

Go-To-Market Benefits



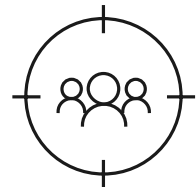
Go-To-Market Programs

OCP GTM Programs Team
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Go To Market



Empower every Microsoft partner to achieve more, at every stage of their growth, through expert business, sales and marketing education, content and services



Promote Your Business with Go-To-Market Programs

partner.microsoft.com/reach-customers/promote-your-business

ADVICE AND TRAINING



Peer based research and training designed to support and coach your team throughout your marketing growth

CONTENT AND RESOURCES



Ready to use, customizable marketing, sales and readiness content to help you promote your business, save time and grow your customer base

SERVICES



Designed to support you in increasing awareness, generating leads and improving lead velocity for your app or service

Partner Go-To-Market Benefits

By partnering with Microsoft you get access to Go-To-Market benefits designed help you increase awareness, generate qualified leads, and expand your business through partnerships

MEMBER LEVEL

Optimize your marketing capabilities through modern marketing education and ready-to-go campaign content

SILVER COMPETENCY

Launch and grow your business through **marketing assets and digital optimization**

GOLD COMPETENCY

Generate leads and increase your close rates through joint messaging and lead sharing opportunities

MARKETPLACE

Increase awareness and accelerate your success in the marketplace

Partner Go-To-Market Benefits

By partnering with Microsoft you get access to Go-To-Market benefits designed help you increase awareness, generate qualified leads, and expand your business through partnerships

MEMBER LEVEL

CORE

- Education and best practices focused on modern marketing
- Customizable marketing, sales and readiness assets
- Curated, customizable social content and syndication platform
- Access to list of recommended agencies

SILVER COMPETENCY

CORE

Member level benefits+

- Partner Listing Optimization*
- Marketing Consultation with GTM Resource Desk (choice of one)*
 - Sales/Marketing Asset Review
 - Website Review
 - Value Proposition Review
 - Templated digital marketing campaign kits

PAID

- Social Promotion
- Mini Case Study
- PR Support
- Customer One Pager
- Customer Presentation
- Customer Case Study

**Available November 2018*

GOLD COMPETENCY

CORE

Silver level benefits+

- Bi-directional lead sharing
- Priority Customer Matching
- Co-Sell Ready Listing Optimization*
- Marketing Consultation Services with GTM Resource Desk*
 - Selection of one review offered at Silver core benefit level
 - Customized, co-branded digital marketing campaign materials, including landing page in Microsoft PDC to support generating leads

PAID

- Lead Generation campaign in the PDC
- Animated Mini Commercial
- Partner Seller Readiness
- Secret Shopper
- Sales Enablement
- Global Expansion
- Telesales Campaign
- Workshops

**Available November 2018*

MARKETPLACE

LIST

- AAD Integration + Onboarding
- Marketplace Listing Optimization
- Marketplace Blog w/ Newsletter + Social
- Marketplace Performance Insights

TRIAL

All listing benefits+

- Social Promotion Spotlight + Blog Post
- Press Release Support
- Mini Case Study
- Marketplace Feature + Category Promo
- Learning Media Webcast

CONSULTING

All Trial benefits+

- Azure Sponsored Accounts

TRANSACT

All Trial benefits+

- Test Drive Sponsorship
- Microsoft Executive PR Endorsement

DIGITAL SUPPORT

<https://partner.microsoft.com>

GTM RESOURCE DESK SUPPORT

gtm@microsoft.com

Go-To-Market Resource Desk

The GTM Resource Desk works with you to execute Go-To-Market activities



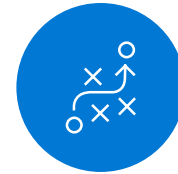
Your **one point of contact** for Go-To-Market help, expertise, and guidance



Global Operating Model supporting 14 languages



Create a **Go-To-Market plan** in alignment with your marketing and sales objectives



GTM Consultant works with you to review and **execute GTM activities**

Email: GTM@microsoft.com

Member Level GTM Benefits

Self-Serve programs available at <https://Partner.Microsoft.com>

Membership GTM Benefits: *Core*

Included in Membership level

Education: aka.ms/smartmarketing

Smart Partner Marketing is dedicated to helping you **transform your growth with digital marketing**. The site is built for you - with best practices and recommendations from other partner companies who are successful and credit some of that success to marketing

- Access market insights and research and [benchmark their capabilities](#) to help guide their strategies and growth
- [Guided digital marketing growth path](#) to assess where they are and how they can get to the next level
- Partners can [hear advice from other partners](#) and what they did to grow their business through marketing
- Partners can access [free digital marketing training](#) to train up their marketing person/team
- Partners can access [professionally developed marketing assets](#) to utilize in their [campaigns](#)

Syndicated Content: aka.ms/get.social

Microsoft Social Syndication platform connects with your social media accounts and email lists and enables you to select, customize, and share content.

- Comprehensive 10-week customer-focused digital campaigns that include to-customer content (videos, emails, e-books/whitepapers, thought leadership articles) and to-partner resources (demo videos, teleguides, brochures, pitch decks)
- Gated Content enables partners to gather leads directly from engagement on their social media accounts
- Auto-Update allows the tool to push content to partners' social media accounts without partner action

Marketing and Sales Content: Aka.ms/pmc

Microsoft Partner Marketing Center offers you customizable marketing, sales, and readiness assets

- Customer pitch decks
- Copy blocks for use on websites or social media
- Customizable pre-written emails

List of Recommended Marketing Agencies: gtm@Microsoft.com

Silver Level

Executed through GTM Resource Desk gtm@Microsoft.com

Silver GTM Benefits: *Core*

Included in Silver competency attainment

Member Core Benefits+

Partner Center and Marketplace Listing Optimization

Marketing Consultation with GTM Resource Desk: A personalized consultation with a marketing specialist that includes a review of your go-to-market materials and provides actionable recommendations for optimizing your materials.

Select **one** review:

- Sales + Marketing Bill of Materials: The review of sales or marketing BOM spans a range of your materials including product/solution brief, sales deck, credentials, business case, product/solution video demo and customer references. Any applicable materials will be reviewed during the allotted time, with each asset assessed against a tailored list of criteria for compelling customer communications.
- Website: A Website review focuses on just that: evaluating the your current website to identify ways it could better support GTM efforts.
- Value Proposition: This review option centers on the your value proposition and its efficacy in positioning the unique elements of the your solution, and the benefits in opting to work with the you
- Templated Campaign kits: Ready-to-go digital customizable marketing campaign kits aligned to solution areas. The GTM Resource Desk will provide the campaign kit with a campaign playbook to support you in customization, will review assets and provide actionable recommendations for optimization. Campaign kits include:
 - Landing page template
 - Social promotion templates (LI, FB and Twitter)
 - Demand Gen and Nurture email headers
 - Acquisition asset template(s), with ability to customize with logo and case study
 - Campaign playbook and best practice guide

Silver GTM Benefits: *Paid*

Requires funding

Press Release Support (\$500 USD): Includes Microsoft approval of a partner-drafted press release and quote attributed to a Microsoft representative.

Mini Case study (\$500 USD): Showcases your solution and how it has benefited from development on the Microsoft cloud platform, in a one slide format

Social Promotion (\$500 USD): Social Promotion showcases the your solution and its use of Microsoft technology in a tweet on a Microsoft Twitter outlet with up to hundreds of thousands of global followers, including on [@Azure](#), [@Office365](#), [@MSFTDynamics365](#), and [@MSPartnerApps](#). Additional outlets, like [Financial Services](#), [Health](#), [Government](#), [Public Safety & National Security](#) or other outlets, can be requested

Co-Sell Bill of Materials

Customer presentation (\$500 USD): Partner-drafted deck introducing your solution to new customers.

Customer one-pager (\$500 USD): Showcases to potential customers the features of the your solution and the Microsoft cloud platform on which the solution was built. It can be used to fulfill the Customer One-Pager requirement for a GTM Ready or Co-Sell Ready listing in OCP Catalog

Customer Case Study (\$2,500 USD): Two page customer case study written by Microsoft showcases success of a customer using a your solution. The case study will be published on the primary Microsoft customer reference outlet, customers.microsoft.com.

Gold Benefits

Executed through the GTM Resource Desk gtm@Microsoft.com

Gold GTM Benefits: *Core*

Included in Gold competency attainment

Silver Core Benefits+

Bi-directional lead sharing through Partner Center Sales Connect

Partner Center Priority Customer Matching

Marketing Consultation with GTM Resource Desk: A personalized consultation with a marketing specialist that includes a review of your go-to-market materials and getting you enabled in the Microsoft Partner Demand Center (PDC). The PDC runs lead generation campaigns aligned to key solution areas that are partner first, Microsoft supported campaigns and target Microsoft customers.

- Selection of one review offered at the Silver core benefit level
- PDC Enablement: Lead capture landing page in the Microsoft Partner Demand Center
- Customized, co-branded campaign bill of materials aligned to solution area campaigns designed to drive demand for partner solutions in the Partner Demand Center. Campaign BOM includes:
 - Lead capture landing page, instrumented in the Microsoft Partner Demand Center
 - Editorial review of an existing partner asset
 - A set of automated nurture emails to further qualify leads
 - Campaign playbook and best practices guide

Gold GTM Benefits: *Paid*

Requires funding

Lead Generation Campaign in the PDC (\$30,000 USD): Generate qualified leads for your solution with a co-branded, co-messaged digital marketing campaign executed through the Partner Demand Center (PDC). All campaigns are aligned to key solution areas that and are partner first, Microsoft supported

Partner Seller Readiness (\$8,500+ USD): Revolutionize your approach to selling cloud services and increase sales pipeline velocity. Microsoft partner CSG Services delivers a customized 3- to 4-day training workshop to help partners accelerate sales for their solution built on the Microsoft platform

Secret Shopper (\$10,000 USD): Optimize your profitability and grow your revenue by improving your customer buying experience through a comprehensive secret shopper assessment and improvement plan

Sales Enablement (\$15,000+ USD): Increase sales with materials that position the offering value, target audience, and differentiator

P2P Workshop (\$20,000 USD): Expand your business by learning how to effectively leverage partnerships

Global Expansion (\$5,000+ USD): Partners who have proven themselves domestically to scale their business through international expansion. In order to support partner expansion in prioritized countries, we have partnered with AIM International, a consulting agency, to provide a Global Expansion Enablement program to help partners get ready and enter new markets

Workshops (\$8,000+ USD): Learn from experts, train your sale teams, and grow your business through multi-day workshops including: Envisioning Workshop, Business Design Workshop, Solution Definition Workshop, Launch Planning Workshop, Sales Readiness Workshop, Pipeline Acceleration Workshop, Sales & Marketing Campaign Workshop, Customer Journey Analysis Workshop

Animated Mini Commercial (\$2,500 USD): Partners can increase awareness of their solution through execution of a 60-90 second Animated Mini Commercial highlighting the solution's benefit

Telesales (\$10,000+ USD): Develop and grow your qualified sales pipeline with outbound telesales resources

Marketplace GTM Benefits

Executed through GTM Resource Desk gtm@Microsoft.com

Marketplace Go-To-Market Benefits

Earn GTM benefits just by listing your solution or service in Azure Marketplace or AppSource. The more you offer in the marketplace, the greater your benefits.

ALL LISTINGS

- White-glove AAD Integration and Onboarding
- OCP Catalog Listing
- Marketplace Listing Optimization
- Marketplace Blog with Newsletter and Social Amplification
- Marketplace Performance Insights

TRIAL

All listing benefits+

- Social Promotion Spotlight
- Press Release Support
- Mini Case Study
- Marketplace Featured Apps and Category Promotion **
- Learning Media Webcast **
- Industry Blog Post **

CONSULTING

All listing benefits+

- Social Promotion Spotlight
- Press Release Support
- Mini Case Study
- Azure Sponsored Accounts *
- Marketplace Featured Apps and Category Promotion **
- Learning Media Webcast **
- Industry Blog Post **

TRANSACTION

All listing benefits+

- Social Promotion Spotlight
- Press Release Support
- Mini Case Study
- Marketplace Featured Apps and Category Promotion **
- Learning Media Webcast **
- Industry Blog Post **
- Test Drive Sponsorship **
- Microsoft Executive PR Endorsement **

Only applicable to Azure Marketplace

Marketplace GTM Benefits

White-glove AAD Integration and Onboarding: Support with Azure Active Directory integration

OCP Catalog Listing: Listing showcasing your solution to Microsoft sellers and marketers

Marketplace Listing Optimization: Personalized support for improving your solution listing

Marketplace Blog with Newsletter and Social Amplification: Feature in a marketplace blog post with additional promotion

Marketplace Performance Insights: Dashboard showcasing visitor activity for your marketplace listing

Social Promotion Spotlight: Post on Microsoft Twitter outlet highlighting your solution

Marketplace Press Release Support: Approval of partner-drafted press release and Microsoft representative quote

Mini Case Study: Single-slide about your solution and how it benefits from development on the Microsoft platform

Marketplace Featured Apps and Category Promotion*: Promotion in featured spots in Azure Marketplace or AppSource

Learning Media Webcast*: Reach Microsoft sellers via a live recorded webcast featuring your speakers

Industry Blog Post*: Guest post on Microsoft product and industry blog properties

Test Drive Sponsorship*: Featured promotion, higher search positioning, and improved sales conversion rates

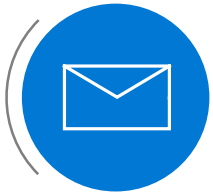
Microsoft Executive PR Endorsement*: Executive endorsement for your new marketplace listing

** Requires MPN Gold Competency and Co-Sell Ready Listing in OCP Catalog*

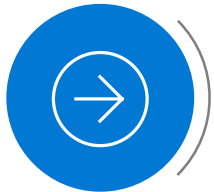
Next Steps



Join Microsoft Partner Program
<https://partner.microsoft.com>



Email GTM Resource Desk with questions
gtm@microsoft.com



Access resources to get started



Advice and Training

Smart Partner Marketing
aka.ms/smartmarketing

Content and Resources

Partner Marketing Center
aka.ms/pmc

Services

GTM Services
microsoftgotomarket.com
Social Syndication
aka.ms/get.social