



# 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 Enterprise & SMC

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)

Rajashree Rammohan – Foundry

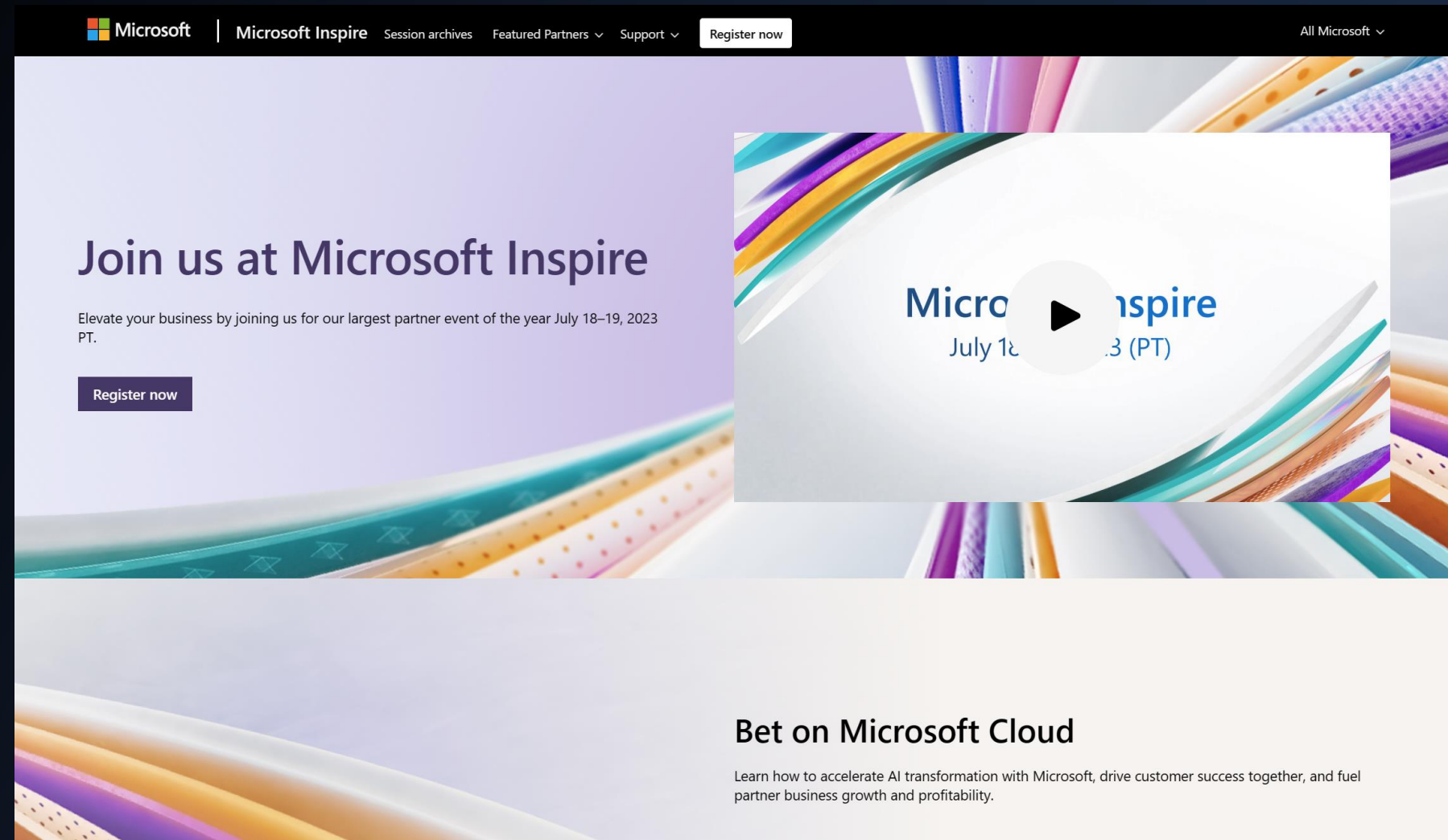
14:30 – Co-op Best Practice

Angela Holdsworth

14:50 – Q&A

Microsoft & Foundry

# 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
- 18<sup>th</sup> & 19<sup>th</sup> 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 UK Marketing Hub website. At the top, there is a dark blue banner 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:** 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 >

At the bottom, there is a section titled "Watch our training webinars on how to get the most from our solutions" with three images of 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](https://aka.ms/UKMarketingHub)



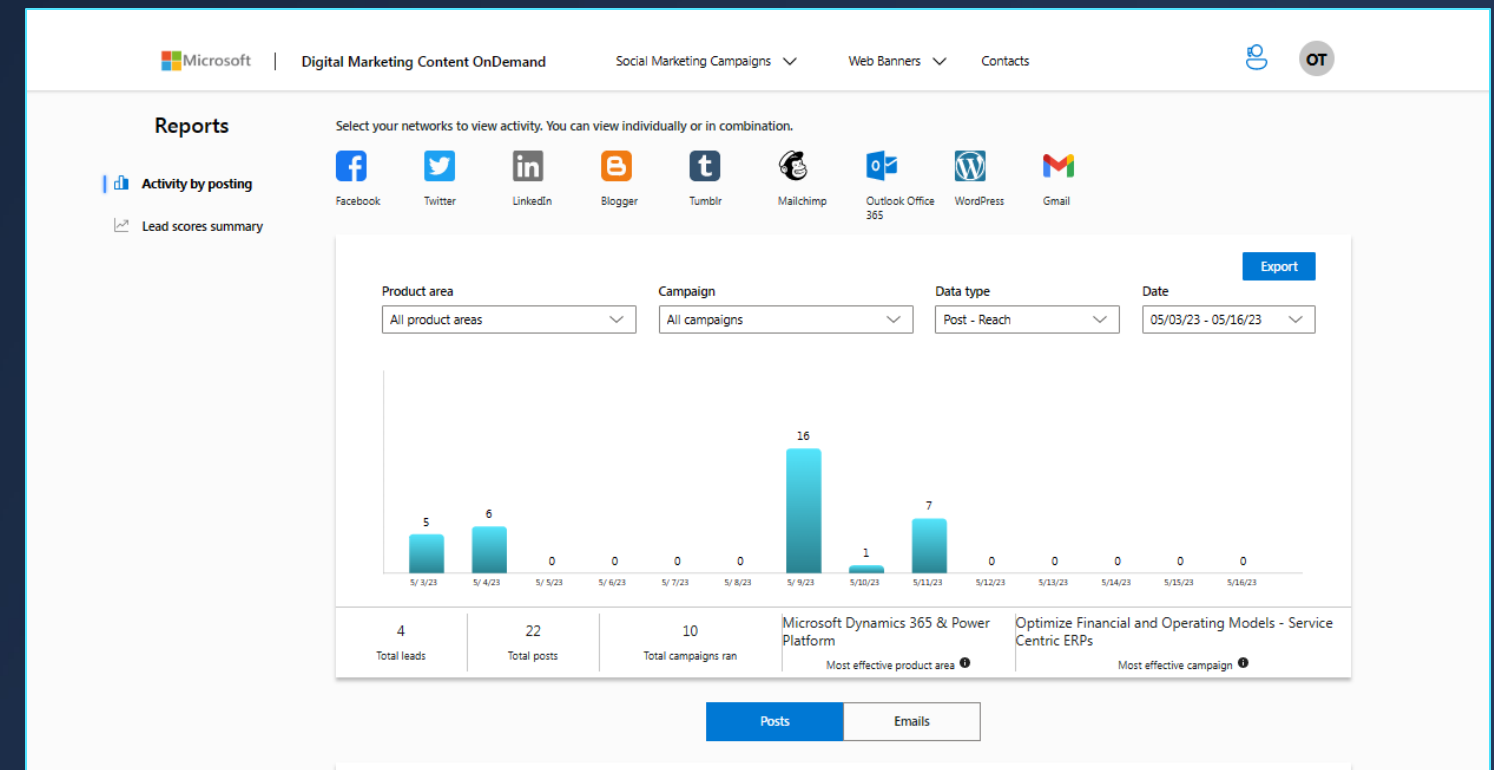
# Digital Marketing Content on Demand

(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](https://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
30	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	1	2	3

**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**

Metric	This Month	Last Month
Reach	0	0
Engagements	133	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 – Enterprise (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

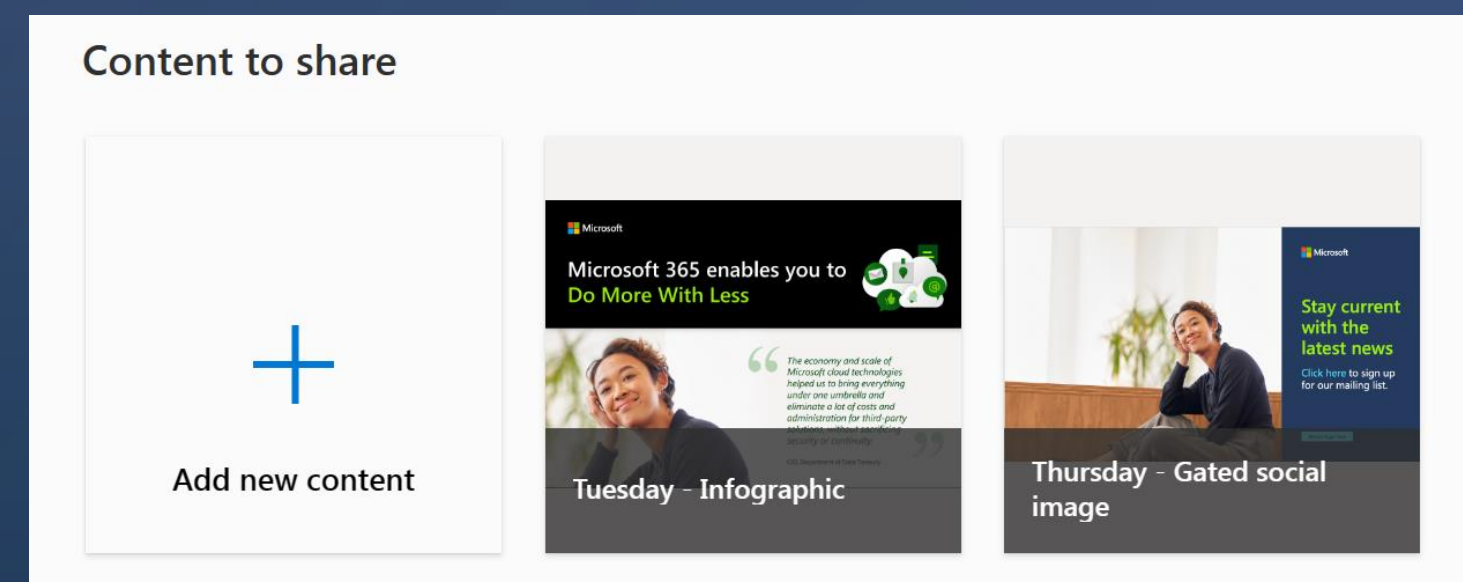
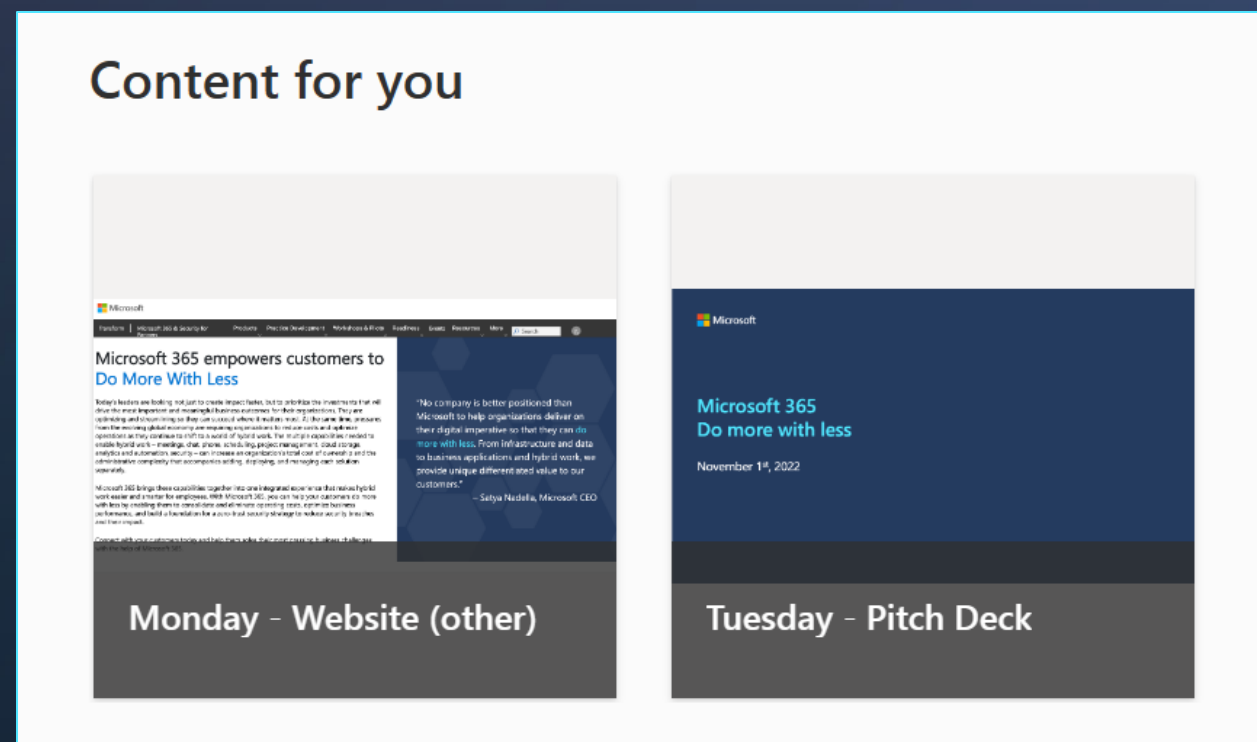
- Video (4)
- Email (7)
- Infographics (6)
- Social Content (5)
- Thought Leadership (5)
- eBooks (2)

Customise with your own:

Brand font and colours

Solution value prop

Call to action

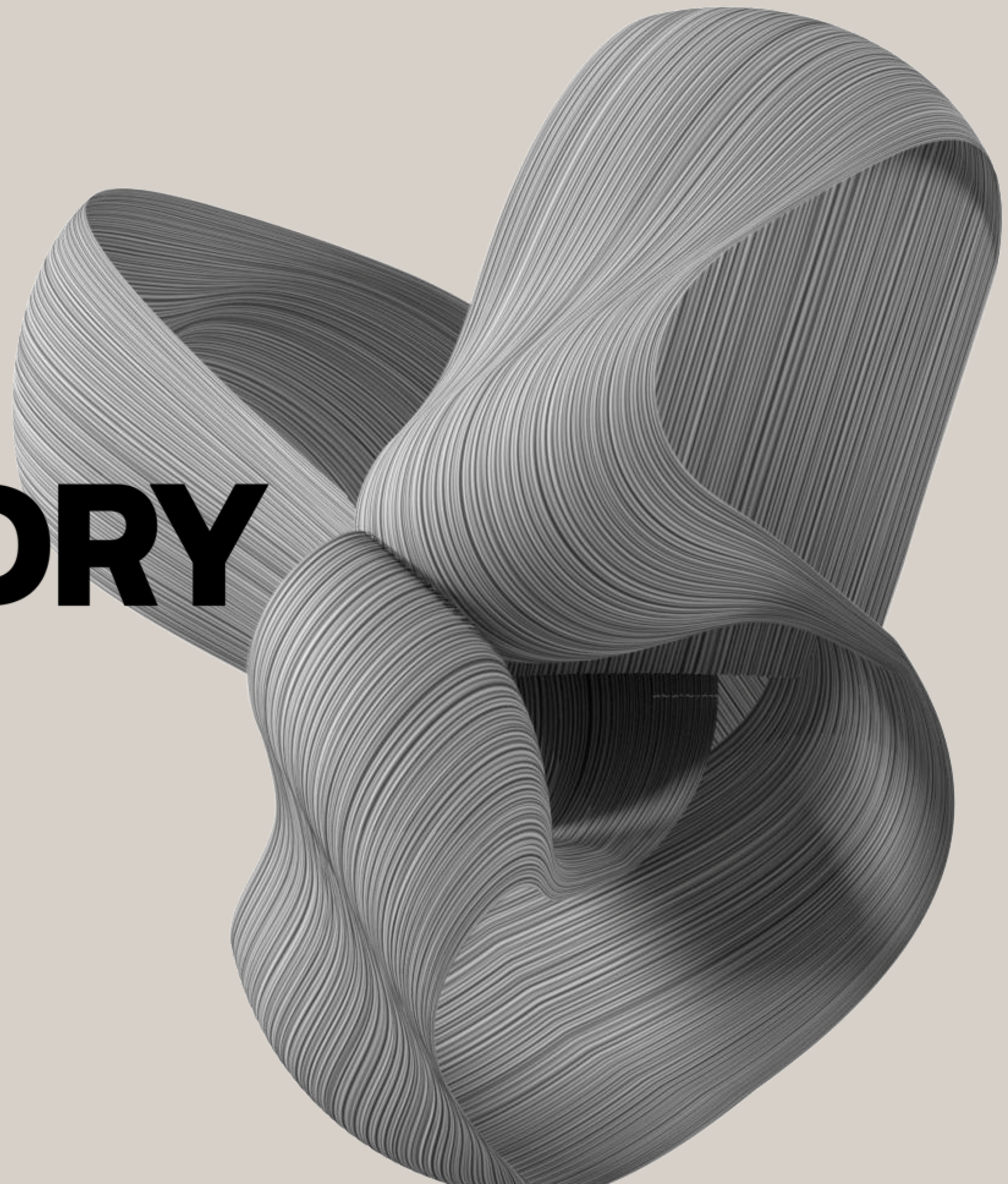


To view a detailed demo and get started:

[aka.ms/UKMarketingHub](https://aka.ms/UKMarketingHub)



**FOUNDRY**





# Technology vendors and their partners share pain points.

## **Pain points**

- Reaching buyers in target companies
- Delivering sales pipeline
- Measuring results
- Resourcing campaigns

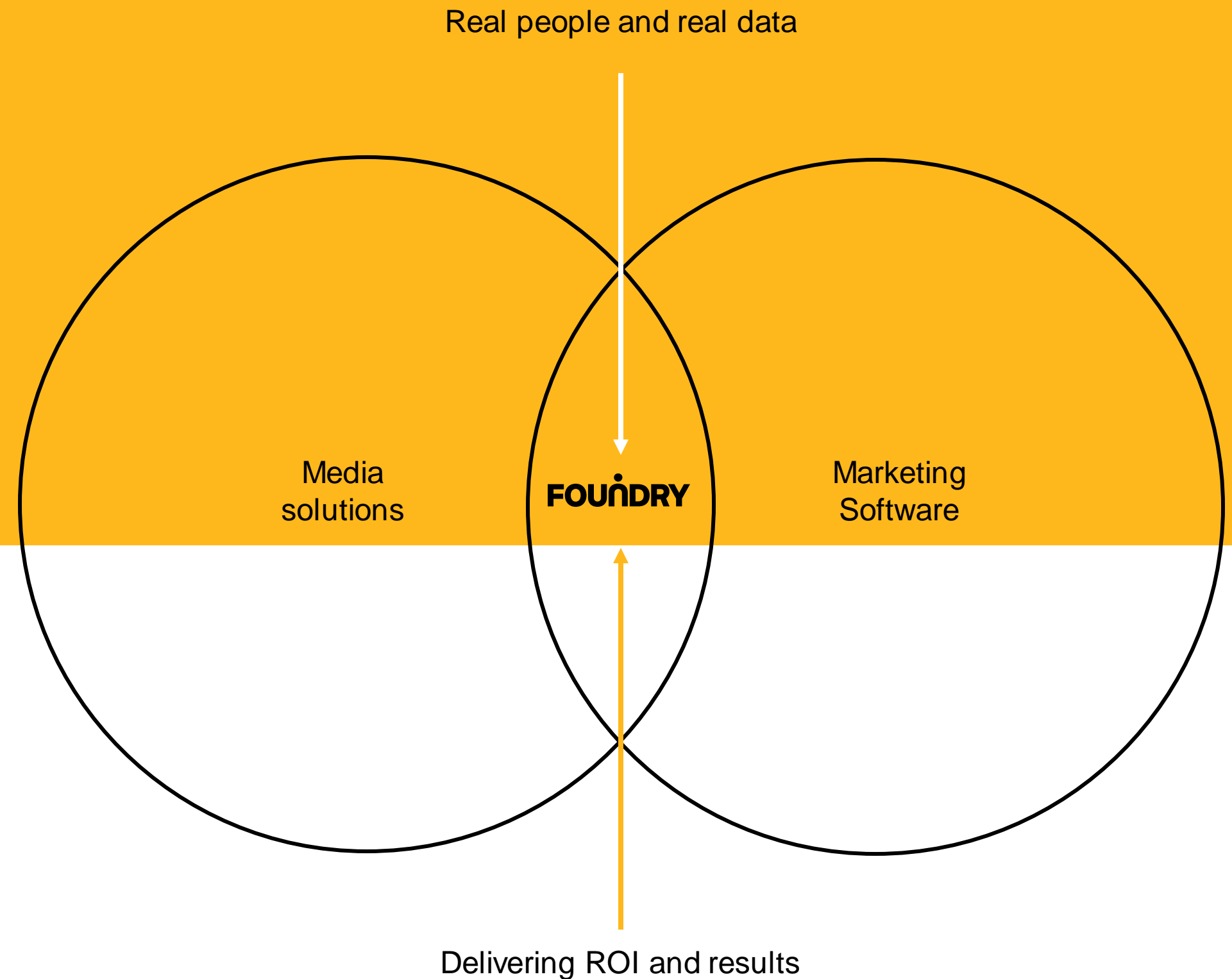
## **Why?**

- Lack of quality and trustworthy data
- Complex landscape of marketing partners
- Difficulty in managing partner expectations
- Misaligned goals

# We are Foundry (formerly IDG Communications)

We have reinvented our company to address these challenges.

We combine **media, data and marketing software** to help marketers generate awareness, consideration and demand that grows their pipeline.



Premium award-winning editorial as the source of better data.

Real people, real data, real results

**CIO** **CSO**

**InfoWorld**  **TechHive**

**COMPUTERWORLD** **PCWorld**

**NETWORKWORLD** **Macworld**

**TECH ADVISOR**

# Reach technology decision-makers across the world in everyday contextual environments

## *Technology domain expertise*

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### **B2B technology**

Cloud  
Data Center & Storage  
Networking & Infrastructure  
5G & Mobile  
AI & Machine Learning  
Hardware & Software  
Security  
Digital Transformation  
Future of Work  
As a Service  
Internet of Things

### **Consumer technology**

Personal Computing  
Gaming  
Smart Devices

## *High-value audiences*

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### **Technology decision-makers**

CIOs  
CSOs  
CTOs  
CDOs  
Infrastructure  
Networking  
Developers  
Architects

### **Business decision-makers**

C-Suite  
LoB  
SMB

### **Consumers**

PC/Mac/Lifestyle

## *800 Global events & properties*

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### **Events**

Summits  
Roundtables  
Dinners  
Editorial  
In Person/Virtual

### **Global digital footprint**

North America  
United Kingdom  
DACH / CEE  
France / Southern Europe  
Nordics  
India  
Middle East / Africa  
ASEAN / Japan / Korea  
Australia / New Zealand



FOUNDRY

# Partnering for success

2022 Foundry Partner Marketing Study

This research was conducted to better understand partner marketing efforts within the technology industry, associated benefits and challenges, and budgetary trends with the goal of providing actionable advice for partner marketers regarding those marketing efforts.

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Data to benchmark partner  
or alliance marketing efforts



# Key Findings:

- **A diverse set of objectives and mutual dependencies adds to complexity**  
A successful partner marketing strategy aims to not only increase revenue but also cultivates new customer and partner relationships while driving brand awareness and credibility.
- **Competing priorities, lack of strategy and partner commitment are barriers to partner marketing success.**
- **There are clear benefits when a strategy is defined**  
Organizations with a defined partner marketing strategy can take a longer-term view of their efforts. Rather than focusing just on total revenue, the top measure of success is increase in number of actual customers, followed by strong partner relationships (tied with revenue).
- **If you don't have a documented strategy, create one.**  
Documented strategy is essential to success - 58% of partner marketing programs ultimately yielded successful results in the past 12 months (compared to 45% of programs in organizations without a documented strategy)
- **Explore outside options to increase value and bandwidth**  
Where you can outsource, do. Companies see more success when working with agencies.

## Top objectives within a partner marketing strategy:

1. Revenue generation
2. Attract new customers
3. Increase sales engagement/joint selling
4. Generate brand awareness
5. Increase partner engagement

# Why Foundry

Partner marketing solutions that drive results

20m+

Partner marketing  
**impressions** served  
in 2022

253k+

Partner marketing  
**leads** delivered  
in 2022

400+

Partner marketing  
**programs** run  
in 2022

100+

Global partner  
marketing **events**  
in 2022

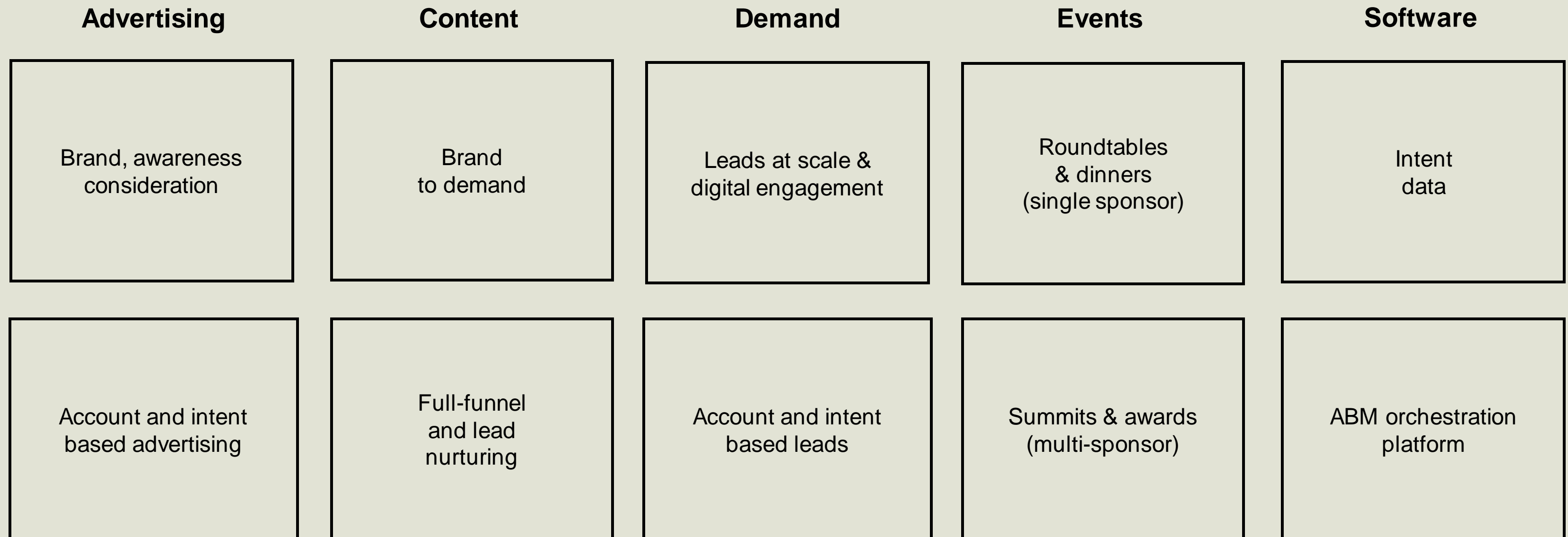
217.5m

Monthly unique  
visitors across:

- APAC (112.4m)
- North America (70.6m)
- EMEA (30.5m)
- LATAM (3.9m)



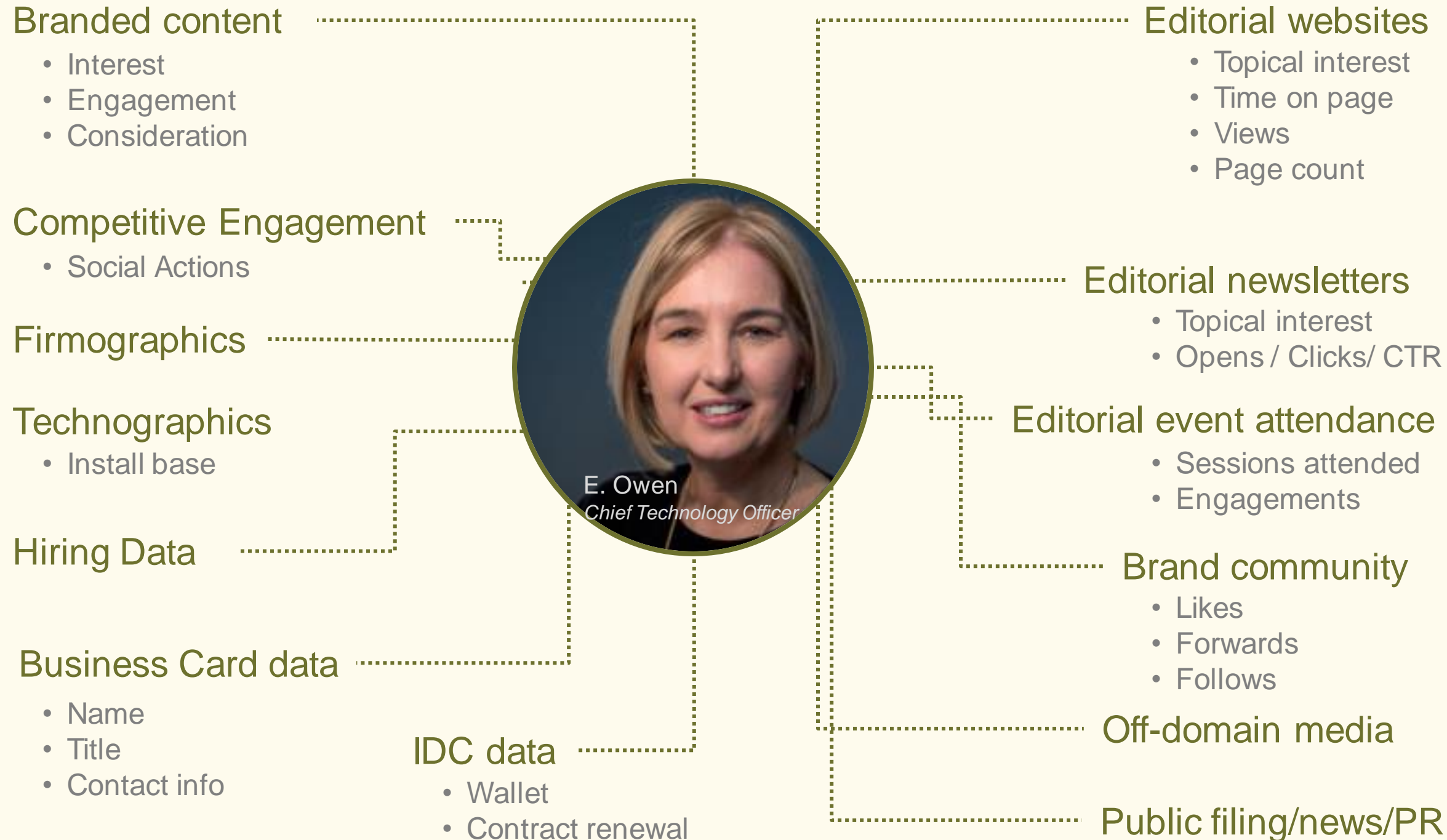
# ...and the largest global provider of end-to-end solutions for technology marketers





# Unmatched intent data accuracy

The most comprehensive proprietary data and intent signals at the individual level



# 57

average data points  
per contact

# 2M+

refreshed data points  
per day

Foundry proprietary CDP insights

# Activated through software

IP unmasking

Intent platform

Orchestration



Scale

Execution

Integration

Consistency

Automation

Optimization

Analytics

# How can we help?

Foundry provide a dedicated practice helping partner marketers make it easier to achieve their marketing needs.

We sell to all types of partner marketers: Alliance, Channel, Partners, GSI, CSP, ISV, Service Providers, etc.

## A few customers



## We offer partner marketers

- Dedicated resources and communication
- One-stop shop
- Strategic guidance & campaign advice
- Customized programs
- Domain expertise
- Global scale
- In-depth measurement/reporting



# Turn-key partner packages

Customize the best of Foundry to drive better MDF results through portals, concierge services, and direct with partner marketing managers.

- Full funnel packages available
- Customized to price point and KPIs
- Managed services for each MDF partner
- Robust reporting to help POE process
- Option to include unified reporting
- Global packages and regional support


Foundry will help align vendors and their partners on campaign goals, priorities and expectations to achieve mutual success.

### Content syndication

Reach your target audience in the right place, at the right time

IT decision-makers download an average of 5 assets during the purchase process. Leverage Foundry's quality content environment to drive awareness and interest to your products and services. Generate qualified leads.\* based on topical interest, by posting your content on Foundry's B2B resource libraries behind gated registration forms. Publishing your content with Foundry lets you expand your reach to potential prospects where they are looking for technology insights.

- White papers
- Research
- Videos/webcasts
- eGuides/eBooks
- Tools/resources
- Technology dossiers
- Case studies



**Lead gen options**

- Standard
- Profiling
- ABM
- SQL

**Pricing**

Sold on a CPL basis

\*For standard lead criteria, please visit: <https://www.foundryco.com/data/customer-service>  
\*Source: Foundry Role and Influence of the Technology Decision-Maker Survey, 2019

### Turnkey white paper

93% of IT decision-makers prefer having content tailored for them<sup>1</sup>

Tailor your marketing message through quality custom content to help educate customers and prospects throughout the technology buyer's journey. Paired with lead generation programs across Foundry's editorial websites, the custom high-value content developed by Foundry will position your brand as the leading solution for your customers.

**2-page viewpoint**


An expertly conducted one-on-one interview with a client-supplied customer, partner or executive discussing a thought-leadership topic. Includes an interview with a Foundry writer delivered in PDF format. Ideal for awareness and thought-leadership. Production: 4-6 weeks

**4-page white paper**

High level, thought leadership white paper based on a client selected topic. 100% Custom content. Includes full layout/design. Delivered in PDF format. Ideal for lead generation. Production: 6-8 weeks

**500-word article**

Includes client-supplied SME interview, client review. Production: 4-8 weeks



**Length ranges**

- 4-Page white paper \$18,500 NET
- 2-Page viewpoint \$7,500 NET
- 500-word Article \$2,000 NET

**Complementary pairings**

- custom research
- lead generation

1 Source: Foundry Customer Engagement Research, 2018

### Virtual roundtable

Peer-based, expert-led experience to garner buying intent and pipeline discovery

Virtual roundtables guarantee senior-level execs, recruited by Foundry, for you to engage with on a select topic. As the sole sponsor, you have exclusive access to in-depth conversations, candid feedback, and peer-to-peer networking. Strategic conversation, with our expertise in moderation, ensures you'll be introduced to participants, kick-off new relationships and receive discovery insights.

Available enhancements\*:

- Vertical/sector focus
- Target account focus
- Geographic focus

**Past participants have included:**

- Koch Industries**  
CIO and Chief Transformation Officer
- Goldman Sachs**  
Vice President, Cybersecurity
- Mastercard**  
Executive Vice President, Technology
- M&T Bank**  
Vice President, Cybersecurity
- Perdue**  
Chief Information Officer
- Experian**  
Executive Director, IT
- Fidelity Investments**  
Vice President, IT and Cybersecurity
- Bllogen**  
Chief Information Security Officer
- Cox Communications**  
Executive Director, Technology
- Wells Fargo**  
Chief Technology Officer


\*Requires additional fee and vary by region

### Banners: awareness

Context matters: Generate awareness and increase mindshare for your brand and products

Banner advertisements on Foundry sites are an excellent way to grow your brand awareness. Our quality editorial content attracts and engages the ITDM, lends credibility and most importantly, puts your brand in front of the right people, at the right place and at the right time.

Ad unit (ROS)	Size
Billboard	970 x 250
Half page	300 x 600
IMU	300 x 250
Leaderboard	728 x 90
Mobile banner	300 x 50



### Partner webinars

Webcasts provide context and dialogue on a specific topic, which explains why 96% of ITDMs watch webcasts<sup>1</sup>

Our custom webcasts encourage exploration and interaction with the content, reinforcing your brand message and building a connection.

**How it works**

- Format: 20-45 minutes, audio or video, on-demand
- Content and moderation services: professional editorial moderation, ongoing editorial guidance and support, client-supplied presentation and speakers
- Platform and production: experienced webcast producer, all production logistics, customer service and support
- Syndication and lead generation: webcast hosted for 90 days, 150 leads\* guaranteed over 90 days
- Reporting and deliverable file: weekly webcast registration reports, final event reports, and downloadable mp4 file of the webcast

**Premium webcast: Analyst perspective**

Webcasts rank very high as content used during the tech purchase process, so this offering packs twice the punch! Partnering with sister company IDC, your webcast will include an analyst portion, as well as a client presentation and Q&A. The webcast, up to 45 minutes, will be branded and marketed as client-sponsored, featuring IDC as a leading speaker on the topic, in conjunction with the client's supplied speaker.



**Timing**

- Production: 5-8 weeks
- In-market duration: 12 weeks

**Pricing**

- Standard Pricing: \$12,500 NET
- Video On-Demand: \$18,000 NET
- Analyst Premium B2B Pricing: \$16,000 - \$30,000 NET
- IDC Analyst Speaker Add-On: \$14,000 - \$30,000 NET

\*For standard lead criteria, please visit: <https://www.foundryco.com/data/customer-service>  
\*Source: 2018 Foundry Customer Engagement Research, Foundry Role and Influence of the Technology Decision-Maker Survey, 2019

### Sponsored articles

Insight and expertise are critical traits for companies working to become valued strategic partners

BrandPost classic allow you to share valuable content and gain third-party brand credibility with Foundry site visitors through seamless native blog integration.

These sponsored blogs provide a similar user experience as a traditional Foundry editorial blog, but instead use your branded content. Hosted on a select Foundry brand site, your blog will be promoted on the site in the same way editorial content is promoted.

**How it works**

- Select one (1) Foundry brand to host your BrandPost
- Includes 3-month hosting of up to (12) articles, either supplied by client or created by Foundry for the program\*
- 10,000 guaranteed page views on content
- 2 million promotional impressions via content recommendation links and/or native display and editorial newsletters across Foundry sites
- Real-time reporting in a custom DOMO dashboard includes:
  - Primary KPIs: CTA Clicks and CTA CTR%
  - Secondary KPIs: first-party impressions, click-throughs, CTR%, Page views, avg. time on content and in-article link clicks

**Timing**

- Production: 1-2 weeks
- In-market duration: 3 months

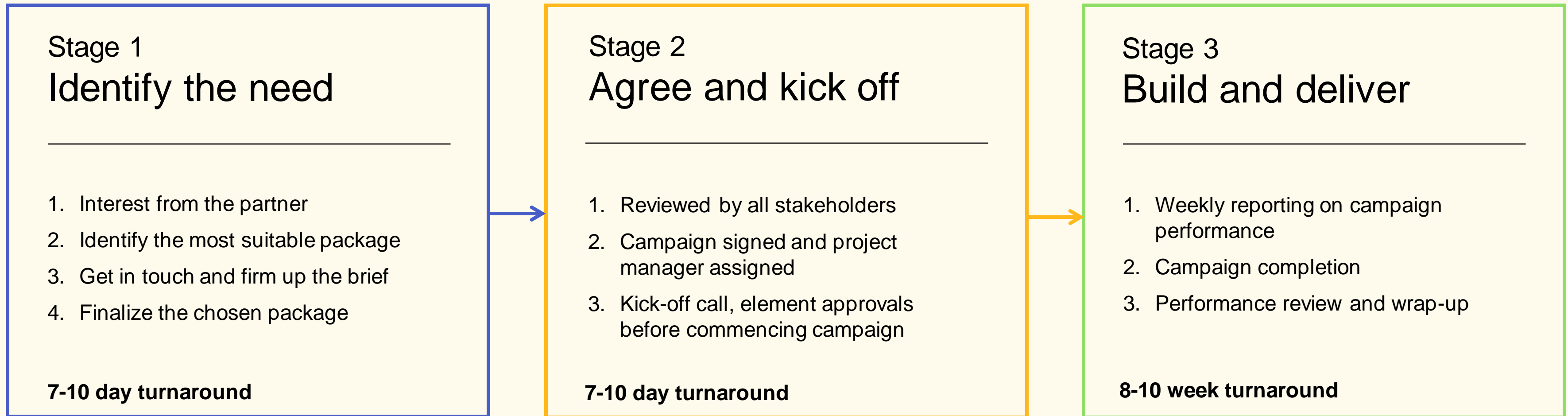
**Pricing**

- 3 Month Base: \$40,000 NET
- Addons:
  - \$3,000: 500-word custom blog post, SME interview response.
  - \$1,500: Set of 3 Social Shareable. We approved on creative and copy.

NOTE: Additional posts may be added for \$500 each (hosting only). BrandPost content will be removed from the Foundry property once the program ends.  
\*Custom content created by Foundry is not included in package pricing. Foundry reserves the right to reject unsuitable submitted content; please see content guidelines page.



# Sample process and timeline



# Let's partner

We're an organisation that generates and innovates with data, driving demand for technology marketers everywhere.

With years of experience in technology and partner marketing, we're the safe pair of hands to work with.





# Thank you

For more details, please contact:  
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Vice President, Partner & Alliances Marketing

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+44 (0) 7795 087565





# 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 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

# 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 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](#)

Find all the links and videos on the NEW Marketing hub

Microsoft


## Partner Incentives Co-op Guidebook

Business Policies for FY23  
July 1, 2022




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 >](#)

[aka.ms/UKMarketingHub](https://aka.ms/UKMarketingHub)



# Q&A

Please share your feedback