

Microsoft 365 Teamwork Campaign

Quick Start guide for partners

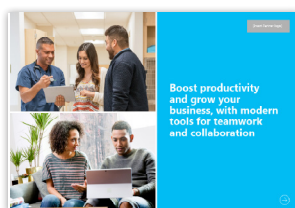


Introduction and campaign objectives

Microsoft has created this set of campaign assets to support partners with driving leads and opportunities to sell Teamwork and Office 365 Business Premium. These customisable go to market assets have been designed for you to use as part of your sales and marketing activities to reach more SMB customers and grow your business. Use the resources below to help generate leads and drive engagement with your Office 365 Business Premium and SMB offerings.

Campaign creation

1. Identify potential customers and prospects from your existing sales base to target with the campaign
2. Create a target prospecting list and go-to-market strategy based on virtual or in-person meetings.
3. Use the social networking images and create your own posts to generate interest.
4. Prepare and personalize materials such as the infographic, eBook and webinar and social posts.
5. Use the Landing page content and layout to create a customised landing page on your website.
6. Personalize and send customer emails as part of a nurture campaign to drive traffic to your landing page. Use the eBook, infographic and webinars calls to action for your email.
7. Use the PowerPoint slides to create a webinar that you can invite customers to register for so that you can capture their data for follow up.
8. Follow up with interested customers to tell your story and show your expertise.



eBook

An informative summary of how to use technology to improve teamwork and collaboration for a more productive and profitable business.



Webinar

A scripted PPT summary that can be recorded as a live or on demand webinar.



Infographic

Facts and information about the changing face of collaboration.



Emails

3 customer HTML email templates to use a part of a nurture campaign.



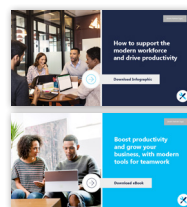
Landing Page

Customizable lead-capture page content and design.



Internal Sales Card

Help your sales teams to utilise the campaign including handy conversation starter questions, objection handling hints and upsell suggestions.



Social

Connect with more customers using social image assets across LinkedIn, and Twitter.

How to customize campaign assets

All campaign assets can be customized with your specific branding. We also recommend that you add your own proposition message to differentiate your offer from your competitors and develop a compelling Call to Action. Each document includes editable sections (designated by placeholder text) so it is clear where you can customise the asset.

Other Resources:

Microsoft Office 365 Business home page
Microsoft 365 for Partners