



The Art and Science  
of Winning BizApps  
Customers Webinar  
17<sup>th</sup> of September 2024

# Presenters



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# Agenda

- How to win in the SMB world with MSFT BizApps, including CRM and ERP solutions
  - How to generate curiosity for BizApps products in the market
  - Learn as a MSFT BizApps partner how to market yourself
  - We will address how to manage missed opportunities with BizApps due to the lack of a dedicated team for pre-sales demos
- **Smart ways to make Microsoft your free marketing engine**
- Understand the collateral and assets available to help drive demand generation for your BizApps business
  - Demonstration of the Digital Marketing Content Platform
  - Demonstration of the Partner Marketing Centre and how to use and navigate



## Microsoft business applications momentum

23%

Dynamics 365 revenue growth

2x

Dynamics growth faster than market

30,000

Customers used Copilot Studio

330,000

Organizations used AI-powered capabilities in Power Platform

25M

Monthly active Power Apps users

# How to win in the SMB world with MSFT BizApps

Customer Targeting Lists (aka Cohorts)	Counter Offer
Customers on spreadsheets , Outlooks, MS access	Modernize CRM Solutions - Dynamics Sales Enterprise solutions, Customer Service and customer Insights
Using On prem legacy D365 CRM/ERP solutions	Migrate from Dynamics OnPrem to cloud Business Central/Sales Use the Promos
<p>Monolithic, Have an old solution that is retiring or unreliable</p> <p>CRM &amp; ERP Systems - Manual, disconnected experiences Multiple apps and UI's. Difficult to customize and extend</p>	Bizz apps – CRM/ERP/Power Apps/Power BI Fabric
<p>Customers on expensive off the shelf CRM/ERP systems</p> <p>Business has outgrown their entry-level accounting software, such as QuickBooks</p>	Counter Offer to expensive and templated solutions D365 Business Central/D365 Sales Enterprise
Cross sell to customers who are using M365	In Microsoft—in just Modern Work, the install base is over 150M SMB Seats—and we've only scratched the surface with less than 2% Business Application penetration
For customers that are not ready to migrate off other CRM platforms	Connect with your existing CRM , Copilot for Sales , Copilot Studio

# Bizzapps Solution Play

Establish capacity and capability required to execute CRM/ERP compete & migrations

Achieve Sales Specialization

Bring industry expertise into deals through repeatable IP

Drive Customer success by adhering to FastTrack Success by Design governance framework

1

## Listen & consult

### Build Pipeline

Create CRM compete and migration pipeline

Campaign in a box  
Pitch Decks

2

## Inspire & design

### Deliver

Deliver customer vision and quantify value

CRM/ERP Vision and Value

3

## Empower & achieve

### Win deal

Influence sale through tailored demo and solution architecture design

Tailored Demo:  
CRM/ERP  
Advisor incentives (OSA)

4

## Realize value

### Deploy

Deploy solution, demonstrate value and have support plan

CRM/ERP migration tooling  
Post sales incentives

5

## Manage & optimize

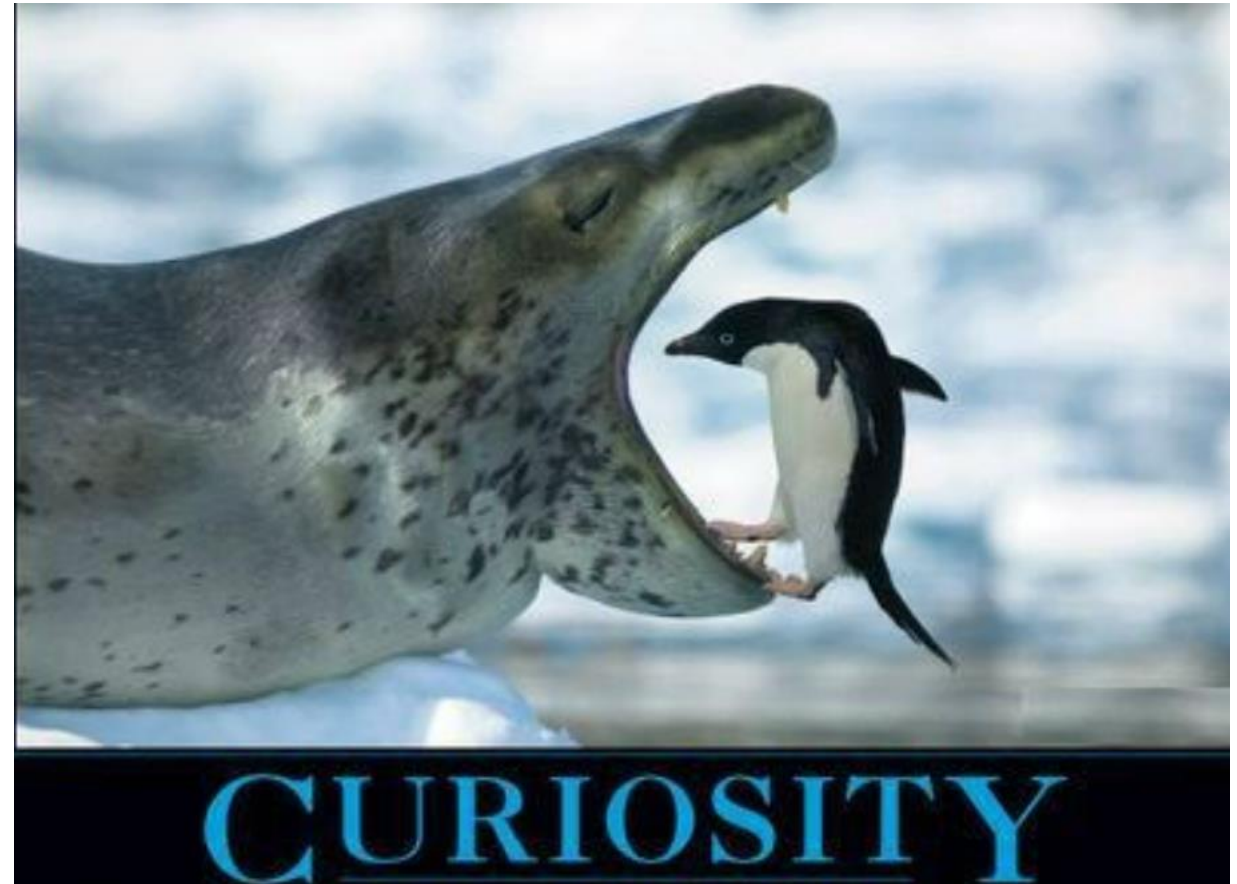
### Drive

Drive Incremental usage and cross sell other products

Post sales incentives

# How do you generate curiosity for Dynamics 365 products

- ❑ Use cases - How a solution has addressed an industry problem
- ❑ Testimonials - What customers are saying
- ❑ Product Demos - Get to visualise how the product works



# Put it into action: Prepare, connect, and meet (STREAMLINE FUNDRAISING AND ENGAGEMENT)

## STEP 1 PREPARE

1. Study the [common scenarios](#) for this use case
2. Know the [challenges, solutions plays, and enabling products](#) for this use case
3. Discover the needs of target nonprofits with research

### Start by understanding:

- What are common fundraising pain-points for similar organizations
- How diversified is the organization's fundraising
- Are they currently using other Dynamics 365/Power Platform solutions
- Are they using O365?

## STEP 2 CONNECT

Reach out to your prospect and demonstrate an understanding of their needs.

## STEP 3 MEET

### Try these conversation starters

- What is the current state of your fundraising and engagement?
- How are you managing donors and constituents today?
- How do you integrate fundraising and/or marketing campaigns across different fundraising channels?
- How is your organization extracting value from your data to help fundraisers succeed?
- How much time are your fundraisers spending on routine, repetitive tasks?

### Words that work

#### Fundraising & Engagement is built on Dynamics 365 Sales

Dynamics 365 Sales puts tools and information at a fundraisers' fingertips, helping them remain customer-centric. Access to donor data and people is faster and easier, and the guidance of AI-generated actionable insights keeps fundraisers focused.

Dynamics 365 Sales uses AI to recommend the next best actions to take based on your organization's data and signals. Insights and sentiment analysis capture opportunities, call out at-risk relationships, and identify best practices.

Dynamics 365 Sales automates fundraising processes, eliminates tedious tasks, and provides quick access to tools, data, and seamless collaboration so fundraisers can get the answers they need to focus on building relationships and bringing in more donations.



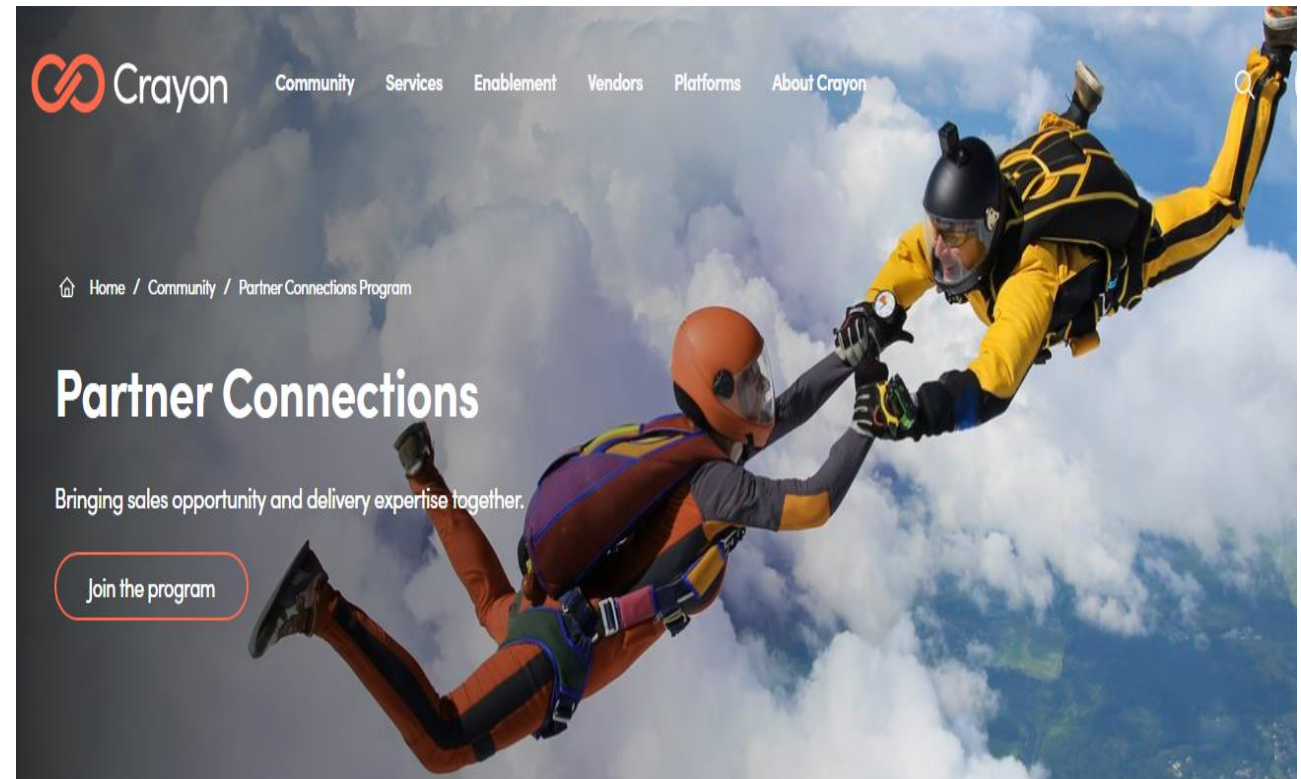
# How to Market as a BizApps Partner

- Differentiate your organization
- Invest in your growth with Microsoft go-to-market services
- Keep your bill of materials and contacts updated
- Include a Bizzapps category in your solution name
- Showcase your customer successes
- Give back to the community



# How to manage BizApps pre sales when you don't have a dedicated team

- ❑ [Partner Benefits Packages](#)
- ❑ [Sales and Pre Sales Training](#)
- ❑ [Crayon Partner Connections](#)



# Customer Promotions

Aug 1 2024

## Business Central 10% discount for M365 Customers

- **10% discount** off Dynamics 365 Business Central Essentials or Premium Annual Subscription
- **Globally available** from Aug 01, 2024 – June 30, 2025
- (Requires M365 Business Standard or Premium deployment)

[aka.ms/BCM365Promo](https://aka.ms/BCM365Promo)

Extended!

For on-premises customers moving to cloud:

## Bridge to the Cloud II promotion extended

- Any Dynamics 365 online licenses at **40% discount**
- Extended through December 31, 2025

[aka.ms/bttc2t](https://aka.ms/bttc2t)



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Business Success Manager  
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Connect with me through linkedin here





Smart ways to make  
Microsoft your free  
marketing engine



# Partner marketing momentum



## Biz Apps Campaigns

## FY24 Campaigns

## Partners activated

# 45,000+

Campaign downloads

# 224,139

Downloads from 34 total Solution play, Solution area, and industry campaigns

# 15,802

Total partner organizations activated to use Campaign in a Box assets

Partner logo

### The Savvy SMB Leader's Guide: Move to the cloud with confidence

How to tackle cloud migration projects and unlock the business opportunities needed to adapt teams, work smarter, and perform better.

Microsoft Dynamics 365

Partner logo

### Preparing for App Innovation: Leveraging AI to Build and Modernize Your Apps

How to get started today with Azure

Partner logo

### Boost employee engagement and productivity

The use of low-code platforms or apps is shown to have led to an 83% positive impact on work satisfaction.

[Partner Name] helps you leverage low-code tools to enhance the employee experience.

- Connected internal and external data sources give your employees the information they need to act fast.
- Improved communication and collaboration by keeping your teams in the flow of work.
- Automation and streamlined applications simplify work in the back office and on the frontline.

Connected employee experience

Partner logo

### Transform your business operations

Connect finance, sales, service, and operations teams with Microsoft Dynamics 365 Business Central.

Download the e-book

Microsoft Dynamics 365

Partner logo

### 3 benefits of empowering developers with AI technology

If you want to scale your business, it's important to provide your development team with tools that allow them to focus on work that drives innovation and be more efficient. Modern app development tools and AI accelerate the development of differentiated and digital solutions by supporting every step from environment and skill level. **Partner Name** can help you future-proof your developer tools and workflows by guiding you on how to infuse the power of AI, cloud scale data, and cloud native app development.

Here are the benefits of taking the first step today:

- 1. Improve developer efficiency**  
Help developers deliver maximum impact using AI automation built into developer tools and development specifications. AI development teams become more efficient, they can build innovative applications faster, as your organization stays ahead of the competition.
- 2. Keep up with the trends in modern app development**  
Enable teams to learn and adopt emerging and in-demand technologies. **Partner Name** can guide your developers on how to use the platform's capabilities effectively while following best practices.
- 3. Attract top developer talent**  
Establish your position as a leading tech company that develops and improves applications quickly using your team's skills and knowledge. Partnering with **Partner Name** enables developers to grow their understanding and skills from experts in modern solutions' complexities and best practices.

How [Partner Name] and Microsoft Azure can help

As a Microsoft Partner, **Partner Name** can help you deploy Azure solutions to build intelligent apps and accelerate existing ones. **PARTNER STATEMENT:** Use this space to add your value proposition about your solution or service. [Click here for full partner statement with data points or facts.](#)

- OPTIONAL Partner Value Data Point 1**
- OPTIONAL Partner Value Data Point 2**
- 25% increased developer efficiency with Azure!
- Access to skilling offerings, online courses, videos, tutorials, and documentation through Microsoft.

Learn how to empower development teams and drive innovation by implementing Azure AI with **Partner Name** at **Partner CTA**.

Partner logo

### Lead the way in the era of AI

Redefine and recalibrate your organization's growth trajectory by building and modernizing apps leveraging AI technology with a trusted Microsoft partner - the key to thriving and leading in a world that's constantly evolving. **Partner Solution Name** with Azure provides **PARTNER STATEMENT:** Use this space to add your value proposition about your solution or service. Include a one-to-two sentence statement with data points or facts.

Partner logo

### The power of AI-enabled creativity

AI-generated code completion helps developers reduce the time and effort to write quality code, giving more time for creative and satisfying work.

Better collaboration    Better skilling    Better retention

# What is Campaign in a Box?

Drive pipeline via development and consumption of best-in-class CiaB through partner led Dynamics 365 and Power Platform campaigns

## What is CiaB?

- Ready to launch customizable campaigns
- Approved Microsoft value propositions, messaging, and branding
- Aligned to Microsoft priority solution areas and industries
- Available to all Microsoft AI Cloud Partners
- Microsoft invests significant \$\$ and resources so that partners can GTM quicker and faster
- Drive top of the funnel leads for partners

## Example: Digital Marketing Content OnDemand Campaign | frontline workers



### Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



### Acquire leads

Gated e-book The Total Economic Impact™ Of Microsoft 365 For Business



### Nurture opportunities

To-customer pitch decks

Localisation: 11 languages (FY24) German, Spanish (LATAM), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (LATAM)

# Two ways to leverage Campaign in a Box at no cost

## Partner Marketing Center (PMC)

Highly customizable assets

### Business Applications

COLLECTION

Last Modified 2024-06-24



Small and medium-sized businesses (SMBs) are the backbone of the global economy, with around 400 million firms worldwide. They account for 90-95% of all businesses and need reliable and innovative solutions to grow and thrive. As our partners, you have a vital role and a great opportunity to help SMBs achieve their goals, while expanding your own business. This collection contains marketing, sales, readiness and program resources that will help you optimize the SMB opportunity.

### This campaign's content

Showing 1-6 of 6 assets

- IB Partner Playbook - Scale Business  
1.9 MB
- SMB Partner Playbook - Scale Business Operations



[aka.ms/pmc](https://aka.ms/pmc)

## Digital Marketing Content (DMC)

Automated campaign delivery

### Social Marketing Campaigns

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.

The screenshot displays a user interface for Digital Marketing Content (DMC). At the top, there are three tabs: "Running campaigns" (selected), "Product areas", and "Completed campaigns". A "View All" button is located on the right. Below the tabs, there is a grid of four campaign cards, each with a thumbnail image and a title with a right-pointing arrow:

- Connected Sales and Marketing (FY23 update) - Spanish
- TSV Sustainability Campaign
- Data Security
- Acquire new customers with Teams

[aka.ms/dmc](https://aka.ms/dmc)



# Business Applications thru-partner-marketing campaigns

Drive pipeline via development and consumption of best-in-class CiaB through partner led Dynamics 365 and Power Platform campaigns

	Solution play	Campaign
1	Scale business operations	Business Central for SMB <a href="#">DMC/PMC</a>
		Maximize sales impact with Dynamics 365 (SMB) <a href="#">DMC/PMC</a>
2	Modernize service	Modernize customer service (Banking) <a href="#">PMC</a>
		Modernize customer service (Healthcare) <a href="#">PMC</a>
		Modernize customer service (Government) <a href="#">PMC</a>
3	Accelerate revenue generation	Accelerate sales with Dynamics 365 <a href="#">DMC/PMC</a>
4	Modernize ERP	Migrate and modernize your ERP with Dynamics 365 <a href="#">DMC/PMC</a>
		Optimize financial and operating models—service-centric ERPs <a href="#">DMC/PMC</a>
5	Innovate with AI in Low Code	Scale innovation with Power Platform <a href="#">DMC/PMC</a>
		Power Automate—innovate with low code <a href="#">PMC</a>

# More resources to support your go-to-market

- Messaging & Positioning Framework
- Pitch Deck
- Conversation Guide
- Elevator Pitch
- Battlecards (NetSuite, Sage Intacct, Acumatica, QuickBooks/Xero)
- Copilot videos
- eBooks
- Migration TEI Forrester Study
- Migration ROI Calculator
- Business Central + M365 Flyer

Visit our [Business Applications Partner Hub](#)  
for the latest resources and assets



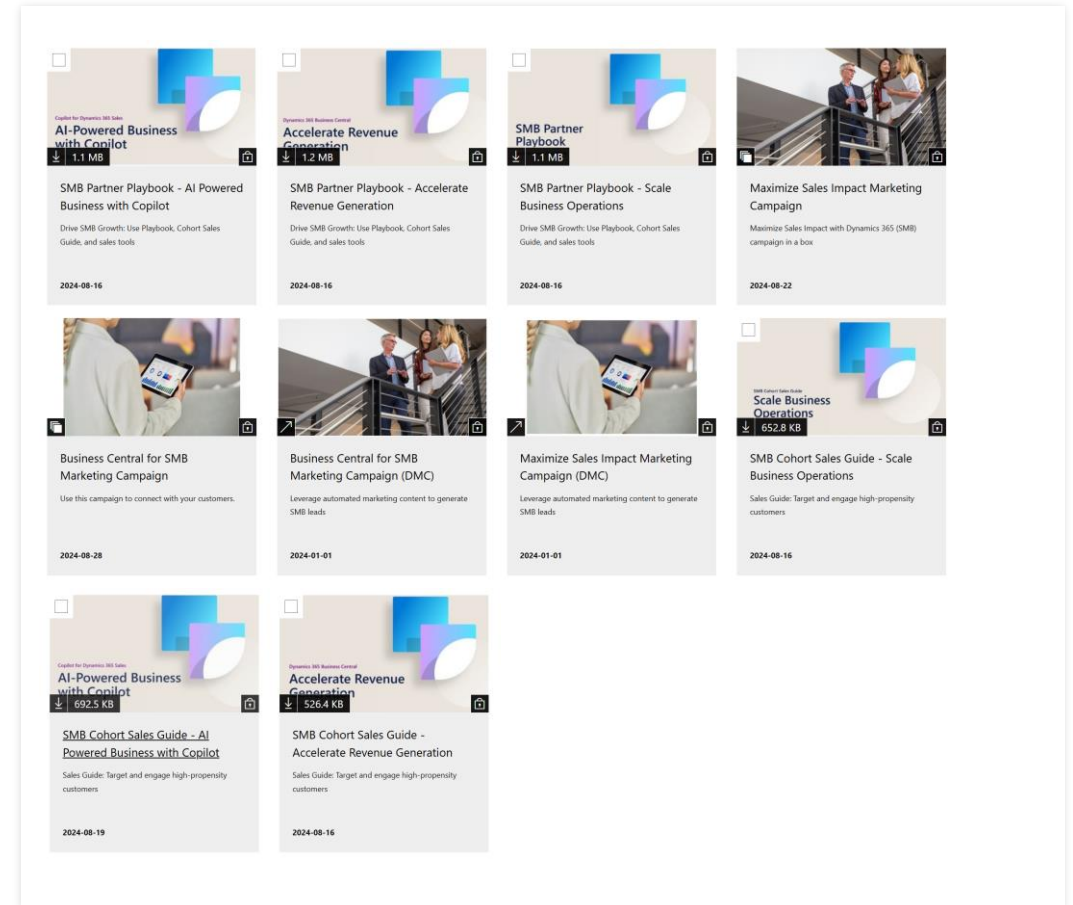
# Partner Marketing Centre (PMC)

# PMC: Craft your own campaign

## Partner Marketing Center (PMC) offers highly customisable campaign assets

- Accelerate your sales and marketing using campaigns in a box to run your own outreach
- Easy-to-use sales and marketing kits contain assets and guidance to accelerate your prospecting efforts
- Choose from hundreds of assets available on the Business Applications Partner Portal

Available to all Microsoft Partners at no cost



[PMC: Business Applications campaigns >](#)

# Example: Business Central for SMB campaign

## Business Central for SMB Marketing Campaign COLLECTION

Last Modified 2024-08-28



To help small and medium-sized businesses (SMBs) overcome business challenges and make their visions a reality, Microsoft Dynamics 365 Business Central offer a connected business management solution that enables them to adapt faster, work smarter, and perform better. With your expertise and a connected solution, SMBs can combine their finance, sales, services, and operations teams within a single, easy-to-use application powered by AI to get the insights needed to drive their business forward and prepare for what's next.

### This campaign's content

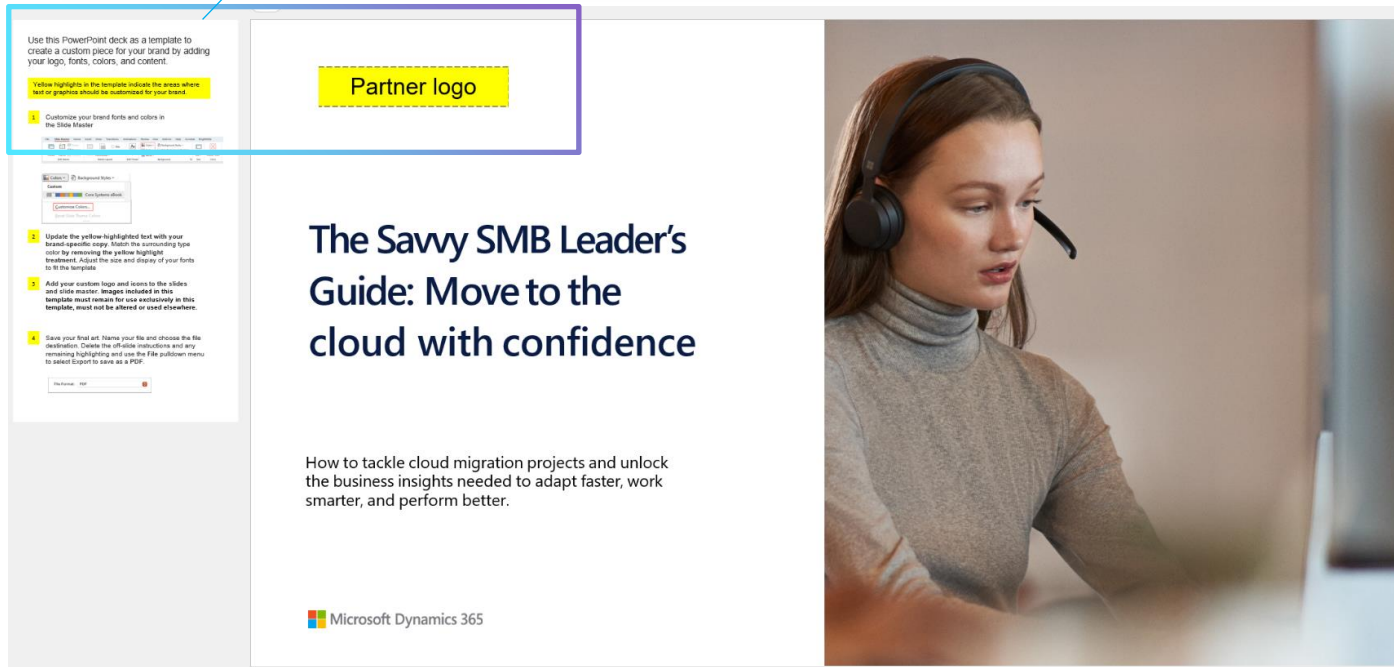
Showing 1-12 of 23 assets

<p>Business Central for SMB Campaign in a Box Execution Guide</p> <p>Partner marketing resources to generate interest and qualify leads.</p> <p>22.8 MB</p> <p>Execution Guide</p> <p>Download this campaign overview for guidance to execute.</p> <p>2024-08-28</p>	<p>The Savvy SMB Leader's Guide: Move to the cloud with confidence</p> <p>434.2 KB</p> <p>ebook - Gated Landing Page</p> <p>Capture new customers with this gated landing page.</p> <p>2024-08-28</p>	<p>The Savvy SMB Leader's Guide: Move to the cloud with confidence</p> <p>41.2 MB</p> <p>ebook - Savvy SMB Leader's Guide_Move to the cloud with confidence</p> <p>Boost new customer engagement by sharing this ebook.</p> <p>2024-08-28</p>	<p>Move to the cloud with confidence</p> <p>14.5 MB</p> <p>Infographic - AIM</p> <p>Use this infographic and share with your customers.</p> <p>2024-08-28</p>
<p>Move to the cloud faster, with confidence</p> <p>4.5 MB</p> <p>Datasheet - Adapt faster</p> <p>Use this infographic and share with your customers.</p>	<p>Work together. Work better.</p> <p>13.5 MB</p> <p>Infographic - Work together work better</p> <p>Use this infographic and share with your customers.</p>	<p>Realizing results with [Partner Name]</p> <p>9.1 MB</p> <p>Infographic- Realizing Results</p> <p>Use this infographic and share with your customers.</p>	<p>Boost sales and improve project costing</p> <p>10.9 MB</p> <p>Infographic - Boost sales</p> <p>Use this infographic and share with your customers.</p>

PMC gives you flexibility to use the assets within your own marketing campaigns. Pick and choose when to use the assets and easily add your own branding

# Customisable assets

Each assets provides easy editing to allow you to add your own branding.



Use this PowerPoint deck as a template to create a custom piece for your brand by adding your logo, fonts, colors, and content.

Yellow highlights in the template indicate the areas where text or graphics should be customized for your brand.

1. Customize your brand fonts and colors in the Slide Master.
2. Update the yellow highlighted text with your brand-specific copy. Switch the surrounding type color by removing the yellow highlight treatment. Adjust the size and display of your fonts to fit the template.
3. Add your custom logos and icons to the slides and slide master. Images included in this template must remain for use exclusively in this template, must not be altered or used elsewhere.
4. Save your final art. Name your file and choose the file extension. Check the slide instructions and any remaining highlighting and use the File pull-down menu to select Export to save as a PDF.

Partner logo

## The Savvy SMB Leader's Guide: Move to the cloud with confidence

How to tackle cloud migration projects and unlock the business insights needed to adapt faster, work smarter, and perform better.

Microsoft Dynamics 365



Microsoft Dynamics 365

## Move to the cloud faster, with confidence

### Enhance business efficiency and improve accessibility with cloud technology

Small and medium-sized businesses (SMBs) need a solution that allows them to adopt new business models with flexible deployment, reliability, and security and grows with them.

**20%** of SMBs That Survived COVID-19 Will Cease Operations by 2025 as They Cannot Pivot Fast Enough to Digitize Their Operations to Meet Customer Demand<sup>1</sup>

**24%** of surveyed SMBs cite migrating IT to cloud-based solutions as a top priority business challenge<sup>2</sup>

**46%** of surveyed employees want flexible hybrid work options to stay in place post-pandemic<sup>3</sup>

**75%** of surveyed SMBs view technology as important or very important to their success<sup>4</sup>

[Partner Name] can help

We have the expertise and experience to deploy Microsoft Dynamics 365 Business Central. We can help you innovate and adopt new business models faster with an adaptable solution that grows with your business.



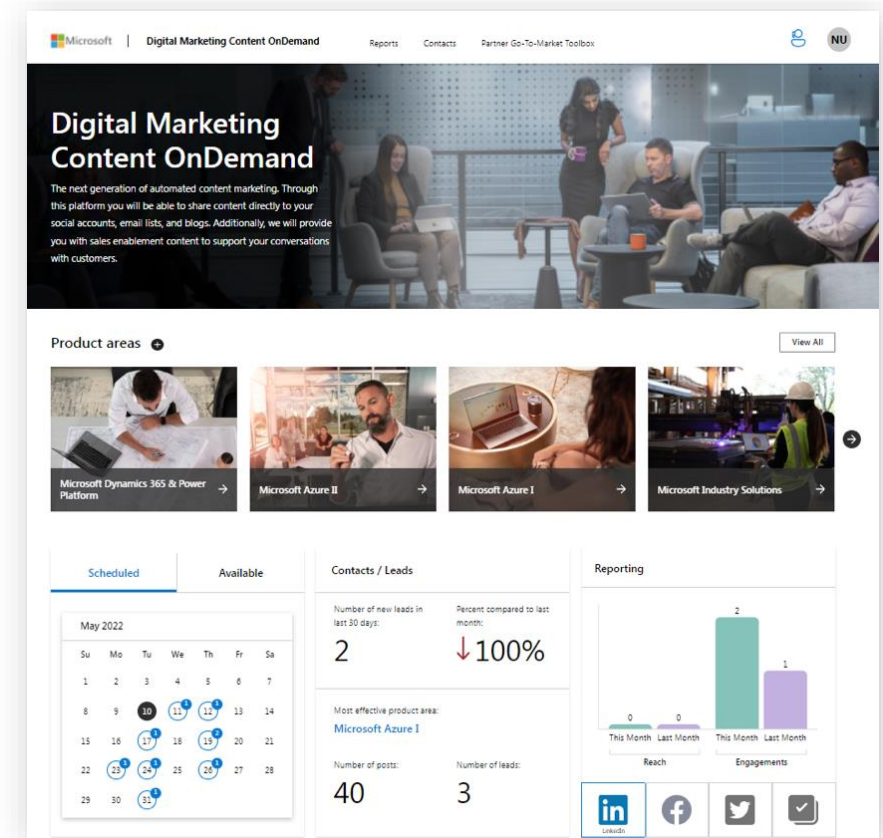
# Digital Marketing Content (DMC)

# DMC: Your marketing automation platform

## Turn-key marketing tool: Microsoft OnDemand Digital Marketing Content (DMC)

- Easy-to-use tool offers comprehensive digital campaigns that include curated, to-customer marketing materials and sales resources in a highly prescriptive format
- Campaign assets include suggested tweets, LinkedIn posts, Facebook statuses, mini-blog posts, emails, and more
- Partners' logos and company names are automatically inserted and materials are fully customizable

Available to all Microsoft Partners [aka.ms/dmc](https://aka.ms/dmc)



[Log into DMC](#) and set up your account using MAICPP login credentials.



# DMC: Business Central campaign

1

## Promotion

Searching for ways to solve burning issues



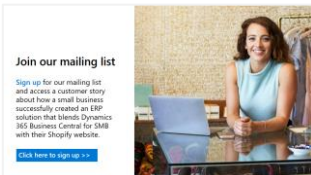
### Promo emails

An email can be sent to existing known contacts to capture interest and promote the hero assets.



### LinkedIn InMail

LinkedIn InMail draft that can be customized, then copied into an InMail campaign.



### Social ads

Leverage as paid or organic social ads to drive traffic to a campaign landing page for the hero assets.

2

## Exploration

Looking to identify best practices, industry benchmarks, and business requirements

Visitors to gated hero assets submit contact information and are converted to leads. Leads receive a multi-email nurture series\*, surfacing mid-funnel assets to enhance consideration. As leads progress through nurture campaign and show behavioral indicators, they are qualified for hand-off to sales.



### Gated download page



### Infographic



### Customer Stories

E-book, infographic, and customer story readers are directed to contact you for further information/action.



### E-book

3

## Evaluation

Research which products will solve burning issues

### Email nurture\*

Email #1  
Datasheet\*

Contact sales

Yes

No

Email #2  
Infographic Week 3 or 4

Contact sales

Yes

No

Email #3  
Thought leadership

Contact sales

Yes

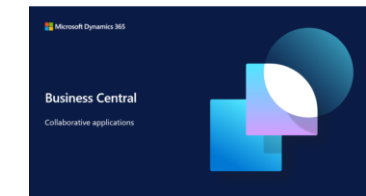
4

## Decision

Need a full understanding of total cost of ownership, deployment, go-live, user adoption

Leads can be passed to sales following nurture and qualification. Pitch deck and/or a solution sheet\* are used to enhance 1:1 customer meetings.

### Sales handoff



### Pitch Deck



### Sales Guide

\*Partner-provided assets

# DMC automation platform



Digital Marketing Content OnDemand

Social Marketing Campaigns

Web Banners

Contacts



RC

## Social Marketing Campaigns

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.

Select 'Product Areas' to view all campaigns available

Running campaigns

Product areas

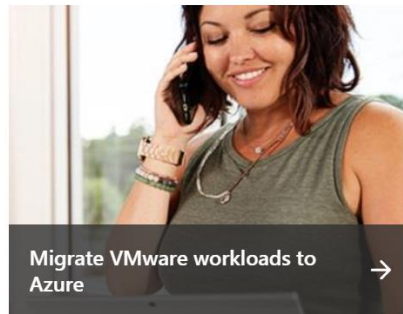
Completed campaigns



View All



Do More with Less - SMB (Modern Work) →



Migrate VMware workloads to Azure →



Secure Productivity for SMBs →



Adquiera nuevos clientes con Teams →



# DMC automation platform

Select 'Microsoft Dynamics 365 & Power Platform' for all of our Business Applications campaigns

Running campaigns | **Product areas** | Completed campaigns + View All

Microsoft Dynamics 365 & Power Platform →

Microsoft Azure →

Microsoft Industry Solutions →

Local UK Cross Solutions Campaigns →

Once your campaign is running, you'll see all reporting here

Scheduled | Available →

September 2024

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Contacts/Leads

Number of leads: 0

Percent compared to last month: -

Most effective product area: -

Number of posts: 4

Number of leads: 0

Reporting

Reach: This Month 0, Last Month 0

Engagements: This Month 0, Last Month 0

in f t ✓

# DMC automation platform

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

Back to product areas | Subscribed

## Microsoft Dynamics 365 & Power Platform

Microsoft Dynamics 365 helps businesses adapt and innovate with a hyperconnectivity. Give everyone the insights and freedom to thrive by connecting data, processes, and teams with intelligent business applications.

### Resources

- [Dynamics 365 | Power Platform Roadmaps](#)
- [Microsoft Dynamics 365 Business Applications Hub](#)
- [Go-To-Market with Microsoft Guide | Marketing resources, offers, and programs](#)
- [Go-To-Market with Microsoft | Homepage for all Go-to-Market with Microsoft resources](#)
- [Follow us on Twitter! @MicrosoftGTM](#)
- [Partner Marketing Center | Content library](#)
- [Partner Marketing Center | Program Guide](#)

Select campaign language: English (US)

Accelerate Sales with Dynamics 365	6 weeks >
Business Central for SMB	6 weeks >
Maximize Sales Impact with Dynamics 365 (SMB)	6 weeks >
Migrate and Modernize your ERP with Dynamics 365	6 weeks >
Scale Innovation with Power Platform	8 weeks >

Each campaign is listed, along with its duration – either 6 or 8 weeks

# DMC: Business Central campaign

[Direct link to campaign >](#)

Select 'Run campaign' to get started

## Business Central for SMB

Share campaign

Published date: May 16, 2023

Last updated: June 18, 2024

Traditional financial management systems for small and medium-sized businesses (SMBs) aren't built for rapid change. Manual and inefficient processes inhibit growth and make it difficult to adapt to disruptions.

To help SMBs overcome these challenges and make their visions a reality, your services and Microsoft Dynamics 365 Business Central offer a connected business management solution that enables them to adapt faster, work smarter, and perform better. With your expertise and a connected solution, SMBs can combine their finance, sales, services, and operations teams within a single, easy-to-use application to get the insights needed to drive their business forward and prepare for what's next.



Re-run campaign

[Next campaign - Optimize financial and operating models Part I](#)



**Week 1** - Introducing Business Central

Completed



**Week 2** - Microsoft 365/Dynamics 365: Better Together

Completed



**Week 3** - Adapt Faster

Completed



**Week 4** - Work Smarter

Completed



**Week 5** - Perform Better

Completed



**Week 6** - Realize Results

Completed



# DMC: Business Central campaign

Choose how you would like to run the 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.

## How would you like to run this campaign?

You can determine the social, email and blog accounts to automatically post to below.

## Campaign 1 – Business Central for SMB

Automatic

Manual

Cancel automatic campaign

[Download campaign contents](#)

Back

Next

# DMC: Business Central campaign

Select which of your organization's platforms and social networks you want to connect to your campaign.

Select which email platform you want to use to send EDM content

Select your timezone and preferred time for posting content.

## 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:



Select your default email networks to post to:



Select default time zone:

E. Australia Standard Time

Choose default posting times:

8:00

AM

Back

Start campaign

# DMC: Business Central campaign

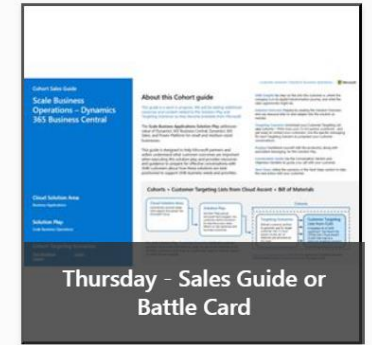
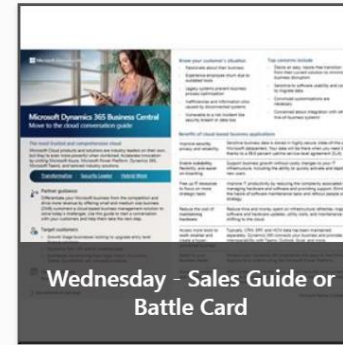
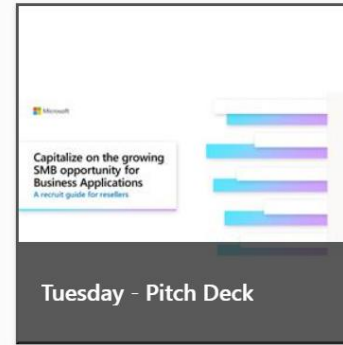
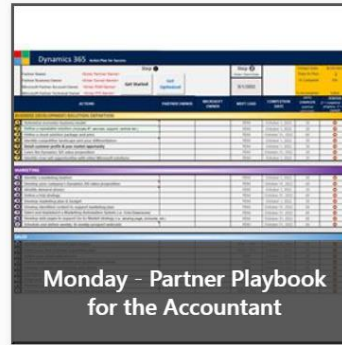


## Week 1 - Introducing Business Central

Completed

1. Content to help you and your team better understand the content and support the live campaign

### Content for you

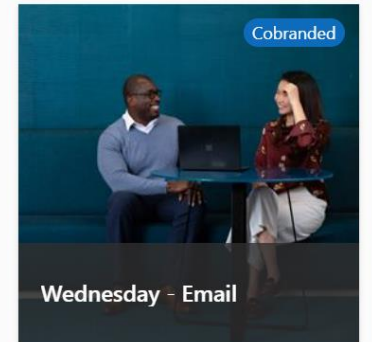
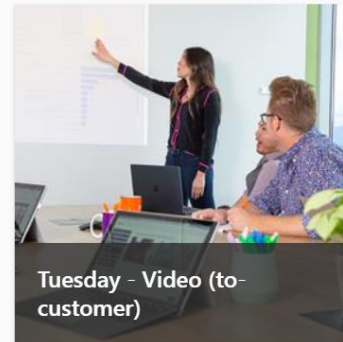
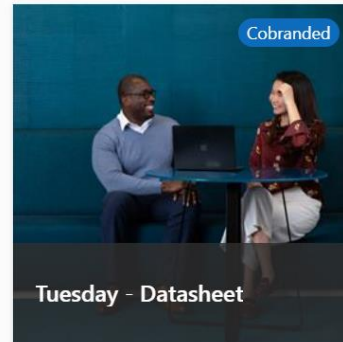
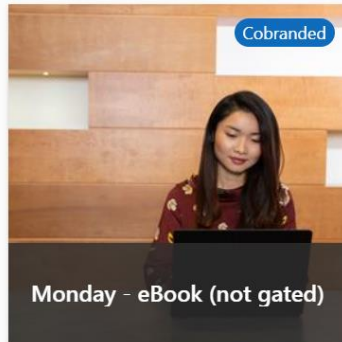


2. Content that can be posted to the channels/platforms that you connected in the previous step

### Content to share



Add new content





# DMC: Adding your branding under 'Manage Profile'

The screenshot shows the 'Manage Profile' page in the Microsoft Digital Marketing Content OnDemand portal. The page is divided into three main sections: Profile, Your information, and My account. The Profile section is highlighted with a blue box and contains options for 'Light logo' and 'Dark logo' (both showing the 'ANDERSEN' logo), a 'Partner Badge' (showing a Microsoft Solutions Partner badge for Business Applications), and a 'Microsoft' logo. The 'Your information' section includes fields for Name (Rachel Cleary), Email, and a toggle for 'Receive weekly update emails?' (set to 'yes'). The 'My account' section shows the user's name (Rachel Cleary) and a list of actions: 'Manage profile', 'Manage networks', 'Manage contacts', 'My Microsite', and 'Sign Out'. The 'Manage profile' link is highlighted with a blue box. Three callout boxes on the left provide instructions: the top one points to the 'Manage profile' link, the middle one points to the 'Microsite' link, and the bottom one points to the 'Partner Badge'.

Select 'Manage Profile' to add your organisation's logo, web banner and business information.

Create your own Microsite using DMC

Add your logos and Microsoft partner badge here  
\*Tip: You can create your own badge in Partner Centre

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

## Profile

- Profile
- Networks
- Microsite

**Light logo** **Dark logo**

**Partner Badge**

**Microsoft**

About us

## Your information

Name  
Rachel Cleary

Email

(UTC-07:00) Pacific Standard Time

**Security and password information**  
Access to the DMC is managed by Microsoft AAD Authentication. To update your password, please go to [account.microsoft.com](https://account.microsoft.com).

Receive weekly update emails?  
 yes

**App language**  
English


## My account

**RC** Rachel Cleary  
Microsoft

- Manage profile
- Manage networks
- Manage contacts
- My Microsite
- Sign Out

# DMC: Create a Microsite

You can create your own simple Microsite for free within the DMC platform. It will automatically pull in your logo and you can customize it with your own brand colours and content.



Partner A with Microso

Explore further information with ABC

+

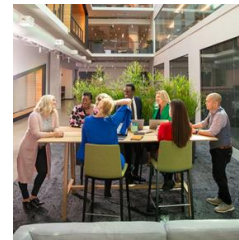
Microsite color

Microsite color selection: two colored squares (purple and pink).

Subdomain <sup>●</sup>

Subdomain input: nombrecualqueirahi

Cancel Save



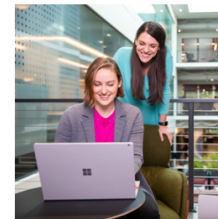
## Optimize your hiring process with Copilot for M365

Tue, Sep 3rd 2024 3:51 PM

As an HR professional, you should be spending your time getting to know candidates, not mired in admin work or buried in data.

When you bring Copilot for Microsoft 365 into the productivity apps you use every day, you have a virtual teammate who can take on your most time-consuming tasks. As a Microsoft Partner, we can assist your team in optimizing Copilot for a more efficient workday.

Read more >



## Stop ransomware in its tracks

Tue, Sep 3rd 2024 2:42 PM

Traditional cybersecurity solutions just can't keep up with the evolving sophistication of today's ransomware. As experts in providing security solutions for businesses like yours, we stay on top of the most powerful solutions out there, and we're confident that we can help you implement a security solution that will provide the result of what they can do. Get our infographic to learn more.

Read more >



## Four ways HR professionals can lead the AI transformation

Mon, Sep 2nd 2024 3:51 PM

Generative AI has the potential to not only boost productivity but fundamentally shift the way we work – and HR teams have a unique opportunity to lead that change.

As a Microsoft Partner, we are here to provide HR teams with the support they need to embrace the adoption of Copilot for Microsoft 365 and implement lasting, transformational change. Check out these insights on how HR can help their organizations embrace the AI revolution.

Read more >



# DMC: Create Digital Web Banners

[Direct link to Digital Web Banners >](#)



Digital Marketing Content OnDemand

Social Marketing Campaigns ▾

Web Banners ▾

Contacts



## Digital Web Banners

Through this portal you will be able to attract and engage customers by leveraging professionally crafted and dynamic web marketing content, delivered directly to your website.

[Explore our banners >](#)



### Go to Banners

Explore our vast library of banners



### My Banners

Edit your previously started banners



### Download Quickstart Guide

Download the QuickStart Guide to learn more about DMC's Web Banners module

You can choose from a library of banners to edit within DMC, ready to add to your website.

\*Tip: Watch the tutorials at the bottom of this page for more tips to get started

# DMC: Reporting dashboard

Choose 'Reports' in the Social Marketing Campaigns menu to access the reporting dashboard for your campaigns for Social Posts and Emails

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

## Reports

Select your networks to view activity. You can view individual activity for:

- Facebook
- Twitter
- LinkedIn
- Blogger
- Tumblr
- Mailchimp
- Outlook Office 365
- WordPress
- Gmail

Activity by posting | Lead scores summary

Product area: All product areas | Campaign: All campaigns | Data type: Post - Reach | Date: 09/03/24 - 09/16/24

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9/3/24	9/4/24	9/5/24	9/6/24	9/7/24	9/8/24	9/9/24	9/10/24	9/11/24	9/12/24	9/13/24	9/14/24	9/15/24	9/16/24	

0 Total leads | 0 Total posts | 0 Total campaigns ran | - Most effective product area | - Most effective campaign

Posts | Emails



Get started

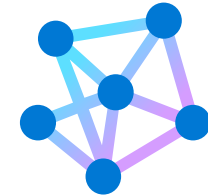
# Best practice for running a campaign



**Add your own logos, branding and messaging to make the content unique to you**



**Share your own customer case studies to showcase your success and expertise**



**Ensure you have a process in place for sales handoff and follow up for leads**

# Get started

## How to make Microsoft your free marketing engine



Explore assets in PMC and DMC and plan your campaign



Customise your campaign with your unique value proposition, industry messaging or customer stories



Use the assets on the [Business Applications Partner Hub](#) to progress your leads

DIRECTION

# So what now?

Your feedback is important to us. So please fill the [feedback form](#) so we can keep bringing such engaging webinars again in future

You can also use the QR code to give us the feedback



# A BIG Thank You!!

