

Go-To-Market Services available for purchase

If you have an active silver or gold competency, you can purchase additional Go-To-Market Services.* To inquire about these services, including pricing details, contact the [Go-To-Market Services Desk](#).

Service	Description	Available for	
		Silver	Gold
Advisory services and go-to-market planning			
Services designed to help you maximize your marketing impact.			
Sales and marketing campaign workshop	Workshop designed to help partners narrow their target audience, sharpen their value proposition, and create actionable steps to turn awareness into a purchase.	✓	✓
Social selling coaching program	Maximize social selling impact by leveraging LinkedIn and other social connectors.	✓	✓
Sales journey assessment (secret shopper)	Secret shopper assessment and improvement plan for customer buying experience.	✓	✓
Go-to-market accelerator	Access go-to-market software with a dedicated expert; unify your leadership around a powerful differentiator (and much more) in one day; rapidly increase your performance as a Microsoft partner and avoid wasting time and resources on a traditional approach. Take this one-minute self-assessment to see if your org has room for improvement.	✓	✓
Creating cloud offers and value proposition workshop (virtual or in-person)	Support in solution development by defining a specific solution to be taken to market.	✓	✓
Event marketing			
Services designed to help you build customer interest in your solutions through events.			
To-customer webinar	A live, recorded webinar featuring your business and/or solution that reaches a target list of customers or partners. Target lists are available for purchase.		✓
Lead-generation campaigns			
Services designed to help you engage and convert customers and business decision-makers.			
LinkedIn account-based media package	Precisely reach and engage decision-makers at your target accounts on the world's largest professional network.	✓	✓
Smart profile tele-lead generation	Account-based tele-lead-generation campaign.	✓	✓
Lead-generation campaign assets	Establish joint value proposition with Microsoft and drive demand through an introductory set of lead-generation campaign assets.		✓
Six-week media package lead generation	Drive demand and lead generation for your solution within highly relevant target accounts through a custom account-based paid media buy, development of demand-generation assets, and campaign reporting.		✓
Boost your business	Digital demand-generation program to expand your reach, capture your target audience, and connect with prospects the moment they express interest in your business.		✓
Custom Digital Marketing Content OnDemand platform	Next-generation automated content marketing engine that enables partners to launch digital campaigns at scale through channel partners' social media using the PartnerOn platform.		✓
12-month marketing campaign content for Digital Marketing Content OnDemand	Year-round campaigns to launch solutions at scale, with digital marketing content customized to tell your unique story to customers through the PartnerOn platform and social media channels.		✓
Marketing asset development support			
Services designed to help you develop engaging content for digital, print, and video.			
Co-branded marketing assets	Agency-created marketing assets that meet the requirements for co-selling with Microsoft. Includes a customer presentation, customer one-pager, and customer story.	✓	✓
Writing service for co-branded marketing assets	Copywriting support to complete the marketing asset templates (customer one-pager, presentation, and case study) that are included with a gold competency.		✓
Digital e-book	Digital e-book that takes a technical subject and creates an engaging storyline with easy-to-understand content and visuals to bring the topic to life.	✓	✓
Video case study	Video highlighting partner solution benefits and success that can be shared digitally.	✓	✓
Video accessibility subtitle caption service	Ensure customer-facing marketing videos support web content accessibility guidelines with the addition of subtitle captions; get transcription and final subtitled video output to ensure videos are accessible to all customers.	✓	✓
Website accessibility assessment service	Ensure customer-facing website supports web content accessibility guidelines; get remediation recommendations to improve navigation for accessibility standards; receive recognition for passing final review.	✓	✓
Mini commercial	20- to 30-second video highlighting partner solution and benefits that can be shared on social media or via email.	✓	✓
Thought-leadership bundle	Agency-created bill of materials that gives you thought-leadership content to share on LinkedIn, including e-book, series of three blogs, and infographic.	✓	✓
Sales enablement bill of materials	Differentiation workshop, messaging and positioning framework, and battle card for your sales team to share with customers.	✓	✓
Global expansion enablement			
Services designed to help you engage customers in new markets around the world.			
Global expansion enablement – guided	Virtual workshop outlining a go-to-market plan, messaging and positioning, competitive analysis, and a specific marketing campaign calendar for your target geography, as well as expert analysis and advice.	✓	✓
Partner-to-partner			
Services designed to help you maximize your relationships with other Microsoft partners.			
Partner-to-partner 90-minute consultation	A 90-minute phone or web conference consultation designed to drive an immediate improvement in your channel program.	✓	✓
Partner-to-partner readiness workshop	End-to-end channel development program and partner-to-partner business design session with an expert consultant; gain clarity on how to expand your business through partnerships.	✓	✓
Partner-to-partner premium marketing bill of materials (BOM)	Agency-created marketing BOM assets showcasing the incremental value of partners marketing their complementary services/solutions together; includes video case study, mini commercial, infographic, telesales guide, and white paper.	✓	✓
Partner-to-partner sales enablement virtual workshop	A four-hour online workshop that will provide you with an end-to-end channel development program.	✓	✓
Sales enablement			
Services designed to help you create content that effectively explains your solutions and value proposition.			
Sales enablement platform	Access sales enablement content directly from Qorus Content Hub (along with free Microsoft Partner Network content); share content with prospects and track engagement; gain deep insights into content value and usage; content housed in a repository such as SharePoint or OneDrive.	✓	✓
Sales enablement platform additional content	Publish content to the Qorus Content Hub (along with free Microsoft Partner Network content) to reach partners on a global scale; gain deep insights into content value and use; content housed in a repository such as SharePoint; applies to all ISV and distributor partners.	✓	✓
Sales enablement platform content and best practices	Content and best practices services for channel or sales enablement services.	✓	✓

* Services listed are available as of July 2019. Microsoft may update, change, or remove any portion of this offer at any time upon notice to you.