



# GTM Webinar & Blog Series – Program Assets for Partner Use

The [Microsoft UK Go-To-Market Series](#) consists of webinars and blogs for all partners to access. This series will provide you with the marketing materials that allow you to build up your business and digitally engage with customers. Webinars and/ or blogs are scheduled to appear at least once or twice a month.

## Upcoming Live Webinars

March 19<sup>th</sup>, 2021 @ 3pm – TrackIT presents: How to uncover leads in the current climate

[Add to calendar >](#)

April 16<sup>th</sup>, 2021 @ 3pm – Resource IT presents: Digital Demand Generation

[Add to calendar >](#)

## On – Demand Webinars



[Link to entire playlist](#)

## On – Demand Blogs

Acquiring new cloud customers

Introducing your UK Marketing Concierge Team

5 ways you can build effective digital marketing campaigns

How to brand yourself as a Microsoft Partner

Activating your go-to-market benefits

How to run a successful virtual event

Build your brand and business with Microsoft Advertising

Generate more marketing opportunities with customer stories

