



FY18 Q1

UK Partner Marketing Concierge

A UK service to help your business grow

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Introduction

This guide has been put together to help you transform your marketing and make it easier for you to build successful campaigns aligned to your business objectives:

1. Selling with Microsoft

These packages are designed to help increase revenue through demand generation marketing. Target new customers with rich content, increase brand awareness and nurture new leads through the customer buying cycle.

2. Building with Microsoft

Create business strategies and value propositions to match your company objectives. Produce content to help position yourself as a thought leader in your industry and increase peer to peer selling.

Each agency has been carefully selected by Microsoft based on the value we feel they can deliver to our partners. We work with every one of these agencies on a regular basis.

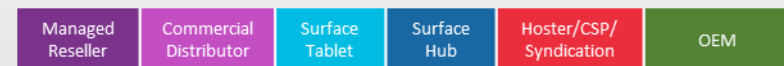
How do I select a package?

In the first instance please speak to the [Concierge team](#) who will help you decide which package is right for your business, the team will also check to see if you have available Co-op funding to spend on a package. The Concierge will work closely with you to help plan the basis of the campaign, find the right content and then hand you over to the agency.

How does the guide work?

If the package is claimable you will also see details of which Co-op section you should claim against and the required proof of execution. You will need to provide proof of execution at the end of the campaign, the agency should be able to provide a lot of this.

Along the top of each package you will see these boxes, these show which Co-op funds you can use to claim the package:



Along the bottom you will see these boxes, they show which Microsoft core priority the packages can be aligned to:



Packages

Selling with Microsoft

Focus on creating demand

- [Champions of Change Sales Floor Days](#)
- [Essential Expansion Marketing Package](#)
- [Content Lead Generation Package](#)
- [Essential Discovery Marketing Packages](#)
- [Cloud Workshop Awareness Package](#)
- [Winning Back Your Digital Audience Package](#)
- [Cross Selling Email Marketing Package](#)
- [Driving Reach With LinkedIn Package](#)
- [Social Outreach Marketing Package](#)
- [Increased Web Traffic To Reach New Customers](#)
- [Drive Registrations To Your CIE or Events](#)
- [Content Campaign In A Box](#)
- [Data and AI Automated Digital Marketing Package](#)
- [Dynamics 365 Automated Digital Marketing Package](#)
- [Infrastructure Automated Digital Marketing Package](#)
- [Office 365 Automated Digital Marketing Package](#)
- [Grow Your Reputation and Engage New Customers](#)
- [Customer-based Targeting Package](#)
- [Market Research and Lead Generation Survey Campaigns](#)
- [Business Transformation Campaign Execution](#)
- [The Complete Integrated Digital Marketing Package](#)
- [The Complete Cross-Selling Marketing Package](#)

Building with Microsoft

Longer-term strategic investments

- [The Social Media Starter Package](#)
- [The Power of Demos to Drive Usage](#)
- [Social Selling Workshop](#)
- [Peer to Peer Case Study](#)
- [Articulate Your Unique Value To Customers](#)
- [Storytelling Through Social](#)
- [Thought-leadership White Paper](#)
- [Know Your Customer and Engage with Blog Posts](#)
- [Stand Out From The Crowd](#)
- [ISV Go To Market Strategy & Value Proposition](#)
- [Get Your Dynamics Business To Stand Out](#)
- [Creating A Campaign Environment](#)
- [Content Is King – Dynamics 365](#)
- [Positioning and Value Proposition Package](#)
- [Get Your Dynamics 365 Business Online](#)
- [Office 365 Adoption End User Training Packages](#)
- [User Adoption Packages](#)

Employee readiness

- [Training Assessment Packages](#)
- [Pre-Sales Product Training Workshop Packages](#)
- [Product Training Workshop Packages](#)
- [Selling the Microsoft Cloud Training Workshop](#)
- [Soft Skills Project Management In The Cloud](#)
- [People Change Management Packages - pt. 1](#)
- [People Change Management Packages - pt. 2](#)

Selling with Microsoft

Focus on creating demand



Champions of Change Sales Floor Days



Champions of Change: Drive sales and increase confidence in positioning Microsoft products and solutions within the channel. Create a 'One Microsoft' experience in a fun and memorable way.

Package Details: Fun focused call out days aimed at generating Microsoft opportunities. Each sales floor day is attended by a dedicated Microsoft sales representative* who will provide support, 1:1 coaching and joint calling. Prizes and rewards are given for selling Microsoft solutions during the day along with games to generate a buzz with an element of fun and competitiveness within the team.

Package 1: Light day

For sales floors up to 20 people. This includes all of the above.

Package 2: Full day

For sales floor over 20 people. This includes all of the above and a dedicated agency representative who manages logistics, prizes and motivating the team.

*Resource must be confirmed prior to the day.

Outcome: Shared opportunity pipeline between yourself and Microsoft. A Microsoft Channel BDM will follow-up post event on open-leads.

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from CI Group
- ☐ **Communication Material:** showing offer with terms & conditions
- ☐ **Metric:** Number of attendees and summary of results such as number of opportunities won.

Costs: As a guide**

10 sales reps - **£1,150** + VAT (light day)

20 sales reps - **£1,290** + VAT (light day)

30 sales reps - **£2,570** + VAT (full day)

40 sales reps - **£2,660** + VAT (full day)

100 sales reps - **£3,060** + VAT (full day)

You are responsible for organising catering and venue if not being held at your offices (this can still be claimed through Co-op).

**Costs will vary slightly depending on prizes, theming and desk drop value. Please speak to a member of the Concierge for a quote.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by CI Group.
- ☐ Claim for this through Co-op under 'Internal Incentives and SPIFF' and 'Internal Training and Floor Days'



BEST PRACTICE

- ☐ Training should be 100% Microsoft focused
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Essential Expansion Marketing Packages



3 Ways To Sell More To Your Existing Customers: Cost effective marketing campaigns to sell more to existing customers. Choose from Cross/Upsell Outbound/Customer Presentation or Social Kick-Start Packages. Utilizes existing Microsoft campaign templates. *Assets subject to availability from Microsoft.

Package Details:

Cross/Upsell Outbound Package **£1,500**

- 3 outbound emails sent on your behalf (data to be supplied)
- Each linked to an asset/download on MS solution
- Linked to existing Microsoft info pages/Partner website

Customer Presentation Package **£1,750**

Co-branding existing Microsoft;

- Cobranded PPT presentation including 2 slides for Partner specific content, design & copyediting
- Cobranded eBook* for awareness stage
- Cobranded eBook* for consideration stage
- Cobranded infographic* for consideration stage

Social Kick-Start Package **£1,750**

- Copy blocks for each solution focus
- 20 pre-written customised social posts
- Co-branded social web banners – Twitter and LinkedIn
- Pre-written introductory/conversation starter “Mails” for LinkedIn

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from Twogether
- ☐ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ☐ **Metric:** Estimated customer reach. Email and social reports. (Agency should provide this).

Costs: £1,500 - £1,750 per package + VAT

Upscale options:

- Dedicated landing page with reg. form **£800**
- 10 days TM follow-up **£2,500**
- Webinar content support **£700**
- 100 Printed Brochures **£1,000**
- Banner Ad Retargeting (83k impress.) **£1,750**
- Co-branded Video / Infographic for Social **£850**

Outcome: This campaign focuses on selling more to existing customers

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Twogether, one of Microsoft's preferred suppliers for campaign marketing
- ☐ Claim for this through Co-op under 'Multi Touch Digital Campaign'
- ☐ Uses Microsoft templates – which will be cobranded.



BEST PRACTICE

- ☐ These packages are ideal for targeting existing customers, staging f2f meetings or tailored social initiatives to drive engagement.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



twogether

Content Lead Generation Package



Content lead generation package: Using digital media publications to promote content (e.g. whitepapers) around a selected solution focus. Decision makers register their interest before being passed to you for nurture.

Package Details:

Content Lead Gen. Package

from £1,750

Capture new leads through the gating of high-quality content. Hosted content, such as an eBook, is published to your relevant audience. The syndicated content will capture 20 new leads. Leads will need to be nurtured using the appropriate communications channels and relevant assets. You will need to supply the content or, when applicable, you can cobrand Microsoft content.

Outcome: This campaign focuses on targeting new customers these are top of funnel and will need to be nurtured through the buying journey.

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from Twogether
- ☐ **Communication Material:** Copy of email communication, list of list of customers who click on the email and copy of the asset.
- ☐ **Metric:** Number of leads

Costs:

- ☐ From **£1,750** + VAT

Upscale options:

- | | |
|-----------------------------|-----------------|
| • 5 days TM follow-up | £1,250 |
| • Social posts to accompany | £500 |
| • Co-branded video asset | £600 |
| • Upscale to 54 /118 leads | £3,150 / £6,250 |

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Twogether, one of Microsoft's preferred suppliers for campaign marketing
- ☐ Claim for this through Co-op under 'Direct Mail, Email & Mobile SMS'



BEST PRACTICE

- ☐ These packages are ideal where you may want to incorporate digital, events or inbound tactics to target net-new customers/ installed base
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



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Essential Discovery Marketing Packages



Essential Discovery Marketing Packages - 4 ways to find new customers: Cost effective marketing campaigns to target new customers. Choose from Direct Outbound/Digital Media/Telemarketing or Event In A Box. Utilizes existing Microsoft campaign templates and uses an automation tool.

Package Details:

Direct Outbound Package **£1,750**

- 3 sequential emails, sent through platform
- Data to be validated and supplied or purchased by partner
- Landing Page with contact form included

Digital Media Package **£1,750**

- Web banner display advertising
- 83k impressions across multi-sites
- Avg. est. clicks 100/CTR Forecast 0.12%

Media Ad Retargeting **£1,750**

Cookie-based technology that targets prospects who are already familiar with your brand and have recently demonstrated interest by visiting your website with web banner display advertising.

Event In A Box Package **£2,550**

- Invite/Follow-up/Last call emailers sent on your behalf
- Landing Page with event registration, incl. reporting
- Co-branded PPT deck with partner value proposition

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Twogether
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Estimated customer reach. Opens/clicks/leads/attendees (Agency should provide this).

Costs:

- ❑ **£1,750 - £2,550 per package** + VAT

Upscale options:

- | | |
|------------------------------|-----------------|
| • 5 days telemarketing | £1,250 |
| • Data procurement | £500+ |
| • Social posts to accompany | £500 |
| • Webinar content support | £700 |
| • Video co-branded | £850 |
| • Upscale to 54 /118 leads | £3,150 / £6,250 |
| • Event banners and backdrop | £4,700 |
| • Media Ad Retargeting | £1,750 |

Outcome: This campaign focuses on targeting new customers

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Twogether, one of Microsoft's preferred suppliers for campaign marketing
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign' or for Event 'Customer Seminars and Bootcamps'
- ❑ Uses Microsoft templates which will be cobranded.



BEST PRACTICE

- ❑ These packages are ideal where you may want to incorporate digital, events or inbound tactics to target net-new customers/ installed base
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



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Cloud Workshop Awareness Package



Cloud workshop awareness package: Cost effective marketing activities aimed at a C-level audience – focus to raise awareness in order for leads to register and attend a Cloud Workshop. Choose from Content Lead Gen and/or Social Media to drive awareness.

Package Details:

Content Lead Generation

from £2,875

Publish content to your target audience (from Microsoft Managed Account List). Retarget users who downloaded the initial asset with two further pieces of content.

- Creation of partner focused copy
- Setup of content hosting
- Reporting and provision of leads
- Lead expectation of 20* with double opt in

Social Media Twitter and LinkedIn

from £4,510

Target a minimum of 200 managed accounts via LinkedIn to reach specific companies and roles within those companies, and Twitter for general awareness and buzz in the wider sector.

- Sponsored display banner advertisements
- Requires minimum of 200 contacts
- Campaign reports supplied at regular intervals

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Twogether
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements, screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Social impressions / content lead performance

Costs:

- ❑ **£2,857 - £4,510 per package** + VAT

Upscale options:

- 5 days TM follow-up £1,250
- Data procurement £500+
- 2 x blog posts pre/post event £1,780
- Co-branded email signature £185

Outcome: This campaign focuses on driving awareness to prospect customers to attend your Cloud Workshop.

*To be confirmed at the start of the campaign, certain verticals and geographies may influence the number of leads.

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Twogether, one of Microsoft's preferred suppliers for campaign marketing
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign' or for Event 'Customer Seminars and Bootcamps'
- ❑ Uses Microsoft templates which will be cobranded.



BEST PRACTICE

- ❑ These packages are ideal where you may want to incorporate digital, events or inbound tactics to target net-new customers/ installed base
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



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Winning Back Your Digital Audience Package



Winning Back Your Digital Audience Package: Retarget and engage with an audience who has previously visited your website with retargeting messaging to win them back.

Package Details:

Target the digital audience who have previously visited your website. Based on user behaviour learn how to target potential customers with relevant content. Advertise on selected website that are relevant to your market and audience. Enhance awareness of your expertise with existing customers. Package includes:

- Copy and design of 5 banners / MPU advertisements
- Paid advertising
- Management, reporting and optimisation of the ads

Outcome:

Cross sell and upsell of services, blocking the completion, reaffirm customer relationships.

This package should only be used for websites with high traffic, alternatively it could be combined with the [Increased Web Traffic Campaign](#) or the [Essential Discovery Digital Media Package](#)

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Resource IT Consulting Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (agency should provide this).
- ❑ **Content:** must be Microsoft focused including search terms

Costs:

- ❑ **£2,000** or **£333** per month + VAT for 6 months

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by ResourceIT, one of Microsoft's preferred agencies
- ❑ Claim for this through Co-op under 'Digital Advertising'



BEST PRACTICE

- ❑ This package is ideal for reaching new customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

ResourceIT
Powering Channel Growth

Cross Selling Email Marketing Package



Cross Selling Email Marketing: Starting with research to understand more about your business, the services you offer and who you are targeting. This email nurture campaign will help generate awareness and create new leads.

Package Details:

- Research and planning consisting of a campaign plan delivered in a 10 page PDF
- Audience persona research providing a fictitious persona with job role, company and potential challenges they / their industry are facing
- Landing page with contact form
- Targeted email support (Data supplied by the partner).
- 3x HTML emails including copy and images, option for FiftyFiveandFive to send via their platform.
- Reporting and analytics

Outcome:

An email only campaign targeting new products/services at existing customers

Add Social Package

A month of social (Max of 2 networks, i.e Twitter and LinkedIn, up to 5 posts a day shared across them).

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from FiftyFiveandFive including Statement of Work
- ❑ **Communication Material:**
3 x email templates
1x Landing Page
- ❑ **Metric:** Summary of results such as click through report (agency should provide this) and landing page analytics.
- ❑ **Content:** must be Microsoft focused

Costs:

- ❑ **£2,500** + VAT
- ❑ Add Social **£950** + VAT

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by FiftyFiveandFive.
- ❑ Claim for this through Co-op under 'Direct Mail, Email & Mobile SMS'



BEST PRACTICE

- ❑ These packages are ideal for targeting existing customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

fiftyfiveandfive

Driving Reach With LinkedIn Package



Driving Reach With LinkedIn Package: Drive revenue with new customers with LinkedIn targeting campaign to undertake Social Selling. Creating, managing and implementing highly targeted online demand generation.

Package Details:

Reach new customers with highly targeted advertising campaigns on LinkedIn. Increase visibility of your brand within relevant groups and enhances credibility and thought leadership. Package includes:

- Content copy & design created for 10 LinkedIn ads
- LinkedIn Pulse Blogs x3
- LinkedIn advertising to defined audiences (£440 ad spend)
- Website IP Lead tracking

Outcome:

Web leads for follow up, demo's, requests and proposals.

This package is ideal for partners who want to reach new customers and have never used LinkedIn, you will learn the ropes of using Social. We would not recommend for the more experienced Social Seller. For a successful campaign we also recommend tailoring a landing page to reflect the campaign messaging with a strong call to action.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from ResourceIT Consulting Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (agency should provide this).

Costs:

- ❑ **£3,000 or £500** per month + VAT for 6 months

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by ResourceIT, one of Microsoft's preferred agencies
- ❑ Claim for this through Co-op under 'Digital Advertising'



BEST PRACTICE

- ❑ This package is ideal for reaching new customers and improving social presence .
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

ResourceIT
Powering Channel Growth

Social Outreach Marketing Package



3 ways to target new customers: Cost effective Social outreach marketing campaigns to sell to new customers. Utilizes existing Microsoft web banner templates. *Assets subject to availability from Microsoft.

Package Details:

Target audience driven social media campaign using sponsored display banner advertisements driving traffic to your website/landing page. Estimated campaign duration 0-4 weeks. Campaign reports supplied at regular intervals. Costs include the creation of banner ads and copy.

1. Social Media Individual Package £2,000 - £3,500

- Facebook (£3,050)
- Twitter (£3,050)
- LinkedIn (£4,570)

2. Social Media Group Package £8,350

- Facebook, Twitter & LinkedIn

	Est Clicks	Est Impressions
Facebook	1,667	625,000
Twitter	1,250	1,666,667
LinkedIn	1,111	176,471

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from Twogether
- ☐ **Communication Material:** Web banner adverts
- ☐ **Metric:** Number of clicks and impressions

Costs:

- ☐ **£3,050 - £8,350** per package + VAT

Upscale options:

- Dedicated landing page £800
- 10 days TM follow-up £2,500
- Banner Ad Retargeting (83k impress.) £1,500
- Co-branded Video / Infographic £850

Outcome: This campaign focuses on selling to new customers

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Twogether, one of Microsoft's preferred suppliers for campaign marketing
- ☐ Claim for this through Co-op under 'Multi Touch Digital Campaign'
- ☐ Uses Microsoft templates for co-branding



BEST PRACTICE

- ☐ These packages are ideal for targeting new customers with tailored social initiatives to drive engagement.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Increased Web Traffic To Reach New Customers



Increased Web Traffic To Reach New Customers Package: Drive Revenue from new customers with search engine optimisation and paid search. This campaign will help improve search engine rankings for your company website and gain a competitive edge with search engine optimised content.

Package Details:

- Starting with website optimisation including coding, linking, page structure, page content and social media linking.
- Define pay per click requirements (PPC) including keyword research.
- Costs cover setup and management of the paid search campaign and up to 10 keywords. Both Bing and Google PPC
- £1,500 paid ads budget (£250 per month if paid monthly)
- Website IP Lead tracking

Outcome:

Significantly boost traffic to your website, build online brand awareness, improve search engine ranking web leads for follow up, request for demo, trials, clicks to buy.

Works well with [Winning Back Your Digital Audience Package](#)

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Resource IT Consulting Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (Agency should provide this)
- ❑ **Content:** must be Microsoft focused including search terms

Costs:

- ❑ **£3,500** or **£583** per month + VAT for 6 months

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Resource IT Consulting Ltd, one of Microsoft's preferred agencies
- ❑ Claim for this through Co-op under 'Digital Advertising'



BEST PRACTICE

- ❑ This package is ideal where you have a good website
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

Resource iT
Powering Channel Growth

Drive Registrations To Your CIE or Events



Drive attendees to your coming events: Targeting prospective customers with a mixture of email and online advertising to promote your events and drive attendance. With telemarketing follow up 1 week and 2 days before the event to confirm attendance in order to reduce the drop out rate on the day.

Package Details:

- Creation and send of email invitation
- LinkedIn Advertising to target audiences (£1,000 ad spend)
- 2 LinkedIn Pulse Posts
- Pay Per Click via Search Engine Marketing 3 adverts design and copy (£500 ad spend)
- 2 days telemarketing follow up on registrations
- Website IP lead tracking
- Campaign Measurement and reporting

Outcome:

Increase awareness of your brand, registrations for your event

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from ResourceiT Consulting Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (agency should provide this).
- ❑ **Content:** must be Microsoft focused including search terms

Costs:

- ❑ **£3,995 + VAT**

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by ResourceiT Consulting Ltd, one of Microsoft's preferred agencies
- ❑ Claim for this through Co-op under 'Digital Advertising'



BEST PRACTICE

- ❑ This package is ideal for reaching new customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

ResourceiT
Powering Channel Growth

Content Campaign In A Box



Content Marketing: Creation of a content based inbound marketing campaign in-a-box using premium content to attract new customers to a lead-capture landing page. Please note this campaign does not include promotion.

Package Details:

We create content to help with inbound marketing and generating leads, including:

- Premium content white paper
- Two short (300-600 word) promotional blog posts
- Graphical call-to-action for your site
- Promotional email text and social media texts
- Advice on campaign page promotion
- Hosted HubSpot landing page open for three months
- End of campaign knowledge transfer and debrief

Outcome:

Depending on your site traffic and level of promotion, we would expect this to generate 20-40 leads and you will keep the assets for future use after the campaign closes.

Proof of execution requirements to claim through co-op

- ❑ **Invoice** from Articulate Ltd including statement of works
- ❑ **Communication Material:** Various campaign assets including blog posts and whitepaper.
- ❑ **Metric:** Site view, data and leads delivery.

Costs:

- ❑ **£4,375 + VAT**

Good to know

For the promotion of created content we suggest combining this package with the [Increased Web Traffic Campaign](#) or the [Essential Discovery Digital Media Package](#).

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Articulate, one of Microsoft's preferred suppliers for campaign marketing
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign'



BEST PRACTICE

- ❑ This package is ideal for promoting your brand and reaching existing and new customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

articulate

Data and AI Automated Digital Marketing Package



Automated Digital Marketing Package: Focused on a choice of two Azure workloads this campaign is ideal for generating new leads. This package is pre-templated with rich campaign assets that will be cobranded with your Partner logo.

Package Details:

Part 1: Activation stage

Cobranded assets including eBook, landing page, personalised social posts and PPC ads are used to attract new customers through content syndication, paid social campaign across LinkedIn and Twitter, and paid Search and Display with keyword targeting. All campaign results are reported throughout the campaign and the activation stage will create a guaranteed number of leads through content syndication (28 leads as standard. Specific targeting requirements may affect number of leads guaranteed). These are to be engaged and nurtured as in Part 2. Partners will be supplied with 3 email templates to send to existing contacts during the activation stage.

Part 2: Engage and Nurture

Two further emails are provided to nurture content syndication leads, or any other leads that may have come in from social activity. A co-branded listicle will be supplied to support this nurture stage.

Outcome:

This campaign focuses on targeting new customers and has a guaranteed top-of-funnel lead generation. Partners will be able to keep all cobranded assets that are part of the campaign to target their existing customer base.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Direction Group Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (Agency should provide this)
- ❑ **Content:** Subject focus for campaign is a choice between: Business Security or Business Analytics.

Costs:

- ❑ **£5,728+ VAT**
- ❑ Set up time 3 weeks, time in market 8-10 weeks

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Direction Group and is a fully automated campaign.
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign'
- ❑ The assets are pre-templated, additional costs will apply where any changes are required.



BEST PRACTICE

- ❑ This package is ideal for reaching new Azure customers.



Dynamics 365 Automated Digital Marketing Package



Automated Digital Marketing Package: Focused on **Dynamics 365 (Retail or Manufacturing)**, this campaign is ideal for generating new leads. This package is pre-templated with rich campaign assets that will be cobranded with your Partner logo.

Package Details:

Part 1: Activation stage

Cobranded assets including eBook, landing page, personalised social posts and PPC ads are used to attract new customers through content syndication, paid social campaign across LinkedIn and Twitter, and paid Search and Display with keyword targeting. All campaign results are reported throughout the campaign and the activation stage will create a guaranteed number of leads through content syndication (28 leads as standard. Specific targeting requirements may affect number of leads guaranteed). These are to be engaged and nurtured as in Part 2. Partners will be supplied with 3 email templates to send to existing contacts during the activation stage.

Part 2: Engage and Nurture

Two further emails are provided to nurture content syndication leads, or any other leads that may have come in from social activity. A co-branded listicle will be supplied to support this nurture stage.

Outcome:

top-of-funnel lead generation. Partners will be able to keep all cobranded assets that are part of the campaign to target their existing customer base.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Direction Group Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (Agency should provide this)
- ❑ **Content:** Subject focus for campaign is a choice between: Dynamics 365 (Retail focus) or Dynamics 365 (Manufacturing focus)

Costs:

- ❑ **£5,728+ VAT**

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Direction Group and is a fully automated campaign.
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign'
- ❑ The assets are pre-templated, additional costs will apply where any changes are required.



BEST PRACTICE

- ❑ This package is ideal for reaching new Azure customers.



Infrastructure Automated Digital Marketing Package



Automated Digital Marketing Package: Focused on a choice of two Azure workloads this campaign is ideal for generating new leads. This package is pre-templated with rich campaign assets that will be cobranded with your Partner logo.

Package Details:

Part 1: Activation stage

Cobranded assets including eBook, landing page, personalised social posts and PPC ads are used to attract new customers through content syndication, paid social campaign across LinkedIn and Twitter, and paid Search and Display with keyword targeting. All campaign results are reported throughout the campaign and the activation stage will create a guaranteed number of leads through content syndication (28 leads as standard. Specific targeting requirements may affect number of leads guaranteed). These are to be engaged and nurtured as in Part 2. Partners will be supplied with 3 email templates to send to existing contacts during the activation stage.

Part 2: Engage and Nurture

Two further emails are provided to nurture content syndication leads, or any other leads that may have come in from social activity. A co-branded listicle will be supplied to support this nurture stage.

Outcome:

This campaign focuses on targeting new customers and has a guaranteed top-of-funnel lead generation. Partners will be able to keep all cobranded assets that are part of the campaign to target their existing customer base.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Direction Group Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (Agency should provide this)
- ❑ **Content:** Subject focus for campaign is a choice between: Virtual Machines or Azure Storage, Back up and Disaster Recovery

Costs:

- ❑ **£5,728+ VAT**
- ❑ Set up time 3 weeks, time in market 8-10 weeks

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Direction Group and is a fully automated campaign.
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign'
- ❑ The assets are pre-templated, additional costs will apply where any changes are required.



BEST PRACTICE

- ❑ This package is ideal for reaching new Azure customers.



Office 365 Automated Digital Marketing Package



Automated Digital Marketing Package: Focused Office 365 E3/E5 voice capabilities this campaign is ideal for generating new leads. This package is pre-templated with rich campaign assets that will be cobranded with your Partner logo.

Package Details:

Part 1: Activation stage

Cobranded assets including eBook, landing page, personalised social posts and PPC ads are used to attract new customers through content syndication, paid social campaign across LinkedIn and Twitter, and paid Search and Display with keyword targeting. All campaign results are reported throughout the campaign and the activation stage will create a guaranteed number of leads through content syndication (28 leads as standard. Specific targeting requirements may affect number of leads guaranteed). These are to be engaged and nurtured as in Part 2. Partners will be supplied with 3 email templates to send to existing contacts during the activation stage.

Part 2: Engage and Nurture

Two further emails are provided to nurture content syndication leads, or any other leads that may have come in from social activity. A co-branded listicle will be supplied to support this nurture stage.

Outcome:

This campaign focuses on targeting new customers and has a guaranteed top-of-funnel lead generation. Partners will be able to keep all cobranded assets that are part of the campaign to target their existing customer base.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Direction Group Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (Agency should provide this)
- ❑ **Content:** Subject focus for campaign is Office 365 E3/E5 voice capabilities

Costs:

- ❑ **£5,728+ VAT**
- ❑ Set up time 3 weeks, time in market 8-10 weeks

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Direction Group and is a fully automated campaign.
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign'
- ❑ The assets are pre-templated, additional costs will apply where any changes are required.



BEST PRACTICE

- ❑ This package is ideal for reaching new Azure customers.



Grow Your Reputation and Engage New Customers



Grow your reputation and engage new customers: Use seeded thought leadership content to reach precisely the right audience. Establish and build reputation for expertise and innovation. Develop a complementary, highly targeted strategy to increase new customer engagement and drive lead generation via LinkedIn.

Package Details:

- 2 days of research on target verticals & accounts with a documented social listening plan listing keywords and topics
- Social listening to identify Key topics and keywords for targeting
- Creation of thought leadership content based on the research:
 - 2 x long articles (800-1000 words) for LinkedIn & Website
 - Accompanying images optimised for LinkedIn (4-6)
- Audience research and Account Based Marketing:
 - New target customer profiling
 - 2 x Sponsored InMail to new target customers
 - 10 x Sponsored content to new target customers
 - Ad budget £1,750
- Activity recommendations:
 - Identification of LinkedIn groups for participation including a report with insight, audience size and links to the groups
 - Content recommendations aligned to groups

Outcome:

Increase in brand presence and reputation. Growth of LinkedIn connections and followers. Engage new customers and develop new leads via direct response and LinkedIn engagement

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from ResourceiT Consulting Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (agency should provide this).
- ❑ **Content:** must be Microsoft focused including search terms

Costs:

- ❑ **£6,250 + VAT**

NOTICES



GOOD TO KNOW

- ❑ Ideal if you have not used LinkedIn to target customers before and will provide good learnings and insights.
- ❑ Claim for this through Co-op under 'Digital Advertising'



BEST PRACTICE

- ❑ This package is ideal for reaching new customers in particular verticals or customer segments.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

ResourceiT
Powering Channel Growth

Customer-based targeting Package



Cross Selling Marketing: Target new solutions to existing customers with a complete automated campaign. Including research, go-to-market plan, nurture content, organic social promotion and a 3 stage email campaign. Cross-sell to your customers by capturing leads and generating awareness.

Package Details:

- Research and planning consisting of a campaign plan delivered in a 10 page PDF
- Audience persona research providing a fictitious persona(s) with job role, company and potential challenges they / their industry are facing
- Drip content (3 x blogs, copy)
- Creation of a 1,200 – 1,500 word eBook designed to capture leads
- Landing page with contact form
- Targeted email support (Data supplied by the partner).
- 3x HTML emails including copy and images, option for FiftyFiveandFive to send via their platform.
- Social media posts for Linked and Twitter
- Reporting and analytics

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from FiftyFiveandFive including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (agency should provide this).
- ❑ **Content:** must be Microsoft focused

Outcome:

A campaign targeting new products/services at existing customers

Costs:

- ❑ **£8,000 + VAT**

Upscale options:

- Blog design (header images, calls to action) - £500
- Lead magnet (eBook) design - £1500

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by FiftyFiveandFive and is a fully automated campaign.
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign'



BEST PRACTICE

- ❑ These packages are ideal for targeting existing customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

fiftyfiveandfive

Market Research and Lead Generation Survey Campaigns



Market Research and Lead Generation Survey Campaigns: Build and execute surveys, generate new leads and learn more about your target audience.

Package Details:

Ingenium build and promote digital surveys; which are developed based on your campaign objectives and business targets. Neutrally branded email templates topically positioning the survey questions are sent out to a targeted database of UK public or private sector stakeholders. Campaign data is acquired using proven methods of accurate data sourcing, leading to a more intelligent and targeted campaign. Survey responses, inclusive of respondent contact details, are supplied back to you for nurturing, with high potential leads being highlighted, you then own said data in perpetuity. The findings of the survey are also used to create a pdf report with narrative to help you build further content. The digital survey report (pdf) will include your logo as the survey partner and can be hosted on your website and/or promoted externally. The survey report is also supplied back to respondents with an option to discuss any immediate requirements, with you – the survey partner. This data is supplied to you, and again, owned by you in perpetuity.

Outcome:

Depending on the success of the campaign you will be provided with new leads and also the findings from the campaign. We recommend that survey results and insights are used to supplement event programmes, create content and unlock new strategies.

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from Direction Group Ltd including Statement of Work
- ☐ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ☐ **Metric:** Summary of results such as click through report (Agency should provide this)

Costs:

- ☐ **£8,000+ VAT**
- ☐ **Timeline:** 6 to 8 weeks

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Ingenium IDS Limited, part of the BiP Solutions group of companies.
- ☐ Claim for this through Co-op under 'Direct Mail, Email & Mobile SM'



BEST PRACTICE

- ☐ This package can be used to help drive registrations of Cloud Workshops and will also provide content for events.

INGENIUM
Intelligent use of data

Business Transformation Campaign Execution [\(follow on to Paal15 workshop\)](#)



Business Transformation Campaign package: After completing a [Paal15 workshop](#) to define who you are, creating a clear position of where you want to go, identifying your value proposition, who you want to target and the solutions you offer, you are ready to go-to-market, generate awareness, activate existing customers and/or acquire new ones.

Package Details:

Paal15 will plan and execute either a 90-day or 180-day go-to-market plan, including goals and KPIs. They will take the value propositions from your [Paal15 workshop](#) and create:

OPTION 1. 90-day go-to-market plan (execution)

Digital content driven campaign (x1 proposition/solution) to increase awareness and generate demand for. Deliverables:

- Premium content piece x1 (eBook, Whitepaper etc)
- Landing page x1
- Email for existing contacts x1
- Follow-up nurture emails and content linked through x3
- Display ads for promotion (x1 design / x6 formats)

OPTION 2. 180-day go-to-market plan (execution)

As above but for two propositions/solutions.

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from Paal15
- ☐ **Communication Material:** Campaign assets (content and design) and landing page
- ☐ **Metric:** Email send, content download, website visitors

Costs:

- **£15,000 + VAT (90-day campaign execution)**
- **£30,000 + VAT (180-day campaign execution)**

Outcome:

This should lay the foundations for building out further business propositions and targeting them to your existing and new customers.

This campaign should help increase revenues with current customers as well as helping to acquire new.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Paal15, one of Microsoft's preferred suppliers for business transformation and strategic positioning.
- ☐ Claim for this through Co-op under 'Multi Touch Digital Campaign'.



BEST PRACTICE

- ☐ This package is ideal follow on to a Paal15 Workshop but can also be a standalone package.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy



PAAL 15

The Complete Integrated Digital Marketing Package



The Complete Integrated Digital Marketing Package: Ideal for entering new markets or product launches. This package includes everything you need to run an integrated digital campaign with messaging development, rich content, lead generation, social and search activation as well as data acquisition and lead nurture flow.

Package Details:

Starting with market/vertical technology insight research.
Followed by value proposition and messaging hierarchy.
Hero content creation (e.g. white paper).
Content atomisation (broken up from larger hero content),
to include blogs, infographic or video content.
Social media posts, including supporting imagery (x12)
Social media paid campaign (up to 1 month across LinkedIn
and Twitter)
Search campaign (keywords, ad copy and media)
Content syndication lead generation (60 leads as standard.
Specific targeting requirements may affect number of leads
guaranteed).
Landing page hosting the hero content
3 email templates for partner to send to existing contacts

Outcome:

This campaign focuses on targeting new customers and
has a guaranteed lead generation.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Direction Group Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (Agency should provide this)
- ❑ **Content:** must be Microsoft focused including search terms

Costs:

- ❑ **£36,450+ VAT**
- ❑ Set up time 6 weeks, time in market 8-10 weeks

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Direction Group, one of Microsoft's preferred suppliers for campaign marketing and was one of our Windows 10 launch agencies
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign'



BEST PRACTICE

- ❑ This package is ideal where you may be trying to enter new verticals or are looking at launching new Microsoft products
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



The Complete Cross-Selling Marketing Package



The Complete Cross-Selling Marketing Package: A customer focused cross-sell campaign, using insight to drive personalised messaging, rich content, social and search activation and retargeting as well as a roundtable event including catering for 20, content and logistics.

Package Details:

Planning and customer insight research, value proposition and messaging.
 Hero content creation (e.g. white paper).
 Content atomisation (broken up from larger hero content), to include blogs, infographic or video content.
 Customer case studies (write up from supplied content).
 Social media posts, including supporting imagery (x12).
 Social media budget (1 months across LinkedIn and Twitter).
 Search campaign (keywords, ad copy and media).
 Landing page hosting the hero content
 3 email templates for partner to send to existing contacts
 Customer roundtable event (digital invitations / follow-up, content and messaging development and catering/ logistics etc.).

Outcome: Cross sell complementary products to existing customers to build out the solutions you can offer them.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Direction Group Ltd including Statement of Work
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Summary of results such as click through report (Agency should provide this). Attendees to roundtable and content.
- ❑ **Content:** must be Microsoft focused including search terms

Costs:

- ❑ **£39,400 + VAT**
- ❑ Set up time 6 weeks, time in market 8-10 weeks

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Direction Group, one of Microsoft's preferred suppliers for campaign marketing and was one of our Windows 10 launch agencies
- ❑ Claim for this through Co-op under 'Multi Touch Digital Campaign' and 'Customer Seminars and Bootcamps'



BEST PRACTICE

- ❑ This package is ideal where you may be trying to enter new verticals or are looking at launching new Microsoft products
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Building your business with Microsoft

Longer-term strategic investments



The Social Media Starter Package



The Social Media Set Up Package: Build a strong social presence across multiple platforms. Discover how to establish yourself on social media from creating a profile to starting conversations with new and existing customers.

Package Details:

Package 1: The Social Media Set Up Package:

- Create Profile and cover photos
- Create profile descriptions
- Provide a concise 'How to get started' guide with social media starter top tips.
- Set-up on Partner Sociabble
- Provide email support for 3 months

Package 2: Content Creation Starter Package:

- 1 blog (including visual)
- 2 vendor articles, reworked for partners
- 6 social posts
- 1 x email for partners to send to their data
- Email support

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from Pure Channels
- ☐ **Communication Material:** Web banner adverts
- ☐ **Metric:** Number of clicks and impressions

Costs:

- ☐ **Package 1: £2,000 + VAT**
- ☐ **Package 2: £1,000 + VAT**

Upscale option:

Set-up of up to 4 social media accounts (including twitter, Facebook, LinkedIn, Instagram, YouTube) **£1,000 + VAT**

Outcome:

Discover how to use social media to reach new customers and create brand awareness.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Pure Channels, one of Microsoft's preferred suppliers for campaign marketing
- ☐ Claim for this through Co-op under 'Multi Touch Digital Campaign'
- ☐ Uses Microsoft templates for co-branding



BEST PRACTICE

- ☐ These packages are ideal for targeting new customers with tailored social initiatives to drive engagement.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

purechannels

The Power of Demos to Drive Usage



The Power of Demos to Drive Usage Package: Use Art, Audio-Visual and Illustration to drive product usage with customers that have already purchased products. With strong visuals, engaging shorts videos and informative user guides that encourage customers to use their products to their full potential.

Package Details:

Package 1: £1,500

- Design of two *look and feels* for artwork to be mounted on the wall or floor - reinforcing some key product features and benefits (copy to be supplied by client)
- Delivery of 1 finished design artwork based on the finalised *look and feel* and printing of 10 x posters or 5 x vinyls

Package 2: £2,000

- Design of a 3-4 page 'top 10 tips' guide and output to a PDF/PPT for online use (outline tips to be supplied by client)

Package 3: £2,500

- Writing and design of a 15-20 slide highly creative and animated presentation for internal engagement to drive product usage

Package 4: £5,000

- Half day filming on-location and edit of a max of 3 talking heads videos discussing tips and techniques for 'best practice'
- Screencam and edit of up to 10x 20 sec feature demo videos narrated by a pre-selected voice artist (copy to be supplied by client)
- Design of a single A4 page new user cheat sheet and output to PDF/PPT for online use (copy to be supplied by client)

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from Article 10
- ☐ **Communication Material:** Print work and video scripts
- ☐ **Metric:** Video views and reach of physical assets

Costs:

- ☐ **Package 1: £1,500 + VAT**
- ☐ **Package 2: £2,000 + VAT**
- ☐ **Package 3: £2,500 + VAT**
- ☐ **Package 4: £5,000 + VAT**

Outcome:

A greater awareness of the products features and education around how to use them to drive consumption of those products. This will help reduce customer churn.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Article 10, one of Microsoft's preferred suppliers for campaign marketing
- ☐ Claim for this through Co-op under either 'Digital Advertising' or 'Partner website' depending on methods of distribution of video and 'Print Advertising'.



BEST PRACTICE

- ☐ These packages are ideal for targeting existing customers.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Social Selling Workshop



Social Selling Workshop Package: Discover how to use your social network to sell more, by researching and prospecting leads and reaching out, engaging and nurturing them, all using social media.

Package Details:

A half day, hands-on, on-site session for 1-10 participants covering:

- Creating a social selling checklist
- Creating and updating social profiles
- Prospecting leads on social media
- Contacting, following and engaging leads
- Using Social with a CRM tool
- Promoting content using social media
- Using LinkedIn introductions, InMails and connection requests
- Measuring results
- One hour follow up web conference a month later

Outcome:

Equip sellers with the skills to uncover sales opportunities using social media. Focus of the workshop is approximately 60% LinkedIn, 30% Twitter and 10% Facebook.

Proof of execution requirements to claim if supported by Microsoft:

- ❑ **Invoice** from 'articulate'
- ❑ **Communication Material:** Training Agenda and Presentation Content
- ❑ **Metric:** Number of attendees

Costs:

- ❑ **£1,250** + VAT for a half day
- ❑ You are responsible for organising catering and venue if not being held at your offices.

We recommend sellers who are new to social follow up this package with [The Social Media Set Up Package](#).

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by articulate – one of Microsoft's recommended agencies
- ❑ Claim for this through Co-op under 'Internal Training and Floor Days'



BEST PRACTICE

- ❑ Training should be 100% Microsoft focused
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

articulate—

Peer to Peer selling with a Case Study



Write a case study: Showcase your solutions and services through your customer advocates with credible, well-written case studies. Customer success stories help with peer to peer selling as customers seek out what other similar businesses are doing to solve similar problems they may have.

Package Details:

We make customer evidence programmes easy by doing everything for you from research and interviewing the customers through to getting customer sign off for final drafts. Process will include customer feedback and approval. Case study will be 500-700 words.

Partner will need to provide customer leads who have a Microsoft solution and ready to be a case study.

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from Articulate Ltd including Statement of Work
- ☐ **Communication Material:** Copy of case study and URL and/or screenshot of site page showing case study.
- ☐ **Metric:** Summary of results such as visits to case study and click through to call-to-action reporting.
- ☐ **Content:** must be Microsoft focused

Outcome:

Case studies are a great way to reach new customers in a particular vertical as well as cross-selling to your current customer base.

Costs:

- ☐ **£1,250 + VAT**

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Articulate, one of Microsoft's preferred suppliers agencies
- ☐ Claim for this through Co-op under 'Proof of concept'



BEST PRACTICE

- ☐ This package is ideal for reaching new customers.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

articulate_

Articulate Your Unique Value To Customers



Value Proposition Package: Develop an exceptional and unique promise of value for your customers that will become the cornerstone of how you market your business and stand out from the competition.

Package Details:

A ½ day face-to-face workshop capturing motivators and drivers of customers and your unique approach and methodology. Understand more about your target audience needs with a report, including:

- Profile target audience & persona's
- Business and market drivers
- Key stakeholders, influencers and drivers

The report will include information on how you should go to market with your partner offering including:

- Deliverables & KPIs
- Customer References
- Call to action
- Communication vehicles

Outcome:

Increase in campaign performance and sales conversion through use of a documented value proposition, delivering greater number of leads/conversions, improved brand presence and stronger reputation.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Resource IT Consulting Ltd including Statement of Work
- ❑ **Communication Material:** Value proposition document, including 50, 150 and 300 word copy blocks
- ❑ **Metric:** Use of new proposition in marketing and sales content
- ❑ **Content:** must be Microsoft focused

Costs:

- ❑ **£2,000**

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Resource IT Consulting Ltd, one of Microsoft's preferred agencies
- ❑ Claim for this through Co-op under 'Partner Website and Search Engine Optimization'



BEST PRACTICE

- ❑ This package is ideal where you have a good website
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

Resource iT
Powering Channel Growth

Storytelling Through Social Package



Storytelling Through Social Package: Promote your company expertise and trusted brand to existing customers through social storytelling with social banners and a static infographic. This package is great if you have already built up a good social network.

Package Details:

Package 1: £2,000

Wrap up your story in a creative way

- Design and illustration of a single page infographic using provided facts, figures, data and statistics.
- 1 banner design and output to 4 x standard web sizes (including sizes for linked in, twitter and an additional 2 of your choice)

Package 2: £2,000

- Writing of a full value proposition (based on example template) Approx. 2,500 words
- Writing and design of 2 x A4 PDF case studies

Package 3: £2,000

- Design and development of an HTML email template for use in a 3rd party email marketing system (such as MailChimp)

Package 4: £5,000

- Half day filming on-location and edit of a 2-3 min video talking head case study (excludes location fees, licencing and animation)
- Write, design and build of a 15 slide highly creative, animated and interactive PPT

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from Article 10 and Statement of Works
- ☐ **Communication Material:** Various campaign assets
- ☐ **Metric:** Social reporting, email metrics and click-through reports from Partner

Costs:

- ☐ **Package 1: £2,000 + VAT**
- ☐ **Package 2: £2,000 + VAT**
- ☐ **Package 3: £2,000 + VAT**
- ☐ **Package 4: £5,000 + VAT**

Outcome: Improve customer engagement, generate leads and increase brand awareness.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Article 10, one of Microsoft's preferred suppliers for campaign marketing
- ☐ Claim for this through Co-op under 'Multi-Touch Digital Campaign'



BEST PRACTICE

- ☐ These packages are ideal for targeting existing customers.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Thought-leadership White Paper



Thought-leadership white paper: Establish yourself as a trusted advisor in your field with thought provoking engaging content. This content can be used for a host of other activity such as blogs, syndication, emails etc.

Package Details:

A 2000-word white paper to help capture new leads or lead nurturing. Using a desired topic, research and customer interviews we will create a 2,000-word single-topic or product-focused, informative white paper. White paper will be produced in word doc. format or partner should provide template.

Partner will need to provide customer leads who are eligible and ready to be a case study as part of the white paper.

Outcome:

Whitepapers offer great insights and thought leadership and the content is usually highly valued by customers, so think about gating this type of content to capture customers details who download it so you can follow up with them.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Articulate Ltd including Statement of Work
- ❑ **Communication Material:** Copy of white paper and URL and/or screenshot of site page showing white paper.
- ❑ **Metric:** Summary of results such as visits to white paper and click through to call-to-action reporting.
- ❑ **Content:** must be Microsoft focused

Costs:

- ❑ **£2,500 + VAT**

Upscale options:

- | | |
|-------------------------------------|------|
| • Creative / design for white paper | £625 |
| • Person research | £625 |

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Articulate, one of Microsoft's preferred suppliers agencies
- ❑ Claim for this through Co-op under 'Proof of Concept'



BEST PRACTICE

- ❑ This package is ideal for reaching new customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

articulate_

Know Your Customer and Engage with Blog Posts



Know Your Customer and Engage with Blog Posts: Learn more about your target audience to help improve future marketing campaigns and messaging. Target these customers with tailored blog posts.

Package Details:

Persona

We will create a one-page marketing persona to help with prospecting and content marketing. Based on:

- Demographic information
- Job role and responsibilities
- Pain points, needs and ambitions
- Influences and sources of information

Blog posts

Using the persona data we will create two blog posts to help attract traffic from that persona: 1 x long post (1000 words) and 1 x medium post (600 words).

Outcome:

More targeted campaigns with relevant content and messaging for your audience.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Articulate Ltd including Statement of Work
- ❑ **Communication Material:** URL and/or screen shot of site showing blog posts and copy persona research.
- ❑ **Metric:** Summary of results such as visits to blog posts and click through to call-to-action reporting.
- ❑ **Content:** must be Microsoft focused

Costs:

- ❑ **£2,625** + VAT depending on blog length

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Articulate, one of Microsoft's preferred suppliers agencies
- ❑ Claim for this through Co-op under 'Partner Website and Search Engine Optimization'



BEST PRACTICE

- ❑ This package is ideal for reaching new customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

articulate_

Stand Out From The Crowd



Stand Out From The Crowd: Give a campaign a new look and feel to help you stand out from the crowd and reach new markets, target a new niche or simply grow your business attracting new customers. This campaign does **not** include the costs of media placement and would also require a suitable landing page.

Package Details:

Create a strong campaign message whilst amplifying your brand and generating leads:

Package 1: £3,000

- Writing a 500 word elevator pitch, plus writing up to 4 x copy options for a web banner
- Design of a look and feel to support the campaign messaging
- 2 banner designs - the first design for output to 1 x standard web size and the second design for output to 3 x social banners (including sizes for LinkedIn, Twitter and an additional 1 of your choice)

Package 2: £2,000

- Design and development of an HTML email template for use in a 3rd party email marketing system (such as MailChimp)

Package 3: £4,500

- Writing of a messaging library approx. 2,500 words
- Half day filming of talking head interview. On-location, 2 man crew
- Editing of shot footage into a 2min video piece

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Article 10 including statement of works
- ❑ **Communication Material:** Copy of final communication piece showing program specific core requirements and/or screen shot of digital advertisement and URL of landing page showing program specific core requirements.
- ❑ **Metric:** Website reports such as click-through-rates

Costs:

- ❑ **Package 1: £3,000 + VAT**
- ❑ **Package 2: £2,000 + VAT**
- ❑ **Package 3: £4,500 + VAT**

Outcome: Improve customer engagement, generate leads and increase brand awareness

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Article 10, one of Microsoft's preferred suppliers agencies
- ❑ Claim for this through Co-op under 'Digital Advertising', 'Direct Mail, Email and Mobile SMS' and 'Proof of Concept'



BEST PRACTICE

- ❑ This package is ideal for creating a strong campaign, promoting your brand and reaching existing and new customers.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



ISV Go To Market Strategy & Value Proposition



ISV Go To Market Package: Creating a compelling Go To Market Strategy and Value Proposition will help you clearly identify the optimal approach you need to win the hearts and minds of your target audience. Our team will help you open new doors through joint launch planning, global expansion and channel development.

Package Details:

A ½ day face-to-face Go To Market workshop, followed by a documented strategy and value proposition. A well-drafted marketing strategy plan can help you identify:

- Unique Value Proposition
- Realistic goals that can be set for your business and how to best align the GTM approach
- The addressable market opportunity and how to best exploit it
- Your strengths and weaknesses and how you achieve/overcome them
- Budgets allocated to achieve the plan plus detail how the results will be measured

The package also includes a light display advertising campaign to drive traffic to your website and start driving awareness.

Outcome:

Clearly defined Go To Market Strategy direct to prospects or via channel partnerships and pilot digital awareness campaign

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from Resource IT Consulting Ltd including Statement of Work
- ❑ **Communication Material:** Go To Market Strategy Document, including 50, 150 and 300 word value proposition copy blocks and targeting plan. Followed by display adverts
- ❑ **Metric:** Impressions generated via the display advertising
- ❑ **Content:** must be Microsoft focused including search terms

Costs:

- ❑ **£3,500** + VAT for 6 months

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by Resource IT Consulting Ltd, one of Microsoft's preferred agencies
- ❑ Claim for this through Co-op under 'Digital Advertising'



BEST PRACTICE

- ❑ This package is ideal where you have a good website
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.

Resource iT
Powering Channel Growth

Get your Dynamics 365 business to stand out



The 'Stand Out' package: Your potential customers are online and are looking for new industry solutions. Will they find you? The "Stand out" marketing package has been developed to give you the tools that you need to market yourself and Dynamics 365 effectively online and to ensure that you get found.

Package Details:

Starting with some initial research into your current online performance, we'll identify areas of improvement and formulate an activity plan. For an initial period of 6 months, we will work with you to deliver a campaign that consistently feeds your potential customers relevant, quality content across social, search and via your website. Our SEO specialist(s) will optimise content and generate inbound links to your website which will improve your organic search results.

Deliverables:

- Search engine advertising strategy and/or set up
- Content optimisation (re)writing of content where required and technical optimisation
- Design and development of a campaign landing page
- Development of an online advertising & retargeting campaign (PPC and Social – Facebook/LinkedIn)
- Set up and management of a 6 month campaign

Outcome:

A search friendly landing page is the first step in driving inbound marketing and generating new customer leads.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from QBS and Statement of Work
- ❑ **Communication Material:** Website URL and screenshots of site pages showing url
- ❑ **Metric:** Summary of website results (such as website traffic)

Costs:

- ❑ **£3750 + VAT**

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by QBS Group, a business that specializes in Dynamics 365
- ❑ Claim for this through Co-op under 'Partner Website and Search Engine Optimization'



BEST PRACTICE

- ❑ This package is ideal for partners building their Dynamics 365 business and is the first step to successful inbound marketing.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Creating A Campaign Environment



Creating A Campaign Environment: Promote your company or a campaign with a new landing environment. Article 10 will work with you to create new written content, design and develop a landing destination to help you sell more.

Package Details:

Package 1: Single scrolling responsive web page

This custom designed web page consists of a single, responsive page that adapts to the device it's being viewed on. Article 10 will write the content based on what you provide, they will then design and build. There is an option for hosting and also support in purchasing and configuring your domain name.

Package 2: Microsite

In addition to option 1, you get up to 8 website pages enabling you to isolate products or services and create content specific to an audience. Multiple pages help you guide a user on a custom journey and with analytics helps you to understand what's most appealing to your audience.

Package 3: Interactive website with CMS

Take your website to the next level with modern website animation that can enhance the user experience. Article 10 will write the descriptive copy and create an interactive page including interactive sliders, galleries etc. Website will include: homepage, contact page, products/services page template plus 2 additional page templates enabling you to create a site of whatever size needed. In addition to this, we can provide a Content Management System that'll enable you to change the content for years to come.

Proof of execution requirements to claim through Co-op

- ☐ **Invoice** from Article 10 and Statement of Works
- ☐ **Communication Material:** Various campaign assets
- ☐ **Metric:** Social reporting, email metrics and click-through reports from Partner

Costs:

- ☐ **Package 1: £7,562 + VAT**
- ☐ **Package 2: £12,500 + VAT**
- ☐ **Package 3: £18,500 + VAT**

Outcome: Improve customer engagement, generate leads and increase brand awareness.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Article 10, one of Microsoft's preferred suppliers for campaign marketing
- ☐ Claim for this through Co-op under 'Partner Website and Search Engine Optimization'



BEST PRACTICE

- ☐ These packages are ideal for targeting existing customers.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Content is King - Dynamics 365 tailored to you



The 'Content is King' package: This package has been designed to support Dynamics 365 partners that have a well-designed website, but need help developing the right sort of content for a complete Dynamics 365 campaign.

Package Details:

We know that as a Reseller, you are often too busy to generate relevant industry content that is strong enough to influence users to act. This package bundles various content marketing solutions into one strong offering to take that burden away from you.

Deliverables:

- Full content review & recommendations
- Creation of a content calendar
- 10 blog articles (500-1,000 words)
- 1 x annual whitepaper (up to 3,000 words) including design and supplying as a PDF
- 2 x partner client Interviews developed into case studies for use on your website, social media, newsletters, e-shots etc.

Outcome:

All the content you need to be able run a full marketing campaign.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from QBS and Statement of Work
- ❑ **Communication Material:** Website URL and screenshots of site pages showing blog posts and case studies and copy of whitepaper.
- ❑ **Metric:** Summary of website results (such as website traffic), and views of Whitepaper.
- ❑ **Content:** must be Microsoft focused

Costs:

- ❑ **£9500 + VAT**

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by QBS Group, a business that specializes in Dynamics 365
- ❑ Claim for this through Co-op under 'Proof of concept and 'Partner website and search engine optimisation'



BEST PRACTICE

- ❑ This package is ideal for partners building their Dynamics 365 business and is the first step to successful inbound marketing.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Positioning and Value Proposition Package



Positioning and value proposition package: Before going to market, we first help you to define who you are by creating a clear positioning. This is the starting point for your value propositions, where we define and segment your customer and the Microsoft solutions you offer.

Package Details:

Stage One: Strategic positioning kick-off

We start with a 6-hour interactive session to define your business strategy, ensure internal alignment and gain all the input we need for your strategic positioning and creation of value propositions.

Stage Two: Creative concept & value propositions

Based on the kick-off input, we create value propositions and a campaign concept including rationale, design and messaging examples around the verticals and solutions we defined.

Stage Three: Tactical 90-day go-to-market plan

We determine your 90-day go-to-market plan, including goals and KPIs. The plan is directly executable and aimed at generating awareness, activating existing customers and/or acquiring new customers utilizing other Concierge Packages.

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from Paal15 and Statement of Works
- ☐ **Communication Material:** Kickoff elaboration document, campaign concept document, including rationale, messaging examples and 90-day go-to-market plan built around your Microsoft business.
- ☐ **Metric:** Estimated goals

Costs:

- ☐ **£10,000** + VAT

Outcome:

Two deliverables:

- ☐ Kickoff elaboration, including strategic positioning and value propositions.
- ☐ Campaign concept, including rationale, messaging examples and actionable 90-day/180 day go-to-market plan, see [Business Transformation Campaign Execution](#)

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by Paal15, is a strategic positioning and go-to-market agency helping cloud and tech companies globally with their business transformation.
- ☐ Claim for this through Co-op under 'Internal Training and Floor Days'.



BEST PRACTICE

- ☐ Our package is ideal for service providers that have the ambition to transform the future.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy



PAAL 15

Get your Dynamics 365 business online



Get your Dynamics 365 business online: The 'get online' package has been designed to provide Resellers that are new to the Dynamics 365 table. It includes a fully responsive website and a Content Management System (CMS) that will allow you to quickly and easily edit and update the website in-house

Package Details:

A bespoke website built with your customers in mind to include: homepage, contact page, bespoke products/services page template, a blog area plus 2 additional bespoke page templates enabling you to create a site of whatever size needed. In addition the site will be responsive to mobile and tablet devices and will include a Content Management System.

Deliverables:

- Dedicated Project Manager
- Briefing call with partner involving project team
- Sitemap, IA, User journey definition
- Responsive design for key templates (mobile/tablet/desktop)
- Responsive development
- On-site CMS training
- Testing and Website Launch
- 12 months website hosting

Outcome:

A customer friendly responsive website is the first step in driving inbound marketing and generating new customer leads.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from QBS and Statement of Work
- ❑ **Communication Material:** Website URL and screenshots of site pages showing url
- ❑ **Metric:** Summary of website results (such as website traffic)

Costs:

- ❑ **£16,000 + VAT**

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by QBS Group, a business that specializes in Dynamics 365
- ❑ Claim for this through Co-op under 'Partner Website and Search Engine Optimization'



BEST PRACTICE

- ❑ This package is ideal for partners building their Dynamics 365 business and is the first step to successful inbound marketing.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Office 365 Adoption End User Training Packages



Office 365 End User Adoption Microlearning Portal Package: White label/partnering to your customers. Sold by you and delivered by The Readiness Company. This package increases your revenue and services whilst helping your customers to use and gain tangible business benefits from O365.

Package Details:

Package 1: Office 365 end user microlearning portal package

A self-service end user microlearning portal to drive adoption of Office 365. Consists of training videos on how to use Office 365 End User applications e.g. SharePoint, Excel, Delve, Sway. This package includes creation of training paths and campaigns to help your customers' teams use their purchased software more productively. Analysis of learning consumption, customised branding on the portal are all included in a 12 month subscription, billable monthly (CSP).

Package 2: Onsite face to face Office 365 end user training package

Designed to fit your customers' needs e.g: Instructor-led classroom training, O365 launch days, executive team training, deskside coaching, drop-in clinics, Lunch & Learns, New Employee Orientation training sessions etc.

Outcome:

Ensure your customers make the most of their O365 deployment. New revenue stream by adding to your current O365 service. Reduce customer churn and make your O365 service more sustainable.

Proof of execution

- ☐ **Invoice** from The Readiness Company
- ☐ **Communication Material:** Online portal and training material
- ☐ **Metric:** Social reports and click-through reports

Costs:

- ☐ **Package 1: From £12/end user/year;** discounts from 150+ end users plus VAT. This package has 4 options for your customer:

Via a portal

Via their SharePoint

Via their SharePoint as an intranet

With a People Change

Management/Adoption plan

- ☐ **Package 1: From £450 + VAT.** Please speak with The Readiness Company to scope the customer

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness.
- ☐ This package is **not** claimable through Co-op



BEST PRACTICE

- ☐ These packages are ideal for targeting existing customers.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



User Adoption Packages



The complete Office 365 user adoption package: Ideal for new or existing customers. Help your clients make the most of their investment in Microsoft technology, with the 365 Cloud Academy's low cost training subscription. This service drives User adoption, is an easy attach to Office 365 migrations and is a scalable global solution with partners in the US, UK and Australia.

Package Details:

Subscription to 365 Cloud Academy Portal:

- Unlimited access to the Video portal.
- 100's of minute long Hint & Tip videos on all applications in Office 365.
- Learning Paths grouping videos by Workload and skill level.
- Testing after each video.
- User and Manager Analytics.
- Dedicated client channel.
- 12 month subscription or longer.
- Special pricing for Partner usage.

Outcome

Differentiate your sales of Office 365 with greater customer user adoption of office 365. Increased customer productivity and efficiency. Higher consumption on licenses as more products being utilised. This will help reduce customer churn.

Proof of execution requirements to claim through Co-op

- ❑ **Invoice** from 365 Cloud Academy
- ❑ **Communication Material:** Online portal and training Schedule
- ❑ **Metric:** Video Views, User analytics, Company Analytics

Costs: (ex vat)

- **Up to 5 users - £20/month**
- **Up to 10 users - £38/month**
- **Up to 20 users - £75/month**
- **Up to 50 users - £170/month**
- **Up to 100 users - £325/month**
- **Up to 500 user - £1,300/month**

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by the 365 Cloud Academy.
- ❑ Co-op under 'Customer Seminars and Bootcamps'



BEST PRACTICE

- ❑ These packages are ideal for getting existing customers to use their new technology and drive consumption.
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Building your business with Microsoft

Employee readiness



Training Assessment Packages



Training Assessment Package: Confirm through an online or telephone assessment that your sellers have the required knowledge and skills for a particular Microsoft Intelligent Cloud, Reinvent Productivity and Business Process or Personal Computing technology.

Package Details:

Package 1: Online knowledge assessment

Consisting of 20-30 questions on a particular Microsoft Intelligent Cloud, Reinvent Productivity and Business Process or Personal Computing technology. Great for assessing product knowledge.

Package 2: Telephone role play skills assessment

To validate that your sellers can meet the required sales competencies as determined for a particular Microsoft technology. The seller completes an approved scenario role play to an agreed customer decision maker. Documented feedback is provided. Great for assessing sales skills.

Package 3: Combined knowledge and sales assessment

Outcome:

Determines the level of knowledge and sales skills your sellers have in order to determine training requirements. This can also be used to prove the ROI of any training.

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from The Readiness Company
- ☐ **Communication Material:** Training Agenda and Microsoft Presentation Content
- ☐ **Metric:** Number of attendees

Costs:

- ☐ **Package 1: £200** + VAT for up to 25 delegates.
- ☐ **Package 2: £212** + VAT per assessment or £850 + VAT per day for up to 7 role play assessments.
- ☐ **Package 3: £945** + VAT

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness.
- ☐ Claim for this through Co-op under 'Internal Training and Floor Days'



BEST PRACTICE

- ☐ Training should be 100% Microsoft focused
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Pre-Sales Product Training Workshop Packages



Selling the Microsoft Cloud 1 Day Workshop Package: Pre-Sales technical acceleration workshop to sell the Intelligent Cloud, Reinvent Productivity and Business Process and Personal Computing technologies.

Package Details:

Package 1: Pre-Sales Microsoft Product Platform Workshop package

A 1 day Pre-Sales Workshop to clarify the inter-relationship between the various Microsoft technologies/solutions; discusses how to uncover customer challenges/needs/concerns before pitching solutions; delivers guidance on the routes customers may take

Package 2: Pre-Sales Workshop workload focused (O365, Azure, EMS, CRM, SQL, WS2016 or Win10) packages

A 1 day Pre-Sales technical acceleration Workshop. Understand and experience the workload capabilities and to equip Partners with the technical overview and ability to map the workload benefits with the customers plan

Outcome: Provide Partner Pre-Sales professionals with a clear pre-sales technical understanding of Microsoft technology capabilities, usage scenarios. Key technical awareness to drive successful customer pre-sales engagements.

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from The Readiness Company
- ☐ **Communication Material:** Training Agenda and Microsoft Presentation Content
- ☐ **Metric:** Number of attendees

Costs:

- ☐ **£975** + VAT for 1 day
- ☐ You are responsible for organising catering and venue if not being held at your offices.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness.
- ☐ Claim for this through Co-op under 'Internal Training and Floor Days'



BEST PRACTICE

- ☐ Training should be 100% Microsoft focused
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Product Training Workshop Packages



One Day Product Training Workshop Package: Working directly with you to scope your content for a 1 day workshop on product training linked to Microsoft's core priorities: Build the Intelligent Cloud, Reinvent Productivity and Business Processes and More Personal Computing

Package Details:

Package 1: Overview of Microsoft Product Platform Workshop

A 1 day workshop to enable delegates to position the "jigsaw box lid" of Microsoft mobile and cloud based products & services. Ideal for account managers who need to describe Microsoft's Solutions and explain how their functionality leads to business value with customers. Pre/post-training assessments are used to show the increase in knowledge.

Package 2: Workload focused Workshops on O365, Azure, EMS, CRM, SQL, WS2016 or Win10

A 1 day workshop which combines both product and licensing based learning plus sales guidance to introduce the product(s) to your sellers. This is supplemented with on the floor coaching activity to assist sellers with implementing the early use of this learning and commit to action. Pre/post-training assessments are used to show the increase in knowledge. Post training, three follow up web conference calls every 2 months to determine progress.

Outcome: The learning is designed to provide the right level of product and license knowledge for sellers/account managers to discuss Microsoft products with confidence, as well as the sales guidance to begin actively pursuing sales opportunities.

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from The Readiness Company
- ☐ **Communication Material:** Training Agenda and Microsoft Presentation Content
- ☐ **Metric:** Number of attendees

Costs:

- ☐ **Package 1 or 2: £1,000** + VAT for 1 day
- ☐ You are responsible for organising catering and venue if not being held at your offices.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness.
- ☐ Claim for this through Co-op under 'Internal Training and Floor Days'



BEST PRACTICE

- ☐ Training should be 100% Microsoft focused
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Selling the Microsoft Cloud Account Management Workshop



Selling the Microsoft Cloud 1 Day Workshop Package: workshop to learn about moving sales conversations from transactional to solution sales. To sell the Intelligent Cloud, Reinvent Productivity and Business Process and Personal Computing technologies and increase Microsoft deal size and multi-cloud sales

Package Details:

A 1-day interactive workshop for teams wishing to learn the sales disciplines necessary to create Microsoft multi-cloud sales. Sellers will learn whom to talk to for different Microsoft technologies and what to ask. Includes selling to existing accounts and cross and up selling to maximise revenue opportunity. This workshop can be followed up with 1-1 sales coaching tailored to meet the needs of your teams.

Outcome:

Equips sellers with a systematic and proven Microsoft technology-centric sales methodology as well as the confidence to use it. To increase footprint and opportunities within prospective and current accounts. Increase sales interactions that result in a sale, improve up-sell and increase qualified leads closed.

Proof of execution requirements to claim through co-op

- ☐ **Invoice** from The Readiness Company
- ☐ **Communication Material:** Training Agenda and Microsoft Presentation Content
- ☐ **Metric:** Number of attendees

Costs:

- ☐ **£1,200 - £1,500** + VAT for up to 15 participants plus VAT for 1 day (South - Birmingham)
- ☐ Follow on 1-1 sales coaching from £120 plus VAT per hour with volume packages available at tailored and discounted rates.
- ☐ You are responsible for organising catering and venue if not being held at your offices.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness.
- ☐ Claim for this through Co-op under 'Internal Training and Floor Days'



BEST PRACTICE

- ☐ Training should be 100% Microsoft focused
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



Soft skills Project Management in the Cloud



Soft skills Project Management in the Cloud: workshop to improve skills and confidence in project managing Cloud implementations specifically focused on Microsoft Azure.

Package Details:

One day workshop with associated pre and post course assessment aims to assist Project Managers (PMs) in developing relevant customer facing skills in relation to the Microsoft Azure platform. PMs will have greater confidence in, and understanding of planning, implementing and risk managing Azure deployments.

Outcome

After the course attendees will be able to demonstrate a better understanding of Microsoft Azure and describe the business value overview of the Microsoft Solution. They will be able to articulate different Azure implementation scenarios (IaaS, PaaS or SaaS) and demonstrate a basic understanding of an Azure implementation, including how it differs from a non-Azure project, in high level conversations with customers. This course is suitable for PRINCE2® accredited Project Managers who have experience of implementing IT solutions and following a structured methodology to support that process. Therefore after the course delegates will be able to describe Azure implementations in the context of PRINCE2®.

Proof of execution requirements to claim through co-op

- ❑ **Invoice** from The Readiness Company
- ❑ **Communication Material:** Training Agenda and Microsoft Presentation Content
- ❑ **Metric:** Number of attendees

Costs:

- ❑ **£1,200-£1,500 + VAT** for up to 15 participants for 1 day (South - Birmingham)

NOTICES



GOOD TO KNOW

- ❑ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness.
- ❑ Claim for this through Co-op under 'Internal Training and Floor Days'



BEST PRACTICE

- ❑ Training should be 100% Microsoft focused
- ❑ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



People Change Management Package (part 1)



People Change Management Packages: White label (Thru-Partner to End-Customer services, sold by YOU and delivered by The Readiness Company) packages to help your customers to consume and gain tangible business benefits from the latest Microsoft technology. This service drives technology adoption and optimises real-world business value.

Package Details:

Package 1: ½ day awareness workshop package

A ½ day workshop for a Partners customer that looks at tools and processes for ensuring a smooth implementation of Microsoft technology. Suitable for people responsible for 'delivering' the Microsoft technology project or helping leaders planning change.

Outcome:

The Partners customers will have the opportunity to consider application into their 'real' world and develop a 'draft' action plan for their specific changes.

Proof of execution requirements

- ☐ **Invoice** from The Readiness Company
- ☐ **Communication Material:** Online portal and training material
- ☐ **Metric:** Social reports and click-through reports

Costs:

- ☐ **Package 1: £490** depending customer engagement + VAT

Package 2 & 3 continued over page.

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness.
- ☐ This package is **not** claimable through Co-op



BEST PRACTICE

- ☐ These packages are ideal for targeting existing customers.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.



People Change Management Package (part 2)



People Change Management Packages: White label (Thru-Partner to End-Customer services, sold by YOU and delivered by The Readiness Company) packages to help your customers to consume and gain tangible business benefits from the latest Microsoft technology. This service drives technology adoption and optimises real-world business value.

Package Details: **Package 2: Up to 3-day assessment workshop package**

Up to 3 days Learning Needs Analysis and Change Management analysis of a Partners customers Change Management requirements and End-User technology adoption capabilities.

Outcome: A detailed report on actions required to build the Change Management requirement for the Partners customers Microsoft technology adoption. Actions will be linked to specific business outcomes to ensure ROI.

Package Details: **Package 3: Up to 2.5-week strategy package**

A Readiness Company Change Consultant will lead the assessment and development of Change Management Scope and Planning document for Microsoft technology adoption.

Outcome: A Change Management scope and plan for a Partners customer's technology initiative. The strategy is based on insights from the above Change Management Assessment Workshop Package and leads to the following plans: communication, training, coaching, resistance management, and End User adoption measurement.

Proof of execution

- ☐ **Invoice** from The Readiness Company
- ☐ **Communication Material:** Online portal and training material
- ☐ **Metric:** Social reports and click-through reports

Costs:

- ☐ **Package 2: £975 -£3,900** depending upon customer engagement + VAT
- ☐ **Package 3: £4,875 – £16,900** depending upon customer engagement + VAT

NOTICES



GOOD TO KNOW

- ☐ This service is delivered by The Readiness Company, one of Microsoft's preferred suppliers for readiness
- ☐ This package is **not** claimable through Co-op



BEST PRACTICE

- ☐ These packages are ideal for targeting existing customers.
- ☐ Comply with all international, national, regional, corporate, and local guidelines, laws and rules, standards of good taste and privacy policies.





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