# Go-To-Market Benefits

Pip Simeon Partner Marketing Lead

**Microsoft** 

Go-To-Market Programs





# Promote Your Business with Go-To-Market Programs





Peer based research and training designed to support and coach your team throughout your marketing growth CONTENT AND RESOURCES



Ready to use, customizable marketing, sales and readiness content to help you promote your business, save time and grow your customer base SERVICES



Designed to support you in increasing awareness, generating leads and improving lead velocity for your app or service

# **Go-To-Market Resource Desk**

The GTM Resource Desk works with you to execute Go-To-Market activities



Your **one point of contact** for Go-ToMarket help, expertise,
and guidance



**Global Operating Model** supporting 14 languages



Create a **Go-To- Market plan** in alignment with your marketing and sales objectives



GTM Consultant works with you to review and execute GTM activities

Email: **GTM@microsoft.com** 

# Partner Go-To-Market Benefits

By partnering with Microsoft you get access to Go-To-Market benefits designed help you increase awareness, generate qualified leads, and expand your business through partnerships

### **MEMBER LEVEL**

Optimize your marketing capabilities through modern marketing education and ready-to-go campaign content

### **SILVER COMPETENCY**

Launch and grow your business through marketing assets and digital optimization

### **GOLD COMPETENCY**

Generate leads and increase your close rates through joint messaging and lead sharing opportunities

### **MARKETPLACE**

Increase awareness and accelerate your success in the marketplace

# Partner Go-To-Market Benefits

By partnering with Microsoft you get access to Go-To-Market benefits designed help you increase awareness, generate qualified leads, and expand your business through partnerships

### **MEMBER LEVEL**

#### **CORE**

- Education and best practices focused on modern marketing
- Customizable marketing, sales and readiness assets
- Curated, customizable social content and syndication platform
- Access to list of recommended agencies

### **SILVER COMPETENCY**

Member level benefits+

#### CORE

- Partner Listing Optimization\*
- Marketing Consultation with GTM Resource Desk (choice of one)\*
  - Sales/Marketing Asset Review
  - Website Review
  - Value Proposition Review
  - Templated digital marketing campaign kits

#### **PAID**

- Social Promotion
- Mini Case Study
- PR Support
- · Customer One Pager
- Customer Presentation
- Customer Case Study

\*Available November 2018

### **GOLD COMPETENCY**

#### Silver level benefits+ CORE

Bi-directional lead sharing

- Priority Customer Matching
- Co-Sell Ready Listing Optimization\*
- Marketing Consultation Services with GTM Resource Desk\*
  - Selection of one review offered at Silver core benefit level
  - Customized, co-branded digital marketing campaign materials, including landing page in Microsoft PDC to support generating leads

#### **PAID**

- Lead Generation campaign in the PDC
- · Animated Mini Commercial
- Partner Seller Readiness
- Secret Shopper
- Sales Enablement
- Global Expansion
- Telesales Campaign
- Workshops \*Available November 2018

### **MARKETPLACE**

#### LIST

- AAD Integration + Onboarding
- Marketplace Listing Optimization
- Marketplace Blog w/ Newsletter + Social
- Marketplace Performance Insights

#### **TRIAL**

All list benefits+

- Social Promotion Spotlight + Blog Post
- Press Release Support
- Mini Case Study
- Marketplace Feature + Category Promo
- Learning Media Webcast

#### **CONSULTING**

All Trial benefits+

• Azure Sponsored Accounts

#### **TRANSACT**

All Trial benefits+

- Test Drive Sponsorship
- Microsoft Executive PR Endorsement

# Member Level GTM Benefits Self-Serve programs

# Membership GTM Benefits: Core

# Included in Membership level

### **Education:** <u>aka.ms/smartmarketing</u>

Smart Partner Marketing is dedicated to helping you transform your growth with digital marketing. The site is built for you - with best practices and recommendations from other partner companies who are successful and credit some of that success to marketing

- Access market insights and research and benchmark their capabilities to help guide their strategies and growth
- Guided digital marketing growth path to assess where they are and how they can get to the next level
- Partners can hear advice from other partners and what they did to grow their business through marketing
- Partners can access <u>free digital marketing training</u> to train up their marketing person/team
- Partners can access <u>professionally developed marketing assets</u> to utilize in their <u>campaigns</u>

### Syndicated Content: <a href="mailto:aka.ms/get.social">aka.ms/get.social</a>

Microsoft Social Syndication platform connects with your social media accounts and email lists and enables you to select, customize, and share content.

- Comprehensive 10-week customer-focused digital campaigns that include to-customer content (videos, emails, e-books/whitepapers, thought leadership articles) and to-partner resources (demo videos, teleguides, brochures, pitch decks)
- Gated Content enables partners to gather leads directly from engagement on their social media accounts
- Auto-Update allows the tool to push content to partners' social media accounts without partner action

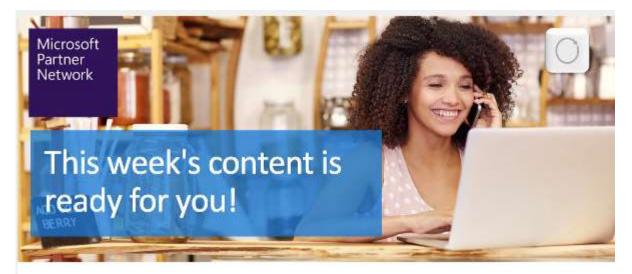
### Marketing and Sales Content: Aka.ms/pmc

Microsoft Partner Marketing Center offers you customizable marketing, sales, and readiness assets

- Customer pitch decks
- Copy blocks for use on websites or social media
- Customizable pre-written emails

List of Recommended Marketing Agencies: <a href="mailto:gtm@Microsoft.com">gtm@Microsoft.com</a>

# **Email Syndication**



#### Your Channels

Azure: Unlocking Data at the Intelligent

Edge

Office 365 Mid-Market

Azure: Moving Data to the Cloud

Office 365 Enterprise

Azure: Turning Data into Insights

Add/Change Channel Selection

Would you like this content to be posted automatically for you each week?

Click Here to Turn On Automated Posting

Hi Ashleigh,

We have new content ready for you to share. Our most successful partners post content every week, and we are here to help. Email or call 781-444-7000 with your questions.

Start Sharing Nov

#### Week 1: Content Bundle

This week, we are showing you how Microsoft Azure enables farmers to better understand the land they work thanks to insights and data provided by sensors and imaging equipment powered by Azure. Together with Azure, Snow Valley Tilth and Dancing Crow Farm are maximizing human ingenuity and technological advances to improve resource management and improve yield. With advanced data insights, farmers are able to better understand the land they work and put the land to work for them,



#### Azure enabling precision agriculture

amdiests is an Al for Earth Lighthouse project. imed at showcasing the benefits of Azure in a variety of applications. Water scarcity and pollution are threatening the invelhood of Termors around. the world. They are under instructs pressure to produce. Through sensors, droness.

Share This



Azure empowering agriculture



Tips and Tricks - Brochure

The treichare is years to customics and prot at any lime. Take a few copies with you when you meet with your prospects and customers in-person. for them as heavy bettings



Yday i Thought Leadurchia

Utilize Al in Sales to Identify Prospects, Evaluate Reps, and Capture More Opportunities

Nithisel Intelligence (Al) is the new busyword its inia di savano escenzare turi "Al" noffusire or services that will help you accomplish your biectives, that you may a subserbase. And you

#### Week 1: Content Bundle

This week, we're learning how Office 365 can help midsize organizations like the Broadclyst School communicate better. The goal is to strengthen learning by building partnerships--between student bodies across the globe as well as between parents and their children's school.

Skype for Business is a powerful communication and collaboration tool that's bundled with Office 365 Business Premium and Office 365 Business Essentials. You can record meetings, share your screen, and annotate PowerPoint for real-time collaboration with up to 250 people. Skype lets you use whiteboard, polls, Q&A, and built-in IM during your meetings-whether business or educational-to make them more productive.



Broadclyst School--Communicating with Skype

it this new dip. shows how Microsoft Office 365 with thippe for thusbusy facilitates real-lime communication and callaboration among student teams across geographies. Skype's videoconferencing and group-calling features support re Broadctyst School's curriculum and enh.



Communicate better with Skype for Business



Tips and Tricks - Brochure

The brochure is yours to customize and print at any time. Take a lew copies with you when you meet with your prospects and customers in-porces for them on leave-bellings.



10 Ways to Build a Strong Team

Levert about 10 strategies for improving communication across your trains. This infographic explains have open communication con improve congrany culture and competitiveness

Azure: Moving Data to the Cloud

### Week 1: Content Bundle

This week, we're learning how transitioning to the Microsoft Azure cloud-computing platform is key to achieving enterprise-wide digital transformation.

Azure is a comprehensive set of cloud services that developers and IT professionals use to build, deploy, and manage applications through the Microsoft global network of data centers. Integrated tools, DevOps, and a marketplace all support developers in efficiently building anything from simple mobile apps to Internet-scale solutions.

No matter what industries your customers are in, these messages are important for them to hear and to understand.



#### **GEICO** turbocharges insurance innovation with Microsoft Azure

In this new clip, shows you how auto insurance. giant GEICO is adopting a DevOps strategy and transitioning development to Microsoft Azure. With the Microsoff technology stack and ecosystem behind it, GEICO is moving to the cloud with a focus on greater efficiency, superior ap ...

Share This



**GEICO** turbocharges insurance innovation with Microsoft Azure

Email This



# Silver Level Executed through GTM Resource Desk gtm@Microsoft.com

# Silver GTM Benefits: Core

# Included in Silver competency attainment

#### **Member Core Benefits+**

**Partner Center and Marketplace Listing Optimization** 

Marketing Consultation with GTM Resource Desk: A personalized consultation with a marketing specialist that includes a review of your goto-market materials and provides actionable recommendations for optimizing your materials.

#### Select **one** review:

- <u>Sales + Marketing Bill of Materials</u>: The review of sales or marketing BOM spans a range of your materials including product/solution brief, sales deck, credentials, business case, product/solution video demo and customer references. Any applicable materials will be reviewed during the allotted time, with each asset assessed against a tailored list of criteria for compelling customer communications.
- Website: A Website review focuses on just that: evaluating the your current website to identify ways it could better support GTM efforts.
- <u>Value Proposition</u>: This review option centers on the your value proposition and its efficacy in positioning the unique elements of the your solution, and the benefits in opting to work with the you
- <u>Templated Campaign kits:</u> Ready-to-go digital customizable marketing campaign kits aligned to solution areas. The GTM Resource Desk will provide the campaign kit with a campaign playbook to support you in customization, will review assets and provide actionable recommendations for optimization. Campaign kits include:
  - Landing page template
  - Social promotion templates (LI, FB and Twitter)
  - Demand Gen and Nurture email headers
  - Acquisition asset template(s), with ability to customize with logo and case study
  - Campaign playbook and best practice guide

# Silver GTM Benefits: Paid

# Requires funding

**Press Release Support (\$500 USD):** Includes Microsoft approval of a partner-drafted press release and quote attributed to a Microsoft representative.

Mini Case study (\$500 USD): Showcases your solution and how it has benefited from development on the Microsoft cloud platform, in a one slide format

Social Promotion (\$500 USD): Social Promotion showcases the your solution and its use of Microsoft technology in a tweet on a Microsoft Twitter outlet with up to hundreds of thousands of global followers, including on <a href="mailto:@Azure">@Azure</a>, <a href="mailto:@MSPartnerApps">@MSFTDynamics365</a>, and <a href="mailto:@MSPartnerApps">@MSPartnerApps</a>. Additional outlets, like <a href="mailto:Financial Services">Financial Services</a>, <a href="mailto:Health">Health</a>, <a href="mailto:Government">Government</a>, <a href="Public Safety & National Security">Public Safety & National Security</a> or other outlets, can be requested

#### **Co-Sell Bill of Materials**

Customer presentation (\$500 USD): Partner-drafted deck introducing your solution to new customers.

Customer one-pager (\$500 USD): Showcases to potential customers the features of the your solution and the Microsoft cloud platform on which the solution was built. It can be used to fulfill the Customer One-Pager requirement for a GTM Ready or Co-Sell Ready listing in OCP Catalog

Customer Case Study (\$500 USD): Partner-drafted customer, Microsoft reviewed case study showcasing the success of a customer using a your solution.



Partner Logo

### OFFICE 365 PARTNER:

Your Company Name

WEB SITE: www.example.com

LOCATION: City, Country

ORG SIZE: Number of employees

#### **OFFICE 365 PARTNER PROFILE:**

Write a profile that explains who your company is and what you do. Explain your approach and what makes you different from your competition. Who are your primary customers? You can also introduce the application or solution that is the focus of the case study in this space. Please make the text 9 lines long to fill out this space.

Microsoft Go-To-Market Services

# Please Write a Two-Line Title about Your Office 365 Solution in Initial Caps Style

"Please provide a reference quote here from someone at your company, talking about how Office 365 played a part in your app or solution. The quote and person's name should be long enough to fill out three lines at this width." - First Name, Last Name, Title, Company

#### SITUATION

Write an explanation of the situation that presented the choice of Office 365. What problem needed to be solved? What led to this situation? Perhaps another service provider was not able to meet the requirements to solve this situation. What challenges did you face that Office 365 could help you to overcome? Please make this four lines long to fill out this block of space.

#### SOLUTION

How did Office 365 help your application solve the situation above? How does your app or solution take advantage of Office 365? What features of Office 365 were implemented? Please list all the functions of Office 365 that are used, such as business class email, cloud storage, or online meetings. Did the solution take advantage of interoperability benefits that should be mentioned? Please make this 7 lines long.

#### BENEFITS

Highlight a benefit of Office 365 pertinent to your app or solution and write a two-line description about it here.

Highlight a benefit of Office 365 pertinent to your app or solution and write a two-line description about it here.

Replace with Application Image

Partner Quote: "The co-branded datasheet and mini case study definitely helps with credibility; there are companies that wouldn't have done business with us if we didn't have the bond with Microsoft. We've also formed new connections with other Microsoft partners." - Mark Voermans, Chief Business Development, iReckon



**Partner Quote:** "Assisted by the Microsoft GTM Services team, our press release drew nearly 107 million unique visitors, helping Veeam to attract customers." - Ratmir Timashev, CEO, Veea

# **Gold Benefits**

Executed through the GTM Resource Desk <a href="mailto:gtm@Microsoft.com">gtm@Microsoft.com</a>

# Gold GTM Benefits: Core

## Included in Gold competency attainment

Silver Core Benefits+

Bi-directional lead sharing through Partner Center Sales Connect

**Partner Center Priority Customer Matching** 

Marketing Consultation with GTM Resource Desk: A personalized consultation with a marketing specialist that includes a review of your go-to-market materials and getting you enabled in the Microsoft Partner Demand Center (PDC). The PDC runs lead generation campaigns aligned to key solution areas that are partner first, Microsoft supported campaigns and target Microsoft customers.

- Selection of one review offered at the Silver core benefit level
- PDC Enablement: Lead capture landing page in the Microsoft Partner Demand Center
- Customized, co-branded campaign bill of materials aligned to solution area campaigns designed to drive demand for partner solutions in the Partner Demand Center. Campaign BOM includes:
  - Lead capture landing page, instrumented in the Microsoft Partner Demand Center
  - Editorial review of an existing partner asset
  - A set of automated nurture emails to further qualify leads
  - Campaign playbook and best practices guide

# Gold GTM Benefits: Paid

## Requires funding

Lead Generation Campaign in the PDC (\$30,000 USD): Generate qualified leads for your solution with a co-branded, co-messaged digital marketing campaign executed through the Partner Demand Center (PDC). All campaigns are aligned to key solution areas that and are partner first, Microsoft supported

Partner Seller Readiness (\$8,500+ USD): Revolutionize your approach to selling cloud services and increase sales pipeline velocity. Microsoft partner CSG Services delivers a customized 3- to 4-day training workshop to help partners accelerate sales for their solution built on the Microsoft platform

**Secret Shopper (\$10,000 USD):** Optimize your profitability and grow your revenue by improving your customer buying experience through a comprehensive secret shopper assessment and improvement plan

Sales Enablement (\$15,000+ USD): Increase sales with materials that position the offering value, target audience, and differentiator

P2P Workshop (\$20,000 USD): Expand your business by learning how to effectively leverage partnerships

Global Expansion (\$5,000 + USD): Partners who have proven themselves domestically to scale their business through international expansion. In order to support partner expansion in prioritized countries, we have partnered with AIM International, a consulting agency, to provide a Global Expansion Enablement program to help partners get ready and enter new markets

Workshops (\$8,000 + USD): Learn from experts, train your sale teams, and grow your business through multi-day workshops including: Envisioning Workshop, Business Design Workshop, Solution Definition Workshop, Launch Planning Workshop, Sales Readiness Workshop, Pipeline Acceleration Workshop, Sales & Marketing Campaign Workshop, Customer Journey Analysis Workshop

Animated Mini Commercial (\$2,500 USD): Partners can increase awareness of their solution through execution of a 60-90 second Animated Mini Commercial highlighting the solution's benefit

Telesales (\$10,000+ USD): Develop and grow your qualified sales pipeline with outbound telesales resources

Customer Case Study (\$2,500 USD): Two page customer case study written by Microsoft showcases success of a customer using a your solution. The case study will be published on the primary Microsoft customer reference outlet, <a href="mailto:customers.microsoft.com">customers.microsoft.com</a>.

# Marketplace GTM Benefits Executed through GTM Resource Desk <a href="mailto:gtm@Microsoft.com">gtm@Microsoft.com</a>

# Marketplace Go-To-Market Benefits

Earn GTM benefits just by listing your solution or service in Azure Marketplace or AppSource. The more you offer in the marketplace, the greater your benefits.

### **ALL LISTINGS**

- White-glove AAD Integration and Onboarding
- OCP Catalog Listing
- Marketplace Listing Optimization
- Marketplace Blog with Newsletter and Social Amplification
- Marketplace Performance Insights

### **TRIAL**

#### All listing benefits+

- Social Promotion Spotlight
- Press Release Support
- Mini Case Study
- Marketplace Featured Apps and Category Promotion \*\*
- Learning Media Webcast \*\*
- Industry Blog Post \*\*

### **CONSULTING**

### All listing benefits+

- Social Promotion Spotlight
- Press Release Support
- Mini Case Study
- Azure Sponsored Accounts \*
- Marketplace Featured Apps and Category Promotion \*\*
- Learning Media Webcast \*\*
- Industry Blog Post \*\*

### **TRANSACT**

### All listing benefits+

- Social Promotion Spotlight
- Press Release Support
- Mini Case Study
- Marketplace Featured Apps and Category Promotion \*\*
- Learning Media Webcast \*\*
- Industry Blog Post \*\*
- Test Drive Sponsorship \*\*
- Microsoft Executive PR Endorsement \*\*

Only applicable to Azure Marketplace

<sup>\*\*</sup> Requires MPN Gold Competency and/or Co-Sell Ready OCP Catalog Listing



Overview V Solutions

Products ~

Documentation

Pricing

Sell

Training Marketplace V

✓ Partners ✓

Support ~

Blog

More ~

Free account >

Azure Marketplace

Apps Co

Consulting services

25

Learn

Search Marketplace







## 8

See all

### Browse apps

Get Started

Compute

Networking >

Featured

What's new

Appliances

Storage

Web Mobile

Containers

Databases

Analytics

Al + Machine Learning

Internet of Things

Integration

Security

Identity

Developer tools



### Results in Networking (320)

### Featured (317)











# Marketplace GTM Benefits

White-glove AAD Integration and Onboarding: Support with Azure Active Directory integration

**OCP Catalog Listing:** Listing showcasing your solution to Microsoft sellers and marketers

Marketplace Listing Optimization: Personalized support for improving your solution listing

Marketplace Blog with Newsletter and Social Amplification: Feature in a marketplace blog post with additional promotion

Marketplace Performance Insights: Dashboard showcasing visitor activity for your marketplace listing

Social Promotion Spotlight: Post on Microsoft Twitter outlet highlighting your solution

Marketplace Press Release Support: Approval of partner-drafted press release and Microsoft representative quote

Mini Case Study: Single-slide about your solution and how it benefits from development on the Microsoft platform

Marketplace Featured Apps and Category Promotion\*: Promotion in featured spots in Azure Marketplace or AppSource

Learning Media Webcast\*: Reach Microsoft sellers via a live recorded webcast featuring your speakers

**Industry Blog Post\***: Guest post on Microsoft product and industry blog properties

Test Drive Sponsorship\*: Featured promotion, higher search positioning, and improved sales conversion rates

Microsoft Executive PR Endorsement\*: Executive endorsement for your new marketplace listing

<sup>\*</sup> Requires MPN Gold Competency and Co-Sell Ready Listing in OCP Catalog

# GTM Go-To-Market Lifetime to Date



5,204 Partners Utilized GTM Activities



15,281 GTM Activities Utilized



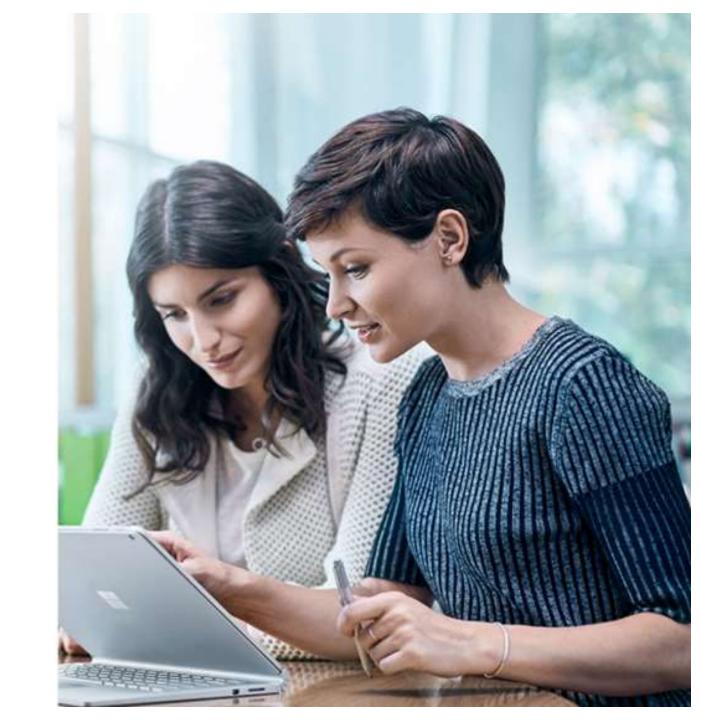
4.3 out of 5.0 PSAT



86 GTM Success Stories published



1,722 Partner published assets





# **Next Steps**





Contact me <a href="Pip.Simeon@Microsoft.com">Pip.Simeon@Microsoft.com</a>



Email GTM Resource Desk with questions <a href="mailto:gtm@Microsoft.com">gtm@Microsoft.com</a>



Access resources to get started

## **Advice and Training**

Smart Partner Marketing **aka.ms/smartmarketing** 

### **Content and Resources**

Partner Marketing Center

aka.ms/pmc

NZ Partner Hub

partner.microsoft.com/ennz/community/partner-hub/

### **Services**

**GTM Services** 

microsoftgotomarket.com

Social Syndication

aka.ms/get.social