



Marketing Community Call will be starting soon



Please make use of the magnifier tool if required

- Windows Key + Plus to turn on
- Windows Key + Escape to turn off



Use chat for moderated Q&A



Leverage Captions if preferred

[Live captions in Microsoft Teams \(free\) - Microsoft Support](#)

For all other accessibility settings: Windows + U

The recording will be available on demand





Marketing Community Call

SMB

May 2023

Agenda

14:00 – Welcome

Rebecca Walmsley

14:05 – Introducing the UK Marketing Hub & DMC

Olivia Tobin

14:15 – Building your Marketing Plan for FY24 (Starts July)

Tory Simpson – ResourceIT

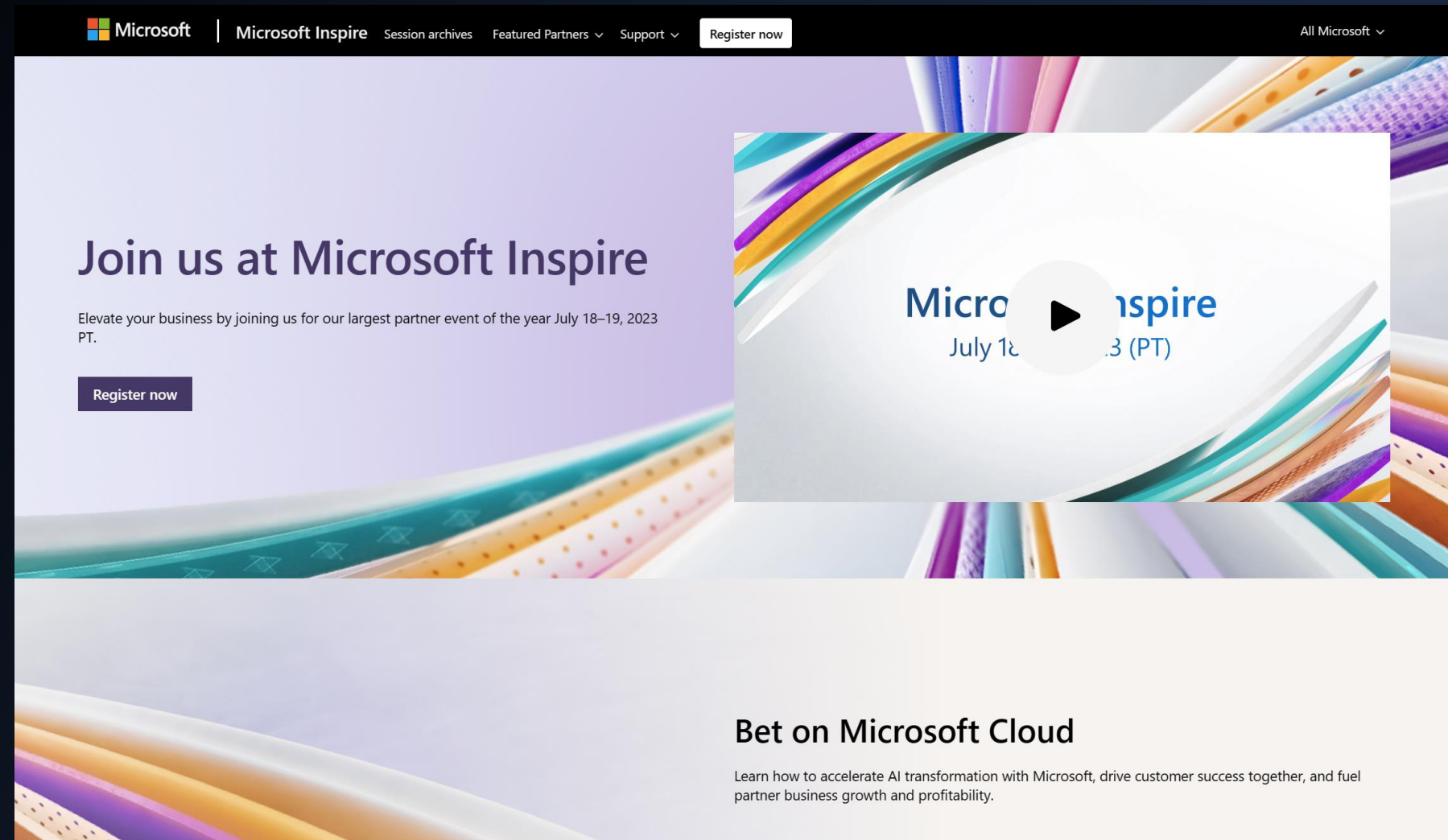
14:30 – Co-op Best Practice

Angela Holdsworth

14:50 – Q&A

Microsoft & ResourceIT

Registration Now Open for Microsoft Inspire 2023



The screenshot shows the Microsoft Inspire 2023 registration page. The top navigation bar includes the Microsoft logo, 'Microsoft Inspire', 'Session archives', 'Featured Partners', 'Support', and a 'Register now' button. The main content area features a large video player with a play button and the text 'Microsoft Inspire July 18-19, 2023 (PT)'. To the left of the video, the text reads 'Join us at Microsoft Inspire' followed by 'Elevate your business by joining us for our largest partner event of the year July 18-19, 2023 PT.' and a 'Register now' button. Below the video, there is a section titled 'Bet on Microsoft Cloud' with the subtext 'Learn how to accelerate AI transformation with Microsoft, drive customer success together, and fuel partner business growth and profitability.'

- The global partner event of the year
- 18th & 19th July (UK time zone)
- Keynote sessions with Satya Nadella, Judson Althoff, Nick Parker, Nicole Dezen
- What's new and priority for FY24
- Engaging digital agenda
- Community Discussions

[Your home for Microsoft Inspire](#)



NEW:

UK Partner Marketing Hub Launch

Olivia Tobin

Partner Engagement Manager

UK Marketing Hub

The screenshot shows the top section of the UK Marketing Hub website. At the top left, there is a dark blue box with the text "Partner Marketing Hub" and a sub-headline: "Take your cloud marketing to the next level. This is your central hub to access all the latest marketing guidance, campaigns, investment advice and agency resources." Below this, there are three tabs: "Marketing guide", "Agency support", and "Solution resources". A main heading reads: "Take the first step on your marketing journey with our helpful guides, investment programmes and community sessions". Below this heading are three columns of content:

- Marketing guides:** Includes links for "Smart Partner Marketing", "Digital Marketing Content (DMC)", "Cloud Partner Program resources", and "ISV campaigns".
- Investment and incentive programmes:** Includes links for "Partner Investments and incentives", "The marketing co-op guidebook", and "Co-op fund resources".
- Keep updated:** Includes links for "Join the Partner Academy", "Join UK community calls", "Register for the UK newsletter", and "Share your events with us".

At the bottom of the screenshot, there is a section titled "Watch our training webinars on how to get the most from our solutions" with three small video thumbnails showing people in a meeting or training session.

Launches today!

- Your starting point for UK Cloud Partner marketing resources: guidance, assets campaigns, programmes and more
- Easy to navigate self-service portal
- Includes agencies recommended by partners and well versed in Microsoft priorities to maximise your investments

aka.ms/UKMarketingHub



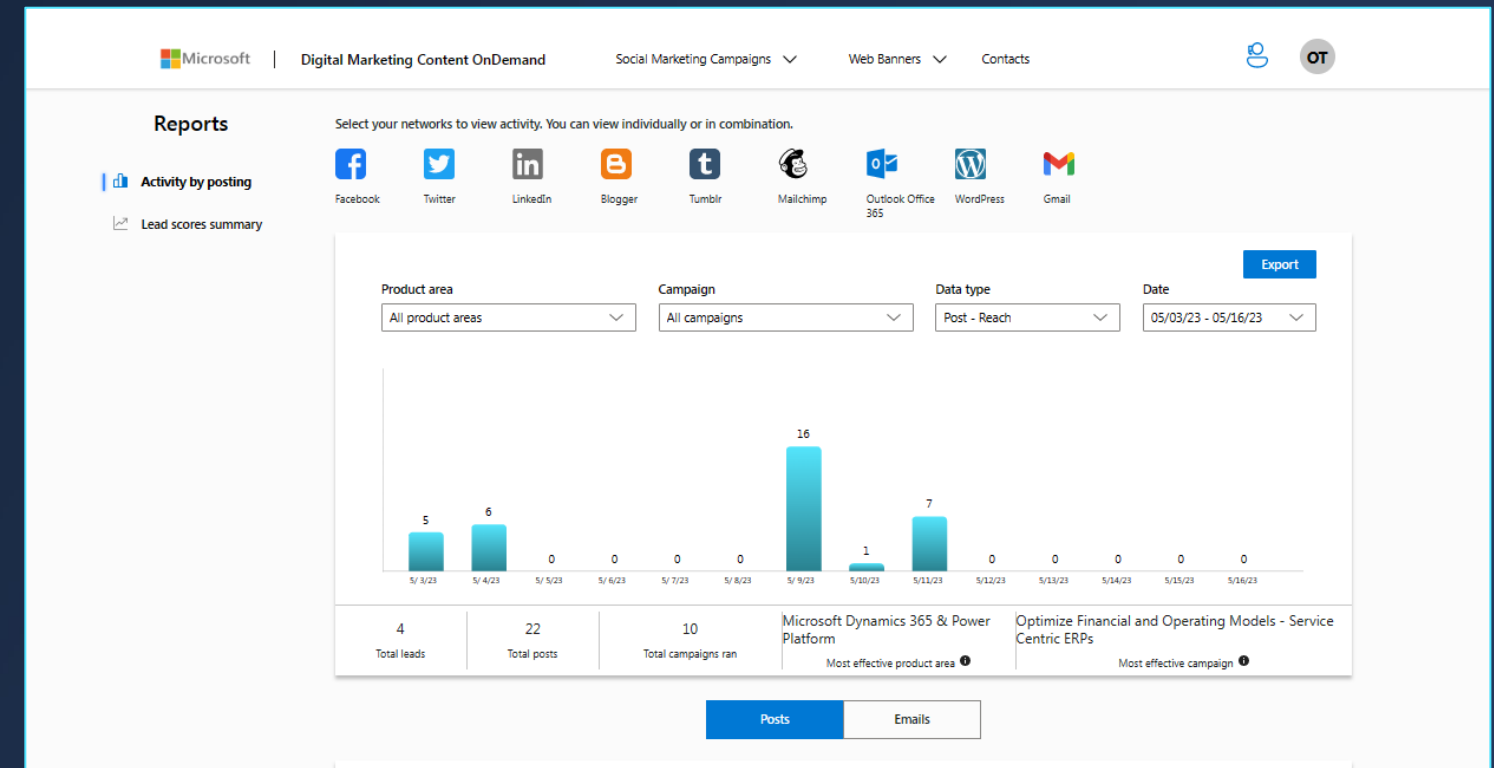
Digital Marketing Content on Demand

(DMC)

What is DMC?

- Simple, free and easy-to-use tool, accessible to all partners
- Comprehensive, curated digital campaigns, marketing materials and sales resources
- Tweets, LinkedIn posts, Facebook statuses, mini-blog posts, and emails are provided ready for you to personalise
- Intelligent technology automatically inserts your partner logo and company names
- All assets are customisable

aka.ms/dmc



Social Marketing Campaigns

The next generation of automated content marketing. Through this platform you will be able to share content directly to your social accounts, email lists, and blogs. Additionally, we will provide you with sales enablement content to support your conversations with customers.

Running campaigns | Product areas | Completed campaigns | View All

- Connected Sales and Marketing (FY23 update)
- Enable Developer Productivity and Accelerate Delivery (FY23 update)
- Go Big with Hybrid Work - NEW FY23
- 1 Meet the new Surface for Business devices, Fall 2022

Reach	Reactions	Comments	Shares
13	0	0	0
6	0	0	0
6	0	0	0
3	0	0	0
2	0	0	0
2	0	0	0

Scheduled | Available

May 2023

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Contacts/Leads

Number of leads: 0 | Percent compared to last month: -

Most effective product area: Microsoft Surface

Number of posts: 83 | Number of leads: 4

Reporting

Reach	Engagements
This Month: 0 Last Month: 0	This Month: 133 Last Month: 123

LinkedIn | Facebook | Twitter | Email

How can DMC help you?

1

Build and optimise
digital marketing
strategy

2

Increase
demand
generation

3

Nurture
existing
customers

4

Capture
and close
leads

5

Track
campaign
performance

Do More with Less – SMB (Modern Work)

Twelve-week automated digital campaign example available in DMC

Content for Partners

- Pitch decks (4)
- Partner Guidance/Training Videos (4)
- Thought-leadership (1)
- FAQ (1)

Content for Customers

- Video (4)
- Email (7)
- Infographics (6)
- Social Content (5)
- Thought Leadership (5)
- eBooks (2)

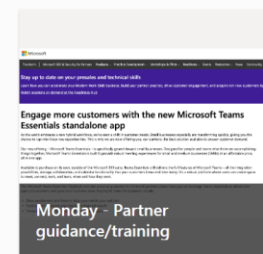
Customise with your own:

Brand font and colours

Solution value prop

Call to action

Content for you



Monday - Partner guidance/training

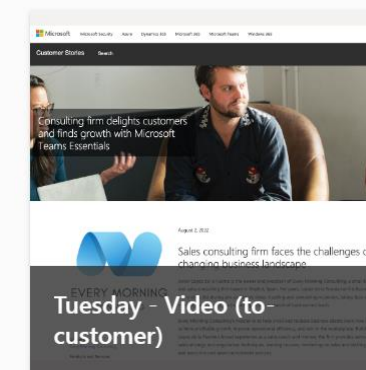
Monday - Partner guidance/training

Microsoft Teams Essentials is specifically designed for small businesses and is available to purchase outside of the Microsoft 365 suite. Teams Essentials still delivers the full features of Microsoft Teams – with all the integration possibilities, storage, collaboration, and calendar functionality that your customers know and love today. Use this Microsoft Teams Readiness Hub to get the resources, assets, and information you need to pitch Microsoft Teams Essentials to your SMB customers.

Content to share



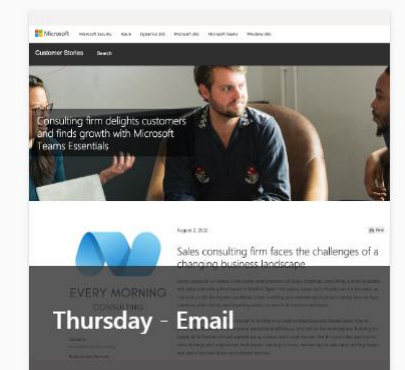
Add new content



EVERY MORNING
Tuesday - Video (to-customer)



Wednesday - Thought leadership/Blog



EVERY MORNING
Thursday - Email

To view a detailed demo and get started:

aka.ms/UKMarketingHub

Get FY24 Planning Ready



Making iT happen.

Get FY24

Planning Ready

1. Who are you targeting
2. What do they care about?
3. How do you help?
4. Tactics and Rol
5. Why use an agency?



ResourceIT delivers..



1000's

vendor funded plans completed

£5bn

pipeline for our clients

650+

strategy workshops

1m+

leads generated

200%

above industry average digital results

39k people

trained all over the world



It's all about **you**

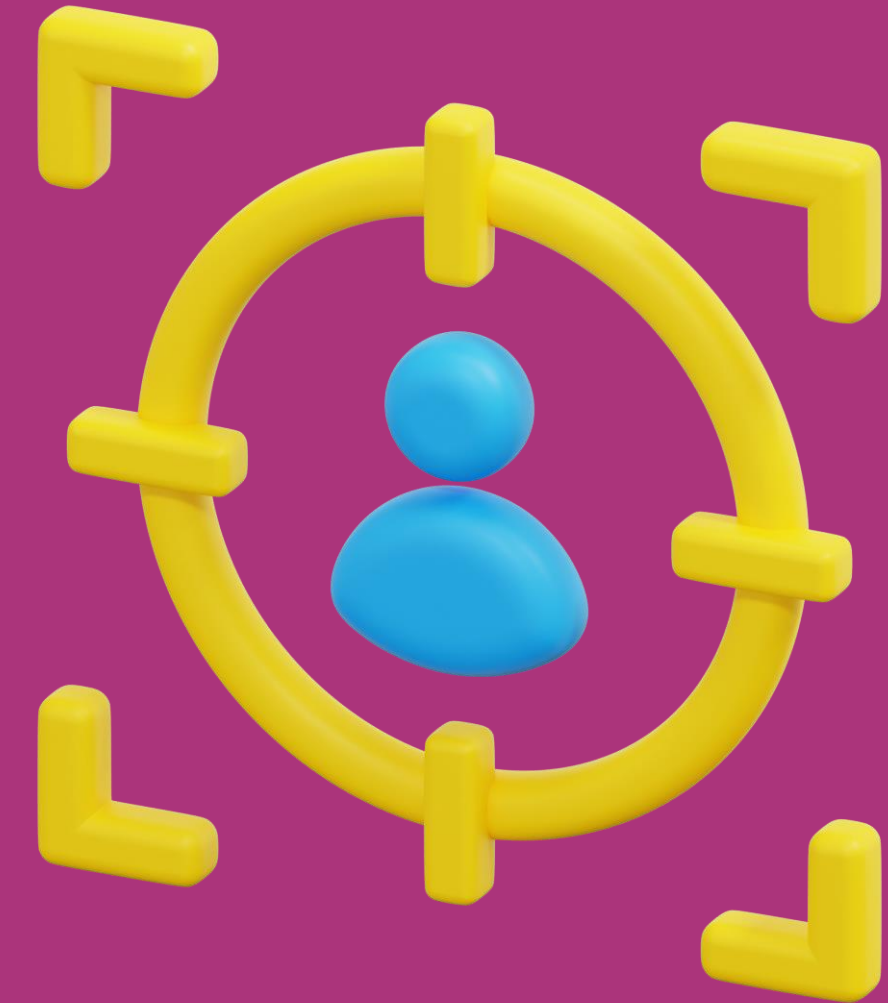


Making iT happen.

1. Who are you targeting?

Who is your ideal customer?

- ✓ Size
- ✓ Market
- ✓ Location
- ✓ Technology lifecycle
- ✓ Existing investments



Let's invest our marketing on targeting those that are good business for us

2. What do they care about?

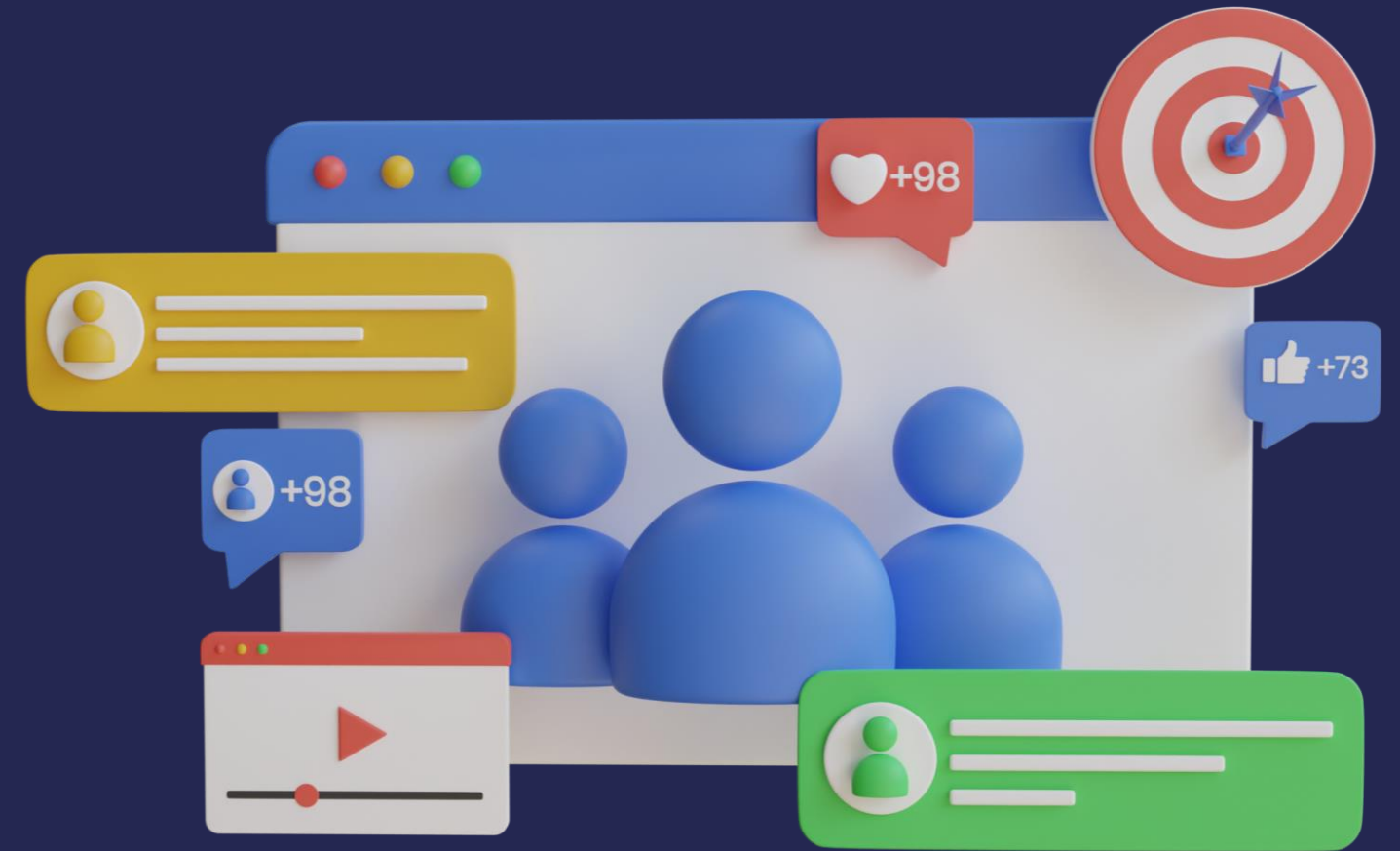
- ✓ Market drivers
- ✓ Business drivers
- ✓ Challenges
- ✓ Opportunities



What's keeping your target audience awake at night?

Targeting SMB's

- ✓ Affordable sustainability
- ✓ ESG
- ✓ Deeper digital transformation
- ✓ Rising energy costs
- ✓ Managed services
- ✓ PCDaaS
- ✓ Cyber Security
- ✓ SaaS



3. How can you help?

- ✓ What have you got?
- ✓ Prove it
- ✓ **Don't overlook existing customers**
– focus on them
- ✓ Consider an independent customer survey





4. Tactics and Rol

- ✓ Be where they are
- ✓ Research, recognise and respect their business rhythms
- ✓ Give insights, answer their questions
- ✓ **Show your value** – move beyond the lead, focus on the engagement



ROI Goals

5 MQLs = 1 SQL

LinkedIn Lead = £150

MQL = £250

1.1% Average LinkedIn CTR



Why use an agency



Marketing Executive

VS



Marketing as a Service



We worked closely with TD SYNnex to create awareness of its AWS Partner Program to generate new potential partners from **10 target locations**. A plethora of digital campaign tactics and marketing touchpoints were used.

Results

611

Leads generated

221

Telemarketing qualified leads generated

457

Asset download leads generated

1,225,152

Impressions across all platforms

20,394

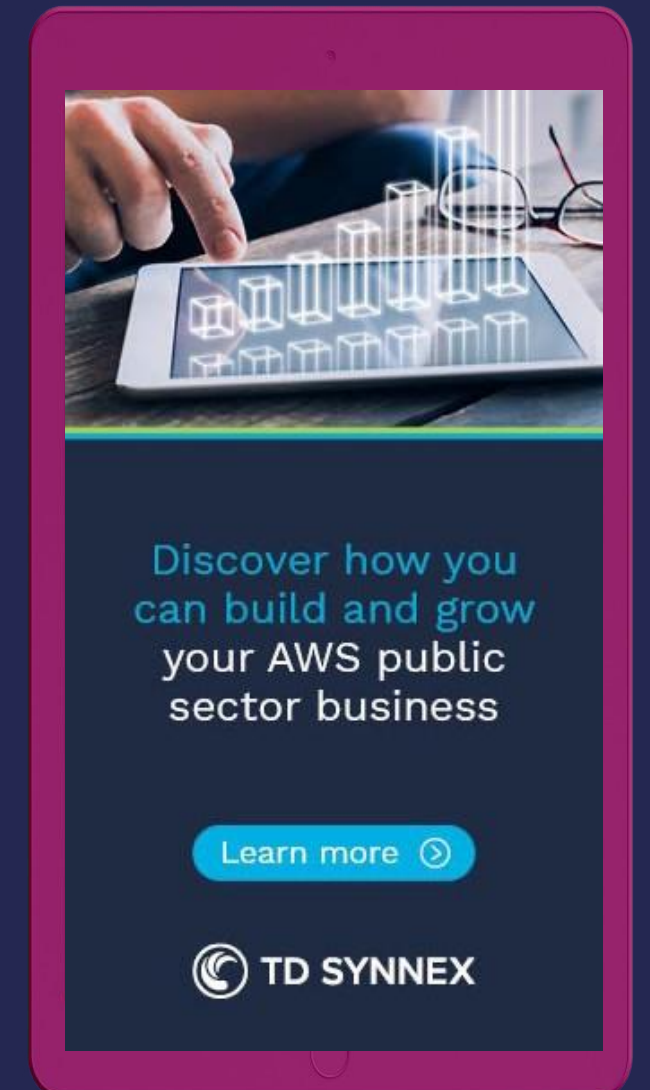
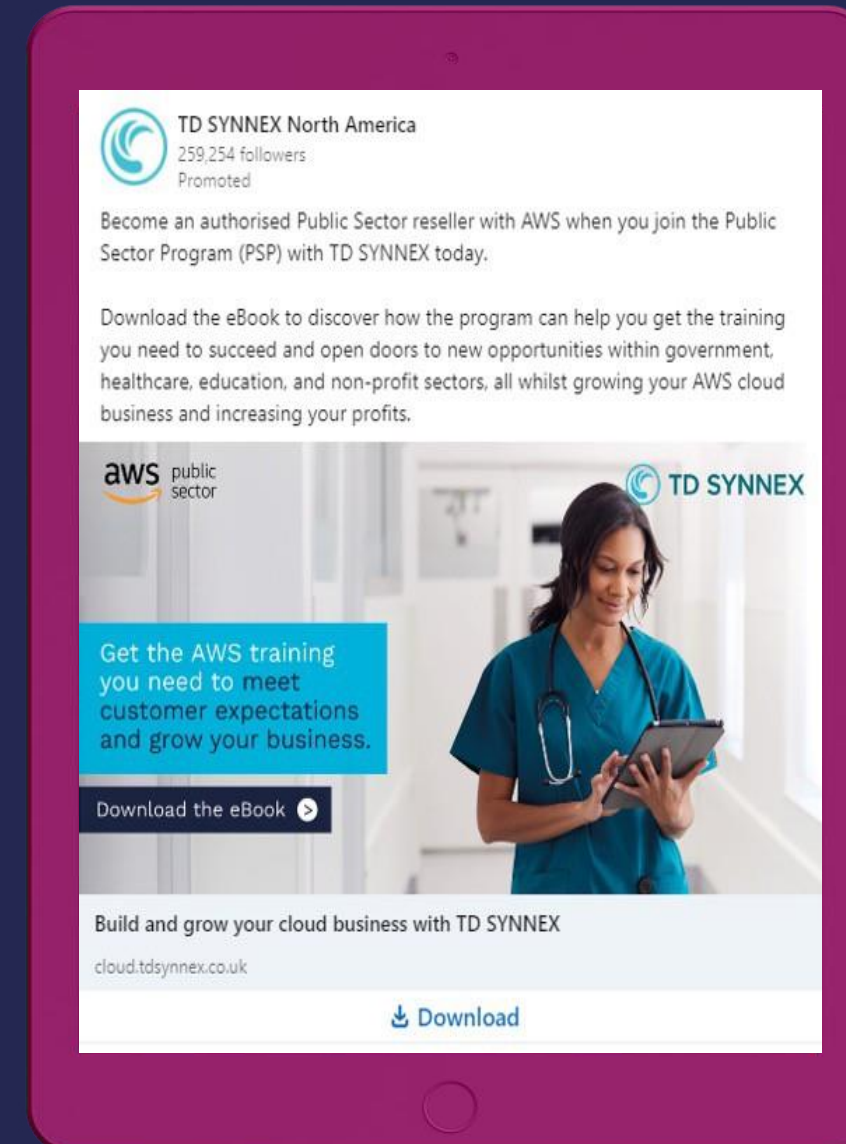
Clicks across all platforms

241

LinkedIn engagements

2,000+

Companies reached





Claranet needed a marketing agency that understood its business and the inner workings of the IT industry. We were able to hit the ground running and deliver a fast turnaround for their sustainability campaign.

Results

137k

Impressions

0.52%

Click through rate

3,718

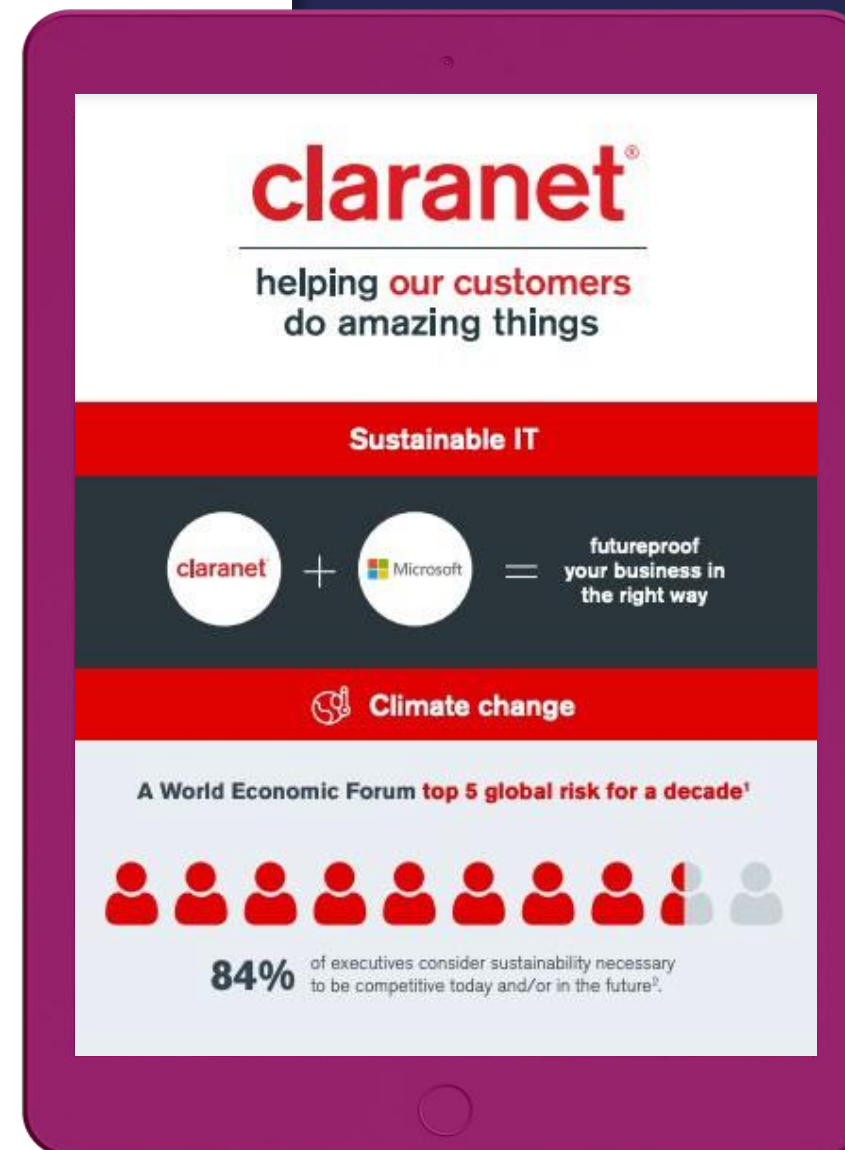
Clicks/Opens

180

MILs/MQLs



The Claranet team have been bowled over by the assets created. We continue to support Claranet to tell their sustainability story.



“The internal feedback we’ve had on the quality of the assets is immense. It’s the **best set of marketing collateral we have seen** in Claranet.”

Sarah Davey, Claranet



Phoenix needed a marketing agency to create impactful videos to help their business stand out. They needed digital marketing experts who understood their business and industry, and identified with their core values.



Not only were we able to bring Phoenix's client stories to life, but our award entry and supporting case study made them the winners of Microsoft's Global Modern Workplace Partner of the Year! Phoenix were able to secure £250k in marketing funding within a month of winning.



Top tips

- ! Know your target
- ! Be relevant
- ! Keep RoI at the forefront
- ! Use ResourceiT



Ask us **for help**



How we **can help**

- ✓ Strategy and planning
- ✓ Value proposition development
- ✓ Content creation
- ✓ Sales & marketing training
- ✓ Case studies
- ✓ Demand generation



Thank you

We look forward to working with you

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Social: [linkedin.com/in/torysimpson](https://www.linkedin.com/in/torysimpson)



Making iT happen.



FY23 Cooperative Marketing Funds (Co-op)

Angela Holdsworth
UK Partner Investment Lead

Co-op Objectives

Co-operative marketing funds (co-op) provide reimbursement of earned incentive funds to partners.

To help you differentiate your value, build channel preference for Microsoft products, and grow sales pipeline.



How do you earn Co-op?

Microsoft Commerce Incentives (MCI)

Engagements:

Co-op earnings will accrue across these engagements and levers as one MCI co-op amount per enrolled Partner ID. It will not be consolidated with any other incentive program earnings (i.e., legacy CSP incentives).

MCI Engagement	Lever Name	Earning Split
Azure CSP motion incentive	CSP motion Azure plan	60% rebate / 40% co-op
D365 new commerce CSP	Core - Business Applications billed revenue	
	Global Strategic Accelerator - Tier 1	
	Global Strategic Accelerator - Tier 2	
D365 cust add new commerce CSP	D365 cust add new commerce CSP	
M365 new commerce CSP	Core - Modern Work & Security billed revenue	
	Global Strategic Accelerator - Tier 1	
	Global PSTN Calling and Conf Accelerator	
M365 cust add new commerce CSP	M365 cust add new commerce CSP	

Note: Earning split can be seen per engagement in the FY23 Microsoft Commercial Partner Incentives Guide on [aka.ms//partnerincentives](https://aka.ms/partnerincentives)

Co-op Overview

Earning and accruing Co-op

Funds are earned and accrued semesterly through participating incentive programs to be used the following six-month period on eligible demand generation, market development, and partner readiness activities. The accrued funds must meet a minimum co-op earning threshold to be available for use.

Earning/Accrual Period	Usage Period	Claim Period Deadline
FY22 H2 January 2022 – July 2022	July 2022 – December 2022	February 15, 2023
FY23 H1 July 2022 – December 2022*	January 2023 – June 2023	August 15, 2023
FY23 H2 January 2023 – June 2023	July 2023 – December 2023	February 15, 2024
FY23 H1 July 2023 – December 2023	January 2024 – June 2024	August 15, 2024

* Microsoft Commerce Incentives (MCI) program begins accruing FY23 H1 co-op funds in November 2022 for a total of November and December 2022 earnings.

At the close of each six (6) month earning period, for partners exceeding the minimum co-op earning threshold, Microsoft will deposit the funds into the Partner Center claims tool for use in the upcoming fiscal semester. Partners that do not exceed the co-op threshold will not qualify to use funds and will receive the withheld co-op funds as part of their rebate payment in the following payment cycle.

Minimum Threshold:

Threshold	Programs
\$1,500 USD	Mixed Reality ADD, Mixed Reality ADR & DMP, Surface PC and Surface Hub Authorised Device Distributor (ADD) and Surface PC and Service Hub Reseller, Hosting
\$10,000 USD	Cloud Solution Provider (CSP) Indirect Reseller, Cloud Solution Provider (CSP) Direct Bill Partner, Cloud Solution Partner (CSP) Indirect Provider, Microsoft Commerce Incentives (MCI) – new commerce CSP engagements.

Bank and Tax:

Partners must complete a [bank and tax profile](#) for the incentive program(s) co-op earning type in Partner Center. (Note, this is separate from rebate earnings.)

Co-op Marketing funds

Co-op funds enable partners to conduct marketing activities that increase brand awareness and drive sales pipeline growth

Earnings may be invested in:

Demand Generation

- Migration Services
- Best Practice Development
- Solution Building with Third Parties
- Multi-touch digital campaigns

Market Development

- Internal incentives and SPIFFs
- On-site champ
- Proof of concept
- Telemarketing

Readiness

- MPN participation
- Microsoft exams and tuition
- Internal training and sales floor days
- On-demand training

Getting ahead with your planning

Planning is just as critical as execution

- Written and agreed activities and funds allocation
- **Align the planned co-op activities to support your business strategy and annual plans**
- **Align planned co-op activities to Microsoft strategies, priorities and locally planned activities**
- Synchronize execution between Microsoft and partner
- Optimize the use of co-op fund – Funds that are not spend within the Usage period will be lost

Planning as part of rhythm of business

- Co-op funds available every half year
- Develop an integrated plan at the start of each half year
- Plan agreement by Microsoft and partner stakeholders
- Activity results reviewed every month and in QBRs

Quality Plans drive effective execution

- Alignment to business goals and campaigns
- Integrated and balanced execution timelines
- End-to-end execution connects marketing to sales
- Clearly defined success metrics
- Optimize for 10X ROI or better
- Mechanism to measure activity impact on sales

Recommended Co-op plan checklist:

- ✓ Review the Co-op guidebook
- ✓ Track your Co-op earning amounts in Partner Center
- ✓ Develop a Co-op fund utilization activity plan prior to the usage period
- ✓ Become familiar with the Co-op claiming process and requirements

Co-op funds planning guidance

1 Funds guidance per category

Category	a Depth partners	b Breadth partners	
	>\$20K Co-op	\$20K-\$5K Co-op	<\$5K Co-op
Partner readiness	10%	30%	50%
Demand generation	30%	20%	20%
Market development	60%	50%	30%

a Depth partners (>\$20K of Co-op per semester)

- At least 30% towards demand gen/digital marketing activities to generate leads for services (cloud) and devices.
- 60% towards market development activities to close leads.
- 100% co-op claim rate to maximize business impact (ROI).

b Breadth partners (<\$20K of Co-op per semester)

- At least 20% towards demand gen/digital marketing activities to generate leads for services (cloud) and devices.
- \$5K to \$20K co-op resellers: strong focus on market development activities to close leads.
- \$5K or less breadth: strong focus on partner readiness to develop partner capabilities to promote, transact and deploy services and devices.
- If co-op earnings are below \$10,000 USD in a co-op earning period, funds will be paid as rebate (applicable to CSP incentives).

2 Co-op for digital marketing

a Depth partners: Target at least 30% of available funds towards Digital Marketing to generate leads for cloud services and devices.

b Breadth partners: Target at least 20% of available funds towards Digital Marketing to generate leads for cloud services and devices.

Demand generation/digital marketing activities

- Partner website and search engine optimization
- Digital advertising
- Email and SMS
- Microsoft syndicated content


FY23 Resources

Learn more about Co-op Marketing funds [here](#)

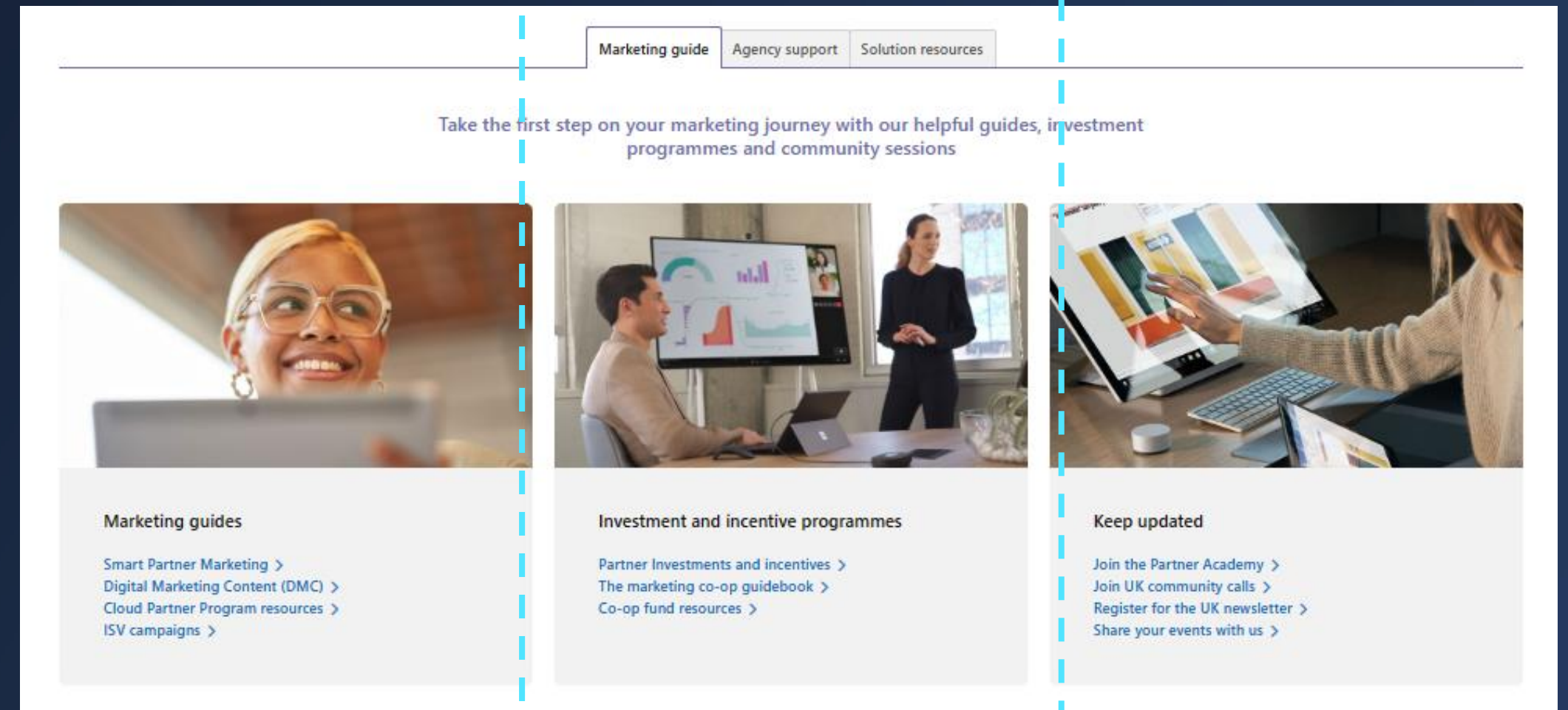
Microsoft

Partner Incentives Co-op Guidebook

Business Policies for FY23
July 1, 2022



Find all the links and videos on the NEW Marketing hub



Marketing guide Agency support Solution resources

Take the first step on your marketing journey with our helpful guides, investment programmes and community sessions

- Marketing guides**
 - [Smart Partner Marketing >](#)
 - [Digital Marketing Content \(DMC\) >](#)
 - [Cloud Partner Program resources >](#)
 - [ISV campaigns >](#)
- Investment and incentive programmes**
 - [Partner Investments and incentives >](#)
 - [The marketing co-op guidebook >](#)
 - [Co-op fund resources >](#)
- Keep updated**
 - [Join the Partner Academy >](#)
 - [Join UK community calls >](#)
 - [Register for the UK newsletter >](#)
 - [Share your events with us >](#)

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Q&A

Please share your feedback

<https://forms.office.com/r/zZt8Cr023E>