

DICKER
DATA



Amplify

BUILD. PROMOTE. GROW.



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Session 1:
Building a Marketing Plan

Introducing our Marketing Team

Our *Purpose*

Recruit & Nurture

Enable & Train

Active & Grow

Our *Team*



Sonya Aboudargham
Senior Marketing Manager ANZ



Komal Talwar
Marketing Coordinator AU



Ahna Budden
Marketing Manager NZ

6 Monthly Sessions



**Thursday
17 July**

**Building a
Marketing
Plan**



**Thursday 21
August**



Ben Johnson
General Manager -
Marketing &
Strategy



**Thursday 18
September**



**Sandy Tang &
Kate Blewitt**
ANZ Events Team



**Thursday 16
October**



**Ashleigh Cameron
& Laura Margetts**
ANZ Marketing
Team



**Thursday 20
November**



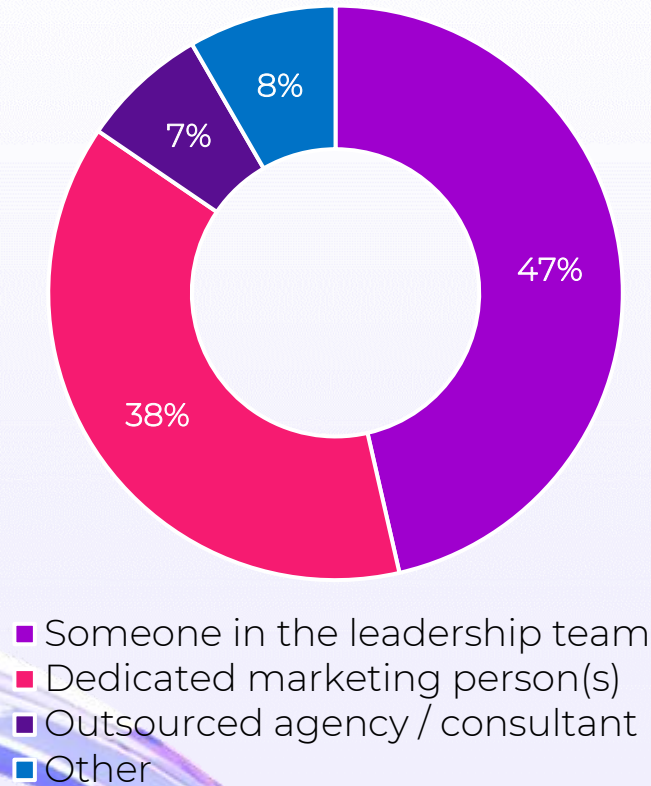
**Thursday 18
December**



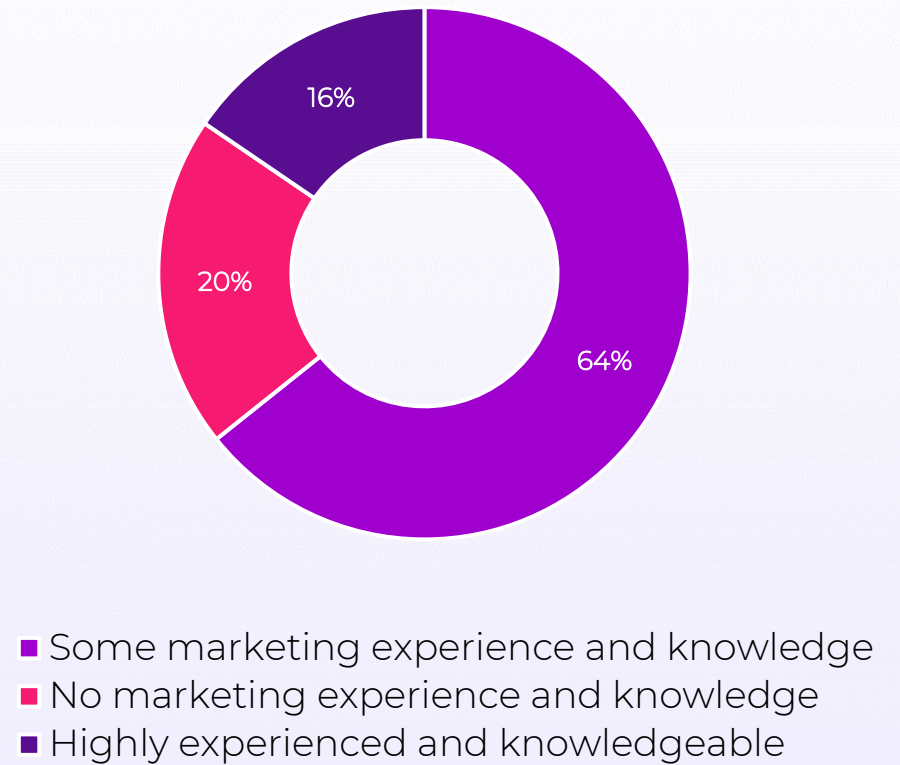
Microsoft GTM Team

How we designed our sessions

Who typically leads your marketing in house?



How would you rate your current marketing knowledge/approach?



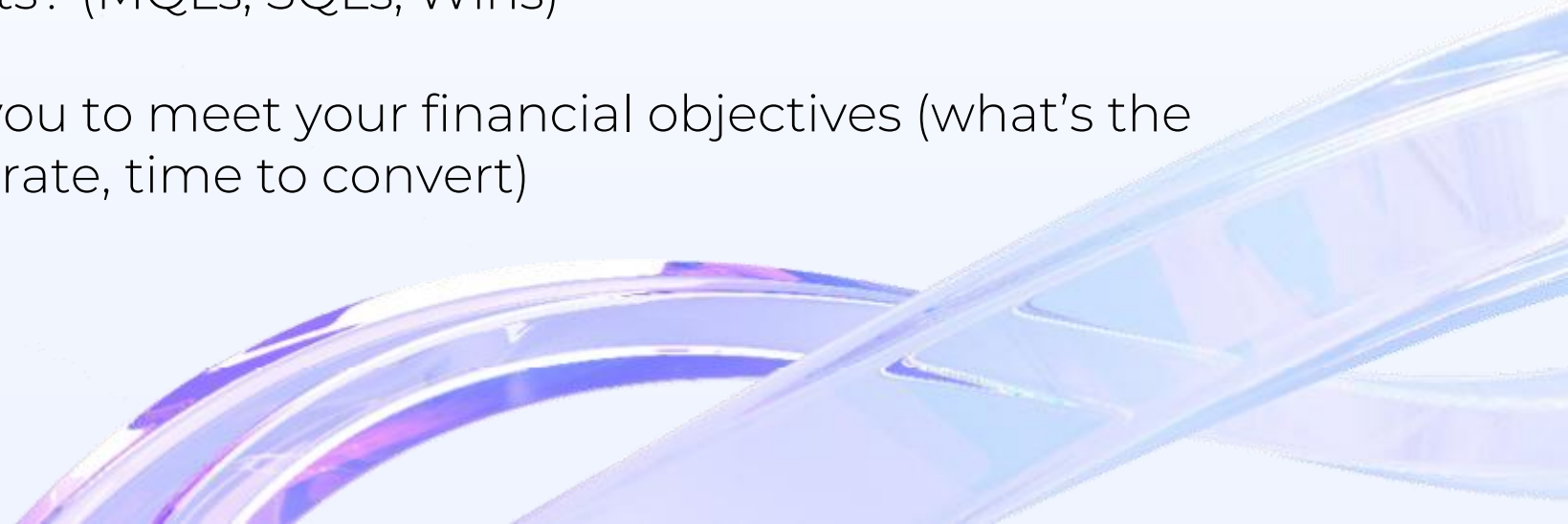


Building a Marketing Plan: Where to Begin?

- What are you trying to achieve: **BUSINESS OBJECTIVES**
- Who are you trying to reach: **TARGET AUDIENCE**
- What's special about your business: **VALUE PROPOSITION**
- What do you want your customers to do: **NEXT STEPS/ CALL TO ACTION**
- How much are you willing to invest: **BUDGET**
- How will you reach your customers: **MARKETING CHANNELS**
- How will you measure success: **KPI's/ ROI**
- How will you continue the conversation with your customers: **NURTURE PLAN**

Business Objectives

What are you trying to achieve?

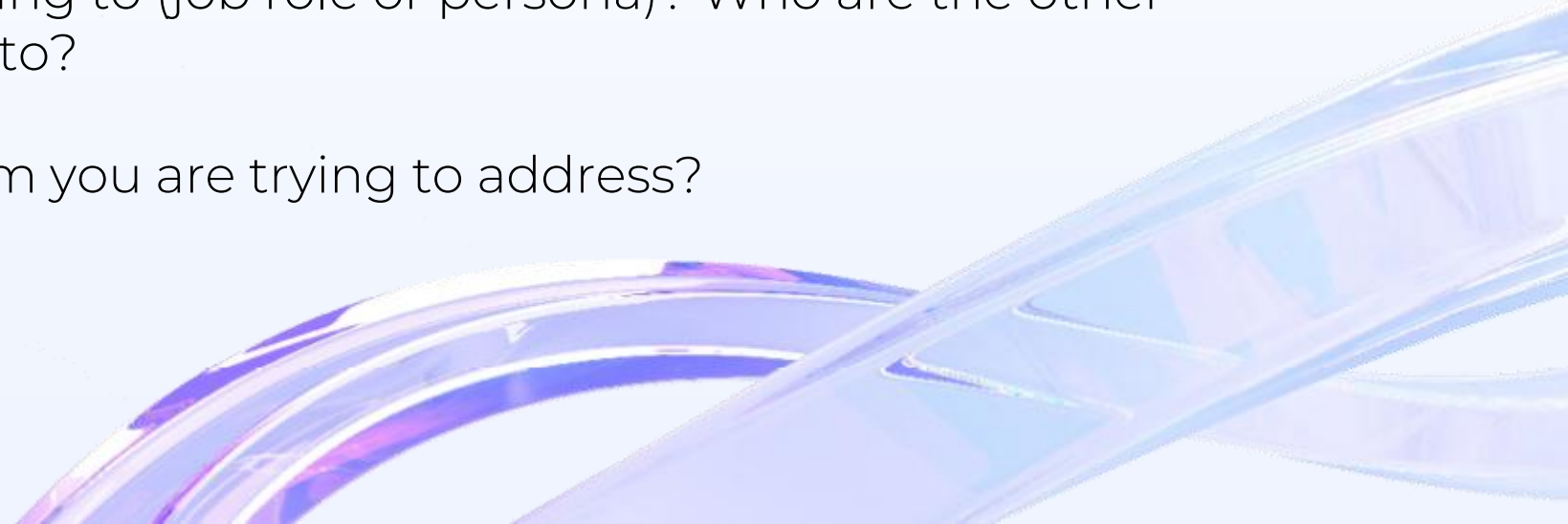
- What is the goal of your activity?
 - What is the business opportunity you are trying to address?
 - How will you measure success? (soft + hard targets/KPIs)
 - What are your financial targets? (MQLs, SQLs, Wins)
 - How many deals will enable you to meet your financial objectives (what's the average deal size, conversion rate, time to convert)
- 

Business Objectives – Some Examples

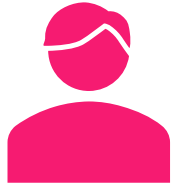
Objective	Example	Metrics
Brand Awareness	Launch a campaign to introduce your brand to SMBs in Australia.	Website traffic, Social media reach, Impressions, Brand recall surveys
Lead Generation	Run a LinkedIn ad campaign offering a free eBook on cloud migration.	# Leads, Conversion rate, Cost per lead, Landing page click-through rate
Customer Acquisition	Promote a bundled offer for new Microsoft 365 customers.	New customer count, Trial-to-paid conversion
Customer Retention	Launch a monthly newsletter with tips and updates for existing clients.	Churn rate, Repeat purchase rate, Email open/click rates
Sales Enablement	Create a pitch deck and case studies for sales teams targeting healthcare.	Sales conversion rate, Time to close, Sales team feedback, Content usage

Target Audience

Who are you trying to reach?

- Are you trying to acquire new customers or sell more to existing?
 - Are there any known customers you wish to target?
 - What customer size / industry / geography do you wish target?
 - Who is the person we are selling to (job role or persona)? Who are the other stakeholders we need to talk to?
 - What is the customer problem you are trying to address?
- 

Audience Personas

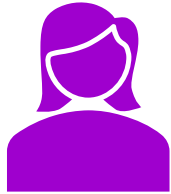


Executive Sponsor

- CIO / CTO / CEO

Challenges

- Strategic alignment
- Innovation
- Risk management



Technical Decision Maker

- IT Manager / Solutions Architect

Challenges

- Ensuring compatibility
- Scalability
- Security of the solution



Business Decision Maker

- CFO / COO / Business Unit Head

Challenges

- Justifying ROI
- Managing budgets
- Aligning with business goals



Procurement Officer

- Procurement Manager / Vendor Manager

Challenges

- Vendor compliance
- Contract terms
- Cost-effectiveness



End User/influencer

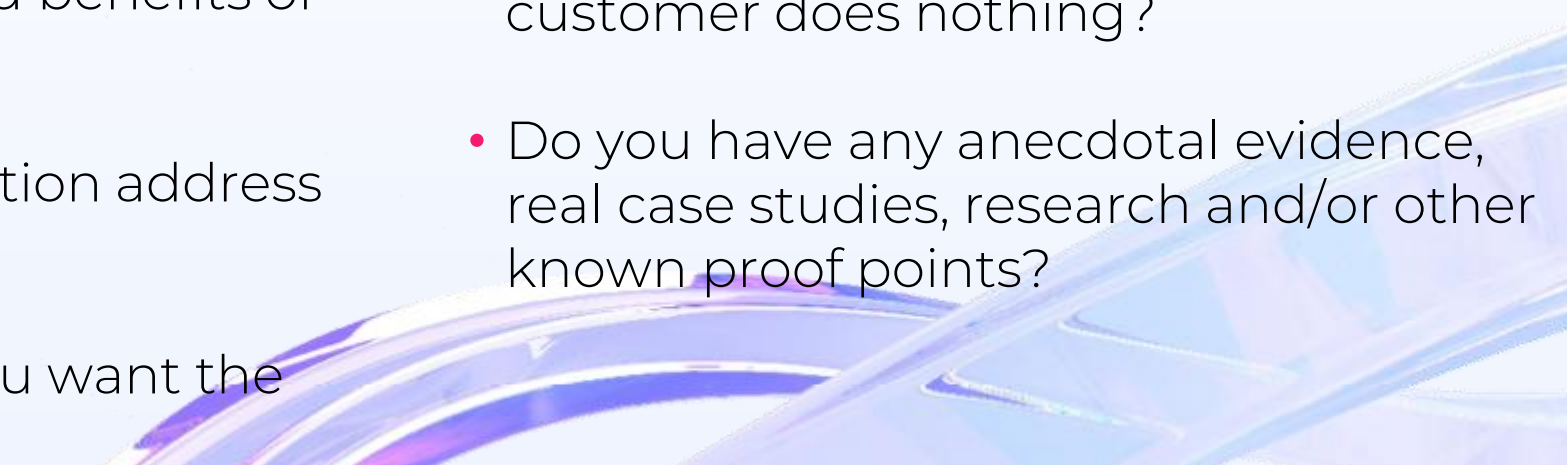
- Department Manager / Power User

Challenges

- Ease of use
- Productivity improvements
- Training needs

Value Proposition

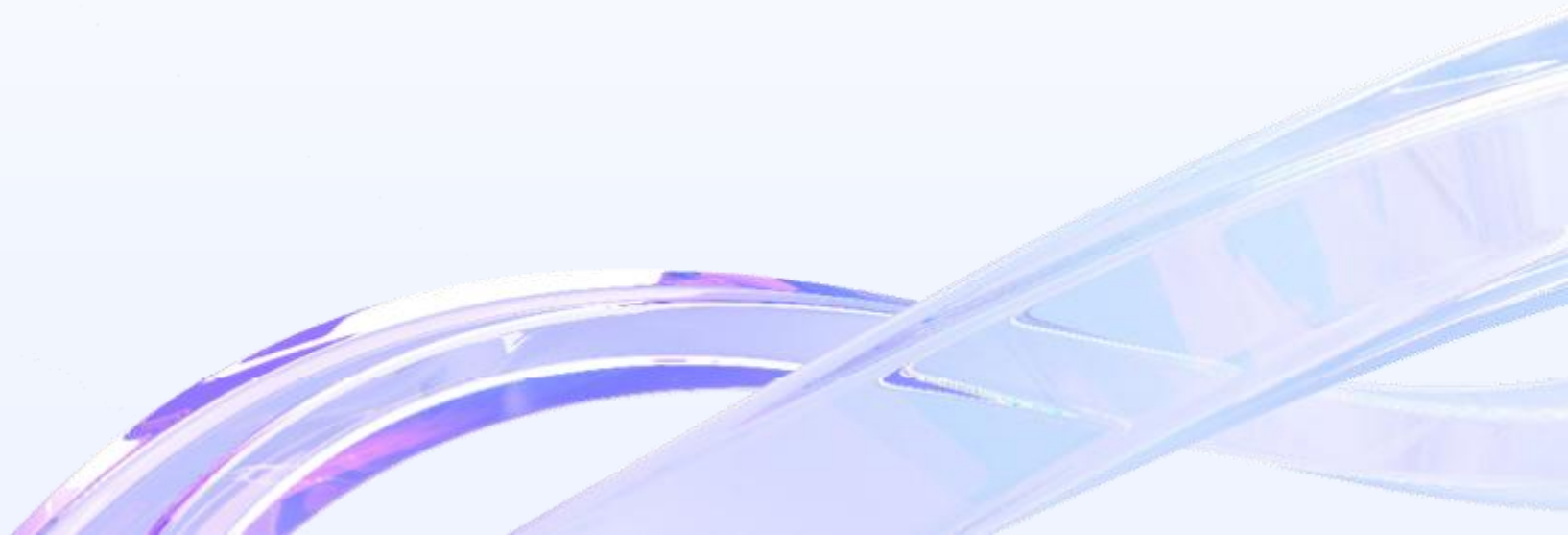
What's special about your business?

- What beliefs are you trying to change with your marketing?
 - What is the key product / solution you would like to focus on?
 - What are the key features and benefits of your product / solution?
 - How does your product / solution address the customer problem?
 - What is the one thing that you want the audience to take away?
 - What do you want to 'teach' the customer?
 - What are the reasons to believe?
 - What do you want the customer to think, feel and do?
 - What are the consequences if the customer does nothing?
 - Do you have any anecdotal evidence, real case studies, research and/or other known proof points?
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Call to Action | Next Steps

What do you want your customers to do?

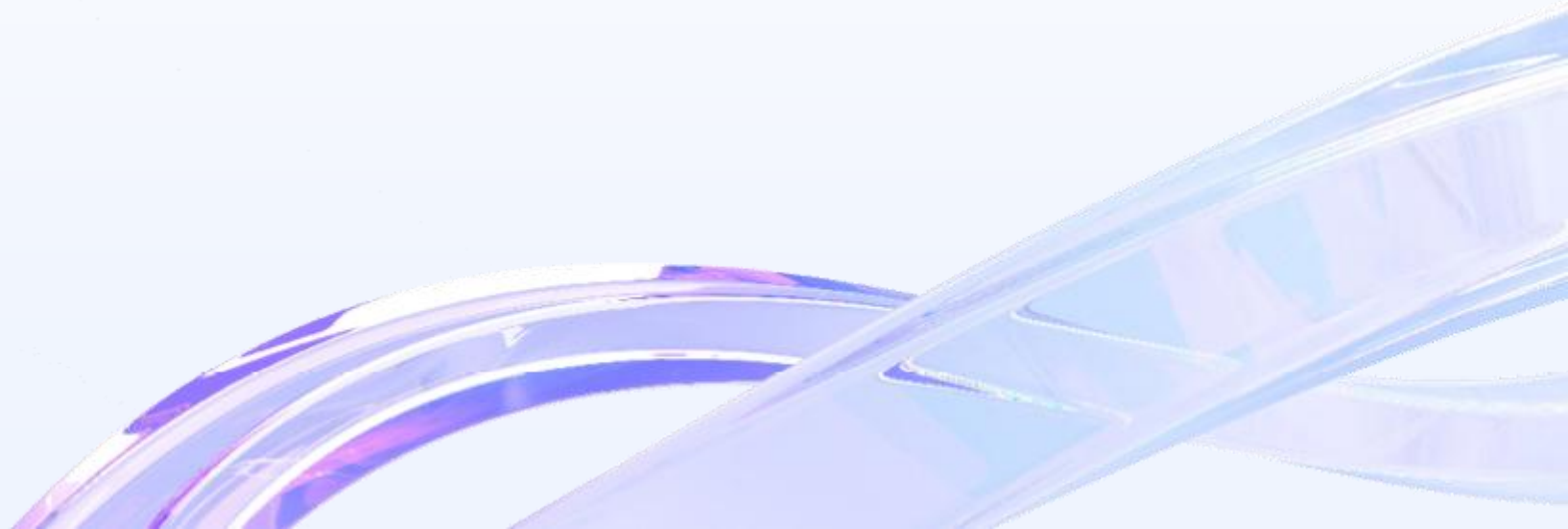
- What action do you want the customer to take?
- Do you have any customer offer(s) which are available to encourage action?



Budget

How much are you willing to invest?

- Are there any budget considerations to be aware of (eg. Microsoft Co-op requirements)?
- What timing are you looking to be in/out of market?
- Is there any seasonality or are there any compelling events which marketing activities need to support?



A word on Microsoft Co-op

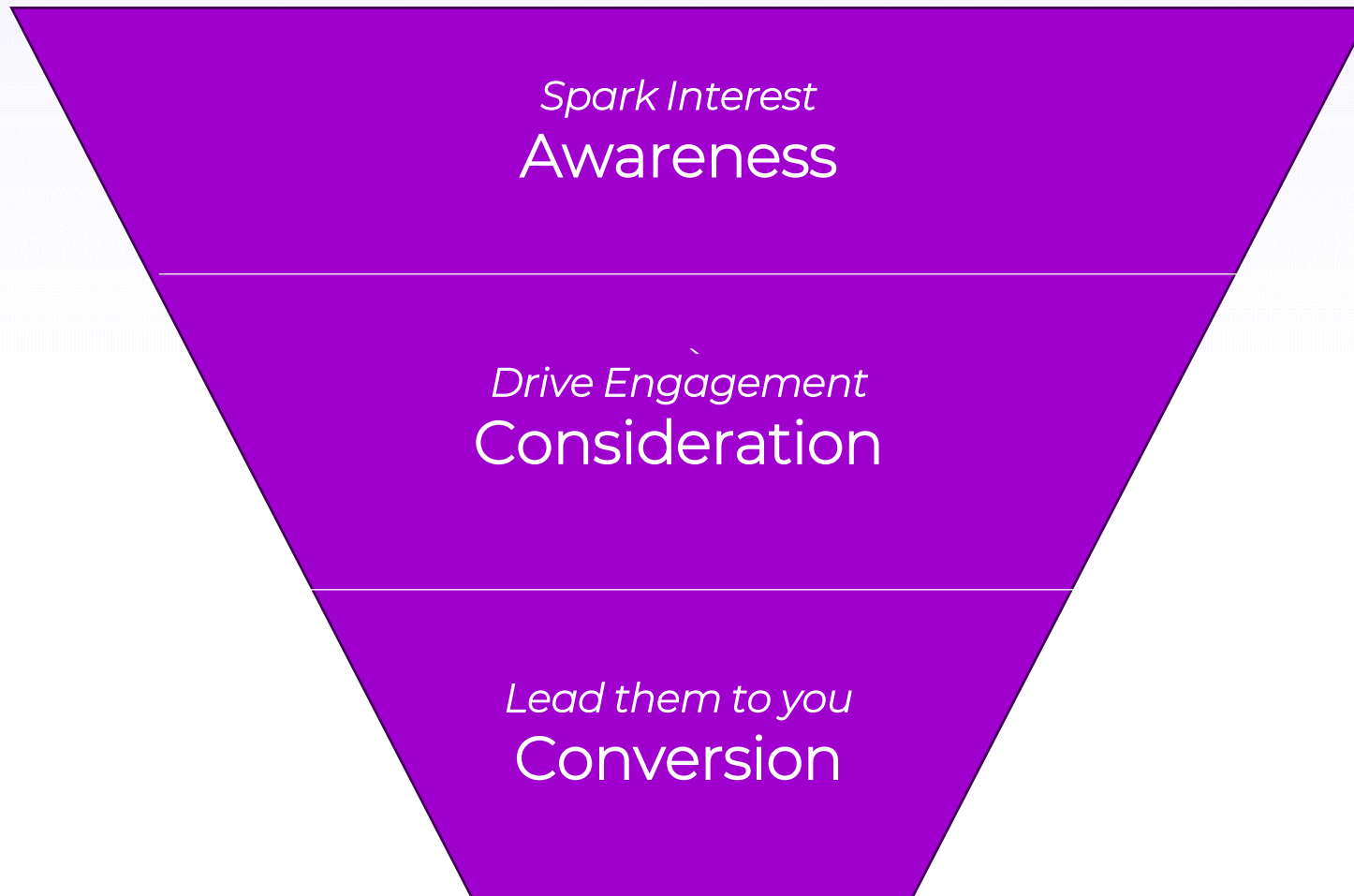
Am I eligible? How much have I earnt?

- Partners eligible to earn co-op:
 - Enrolled in Microsoft AI Cloud Partner Program
 - Enrolled in Microsoft Commerce Incentives (MCI) program
 - Have a complete bank and tax profile in Partner Center
 - Have a Solutions Partner Designation
 - Co-op is accrued for six months (during earning period) to use on eligible Co-op activities in the following six months (called the usage period)
 - Accrued funds meeting a minimum Co-op earning threshold of US \$10K
- If you're not sure what co-op you have earnt, reach out, we can help you check!
- Co-op resources, including the NEW FY26 Co-op Handbook can be found here:
[Co-op Funds Resources](#)

Marketing Channels

How will you reach your customers?

Plan tactics using a simple marketing funnel



Marketing Tactics – examples

Awareness

Spark Interest

- eDMs
- Social media
- Blog posts
- Webinars
- Display advertising
- Podcast sponsorships or guest appearances
- Infographics and visual content
- Participation in industry events or trade shows

Consideration

Drive Engagement

- Email nurture campaigns
- Case studies and success stories
- Product comparison guides
- Interactive product demos
- Whitepapers and eBooks
- Customer reviews and testimonials
- ROI calculators or assessment tools

Conversion

Lead them to you

- Free trials or offers
- Sales consultations
- Limited-time discounts or promotions
- Onboarding support or setup assistance
- Contract flexibility or guarantees
- Purchase-ready CTAs (e.g., “Buy Now”)
- Loyalty or rewards programs

Security Toolkit: GTM Assets

Dicker Data makes available ready to execute M365 Security Upgrade assets

[Access the Toolkit:](#)
[AU Partners](#)
[NZ Partners](#)

Spark Interest

- Email
- Social Posts



Drive Engagement

- Landing Page
- High value gated e-Guide
Turbocharge your security: A practical guide to cyber threats and protection for ANZ SMBs in the age of AI
- Legislation flyer
Privacy Act & SMB1001
- 5 x industry flyers
Health, Finance, Insurance, Retail & Government

Lead them to you

- Sales Enablement resources



Azure Migration Campaign on Partner Marketing Center

- Leverage Microsoft's available SMB Azure Infrastructure marketing assets available on [Partner Marketing Centre](#) (PMC)

PROMOTION



Promo email



Social ads (4)



Display ads (2)

ACQUISITION



E-book



Gated landing page

CONSIDERATION



Nurture emails (4)



Nurture assets (4)

DECISION AND ENABLEMENT



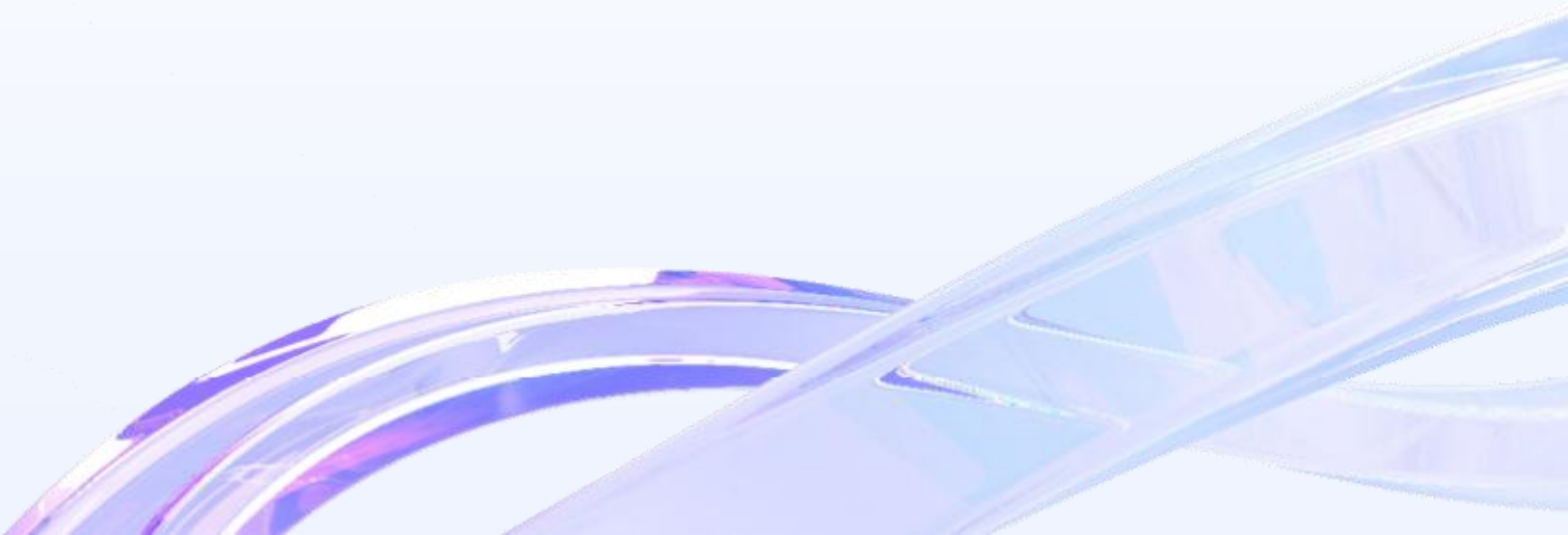
Pitch deck



Cohort Sales Guide

KPI's | ROI

How will you measure success?

- Start with your objective – this defines your success metrics
 - Marketing performance – estimate based on historical performance of similar campaigns, industry benchmarks
 - Sales conversion rates – estimate based on historical sales conversion performance
- 

KPI's | ROI - Examples

Security customer roundtable with 12 attendees – objective to sell M365 E5 Security.
Event investment \$5K.

MQLs	SQLs	Avg Deal Size	Pipeline	Revenue	ROI
12	4	\$61K M365 BP+ E5 Add-on (\$50.90) @ 100 seats @ 12 months	\$244K	\$73K (based on 30% conversi on rate)	14:1

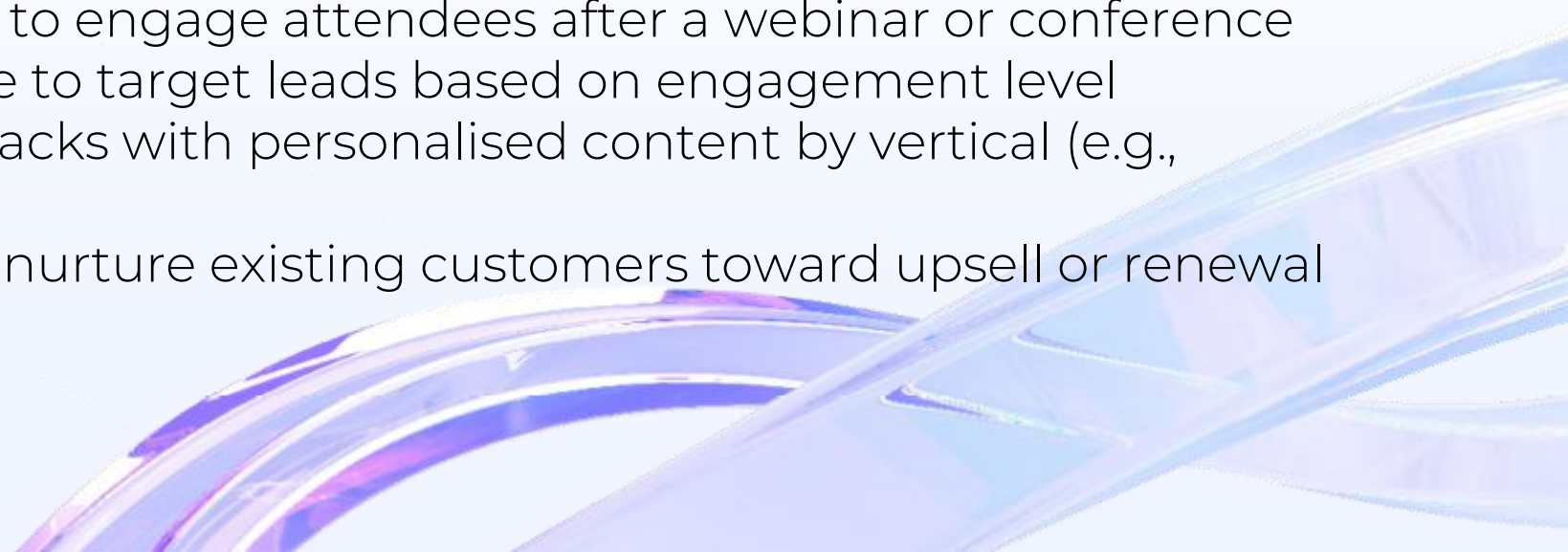
KPI's | ROI - Examples

Digital campaign (eDM + LinkedIn) driving to webinar. Promoting M365 Security.
Investment \$10K

Channel	Reach	CTR	LP visits	Registrations (MQLs)	SQLs	Pipeline	Revenue	ROI
eDM	2,000	2%	40	10		\$366K M365 BP+ E5 Add-on (\$50.90) @ 100 seats @ 12 months	\$100K (based on 30% conversion rate)	10:1
LinkedIn	250,000	0.45%	1,125	113				
				123	6 (based on 5% conversion)			

Nurture Plan

How will you continue the conversation with your customers?

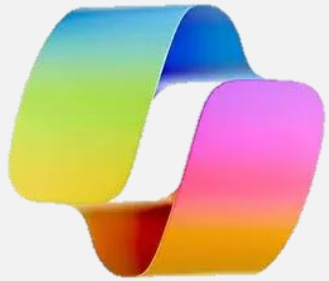
- Customers that don't convert immediately should not be dropped
 - Ideas to keep nurturing your prospects:
 - Welcome Series to introduce new subscribers to your brand
 - Educational Campaign to teach leads about your product or solution
 - Product Demo Nurture to encourage sign-ups for demos or trials
 - Event Follow-Up Campaign to engage attendees after a webinar or conference
 - Lead Scoring-Based Nurture to target leads based on engagement level
 - Industry-Specific Nurture Tracks with personalised content by vertical (e.g., healthcare, finance)
 - Customer Success Series to nurture existing customers toward upsell or renewal
- 

To recap, your marketing plan should cover

- Business Objectives
- Target Audience
- Value Proposition
- Next Steps / Call to Action
- Budget
- Marketing Channels
- KPI's / ROI
- Nurture Plan



A note on AI



If you're not using
Copilot in your
marketing, you're
missing a beat!

Content Creation & Ideation

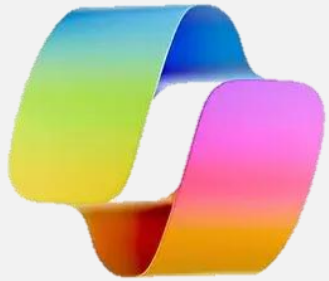
- Generate content e.g. blog posts, social media captions, email campaigns, and ad copy tailored to different audiences and platforms
- Brainstorm campaign ideas based on trends, audience insights, or brand tone
- Repurpose content across formats (e.g. turning a whitepaper into a press release)

Data Analysis & Reporting

- Analyse marketing data (e.g., campaign performance, customer segmentation, A/B test results)
- Create visualisations like charts and dashboards to present insights clearly
- Automate reports for weekly or monthly performance summaries



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SEO & Keyword Research

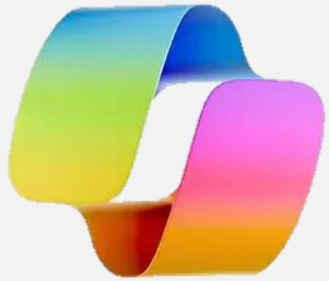
- Suggest keywords based on search intent and competition.
- Optimise content for SEO by recommending meta descriptions, headers, and internal linking strategies.
- Analyse competitors' SEO strategies and identify content gaps.

Audience Insights & Personalisation

- Segment audiences based on behaviour, demographics, or engagement.
- Generate personalised messaging for different customer personas.
- Predict customer behaviour using historical data and trends.



A note on AI



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missing a beat!

Campaign Planning & Management

- Create marketing calendars and timelines for campaigns.
- Draft briefs and strategy documents for team collaboration.
- Automate task lists and reminders for campaign execution.

Testing & Optimisation

- Suggest A/B test ideas for subject lines, CTAs, or landing pages.
- Analyse test results and recommend optimisations.
- Simulate user journeys to identify friction points.

Market Research & Trend Analysis

- Summarise industry reports and extract actionable insights.
- Monitor trends across social media, news, and competitor activity.
- Generate SWOT analyses or competitive landscapes.





Ben Johnson
General Manager -
Marketing & Strategy

August Session
Thursday 21 August

Developing Your
Unique Value
Proposition



Questions?



DICKER
D A T A



Thank you

for your time and participation today





Microsoft

Let's grow together

