



# Microsoft 365 Copilot AI workshop

for marketing team





# Microsoft 365 Copilot

- Microsoft 365 Copilot is an AI-powered feature that promises to deliver tailored insights and intelligent suggestions, transforming your everyday tasks into opportunities for growth and innovation.
- By integrating large language models (LLMs) with tenant data from Microsoft Graph and the Microsoft 365 apps, Copilot helps turn natural language words into a powerful productivity tool.
- Copilot for Microsoft 365 aims to transform work in three meaningful ways:
  1. **Unleash creativity:** Copilot helps you create content faster and more efficiently.
  2. **Unlock productivity:** Copilot helps you focus on what matters most.
  3. **Up-level skills:** Copilot makes you better at what you're good at and lets you quickly master what you have yet to learn.



# Microsoft 365 Copilot workshop

## for Marketing Team

- The Advaiya Microsoft 365 Copilot Workshop ensures marketing team is equipped to navigate this new terrain smoothly.
- It's a step-by-step guide to harnessing the benefits of Copilot AI effectively and safely.

- Advaiya Microsoft 365 Copilot Workshop can help you unlock the full potential of Microsoft Copilot AI and develop a plan to get started with your AI journey.

**Book your Microsoft 365 Copilot workshop for your marketing team to learn and get started with Copilot AI to refine their marketing strategies and communicate more effectively.**



# Agenda

- ❑ Welcome and introduction
- ❑ Overview of Copilot AI
- ❑ Practical exercises to familiarize with M365 Copilot in:
  - Microsoft 365 Chat
  - PowerPoint, Word, Excel, Outlook
  - Teams
  - Whiteboard
  - OneNote
  - Loop
  - Bing Chat Enterprise
- ❑ M365 Copilot for marketing team
  - Discover market research
  - Discover market trends
  - Create a promotion plan
  - Create a pitch deck
  - Create an offer letter
  - Create social media posts
- ❑ How to prompt Copilot
- ❑ Q&A

## Session Outcomes:

- Understanding of Copilot in Microsoft 365
- Awareness of how it can be used for marketing activities
- Leverage Copilot within Microsoft 365 products
- Create a marketing pitch in record time



### Bing Chat Enterprise

Utilize Bing Chat Enterprise to discover market research data and understand the key competitive offerings in each targeted market.



### Copilot in Excel

Discover trends and outliers in the latest market research to identify which markets to target with promotions.



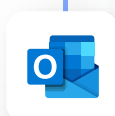
### Copilot in Word

Command Copilot to draft a targeted promotion plan with suggested taglines.



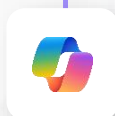
### Copilot in PowerPoint

Create a pitch deck for the product using the design documentation from engineering.



### Copilot in Outlook

Create a promotional email using the product tagline and some bulleted items from the promotional plan.



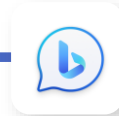
### Microsoft 365 Chat

Command Copilot to create a series of social media posts based on the marketing content.



# What's in it for me

Create a marketing pitch in record time



## Discover market research

In the Edge sidebar prompt

**Give me the latest information** on the top five markets for new widgets and the key competitors in those markets with a description of their products.



## Discover market trends

Select the Show data insights prompt in Copilot in Excel

**Show data insights.**



## Create a promotion plan

Prompt Copilot in Word

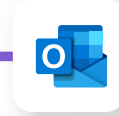
**Generate a promotion plan** for the widget market and include 10 potential taglines that would be appropriate for markets in Latin America.



## Create a pitch deck

In a new PowerPoint file select the default Create presentation from file

**Create presentation from** [Word document link to Contoso widget design document.docx]



## Create an offer letter

Starting in a new email, prompt Copilot in Outlook

**Draft a promotional email** using the tagline "A better widget for all" and highlight the following product features listed below

- Lasts a long time
- Etc.



## Create social media posts

Start a new chat and prompt Copilot

**Create a series** of LinkedIn posts based on [Contoso Product Description](#) and [Contoso Marketing Plan](#).

# Our Clientele

 Microsoft	 CISCO	 Google	 MP BIRLA GROUP	 Coca-Cola	 GAENS™
 Hewlett Packard Enterprise	 NUCLEUS SOFTWARE	 JWIL SUSTAINABLE WATER MANAGEMENT	 TATA TECHNOLOGIES	 adani	 AJMERA Built on Trust
 LARSEN & TOUBRO	 ANA AMERICAN NURSES ASSOCIATION	 ReNew POWER	 Quaker Houghton™ Forward Together™	 Reckitt Benckiser	 Pitney Bowes
 بنك الإسكان ESKAN BANK	 WALT DISNEY	 EDF	 TIME XTENDER	 Quantarium	 SIEMENS
 HealthComp	 Sterlite Power	 informa	 vmware™	 إميلاك emitaq Redefining Excellence	 عمان BROADBAND العمانية للنطاق العريض

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Making Technology Work

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**THANK  
YOU**





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