

# Marketing use case | Creating a marketing Bill of Materials

Potential benefits

Streamlined collaboration

First draft faster

## 1. Whiteboard ideas

Use Copilot in Whiteboard or Copilot in Loop to brainstorm ideas around the assets needed to upcoming PR announcement.



**Copilot in Whiteboard**  
**Copilot in Loop**

**Kickstart your project** as you plan and collaborate easier with Copilot in Whiteboard or Copilot in Loop.

## 2. Create taglines

Come up with a clever tagline for the PR announcement that will be on all marketing materials, tying them together.



**Copilot**

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

## 3. Create a MPF

Draft your messaging and positioning framework by starting with Copilot in Word and referencing key documents.



**Copilot in Word**

Get to a **first draft quickly** by relying on Copilot in Word for starting your MPF.

## 6. Track inventory

Use Copilot in Loop to collaborate with graphic designers and various groups on status of assets (draft, in design, in review).



**Copilot in Loop**

Use Copilot in Loop to collaborate and **stay in sync**.

## 5. Build assets

Build out additional assets like a product description and pitch deck with Copilot.



**Copilot in Word**  
**Copilot in PowerPoint**

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

## 4. Meet with product group

Meet with the product group and use Copilot in Teams to summarize the meeting and identify action items to ensure alignment on key features.



**Copilot in Teams**

**Leverage meeting recap** to capture action items and alignment to move forward.