

Partner Go-To-Market Services Overview

*As a member of the **Microsoft Partner Network**, you have access to resources that can help you create and execute your go-to-market plan to increase awareness, generate qualified leads, and expand your business.*



Promote your business and take your app or service to market with help from Microsoft



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



Coming in 2018 Services

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

Your Microsoft Partner Network membership includes access to go-to-market resources and benefits



All Members of the Microsoft Partner Network

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



Members with a Silver Competency

Launch and grow your business through marketing assets and digital optimization



Members with a Gold Competency

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



Members with a Marketplace Listing

Increase awareness and accelerate the success of your app or service in the Microsoft marketplace (AppSource, Azure Marketplace)

Go-to-market resources and benefits for partners

When you attain a competency, you receive marketing-related benefits that support your business and help you reach more customers

All Members of the Microsoft Partner Network

All members of the Microsoft Partner Network have access to these resources:

- Education and best practices focused on modern marketing
- Customizable marketing, sales and readiness assets
- Curated, customizable marketing content provided within an automated syndication platform for social, email, and blog.
- Access to list of recommended agencies

Members with a Silver Competency

Member resources plus the following benefits

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 kit review

A La Carte Paid Services

- Social promotion
- Mini case study
- Press release support
- Customer one pager
- Customer presentation
- Customer story

Members with a Gold Competency

Silver competency benefits plus the following benefits

Benefits

- Co-sell ready listing optimization*
- Marketing consultation services with GTM Resource Desk*
 - Selection of one review offered to members with silver competency
 - Lead generation assets: co-branded digital marketing campaign materials, including landing page in Microsoft Partner Demand Center to support generating leads

A La Carte Paid Services

- Social promotion
- Mini case study
- Press release support
- Lead generation campaign in the PDC
- Mini commercial
- Partner seller readiness
- Secret shopper
- SEO & SEM demand generation
- Global expansion enablement (ISVs, MSPs, and SIs only)
- Customer one pager
- Customer presentation
- Customer story
- Customer case study (written by Microsoft)
- Sales enablement
- Social selling program
- Telesales campaign
- Workshops

* Available by the end of calendar year 2018

Go-to-market resources for every partner

Included in your Microsoft Partner Network program membership

Education

Smart Partner Marketing is dedicated to helping you transform your growth with digital marketing. On the Smart Partner Marketing website, you'll find best practices and recommendations from other Microsoft partner companies who are successful and credit some of that success to marketing.

- Market insights and research from peer partners and benchmarks to help guide strategies and growth
- Guided digital marketing growth path to assess current capabilities and how to get to the next level
- Free digital marketing training to skill up marketing teams

aka.ms/smartmarketing

Social + Email Syndication

Microsoft Digital Marketing Content On Demand connects with your social media accounts and email lists and enables you to select, customize, and share content.

- Comprehensive 10-week 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 your company's social media accounts without action from you

aka.ms/get.social

Marketing And Sales Content

The Microsoft Partner Marketing Center offers you customizable marketing, sales, and readiness materials.

- Customer pitch decks
- Copy blocks for use on websites or social media
- Customizable pre-written emails
- Professionally developed marketing assets to utilize in campaigns

aka.ms/pmc

Silver competency go-to-market services

Included in silver competency attainment

Program member resources+

Marketing consultation with GTM Resource Desk (available end of year 2018): Personalized consultation with a marketing specialist includes a review that provides actionable recommendations of your partner listing and the selection of **one** of your go-to-market materials: sales and marketing bill of materials, website review, value proposition or the templated campaign



Partner Listing Optimization

A review of the partner's listing on Microsoft channels to ensure the messaging and supporting content is up-to-date and written in a way that attracts and engages customers.



Sales and marketing bill of materials

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, with each asset assessed against a tailored list of criteria for compelling customer communications.



Website review

A website review focuses on evaluating your current website to identify ways it could better support your go-to-market efforts.



Value proposition

Centers on your value proposition and its efficacy in positioning the unique elements of your solution and the benefits in opting to work with you



Templated campaign kit

Ready-to-go digital customizable marketing campaign kit aligned to solution areas. The GTM Resource Desk will provide the campaign kit with a campaign playbook to support you in customization and will review assets and provide actionable recommendations for optimization. Campaign kits include:

- Landing page template
- Social promotion templates (LinkedIn, Facebook, and Twitter)
- Demand generation and nurture email headers
- Acquisition asset templates, with ability to customize with logo and case study
- Campaign playbook and best practice guide

Silver competency go-to-market services for purchase

Purchase additional go-to-market services that help build your business



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 benefits from development on the Microsoft cloud platform in a one-slide format.



Social promotion (\$500 USD)

Showcases your solution and its use of Microsoft technology on a Microsoft Twitter outlet with up to hundreds of thousands of global followers, including on [@Azure](#), [@Office365](#), [@MSFTDynamics365](#), and [@MSPartnerApps](#).

Co-sell Bill of Materials

Customer presentation (\$500 USD)

Partner-drafted, Microsoft-reviewed deck introduces your solution to new customers.

Customer one-pager (\$500 USD)

Partner-drafted, Microsoft-reviewed datasheet published on Microsoft.com showcases to potential customers the features of your solution and the Microsoft cloud platform on which the solution was built; can be used to fulfill the customer one-pager requirement for a listing in OCP Catalog.

Customer story (\$500 USD)

Partner-drafted, Microsoft-reviewed case study showcasing the success of a customer using your solution.

Gold competency go-to-market services

Included in gold competency attainment

Silver competency benefits +

Marketing consultation with GTM Resource Desk (available end of year 2018): 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).



Partner Demand Center Enablement

The Microsoft Partner Demand Center runs lead generation campaigns aligned to key solution areas that are partner-first, Microsoft-supported campaigns and target Microsoft customers. As part of becoming enabled in the Partner Demand Center a partner will have their own lead capture landing page and a set of custom automated nurture emails to further qualify leads.



Lead Generation Assets

Co-branded campaign bill of materials customized for the partner that are aligned to key solution area. The materials are designed to help a partner successfully run a lead generation campaign that will drive demand for their solutions. The materials will be utilized to get the partner enabled in the PDC and given to the partner to utilize in their own digital marketing campaign. Campaign BOM includes:

- Lead capture landing page
- A set of automated nurture emails to further qualify leads
- Editorial review of an existing partner asset
- Campaign playbook and best practices guide

Gold competency go-to-market services for purchase

Purchase additional go-to-market services that help build your business

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). Campaigns are aligned to key solution areas 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.

Sales enablement (\$15,000+ USD)

Increase sales with materials that position your offering value, target audience, and differentiators.

SEO & SEM demand generation (\$10,800 USD)

Increase visitors with careful content planning, technical optimization tactics, and a targeted SEM campaign.

Workshops (\$9,000+ USD)

Learn from experts, train your sales teams, and grow your business through multi-day workshops, including Envisioning, Business Design, Solution Definition, Launch Planning, Sales Readiness, Pipeline Acceleration, Sales & Marketing Campaign, and Customer Journey Analysis.

P2P workshop (\$20,000 USD)

Expand your business by learning how to effectively leverage partnerships.

Telesales (\$10,000+ USD)

Develop and grow your qualified sales pipeline with outbound telesales resources.

Mini commercial (\$4,000 USD)

Increase awareness of your solution through execution of a 20-30 second video highlighting your solution's benefits.

Social selling program (\$495+ USD)

Learn about social selling and leveraging LinkedIn.

Global expansion (\$5,000+ USD)

Scale your business through international expansion after proving yourself domestically. To support ISV, MSP, and SI partners expansion in prioritized countries, we have partnered with AIM International, an ISV consulting agency, to help partners get ready and enter new markets. Available to ISVs, MSPs, and SIs only.

Customer case study (\$2,500 USD)

Two-page customer case study written by Microsoft showcasing the success of a customer using your solution and published on the primary Microsoft customer reference outlet, customers.microsoft.com.

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.

Optimize your Microsoft marketplace listing

List your app or service in Azure Marketplace or Microsoft AppSource to get access to marketplace go-to-market benefits. The more you offer in the marketplace, the greater your benefits.

To get started, review the online [Publishing guide](#) and download the [Best practices guide](#)

All Listings

- White-glove Azure Active Directory (AAD) integration and onboarding
- OCP catalog listing
- Marketplace listing optimization
- Marketplace blog with newsletter and social amplification

Trial

- All listings benefits, plus*
- Social promotion spotlight
 - Press release support
 - Mini case study
 - Marketplace category promotion **
 - Microsoft seller webinar **

Consulting

- All listings benefits, plus*
- Social promotion spotlight
 - Press release support
 - Mini case study
 - Marketplace category promotion **
 - Microsoft seller webinar **
 - Azure sponsored accounts *

Transact

(Azure Marketplace only)

- All listings benefits, plus*
- Social promotion spotlight
 - Press release support
 - Mini case study
 - Marketplace performance insights
 - Marketplace category promotion **
 - Microsoft seller webinar **
 - Test drive sponsorship **
 - Microsoft executive PR endorsement **

* Requires silver or gold competency | ** Requires gold competency

Marketplace go-to-market services

Increase awareness and accelerate the success of your app or service in the Microsoft marketplace (AppSource, Azure Marketplace)

Marketplace listing optimization

Personalized support for improving your solution listing

White-glove AAD integration and onboarding

Support with Azure Active Directory integration

OCP catalog listing

Listing showcasing your solution to Microsoft sellers and marketers

Social promotion spotlight

Post on Microsoft Twitter outlet highlighting your solution

Marketplace blog post with newsletter and social amplification

Feature in a marketplace blog post with additional promotion

Microsoft seller webinar**

Live recorded webcast featuring your speakers reaching Microsoft sellers

Marketplace press release support

Approval of partner-drafted press release and Microsoft representative quote

Marketplace performance insights

Dashboard showcasing customer activity for your Azure Marketplace Transact listing

Mini case study

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

Azure sponsored accounts*

Free Azure to distribute to your customers to encourage new sales opportunities

Test Drive sponsorship**

Funding to cover the cost of executing a Test Drive in Azure Marketplace

Marketplace category promotion**

Promotion in featured spots on Azure Marketplace or AppSource

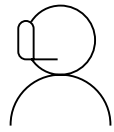
Microsoft executive PR endorsement**

Executive endorsement for your new marketplace listing

* Requires Silver or Gold Competency | ** Requires Gold Competency

Go-To-Market Resource Desk Services

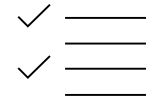
The GTM Resource Desk is a team of marketing specialists that will support partners in executing go-to-market activities



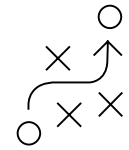
Your **point of contact** for help, expertise, and guidance



Global operating model that supports 14 languages*



Advise on a **go-to-market plan** in alignment with your marketing and sales objectives



Marketing specialist works with you to review and **execute go-to-market activities**

* By the end of calendar year 2018 the GTM resource desk will support these languages: English, Korean, Spanish, Portuguese, Italian, German, Russian, Dutch, Czech, French, Polish, Japanese, Mandarin, Turkish

Resources

Advice and training

Smart Partner Marketing
aka.ms/smartmarketing

Content and Resources

Partner Marketing Center
aka.ms/pmc

Services

Go-to-market services
microsoftgotomarket.com

Social syndication
aka.ms/get.social



Join the Microsoft Partner Network
partner.microsoft.com/membership/

Learn more about competencies
<https://partner.microsoft.com/membership/competencies>



List your solution in a Microsoft marketplace
docs.microsoft.com/azure/marketplace/marketplace-publishers-guide



Email the GTM Resource Desk for activation
GTM@microsoft.com

