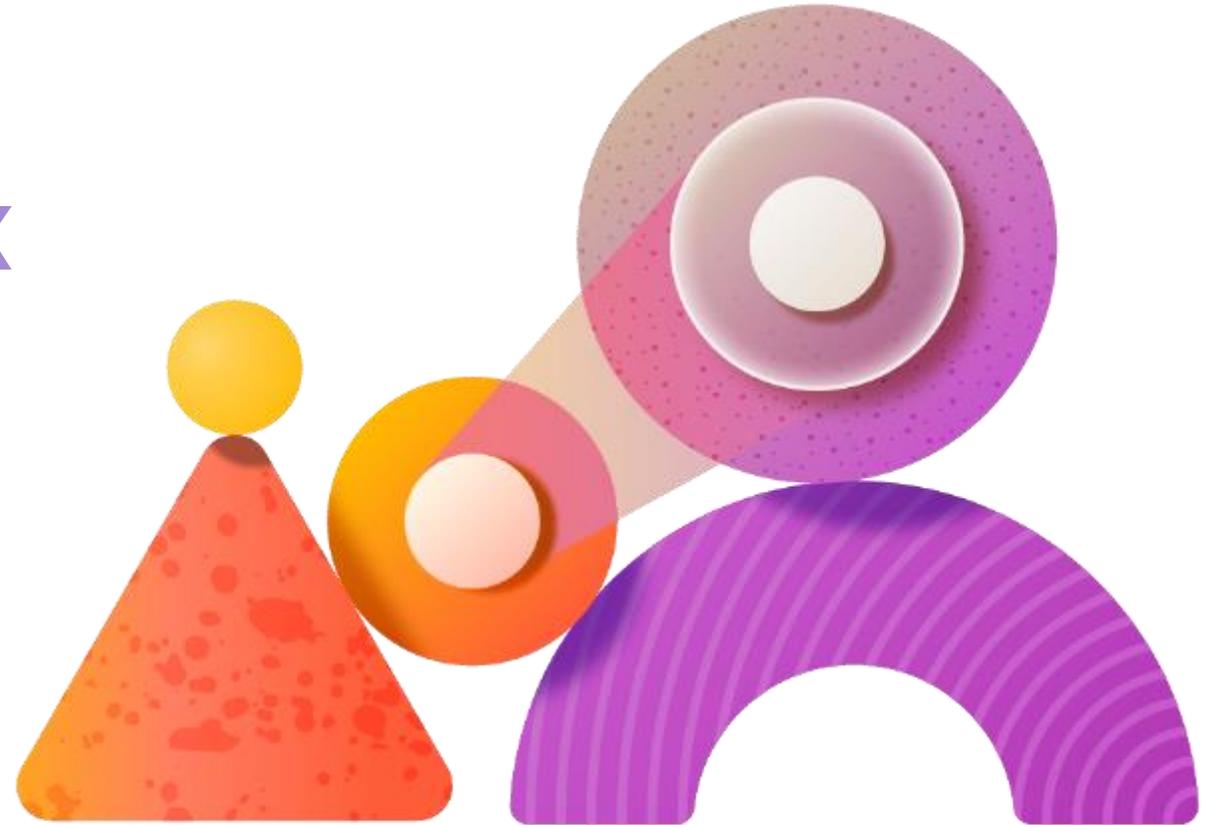


Get to know

# Campaign-in-a-Box

at Digital Marketing Content OnDemand (DMC)  
and Partner Marketing Centre (PMC)

Microsoft partner marketing tools guide





# Campaign-in-a-Box

Discover partner-ready marketing assets that align to mainstream solution plays.

## Campaign-in-a-Box digital tools

	Digital Marketing Content (DMC)	Partner Marketing Center (PMC)
What is it?	Deploy 6–12-week automated digital marketing campaigns. Deliver weekly content with nurture prospects or acquire new customers	Provide Microsoft branded and approved assets aligned to cloud solution areas with deeper customization
What's the difference?	Automated campaign delivery	Highly customizable assets
What level of customization does it offer?	You can insert your logo and co-brand with Microsoft	You can insert your logo, branding/colors, and value prop/solution
Is there a cost?	No, it's free	No, it's free

## Example: Digital Marketing Content OnDemand Campaign | Frontline Workers

### Build awareness

Show customers how they can leverage social media to grab attention.



### Acquire leads

Capture new leads using our ready-made materials.



### Nurture opportunities

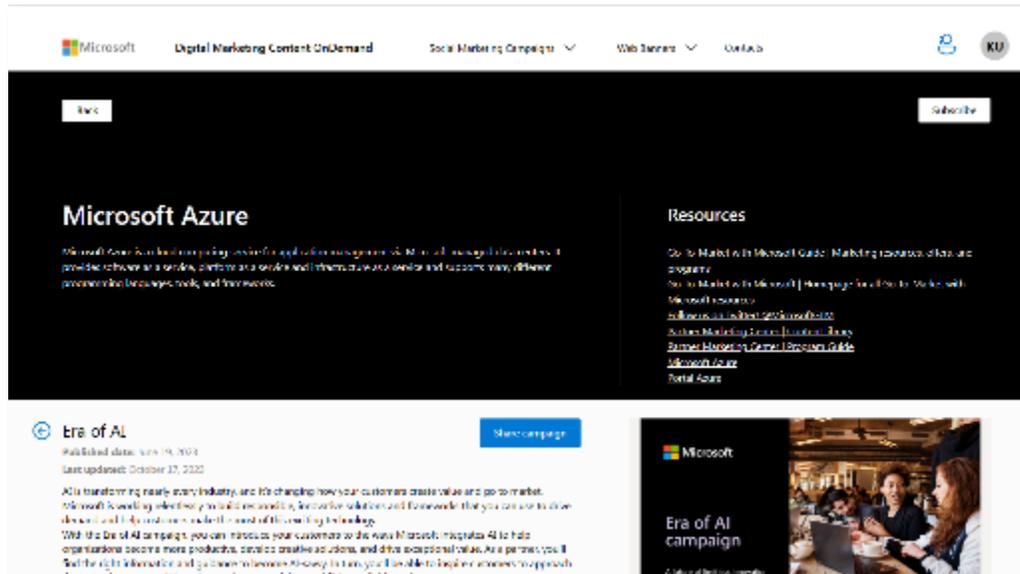
Use emails to pitch opportunities that align with your customers' journey.



**Available assets:** Pitch decks, to-customer videos, infographics, gated social image, thought leadership, gated e-book or white paper, to-customer email, to-customer social, and blog texts. Partner video training, sales and execution guides, and educational resources.



# Leverage Campaign-in-a-Box in DMC:



Digital Marketing Content OnDemand (DMC)  
Add your information and launch.

Connect with customers and **generate demand** with always-on marketing content delivered to you in weekly campaigns.

DMC is an automated platform that works best for partners who want to **capture new leads and save time**.

[Digital Marketing Content OnDemand \(DMC\)](#)



# Campaigns available

## Digital Marketing Content OnDemand (DMC)



Digital Marketing Content OnDemand provides a [catalog of campaigns](#) for you to explore.

Search by product areas or by alphabetical order. You also have the option to filter them using status, business type, language, Microsoft products, and solution areas in the dropdown menu.

### Languages (with codes)

English: en-us

German: de-de

Spanish: es-LATAM

Italian: it-it

French: fr-fr

Russian: ru-ru

Japanese: ja-jp

Chinese (simplified): zh-cn

Chinese (traditional): zh-tw

Korean: ko-kr

Turkish: tr-tr

Portuguese: pt-br

### Solution areas

Data and AI (Azure)

Infrastructure (Azure)

Digital and App Innovation (Azure)

Business Applications

Modern Work

Security



# Discover what's in a campaign

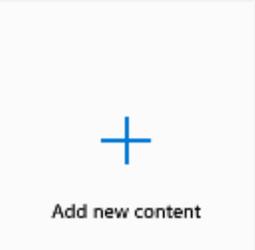
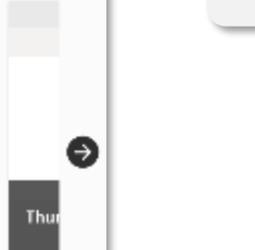
**Week 1 - Introduction to Microsoft Teams Essentials**

Welcome to Microsoft Teams Essentials, a complete and affordable solution designed with small and medium-sized businesses (SMBs) in mind. During this first week, you'll discover a set of assets that'll help you and your SMB customers get to know Teams Essentials, our comprehensive solution that enables seamless communication and streamlined collaboration in an all-in-one platform, making it easy for both frontline and backline workers to connect and collaborate, and for businesses to thrive in the hybrid work environment. Check out the materials available to share with your customers, such as social ads, email templates, and a blog post, as well as documentation exclusively for you that will guide you on how to position this platform and increase growth and revenue for your business.

### Content for you

 Monday - Partner guidance/training	 Tuesday - Pitch Deck	 Friday - Thought leadership/Blog
---	---	---

### Content to share

	 Monday - Gated social image	 Tuesday - Thought leadership/Blog	 Wednesday - Infographic	 Thursday - Social ad
---	--	--	--	---

Once you chose a campaign, you'll find **content for you** and **content to share** every week.

**Content for you** includes materials for you to explore and learn from, such as:

- Pitch decks.
- Sales guides.
- Playbooks.
- Training and additional guidance.



# Chose Where & When

Select your network to post to:

Facebook  Twitter  LinkedIn  Blogger  Tumblr  My Blog  WordPress

Facebook:

Stay ahead of the game and learn how #GenerativeAI is redefining the way people and machines collaborate. This Wall Street Journal special report shows how Microsoft #AzureAI is reshaping the enterprise landscape and driving #Innovation through new ways of working. Read the article here: <https://aka.ms/2024-TL-ai>

Microsite:

Stay ahead of the game and learn how #GenerativeAI is redefining the way people and machines collaborate. This Wall Street Journal special report shows how Microsoft #AzureAI is reshaping the enterprise landscape and driving #Innovation through new ways of working. Read the article here: <https://aka.ms/2024-TL-ai>

Post now?

No

Post on:

10/27/2023 100 PM (UTC-06:00) - Mountain Standard Time

Confirm

Content to share is ready to be posted on social media and blogs and sent via email.

Content for you

Monday - Execution guide  
Monday - Pitch deck (template for customization)

Content to share

Add new content

Tuesday - Infographic  
Tuesday - Email  
Wednesday - Thought leadership/Blog  
Thursday - Gated eBook or white paper

Week 2 - Leverage trustworthy AI, designed with responsible principles in mind

Week 3 - Address customer needs with an evolving Azure AI portfolio

Week 4 - Harness the future of productivity, creativity, and response with AI

You can determine where and when each asset will be shared and customize the pre-written copy.



# Add Your Own Content

To add content to a specific week, click the plus sign (+) in the "Content to share" section and complete the fields shown

Content to share

Add new content

Tuesday - Infographic

Tuesday - Email

Wednesday - Thought leadership/Blog

Thursday - Gated eBook or white paper

Week 2 - Leverage trustworthy AI designed with responsible principles in mind	Completed	>
Week 3 - Address customer needs with an evolving Azure AI portfolio	In progress	>
Week 4 - Harness the future of productivity, creativity, and response with AI		>
Week 5 - Stay competitive with AI copilots for developers		>
Week 6 - Lead the AI era with Microsoft		>

The "Add new content" button allows you to include your own materials in a campaign. This feature is useful for adding your case studies, website links, blog articles, and more.

To add content to a specific week, click the plus sign (+) in the "Content to share" section To add content to a specific week, click the plus sign (+) in the "Content to share" section



# Add Your Own Content

**Add content**

Product area  
Microsoft Azure

Campaign  
Azure AI

Content title  
Title  
1

Asset alias  
Dropdown list  
Other

Asset type  
Thought leadership

Asset thumbnail  
 Thumbnail upload  
 URL  
Upload

Select posting day  
Mon Tue Wed Thu Fri

Short message

Medium message

Long message

Create

**1. Add a content title.**  
**2. Select the asset alias you want to upload from the dropdown list.**  
**3. Select the asset type you want to upload from the dropdown list.**

**4. Upload a file or insert an URL in the content location field.**  
**5. Add your asset thumbnail (a 1000×1000-pixel image) to show a preview of your asset when it's shared.**  
**6. Choose the day you want your asset to post.**  
**7. Add short-, medium-, and long-message copy posts.**

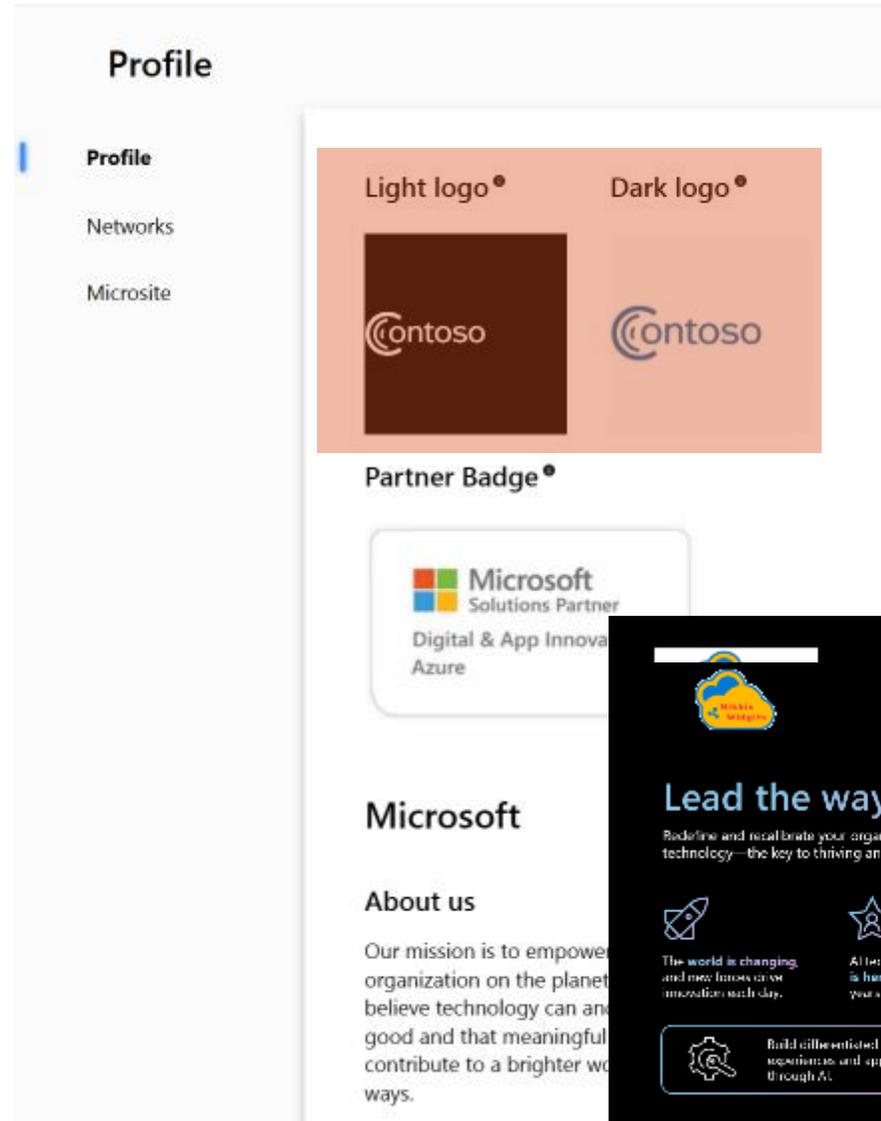
Complete the fields shown

1. Add a content title.
2. Select the asset alias you want to upload from the dropdown list.
3. Select the asset type you want to upload from the dropdown list.
4. Upload a file or insert an URL in the content location field.
5. Add your asset thumbnail (a 1000×1000-pixel image) to show a preview of your asset when it's shared.
6. Choose the day you want your asset to post.
7. Add short-, medium-, and long-message copy posts.
8. Click on "create".

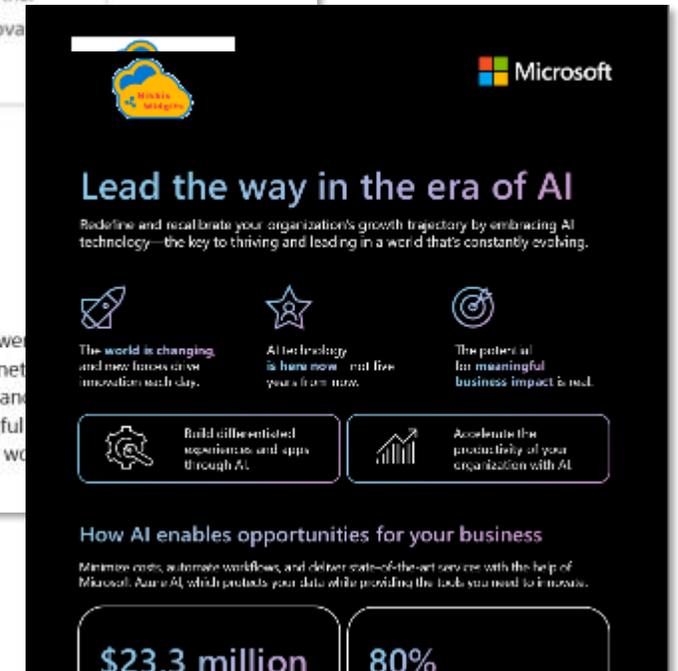
# Co-brand and customize

Once you update your profile, the platform will automatically populate your partner logo and company name across all the documents that can be co-branded.

Please verify that the logos you added to DMC meet the color and sizing required.



Use PNG files with transparent background adapted for light and other for dark color asset background that range from 1080 × 1080 px to 2480 × 2480 px in size.





# Co-brand and customize

Most assets are ready to share, but some others, such as pitch decks and Outlook File Templates (OFTs) in the **content for you** section, are customizable.

When you download the customizable asset you want, you can add your value prop messages and your organization's branding.

**Week 1** Use AI to enable real business impact Completed

Enterprises often strive to build differentiated customer experiences—and apps—and the digital debt is showing its effects. But now that AI is here, a unique market opportunity has opened for you to engage your customers to help them achieve new levels of innovation so they can close the efficiency gap and stand out from the competition.

Start Week 1 by discovering in the pitch deck the solutions Microsoft delivers for you and your customers, then apply our execution guide to the crafting of a successful campaign. Use our informational graphic to give your customers a sense of AI's value to their business, share relevant findings from a recent report from Forrester, "The Total Economic Impact™ of Microsoft Azure AI," and invite them to download the report.

This is a ideal time for you and your customers to start benefiting from the value and growth opportunities Microsoft provides in the era of AI.

### Content for you

Monday - Execution guide

Monday - Pitch deck [template for customization]

Wednesday - Sales Guide or Battle Card

Wednesday - Sales Guide or Battle Card

Develop the data to AI for the C-suite to talk with Microsoft and achieve greater productivity. Develop more profitable practices and solutions by leveraging customer insights and modernize their data estate for fully business data using cloud data analytics, unity data governance, and more.

### Content to share

Add new content

Tuesday - Infographic

Tuesday - Email

Wednesday - Thought leadership/Blog



# How to sign up

1. Visit [the onboarding page](#) and sign up using your **Partner Center** credentials.

2. Click on the "get started" button.

## Welcome to Microsoft Digital Marketing Content OnDemand

Digital Marketing Content OnDemand provides go-to-market content in fresh weekly campaigns at no cost to Microsoft partners. It not only enables partners to build and optimize their digital marketing strategy, but to capture and close leads through consistent online engagement. Utilize this resource to unlock expertise that can drive customer engagement and elevate your business. Please take the time to connect your social, email and blog accounts on the next series of screens. This will save you time later and improve your overall user experience.



Get started



# Complete your profile

## What business types are you interested in targeting?

Let's first capture some information about the type of content is most appropriate for your business. Please click on the business types identified on the right to help us surface the most relevant content for you.

Enterprise	Nonprofit	Small & medium business
Small, Medium or Enterprise	Surface	

[Back](#) [Next](#)

[Skip this step](#)

3. Select the business types you're interested in targeting, and click "next" to continue.

## What Microsoft topics are you interested in?

Now let's capture the most relevant product areas for your business. Please click on the product areas to the right that suit your business.

Microsoft 365	Microsoft Azure	Microsoft Dynamics 365
Surface		

[Back](#) [Next](#)

4. Choose the Microsoft topics you want and click "next" to continue.

# Complete your profile

5. Click "subscribe" on the Microsoft product areas applicable to your business, and on "next" to continue.

6. Update your contact information, and add logos and a banner to ensure your content is customized.

7. Choose whether you want to receive weekly update emails.

Based on your interests, we suggest subscribing to these product areas:



The screenshot shows three product area cards, each with a "Subscribed" button. The cards are: "Microsoft Azure I", "Microsoft Azure (Nonprofit)", and "Microsoft 365 & Security (Nonprofit)".

Back Next

[Skip this step](#)

### Update profile information

As part of the Digital Marketing Content OnDemand program, we offer co-branding on some of the content available for you to share through social, email and blogs. The completeness of your profile will directly impact your co-branding experience. While not required, including two versions of your logo and a banner will further ensure you have the optimal co-branding experience.

Marketing contact email  
v-tonac@microsoft.com

Address  
2 Memorial Dr

Address 2

City  
seattle

State or region  
WA

Zip or postal code  
98223

Country  
US

Light logo 

Dark logo 

Banner 

Phone  
2065555555

Back Next

[Skip this step](#)





# Link your networks

1. Access "manage networks" by clicking on the icon containing your initials or [go to this link](#).

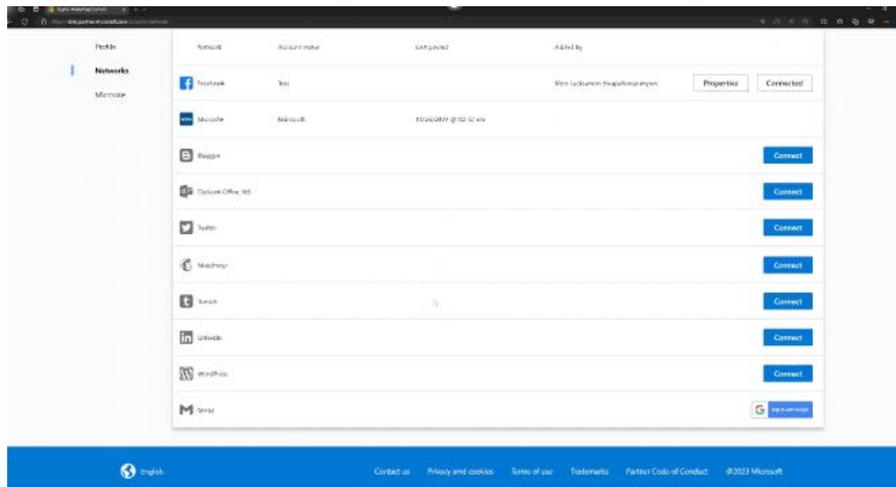
The screenshot shows the Microsoft Digital Marketing Content OnDemand interface. The top navigation bar includes the Microsoft logo, the text "Digital Marketing Content OnDemand", and three dropdown menus: "Social Marketing Campaigns", "Web Banners", and "Contacts". On the right side of the navigation bar, there is a user profile icon with the initials "PR".

The main content area features a large heading "Social Marketing Campaigns" over a background image of people in a meeting. Below the heading, there is a paragraph of text: "Digital Marketing Content OnDemand provides multi-channel marketing campaigns at no extra cost to Microsoft partners. Here you can find social media, blog, and email campaigns, as well as web banners to post on your site. Unlock expertise that can drive customer engagement and elevate your business."

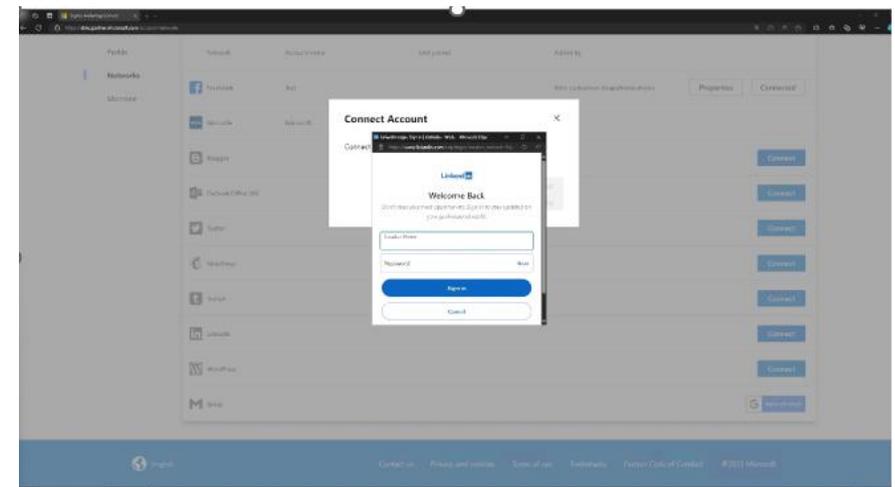
On the right side, a "My account" dropdown menu is open, listing several options: "Manage my profile", "Manage networks" (highlighted with a red circle), "Manage contacts", "My Microsite", and "Sign Out".



# Link your networks



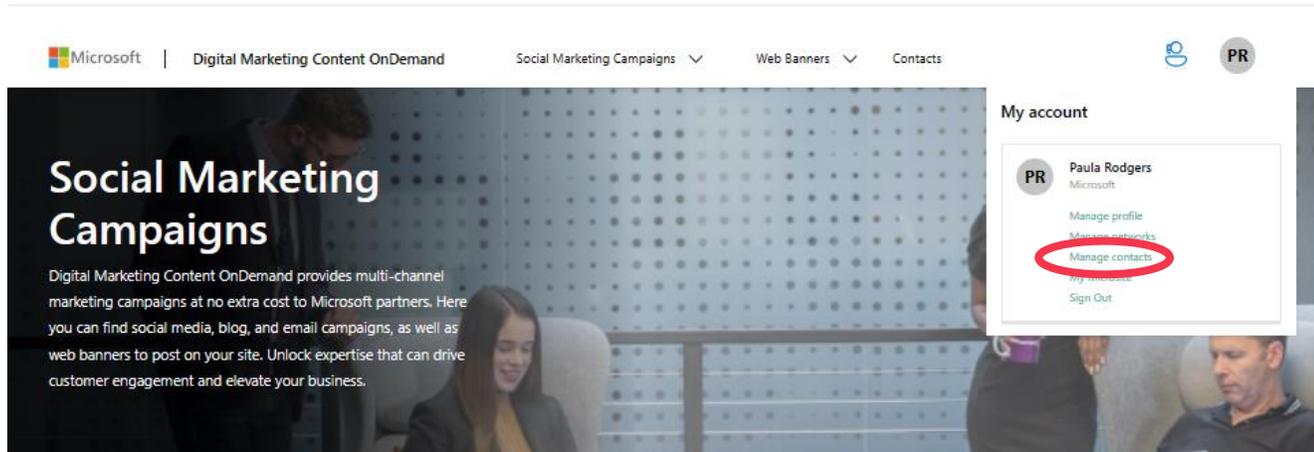
2. Select the networks you want and click on the blue "connect" button for each.



3. Sign in and authorize each of the selected accounts.



# Add your email contact lists

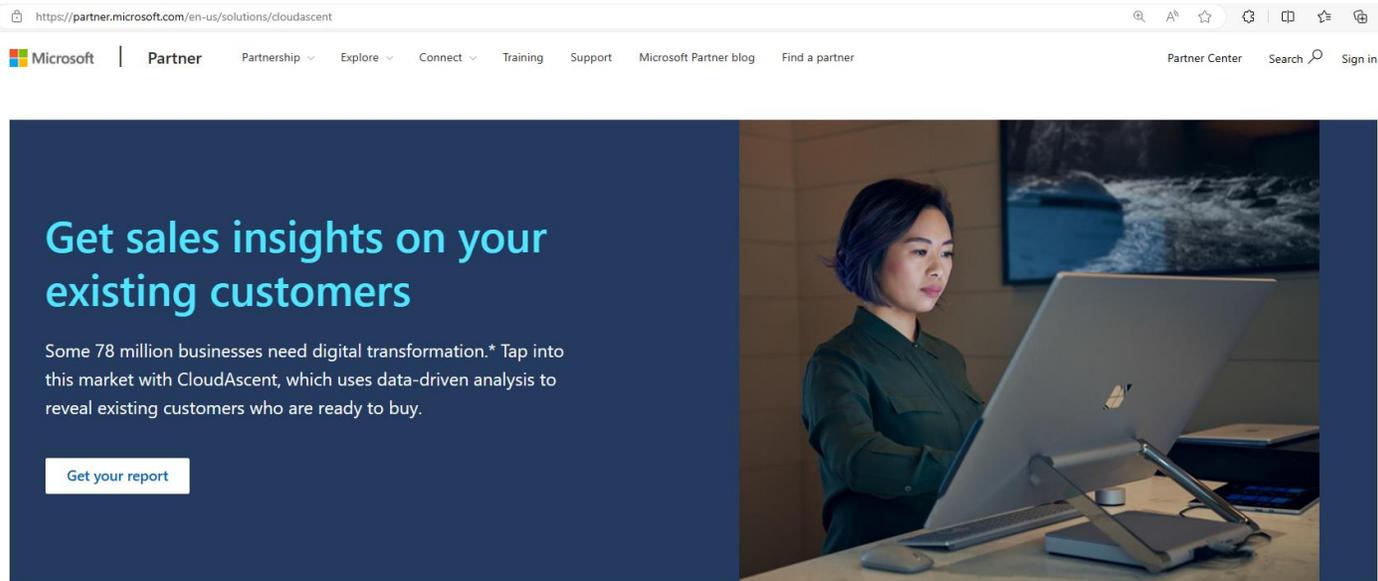


1. Add or modify lists by clicking the icon with your initials and select "manage contacts" or [use this link](#).

# What is Cloud Ascent

CloudAscent uses machine learning on your sales and data sources to highlight new opportunities and generate fresh customer propensity reports monthly.

Learn more at <http://aka.ms/CloudAscent>



The screenshot shows a web browser window with the URL <https://partner.microsoft.com/en-us/solutions/cloudascent>. The navigation bar includes the Microsoft logo, a 'Partner' dropdown menu, and links for 'Partnership', 'Explore', 'Connect', 'Training', 'Support', 'Microsoft Partner blog', and 'Find a partner'. On the right side of the navigation bar are links for 'Partner Center', 'Search', and 'Sign in'. The main content area features a dark blue background on the left with the headline 'Get sales insights on your existing customers' in light blue. Below the headline is a paragraph: 'Some 78 million businesses need digital transformation.\* Tap into this market with CloudAscent, which uses data-driven analysis to reveal existing customers who are ready to buy.' A white button with the text 'Get your report' is positioned at the bottom left. On the right side of the main content area is a photograph of a woman with dark hair, wearing a dark green shirt, sitting at a desk and looking at a large computer monitor. The monitor displays a landscape image of a river or lake.

**Get data-driven insights into your existing customer base.**

High-propensity customers you've transacted with will appear in your report.

**Target segments and pull contact data**

Filter your downloaded reports to target segments and merge with your CRM contact information.

# Logging in to Cloud Ascent

The screenshot shows the Microsoft Partner Center interface. The top navigation bar includes the Microsoft Partner Center logo, a search bar, and a hamburger menu. The left sidebar contains the following navigation items: Home, Insights, and Help + support. The main content area displays the 'Insights | Customer opportunities' dashboard. The dashboard includes a summary section with the following data:

Metric	Value
SMB Customers	20.49K
Expiring agreements	9
Open expiring revenue USD	102.73K

Below the summary is a donut chart titled 'Customers by SMB type' showing the distribution of customers across three categories:

SMB Type	Count	Percentage
Top unmanaged	300+	9.51K (100.0%)
Medium Business	421	9.51K (100.0%)
Small Business	193	9.51K (100.0%)

The dashboard also includes a 'Download reports' button at the bottom left.

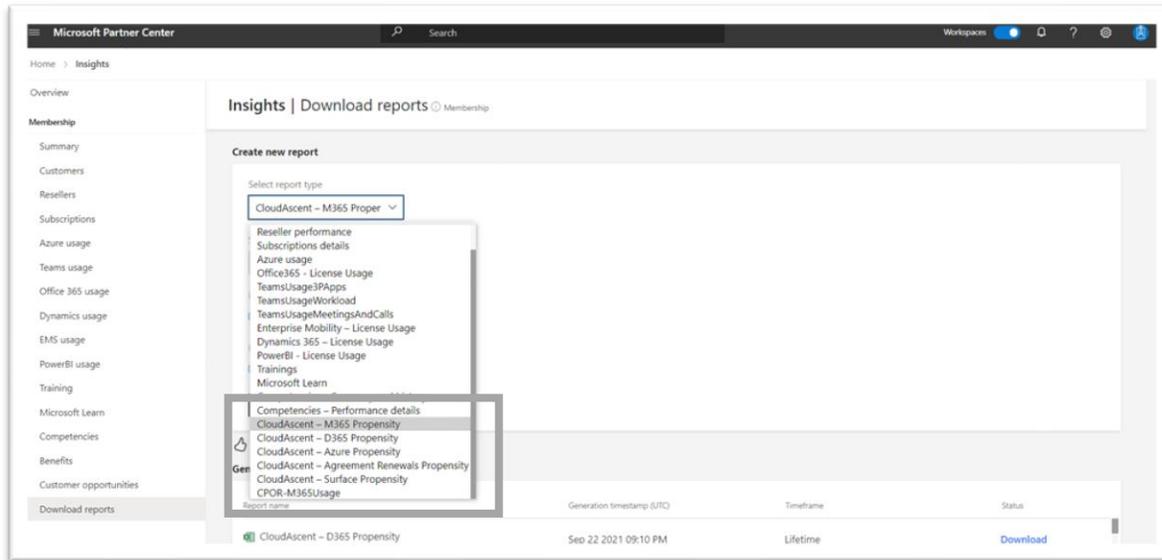
1. Navigate to <https://partner.microsoft.com/>

2. Sign In using your company email and select the main menu tool bar -> Insights

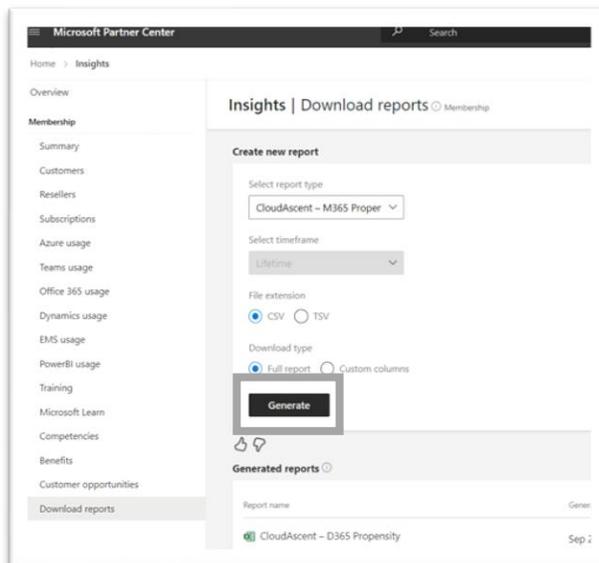
3. Once logged in, Navigate to the Customer Opportunities tab under the Insights Menu

Note: In order to see the Customer opportunities tab, you'll need to have the **Executive Report Viewer Role** in Partner Center

# Cloud Ascent: How to see Customer Propensity



1. Navigate to the Download Reports Tab. You'll need to download D365, M365, Azure, and renewals individually to see product propensity recommendations and Solution Plays for your customers.



2. Select the "Generate" Button to create the report. To download multiple reports change the report type using the "Select Report Type" Dropdown (shown right). All CloudAscent Propensity data can be identified by the "CloudAscent - ..." title.

# Cloud Ascent: How to see Customer Propensity

The screenshot shows the Microsoft Partner Center interface. On the left is a navigation menu with 'Download reports' selected. The main area displays a list of generated reports for 'Cloud Ascent'. A 'Downloads' window is open over the reports, showing a list of export files with 'Open file' links. The reports list includes:

Report name	Generation timestamp (UTC)	File extension	Download type	Action
CloudAscent - D365 Propensity	Sep 22 2021 09:10 PM	CSV	Full report	Download
CloudAscent - Azure Propensity	Sep 21 2021 10:33 PM	CSV	Full report	Download
CloudAscent - Azure Propensity	Sep 21 2021 02:31 PM	CSV	Full report	Download
CloudAscent - D365 Propensity	Sep 20 2021 10:47 PM	CSV	Full report	Download
CloudAscent - M365 Propensity	Sep 20 2021 10:05 PM	CSV	Full report	Download

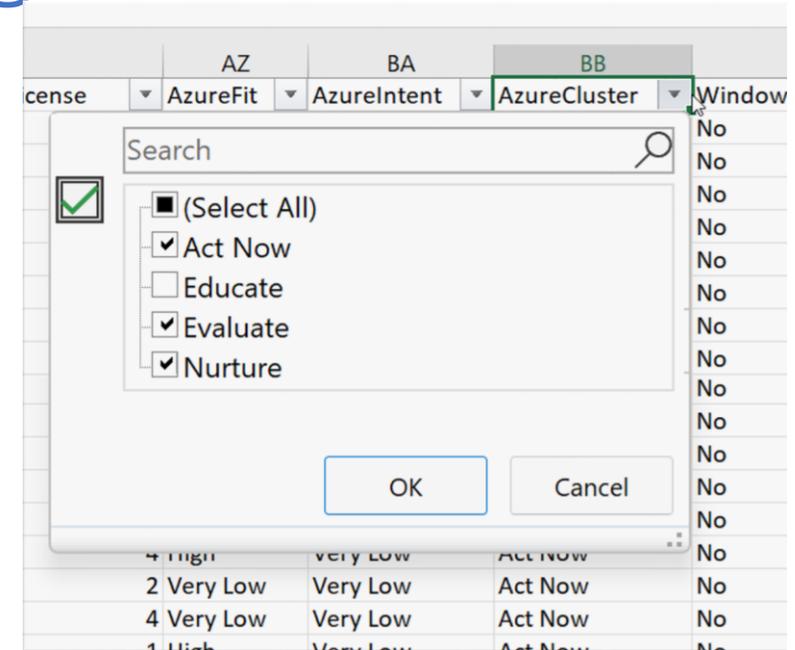
3. Click the download button to download the report. Click "Open File" from the Edge download ribbon.

MPN ID	Partner Name	Customer	DUNS Number	Account Number	Domain	Org Size	Industry	Vertical	Area	Subsidiary	Sales Territory	City	State	Postal Code	Country	Segment	Sub Segment	SMC Type	To
00001100	Test_Test	0000110000			ABC-COMPUTERS	100-299	N/A	Unknown	Western E	Belgium		WEST-VLA		8500	Belgium	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			BOUYGUES	50-99	N/A	Unknown	Western E	Netherlands		Venlo		5928 RC	Netherlan	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			MARCOHAMMOUD	50-99	N/A	Unknown	MEA	Lebanon		BEITMERY		20383054	Lebanon	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			LEERHAFMAN	50-99	N/A	Unknown	Western E	Netherlands		DEN BOSCH		5222EA	Netherlan	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			Mason&Goldster P	50-99	N/A	Unknown	APAC	New Zealand		Auckland		1050	New Zeala	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			SEANWORTH C	50-99	N/A	Unknown	UK	United Kingdom		ALTRINCH		WA15 5PT	United Kin	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			MARION DE TRAIT	50-99	N/A	Unknown	France	France		COLLIOUR		66190	France	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			Martin Lohan Kar	50-99	N/A	Unknown	APAC	New Zealand		Christchur		8022	New Zeala	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			CLYTONS INC	50-99	N/A	Unknown	France	France		MONACO		98000	France	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			LOGOPHIE PRINTE	50-99	N/A	Unknown	Western E	Belgium		MEER		2321	Belgium	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			STUDIO ASSOCIATI	50-99	N/A	Unknown	Western E	Italy		VERONA		37121	Italy	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			RAMER TECHNOLOG	50-99	N/A	Unknown	APAC	New Zealand		AUCKLAND		745	New Zeala	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			Friederichshofen	50-99	N/A	Unknown	Germany	Germany		Bochum		44795	Germany	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			TOTAL LIBRARY SOL	50-99	N/A	Unknown	APAC	New Zealand		AUCKLAND		1010	New Zeala	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			STWT	50-99	N/A	Unknown	UK	United Kingdom		STOKE ON		ST3 5XA	United Kin	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			Sebastian&Schwa	50-99	N/A	Unknown	Germany	Germany		Berlin		14057	Germany	Small, Me	SM&C Cor	Small	N/
00001100	Test_Test	0000110000			Computers - Consult	50-99	N/A	Unknown	Germany	Germany		Deining		92364	Germany	Small, Me	SM&C Cor	Small	N/

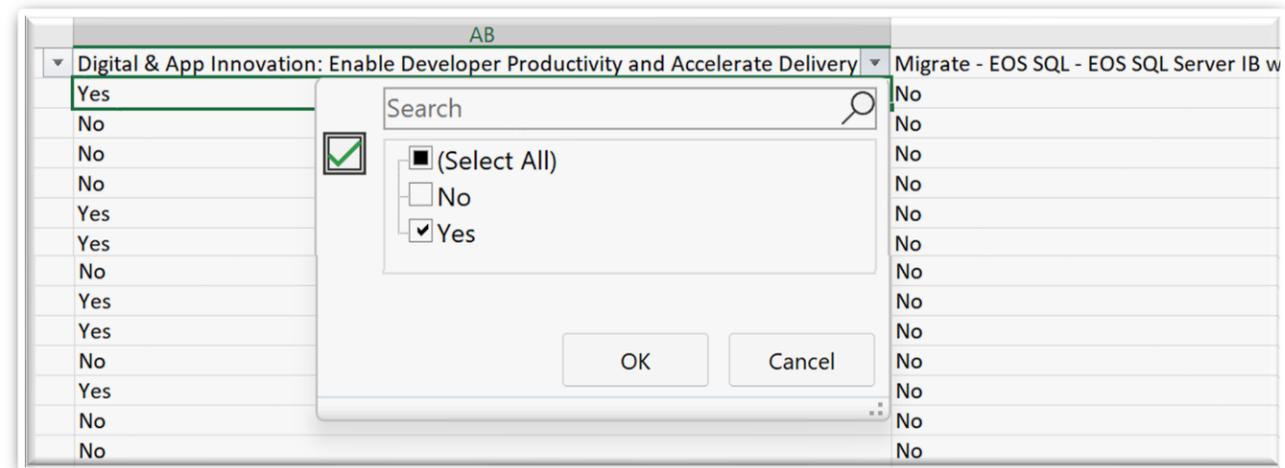
4. Open the file with Excel, each download starts with your Partner MPN ID/Name, followed by your Customer firmographics Data, and propensity recommendations.

# Manipulate the report for usage in DMC

1. Find the column for your cluster and filter on 'Evaluate' and 'Nurture' values. 'Act Now' customers are showing the highest propensity should be targeted for sales.

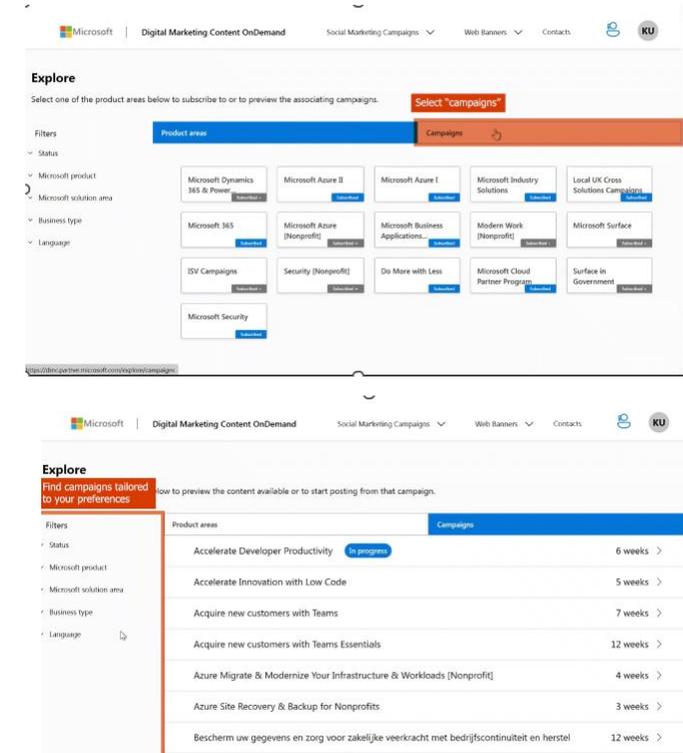
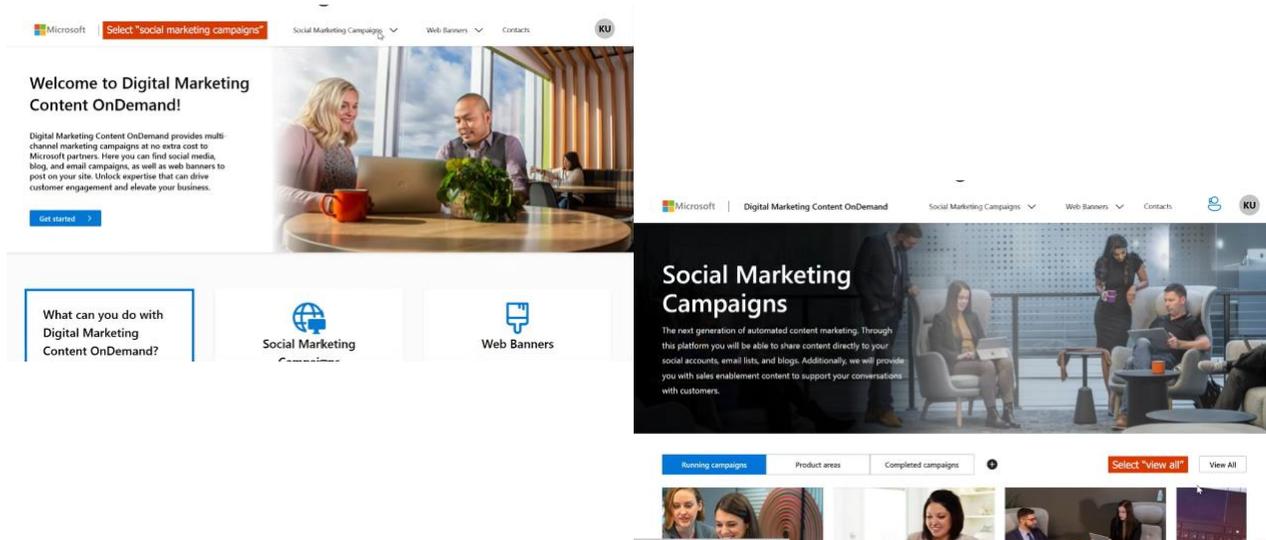


2. Find the solution play columns, and select the one that you would like to leverage in DMC. Filter on 'Yes' to see what customers are eligible for this Solution play





# Get ready to launch



1. Go to DMC. In the top menu, select "social marketing campaigns." You can also [use this link](#).

2. Click on "view all" to see the materials available. Once there, go to the main tab and select "campaigns."



# Get ready to launch

Microsoft | Digital Marketing Content OnDemand | Social Marketing Campaigns | Web Banners | Contacts | KU

**Explore**

Select one of the campaigns below. Select the campaign you want to launch.

Filters

- Status
- Microsoft product
- Microsoft solution area
  - All
  - App Innovation
  - Business Applications
  - Data & AI
  - Infrastructure
  - Modern Work
  - Security
  - Surface
  - N/A
- Business type

Product areas	Campaigns
Acquire new customers with Teams	7 weeks >
Acquire new customers with Teams Essentials	12 weeks >
Converged Communications and Teams Phone	3 weeks >
Digital Workforce (FY23 update)	12 weeks >
Do More with Less - Enterprise (Modern Work)	12 weeks >
Do More with Less - SMB (Modern Work)	12 weeks >
Elevate the Shopping Experience: Intelligent Stores	6 weeks >

Filters

- Status
- Microsoft product
- Microsoft solution area
  - All
  - App Innovation
  - Business Applications
  - Data & AI
  - Infrastructure
  - Modern Work
  - Security
  - Surface
  - N/A
- Business type
- Language
  - All
  - Arabic
  - Dutch (Netherlands)
  - English (UK & AU)
  - English (US)
  - Finnish
  - French (France)

Product areas

Acquire new customers with Teams 7 weeks >

Acquire new customers with Teams Essentials 12 weeks >

Microsoft Teams is the ultimate collaboration and communication tool for businesses, and with Teams Essentials, organizations can access an affordable platform that enables rich features and powerful performance all in one place. Teams Essentials includes capabilities such as chat, file sharing, and task management, providing a complete solution for small and medium-sized businesses (SMBs).

Teams Essentials provides businesses with all the features they need to stay connected, productive, and competitive in the hybrid work world. By integrating with other Microsoft products such as Office, SharePoint, Power BI, and Teams Phone, Teams Essentials offers professional, secure, and reliable solutions that enable businesses to operate more effectively.

For partners, Teams Essentials presents a significant opportunity to meet the needs of SMBs. Provide a secure and compliant platform for companies to communicate and collaborate on sensitive data while helping them improve their productivity, increase their competitiveness, and enhance their customer service. Teams Essentials is the perfect solution to help your customers stay connected, collaborate, and achieve their goals.

Converged Communications and Teams Phone 3 weeks >

Digital Workforce (FY23 update) 12 weeks >

Acquire new customers with Teams Essentials

Published date: March 27, 2023  
Last updated: August 11, 2023

Microsoft Teams is the ultimate collaboration and communication tool for businesses, and with Teams Essentials, organizations can access an affordable platform that enables rich features and powerful performance all in one place. Teams Essentials includes capabilities such as chat, file sharing, and task management, providing a complete solution for small and medium-sized businesses (SMBs).

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Next campaign - NextGen Windows Experiences (FY23 update)

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8 Week 9 Week 10 Week 11

3. To preview the content, choose the campaign you want to launch, then click on the "view campaign" button.

4. Select "start campaign" to launch.



## Chapter 2

# Set up your campaigns

**How would you like to run this campaign?**

You have the option of manually scheduling your posts (recommended, as this also gives you the opportunity to review and modify the prewritten social copy, emails, and blog posts) or you can set your account to automatically run the campaigns you've selected.

**Campaign 1 – Acquire new customers with Teams Essentials**

Automatic

Select either "automatic" or "manual"

Manual

Back Next

---

**Set manual campaign default values**

Running a manual campaign allows you to share each piece of content in a unique way. If there are core networks or times you plan to post to, or on, configure them below to reduce repetition later. You will still need to individually select and schedule content in order for it to post.

Select your default networks to post to:

f t in B t www W

Select your default email networks to post to:

o M

Select default time zone:

{UTC+13:00} - New Zealand Standard Time

Choose default posting times:

1. To start, select "automatic" or "manual" and click on "next."

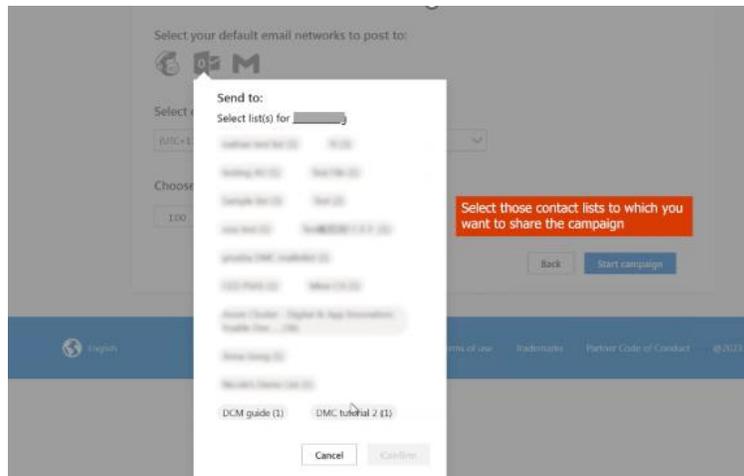
2. Choose your preferred social media profile and account and click "confirm."

3. Choose an email platform (MailChimp, Outlook, or Gmail) and click "next."

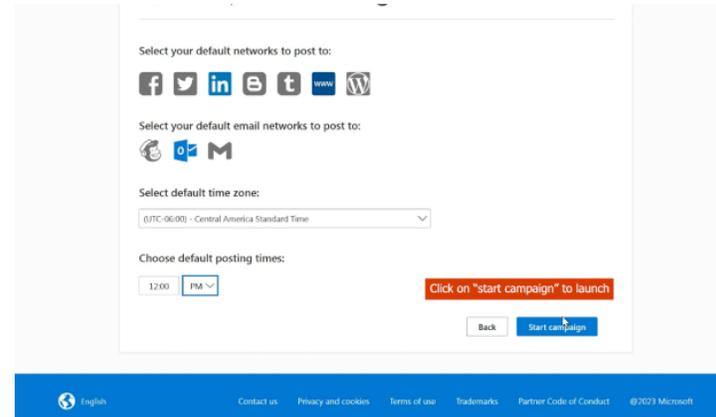
In many DMC campaigns, you may find an execution guide in the week 1 "content for you" section to learn how the campaign works, who to target, and how to close the sale.



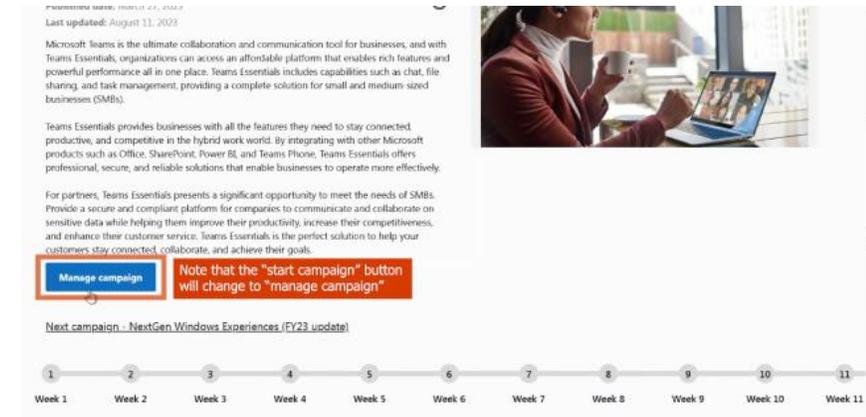
# Set up your campaigns



4. Select "contacts" to share the campaign and click on "confirm."  
You can [review your contact lists here](#).



5. Click "next" to complete the setup and "start campaign" to launch.



6. The "start campaign" button will become "manage campaign" after setup. Click it to cancel at any time.

# Email Opt Outs



Make sure that prospects have opted-in to hearing from you

### Add new contact

First name

Last name

Email

Phone

I understand that it is my responsibility to regularly audit these contacts to make sure I am compliant with GDPR and other privacy laws

By checking this checkbox, I confirm that the contact I am adding has not previously opted out of communication from my organization or this type of mailing list.

Make sure you review and monitor unsubscribes

Microsoft | Digital Marketing Content OnDemand | Social Marketing Campaigns | Web Forms | Contacts | MV

### Contacts

Contacts | 10 contacts

Search for contact

Name	Email	Phone	Company	Role	Loc
[Redacted]	[Redacted]@example.com	[Redacted]			<input type="button" value="Unsubscribe"/>
[Redacted]	[Redacted]@example.com	[Redacted]			<input type="button" value="Unsubscribe"/>
[Redacted]	[Redacted]@example.com	[Redacted]			<input type="button" value="Unsubscribe"/>

Don't add contacts that have already unsubscribed or opted out from your communications

Microsoft | Digital Marketing Content OnDemand | Social Marketing Campaigns | Web Forms | Contacts | MV

### Contacts

List of all Opt-outs contacts | 1 contacts

Search for contact

Name	Email	Phone	Company	Role
[Redacted]	[Redacted]@example.com	[Redacted]		

Unsubscribed contacts are automatically removed from your account's email lists and added to the opt-out list.

You'll want to [review this list regularly](#) to avoid adding previously unsubscribed contacts.



# Partner Marketing Center (PMC)

**Business Applications**  
There's a lot going on in the world right now. The digital landscape is changing—and so are the challenges—and the marketing strategies that work best.

**Data & AI (Azure)**  
Get the most out of your data with AI & ML to help you make better decisions for your business.

**Digital & App Innovation (Azure)**  
Launch your marketing efforts to reach new customers that need help. Increase the effectiveness of your campaigns with our digital insights.

**Infrastructure (Azure)**  
As your business grows, the infrastructure you choose can be the difference between success and failure. Get the most out of your infrastructure with our cloud solutions.

View More in this category

Microsoft | Partner | Home | Solutions | Cloud | AI | Security | Marketing | Microsoft | Microsoft | Microsoft

Partner Center | My Profile | Sign Out

## Data and AI Solution Play Marketing Campaigns

Test Marketing 2021-07-18

Microsoft and its ecosystem of solutions help you make better decisions, solve problems, and create new business opportunities. Our AI, Data, and Analytics solutions help you make better decisions, solve problems, and create new business opportunities. Our AI, Data, and Analytics solutions help you make better decisions, solve problems, and create new business opportunities.

**Modern Work**  
Equip your modern work environment to thrive in the new normal. Drive engagement and productivity with Microsoft's modern work solutions.

**Security**  
Protect your data and security. Our AI, Data, and Analytics solutions help you make better decisions, solve problems, and create new business opportunities.

View More in this category

### This campaign's content

Showing 1 of 4 items

- Tech of AI**  
The AI Campaign is a...
- Power Business Resilience with Cloud**  
The Resilience Campaign is a...
- Integrate Cloud and Connected Analytics**  
The Analytics Campaign is a...
- RFP Ready by Design**  
The RFP Campaign is a...

Deploy campaigns using your own tools and get the content you need.

All assets within a PMC campaign collection can be downloaded and customised with your logos and value proposition messages.



# Discover the solution areas



## Business Applications

From manufacturing to marketing, spend more time developing solutions to complex business challenges—and less time searching for customers that need them.

[View Business Applications resources](#)



## Data & AI (Azure)

Optimize how you deliver analytics and AI solutions to customers with growth-focused resources for your business.

[View Data and AI resources](#)



## Digital & App Innovation (Azure)

Harness our marketing expertise to reach new customers that need help managing their broad range of applications, such as cloud native apps and apps for modern enterprise.

[View Digital and App Innovation resources](#)



## Infrastructure (Azure)

As you migrate customer key infrastructure loads to Azure, seize the enormous market opportunity with our key marketing campaigns.

[View Infrastructure resources](#)



## Modern Work

Explore Modern Work marketing resources to focus your sales efforts, drive engagement, and acquire new customers—with Microsoft Viva, Intune, SaaS, and more.

[View Modern Work resources](#)



## Security

In a shifting data and security landscape, strengthen how you go to market with impactful campaigns for your Microsoft Security solutions.

[View Security resources](#)



## Campaigns by industry

Scale your marketing approach and win new customers faster with go-to-market resources tailored to specific industries, like healthcare, retail, and more.

[View Industry resources](#)

- Choose campaign content by solution area.
- Foster new pipelines across all partner segments.
- Explore industry-aligned campaigns.

## Solution areas on PMC:

- Data and AI (Azure)
- Infrastructure (Azure)
- Digital and App Innovation (Azure)
- Business Applications
- Modern Work
- Security

Visit [here](#).



# Leveraging Campaign-in-a-Box in PMC

The screenshot shows a Microsoft Partner Marketing Center (PMC) page for a campaign titled "Era of AI". The page features a navigation bar with links for "Microsoft", "Partner", "Partnership", "Insights", "Content", "Training", "Support", "Microsoft Advertising", and "Partnerships". The main content area includes the title "Era of AI" with a "View Details" button, a "Last Modified" date of "2024-07-08", and a large image of a modern office interior. Below the image, there is a paragraph of text describing the campaign's focus on AI and its benefits for businesses. At the bottom, there is a call to action to "Get ready and harness this unique opportunity to take part in the era of AI."

**Accelerate your time to market and amplify offers** to the customers you most want to engage with this tool's robust collection.

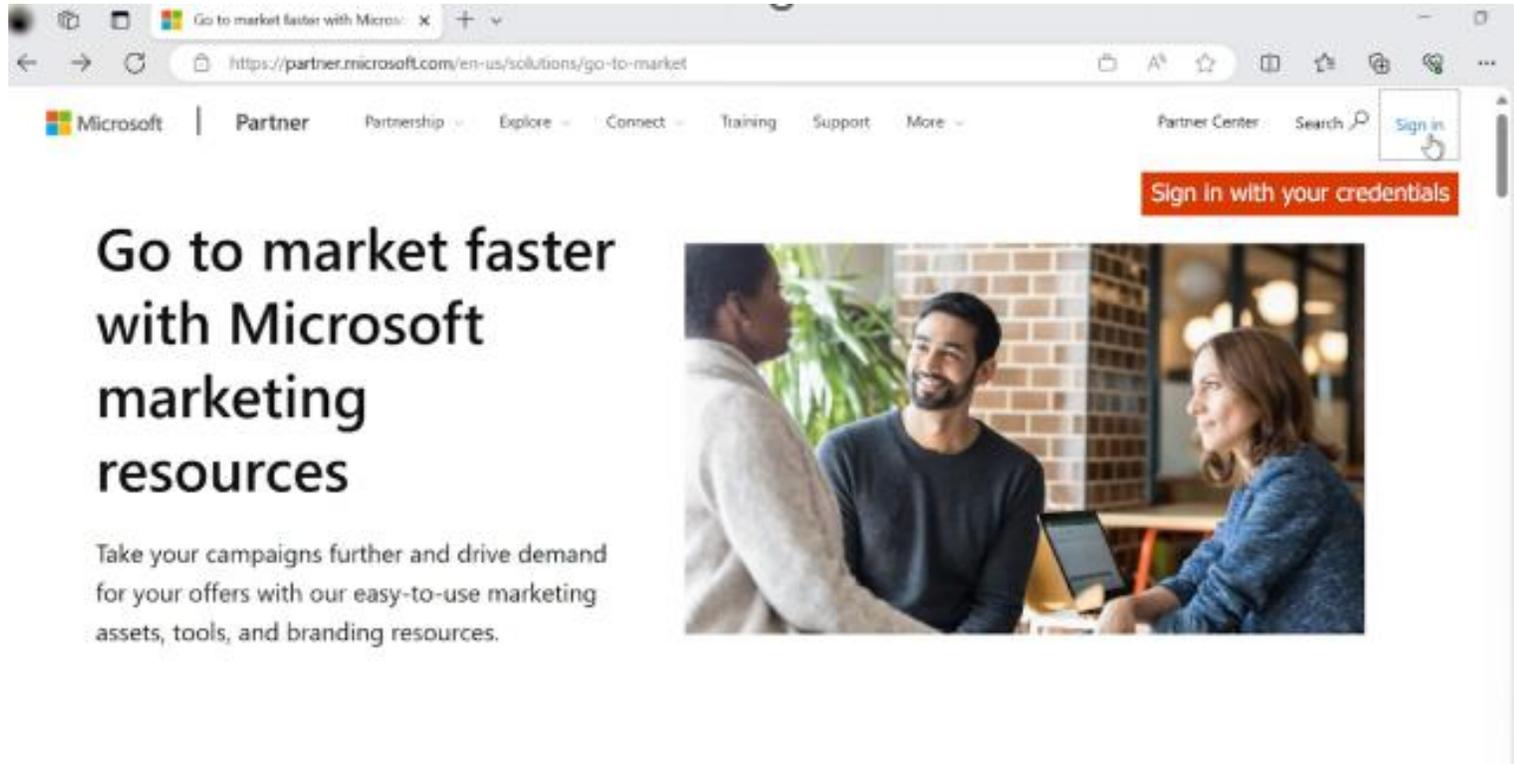
PMC works best for partners who want to **ramp up marketing resources** and distinguish their Microsoft offerings.

[Partner Marketing Center \(PMC\)](#)

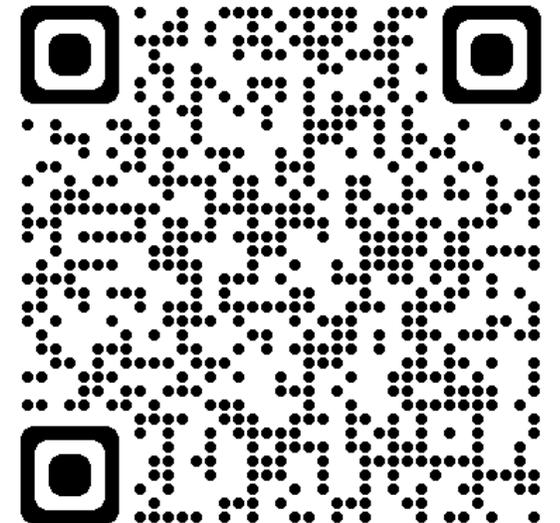
## Customizing your assets

The campaign assets in the collections are templates that require **partner customization**. Each asset has instructions for modifications that let you make it your own: **brand font, logo, and colors, solution value proposition and details, call to action and company contact information.**

# Explore campaigns on PMC



1. Go to [PMC](#) and sign in with your credentials.



# Explore campaigns on PMC



**Business Applications**  
From manufacturing to marketing, spend more time developing solutions to complex business challenges—use less time searching for customers that need them.  
[View Business Applications resources](#)

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Harness our marketing expertise to reach new customers that need help managing their broad range of applications, such as cloud native apps and apps for modern enterprises.  
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[View Security resources](#)

**Campaigns by industry**  
Scale your marketing approach and win new customers faster with go-to-market resources tailored to specific industries, like healthcare, retail, and more.  
[View Industry resources](#)

Microsoft | Partner | Partnership | Explore | Connect | Training | Support | Microsoft Partner blog | Find a partner | Partner Center | Search | Sign in

## Modern Work Solution Play Marketing Campaigns

COLLECTION

Last Modified 2024-01-08

With continued focus on making Solution Plays more effective, we've created collections of assets and marketing execution guides that will help you easily Go-to-Market in alignment with our Solution Plays. These marketing campaigns will help you build your own multi-channel marketing campaign that highlights the benefits of Modern Work Solutions.

### This campaign's content

Showing 1-12 of 13 assets

- Copilot for Microsoft 365**  
Partner-ready campaign to drive leads for Copilot for M365.  
2024-02-29
- Secure Productivity for Healthcare**  
Campaign to drive leads for M365 E3 and uncover upsell opportunities.  
2024-01-03
- Connect and Empower your frontline healthcare workers**  
Help your healthcare customers empower their frontline workforce.  
2024-02-16
- Connect and empower your frontline manufacturing workers**  
Use this campaign to connect with your customers.  
2023-12-23

2. Select the solution area you're interested in

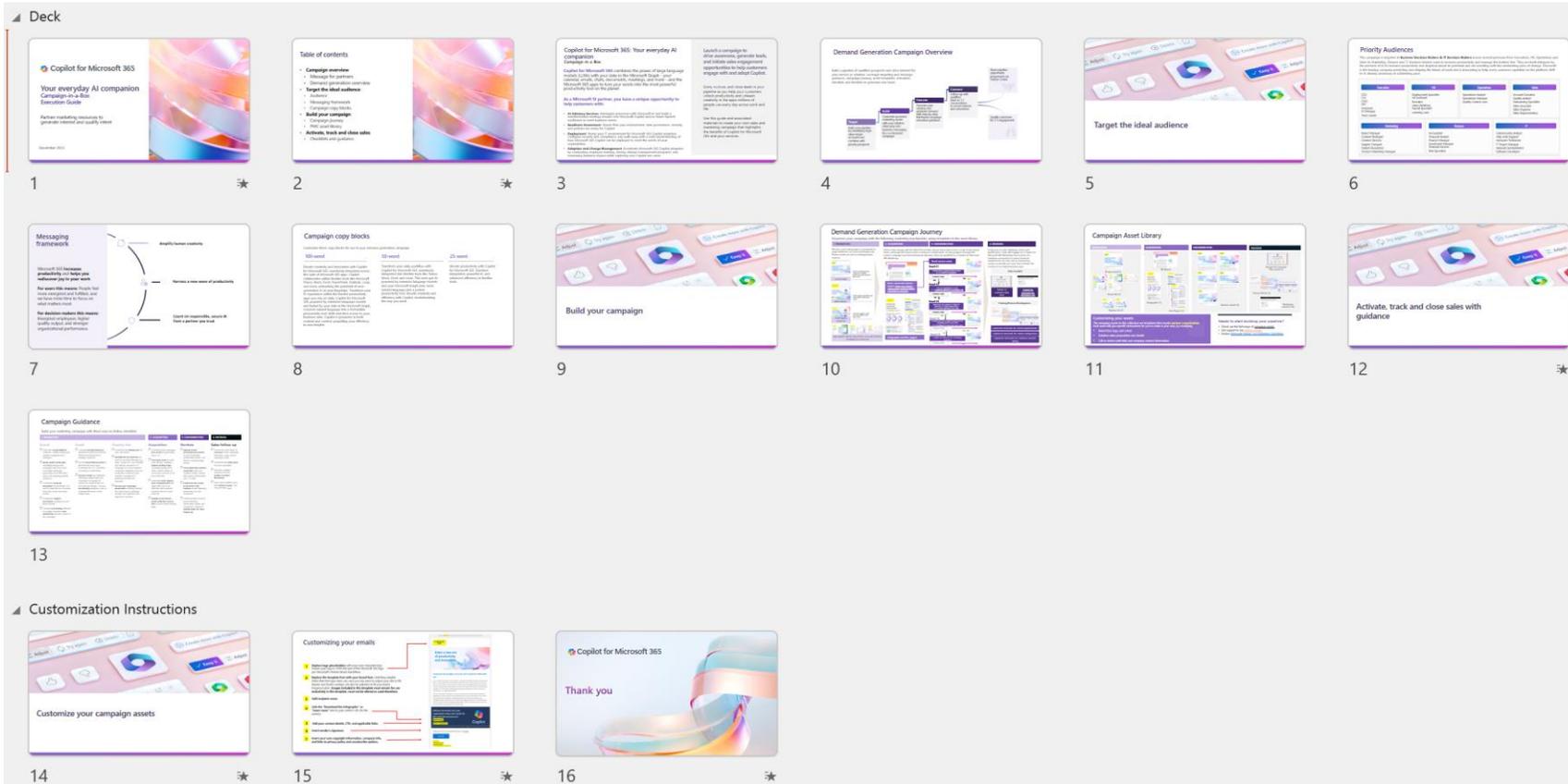
3. Choose a campaign; Explore the execution guide and download the assets

# Understand the execution guide



An execution guide is a document that explains how to run a campaign.

- In it, you'll find:
- Campaign overview.
  - Messaging framework and target audience.
  - Detailed instructions to customize assets.
  - Campaign checklists and timeline.
  - Recommended campaign journey and asset library.



# Demand Generation Campaign Journey

Sequence your campaign with the following marketing touchpoints, using templates in the asset library.

## 1. PROMOTION

The hero asset (infographic) is promoted to target audiences via social and display ads. Promo emails are sent to existing known contacts.

**Promo email**  
Send to existing known contacts to capture interest and promote the hero asset.

**Static Banner**  
Static banners generate and drive traffic to the hero asset.

**Paid/Organic Social Ad**  
Paid and organic social ads drive traffic to the hero asset.

**App Specific (Word, PowerPoint, Excel and Outlook) Animated GIF Social Ads**

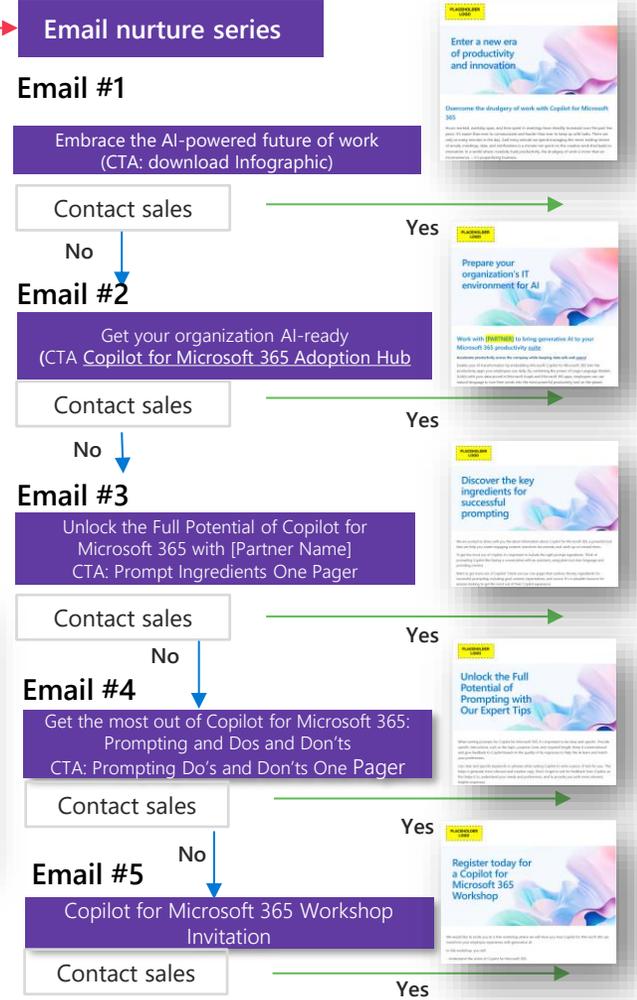
## 2. ACQUISITION

Visitors who engage with the Work Trend Index special report will receive a multi-email nurture series, surfacing mid-funnel assets to enhance consideration. As they progress through the nurture campaign and show behavioral indicators, they are qualified for a Copilot for Microsoft 365 Workshop.

**Work Trend Index Special Report: What Can Copilot's Earliest Users Teach Us About Generative AI at Work?**

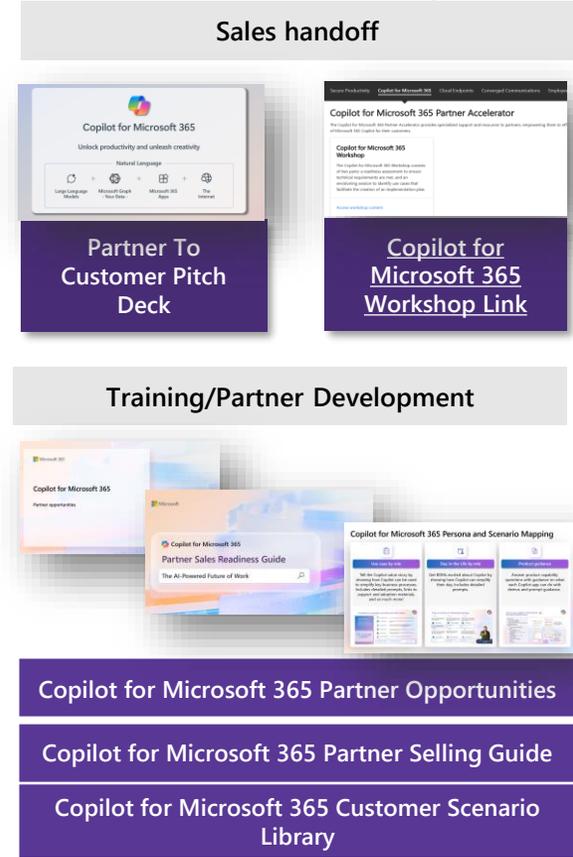
**Infographic and One-pagers**

## 3. CONSIDERATION



## 4. DECISION

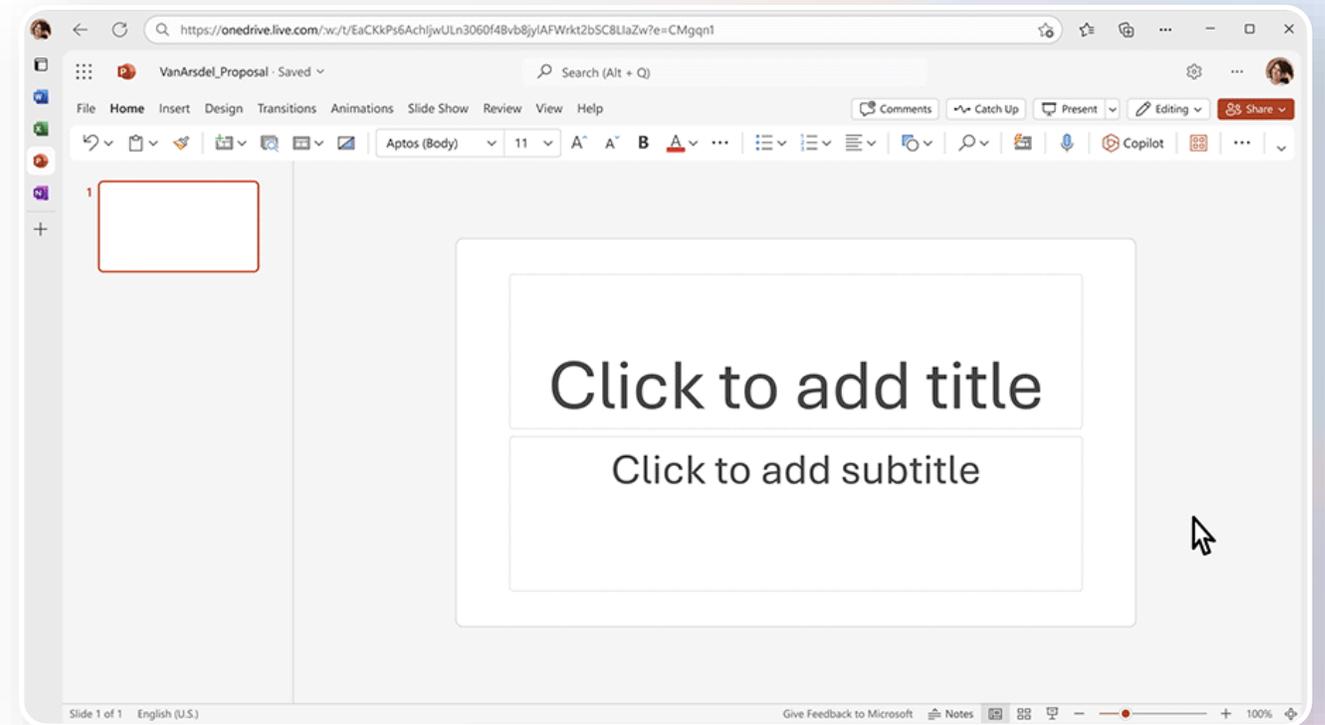
Leads pass to sales following nurture and qualification. Leads will engage via a Copilot for Microsoft 365 Workshop that consists of a readiness assessment to ensure technical requirements are met, and an envisioning session to identify use cases that facilitate the creation of an implementation plan.





Placeholder Logo

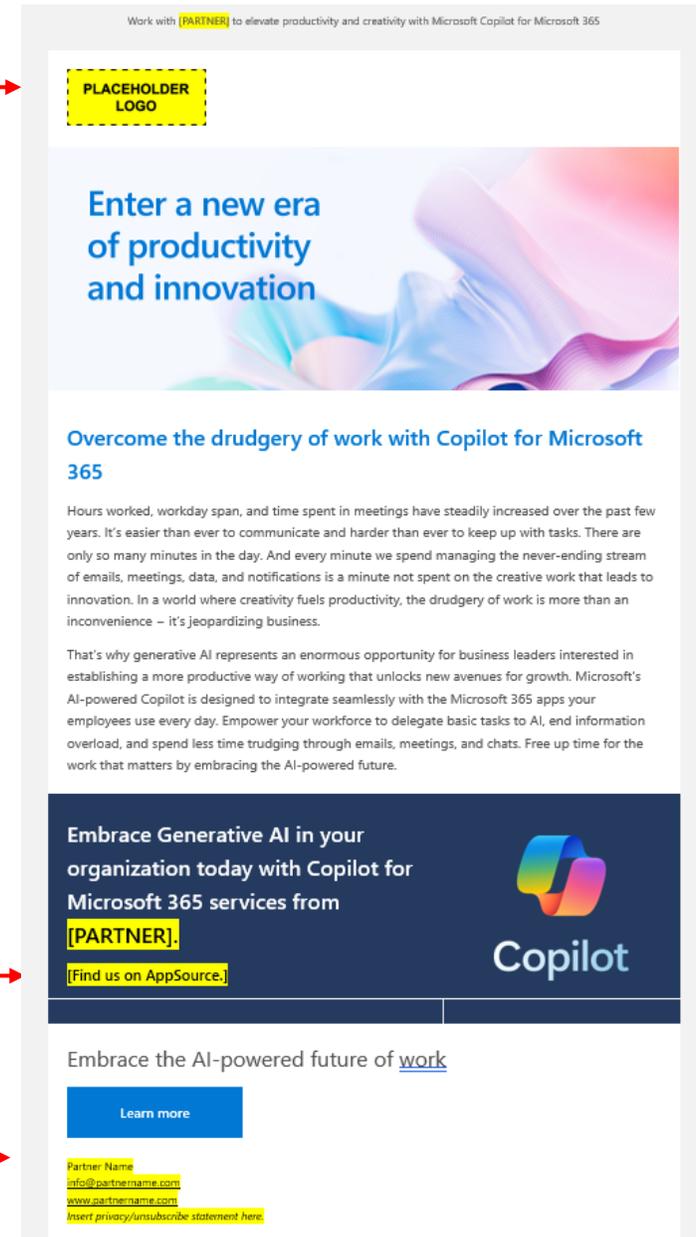
# Turn your ideas into stunning presentations



 Copilot in PowerPoint

# Customizing your emails

- 1 Replace logo placeholders** with your own corporate logo. Ensure your logo is 120% the size of the Microsoft 365 logo per Microsoft's Partner Brand Guidelines.
- 2 Add recipient name.**
- 3 Replace the template font with your brand font**, matching weights. (Note that font type sizes vary and you may need to adjust your size to fit). Banner and footer overlays can also be adjusted to fit your brand imagery/colors. **Images included in this template must remain for use exclusively in this template, must not be altered or used elsewhere.**
- 4 Add your contact details, CTA, and applicable links.**
- 5 Insert sender's signature, and your own copyright information, company info, and links to privacy policy and unsubscribe options.**





# Need more help?



## Have questions?

[Click here](#) to review the most popular questions regarding the DMC platform.

You can also contact the Digital Marketing Content OnDemand support team at [DMCSup@microsoft.com](mailto:DMCSup@microsoft.com)



## DMC assets

[Go here](#) to explore resources that provide deeper insights on platform functionalities.

[Sign up for our weekly email updates](#) on your profile page. Just click on "edit" and turn on the "receive weekly update emails" toggle.

## PMC assets

Review the [Microsoft Partner-Led Marketing Guidelines](#) to better understand the use of the brand assets.

Discover [additional documentation](#) to learn more on how to make the best out of your business relationships.