

# Demand Generation Campaign

**Generate leads** for your solution with a co-branded digital marketing campaign aimed at your target customers, including Microsoft customers. Our experienced marketing team will provide one-on-one assistance with end-to-end nurture marketing campaign design, development, and delivery. We help you generate qualified leads so you can focus your efforts on converting those leads to sales.

MPN competency required: Gold

\$25,000+  
USD

*One-on-one engagements* with a Partner Experience Manager to support you through each step of the campaign

*Design of campaign assets* including landing page, emails, demand gen assets, etc.

*Deployment of Marketo landing environment*, nurture marketing assets, and flow

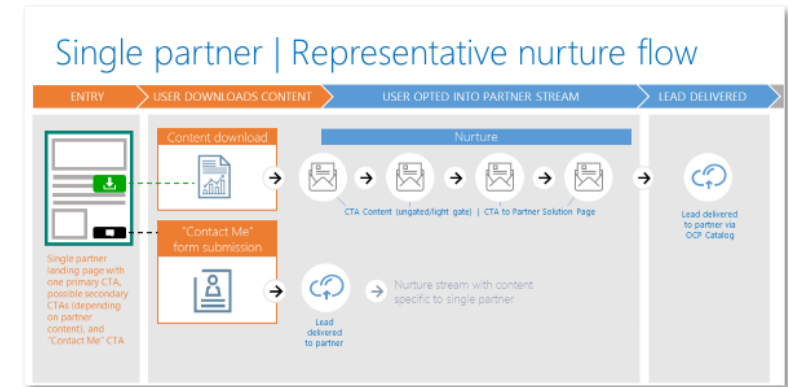
*Automated lead handoff and reporting*

*Custom digital marketing campaign* including strategy, media buy, optimization, and reporting

*Enterprise Channel Managers and field sellers aligned* to top opportunities at campaign close

*Proof of Concept workshop* conducted with top opportunities following campaign close

\*Note: For \$25-\$50K campaigns, partner must provide 3+ compelling nurture assets with partner and Microsoft content. For \$50K+ campaigns, content will be created as part of the package.



*"With the Nurture Marketing Campaign facilitated by Microsoft and the Go-To-Market Services team, we were provided with expert resources and proven processes. This ultimately resulted in a fantastic campaign which delivered over 1.5 million impressions and 3,000 clicks." – Andre Pinkowski, Commercial Director, Single Cell*

# Getting Started with GTM Services



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