Marketing use case | Product Launch

Potential benefits (Intel gathering) (First draft faster) (Streamlined collaboration)

1. Learn about your customer

Use Microsoft 365 Chat to gather market research data to better understand your customer.

Copilot

Rapidly get up to speed to focus on key issues and concerns. Have additional time to identify key pain points for customer.

2. Craft your positioning

Leverage those insights to draft a strategy document for brand awareness using Copilot in Word.

Copilot in Word

Create a draft of the announcement blog from your current documents.

3. Pitch your positioning

Present your plan to the leadership team and use Copilot in Teams to summarize the meeting and identify action items to ensure a successful product roll-out.

Copilot in PowerPoint
Copilot in Teams

Create a presentation from your blog document to present to sellers about the new offer and product that's coming to market.

6. Celebrate success

Use Copilot Chat to generate ideas for a punchy LinkedIn post for launch day.

Copilot

Creating **captivating taglines** is an art – get started by using the power of the AI language model.

5. Prepare your team

Use Copilot in Outlook to draft an email to your stakeholder group and include Loop and Copilot Teams meeting recap.

Copilot in Outlook

Draft a thank you note to the engineering team, marketing team, and event team for their efforts.

4. Develop your assets

Query your current asset depository with Copilot Studio to see what assets are currently available. Use Copilot in Loop to collaborate on branding elements that are still needed.

Copilot Studio
Copilot in Loop

Prompt Loop in Copilot to "Brainstorm a list of creative ways to introduce our new product to customers."