Marketing use case | Coordinate Market Research

Potential benefits [First draft faster] [Cost per lead]

1. Define the objective

Prepare a brief for your upcoming research by using Copilot for your first draft and tagging other key documents.

Copilot
Copilot in Word

Summarize many types of documents, including PDFs and website content, making it easier to consume dense content online.

2. Determine your approach

Meet the research team with your objective in hand. Determine the best research approach over a Teams meeting. Rely on Copilot in Teams for action items.

Copilot in Teams

Keep the conversation flowing onto meaningful topics to help cover the agenda quicker and reduce meeting times.

3. Discover market trends

Select the Show data insights prompt in Copilot in Excel.

Copilot in Excel

Use Copilot to help you explore and **understand your data better.**

6. Communicate results

Starting in a new email, prompt Copilot in Outlook to create a dynamic message that includes key links.

Copilot in Outlook

Document and socialize the research findings to help better inform product strategy.

5. Present the findings

In a new PowerPoint file, select the default Create presentation from file.

Copilot in PowerPoint

Let Copilot help you build a presentation by **generating slides** or images with your organization's branding.

4. Create a compete snapshot

Prompt Copilot in Word to draft you an internal snapshot of the findings, citing the results.

Copilot in Word

Don't start with a blank page again. Draft with Copilot and get to a finished document in a fraction of the time.