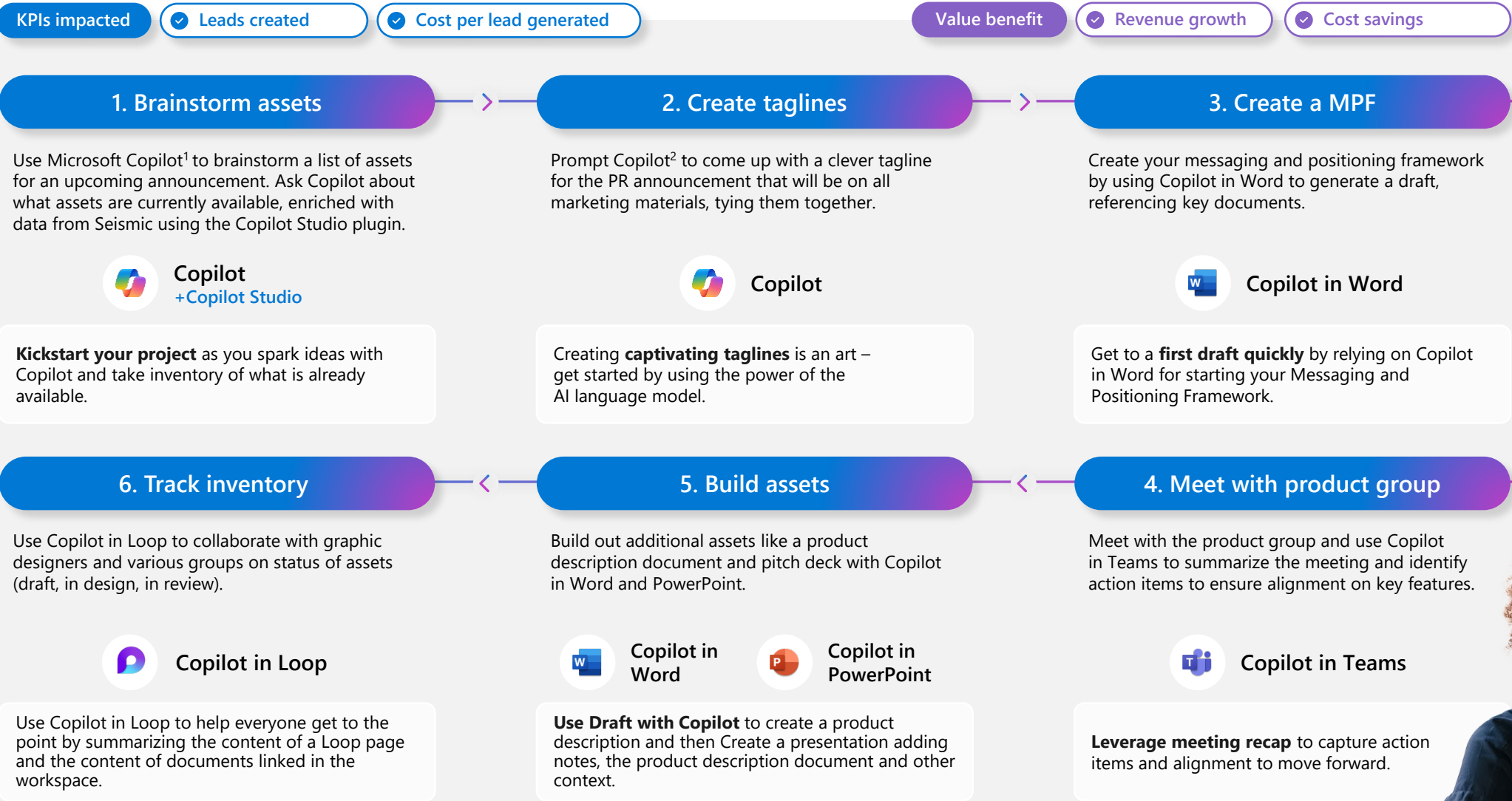
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Marketing | Creating a marketing Bill of Materials

Available with:
Copilot for Microsoft 365 (with Copilot Studio plug-ins)

Scenario level:   
[Customize](#)



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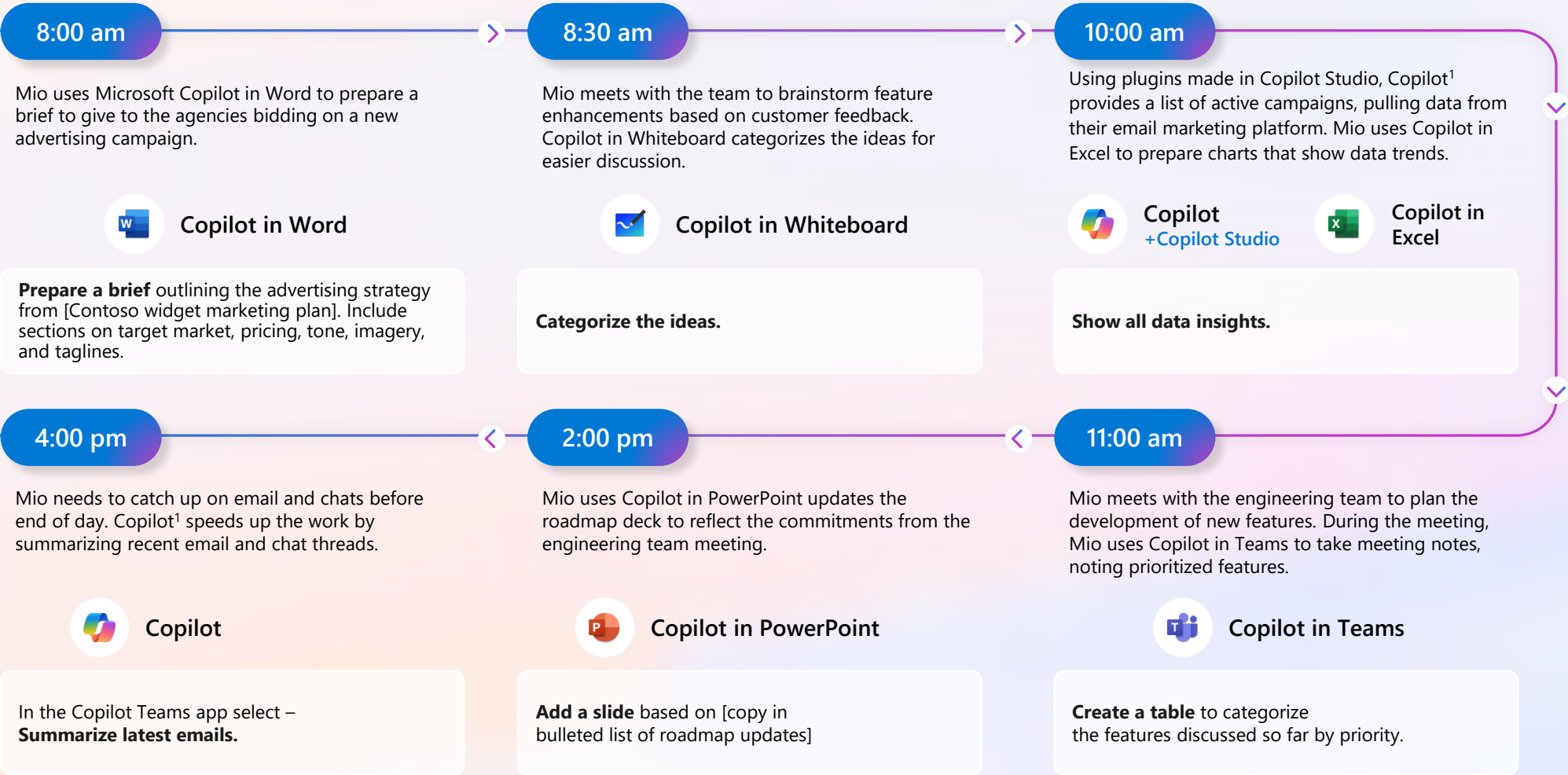


A day in the life of a Marketing Manager

Available with:
Copilot for Microsoft 365 (with Copilot Studio plug-ins)

Scenario level: 
[Customize](#)

- Benefits
- ~1 hour per week
- Areas of investment: Strategic programs
- ★ Campaign management & communication



Mio
is a marketing
manager at
Contoso



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A day in the life of a Marketing Manager

Available with:
Copilot for Microsoft 365

Scenario level:   
[Get started](#)

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 quickly 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 document]

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.

Dave
is a marketing
manager at
Contoso



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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>

