



Introducing your UK Marketing Concierge (UKMC) team



Supporting your business growth

Wherever you are in your partner journey, as a member of the UK Microsoft Partner Network, you have access to the UKMC, a free and bespoke marketing consultancy.

Modern marketing consultancy

The UKMC connects partners to a full, joined-up marketing consultancy service.

This includes expert **go-to-market** planning, **proposition development**, **branding support** and **tactical advice**.

Working alongside the UK One Commercial Partner (OCP) teams, we help all **UK-based** partners.

What's in it for you?

Rapidly boost your business revenue by going to market faster, and with greater impact, with marketing investments.

Strategy that delivers

We offer **free, ongoing support** to help you build and launch a powerful marketing strategy. (Please see our partner journey chart on page 3 for details.)

At every step, you'll benefit from our UK team's long **experience** of working with vendors, partners, marketing agencies, and more.

Services personalised to you

We can help you **use co-op funds** effectively by explaining the most suitable options in the Partner Incentives Co-op Guidebook.

At an additional cost, we can also help you **run packaged ready-to-go campaigns** that are co-op approved and right for you, saving you time and marketing stress.

Any questions?

If you'd like to chat about your marketing needs or our service options, please get in touch. We're here to help.

ukmc@microsoft.com | aka.ms/ukconciierge

Your journey | UKMC engagement cycle

Join us at the marketing stage that's right for you. Many partners value the results they see from up to a 12-month journey.

Before you contact us:

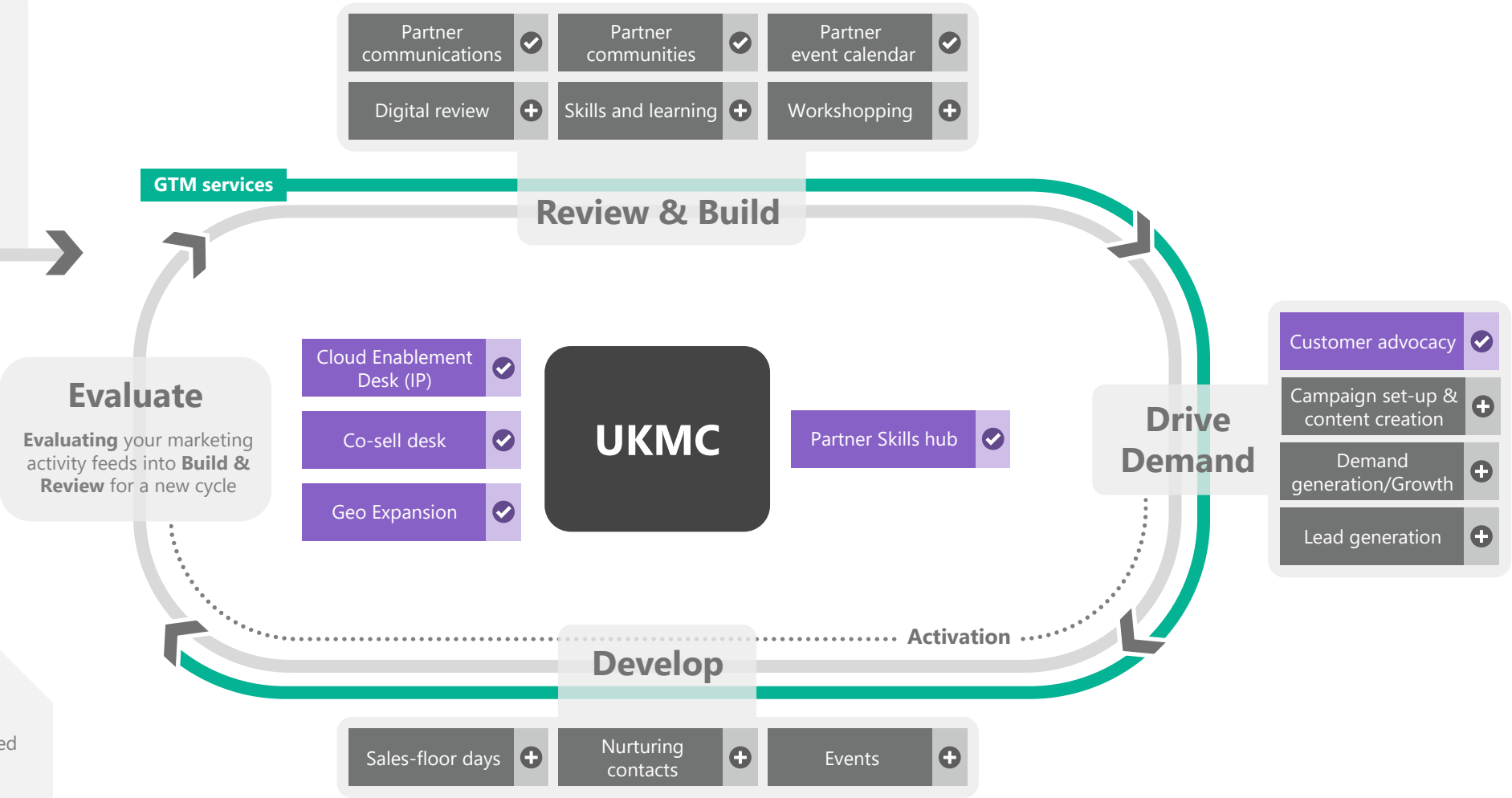
1. What's your Microsoft partner status (e.g. competencies, Marketplace listings etc.)?
2. Is the market status of your product(s), pre- or post-launch?
3. Which areas of our journey (Review & Build, Drive Demand, Develop, Evaluate) do you most need help with?

Introduce & Explore



Services key

 GTM services	<input checked="" type="checkbox"/> Service included
 UKMC services	<input type="checkbox"/> Available at additional cost
 Add-on services	



Review & Build

UKMC can help support your business with long-term strategic services, as well as connecting you to relevant updates, peer communities and training.

Partner communications



Subscribe to the latest news from the UK commercial partner team.

This includes a monthly MPN newsletter, skills and community call newsletter, and updates on the latest events. Find out more here: partner.microsoft.com/en-gb/connect/local/uk-partner

Partner communities



Join the conversations on relevant announcements and events.

Scale your business and learn about products and solutions like the cloud and AI. Find out more here: microsoftpartnercommunity.com

Partner event calendar



Keep up to date on the latest events, with the opportunity to list and promote your own.

Find out more and view the calendar here: microsoft.com/en-gb/events

Skills and Learning



Work with Microsoft Learning Concierge to create a culture of continuous learning.

This could include:

- Developing a training plan with your HR team
- Empowering your employees to build learning time into their working day
- Creating a learning rewards programme.

Strategy workshops and acceleration



Benefit from the expertise of a Microsoft-approved agency and:

- Develop your unique customer messaging and engagement strategy
- Create a marketing strategy that aligns with your business goals
- Identify priorities for a marketing roadmap that helps you move towards your goals.

Digital review




Audit your website, SEO and social media presence.

Where are you now and where could you be?

Services key

 GTM services

 UKMC services

 Add-on services



Service included



Available at additional cost

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Drive Demand

We'll help you create cut-through campaigns that build awareness and drive demand.

Customer advocacy

- Have your story featured on the [Microsoft Customer Stories](#) site.

Demand generation & Growth

- Use strategy and emotion to digitally market your offering to potential customers.

Campaign set-up & content creation

- Match your target audiences to relevant content that helps you drive new leads, pipeline and sales.

Lead generation

- Generate leads that are ready to be converted, using methods like account-based marketing (ABM), telemarketing, social media and email.

Develop

Learn about and implement high-impact customer engagement strategies.

Nurture contacts

- Attract more prospects while keeping existing clients highly engaged with your services and offering.

Events

- Learn more about your current customers and engage with prospects.
- Run Microsoft cloud solution events – gain insights and give your attendees a great experience.

Sales-floor days

- Drive sales and increase confidence for sellers to position Microsoft products and solutions.
- An engaging way to build pipelines and help your sales teams sell more.

Add-on Services

Benefit from the expertise available to you as a Microsoft partner.

Cloud Enablement Desk (IP)

Our Cloud Enablement Desk will guide you through the process of selling with Microsoft. Benefit from personalised support in the service of your business goals.

Co-sell desk

Partner with Microsoft to drive joint revenue and shared business success. Our co-sell desk help you become co-sell ready. You'll need a market-ready solution or service, an engaged sales team, and a strong go-to-market strategy.






Partner Skills hub

Grow your skills and expertise with Microsoft. [The Partner Skills hub](#) provides you with all the learning resources in one place to help you grow new and existing talent within your business.

Geo Expansion

Scale your strategic solutions into new markets through activating digital go-to-market services, engaging local connections, and growing target market opportunities to scale visibility.

Services key

	GTM services		Service included
	UKMC services		Available at additional cost
	Add-on services		

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Access worldwide GTM services

Unlock benefits as you grow your Microsoft partnership.

There are many paths to partnership with Microsoft, and our GTM Services desk is here to help you navigate your partner journey.



Wherever you are in your marketing journey, Microsoft offers a portfolio of services to help you unlock growth opportunities for your business, including:

- **Accelerate time to market**
- **Generate demand**
- **Grow your business**

Network members

New to the Microsoft partner ecosystem or just starting on your competencies? There are many self-service tools and resources available to help you get started.

Partners with a Silver competency or with a co-sell ready solution

Congratulations on earning your first competencies or becoming co-sell ready! Take advantage of the GTM services included in your benefits. You can also buy additional services to help you unlock more growth opportunities for your business.

Partners with a Gold competency or with an IP co-sell ready solution

You're well on your way to a robust marketing and sales acceleration model. Access even more services to help you grow.

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FY20 Go-to-Market Services

Included in programme benefits

GTM Services	Network member	Silver competency / ISV co-sell ready	Gold competency / ISV IP co-sell ready
Digital Marketing Content On Demand	●	●	●
Smart Partner Marketing	●	●	●
Sales Enablement Platform	●	●	●
Partner Marketing Centre	●	●	●
Geo Expansion Readiness Assessment	●	●	●
Partner-to-Partner Readiness Assessment	●	●	●
Azure Marketplace + Appsource GTM Benefits	●	●	●
Business Profile Optimization and Referral Management		●	●
How to Market with Microsoft		●	●
Partner-to-Partner Marketing Assets		●	●
Partner Collaboration Platform		●	●
Co-Branded Marketing Assets			●
Co-Branded Social Marketing Assets			●
Partner-to-Partner Marketing Assets			●
Partner Success Story			●
Press Release with Microsoft Executive Quote			●

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Additional Benefits

Depending on your Microsoft status you may be eligible for additional benefits. The UKMC can help you identify the benefits you're entitled to.

The **ISV connect programme** has been created around ISV solutions that Build, Connect or Extend to Dynamics 365 1st party apps and Power Apps. Depending on your level within the programme, you can **unlock multiple benefits including:**

- **Microsoft AppSource Toolkit:** Customise engagement by leveraging best practices and template campaign collateral.
- **Co-sell Solution Finder listing optimization:** Optimise your co-sell solution finder listing to connect with more potential buyers through 40,000+ Microsoft field sellers.
- **Marketplace Listing Optimization:** Improve your solution listing in Microsoft AppSource through personalised support and feedback.

For more information, contact the UKMC or visit:

partner.microsoft.com/en-us/solutions/business-applications/isv-overview

By listing your solution through Marketplace, you unlock access to **Marketplace Rewards**, depending on the level of your listing.

Unlock multiple benefits including:

- **Microsoft AppSource and Azure Marketplace Toolkit:** Customise engagement by leveraging best practices and template campaign collateral.
- **Co-sell Solution Finder listing optimization:** Optimise your co-sell solution finder listing to connect with more potential buyers through 40,000+ Microsoft field sellers.
- **Office 365 developer program:** Receive a Microsoft 365 E5 developer subscription. Build Microsoft 365 applications integrating with Microsoft Teams, Microsoft Graph, Microsoft Identity, SharePoint, Office, and Outlook.

For more information, contact the UKMC or visit:

aka.ms/marketplacerewards

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Taking the next step

We understand that finding the right marketing support can be a challenge, especially when Microsoft offers so many options. Why not let us help?

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Before you call

Please be ready to let us know:

1. Your current Microsoft partner status
2. The market status of your product(s), pre- or post-launch
3. The marketing areas you're interested in





Thank you

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