PowerUP Lite
Guide Book

Microsoft

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FAQs

1. Who can participate in the PowerUP Lite Program?

Our program is open to Microsoft Partners who have closed at least one cloud sale and are committed to growing their customer base through digital marketing demand generation.

2. What do I get from Microsoft, and what does Microsoft expect from its participating Partners?

Microsoft provides you with the tools to create your own marketing campaigns quickly and easily through our PowerUP Lite Campaign generator. We also help you grow your marketing capabilities through our comprehensive marketing training webinars and the support of a local Cloud Development Specialist. We can also guide you to the right resources to grow your marketing campaigns from there.

What we expect from you as a Partner is a commitment to starting a Cloud practice and improving your customer demand capabilities by using the marketing assets, and participating in our training. For a full overview of the program 'gives and gets', please see our page here (link to localized one pagers).

3. How much will it cost me to create a campaign?

The cost of creating a customized campaign is fully covered by the campaign generator tool, which we have made available to you free of charge, in order to support you in your mission to grow your customer base. There are some costs associated with using the assets in the web if you require paid media and agency support for sharing and implementing banners. You can either connect with a local digital marketing agency of your choice, or reach out to your Cloud Development Specialist who will provide you with some recommendations.
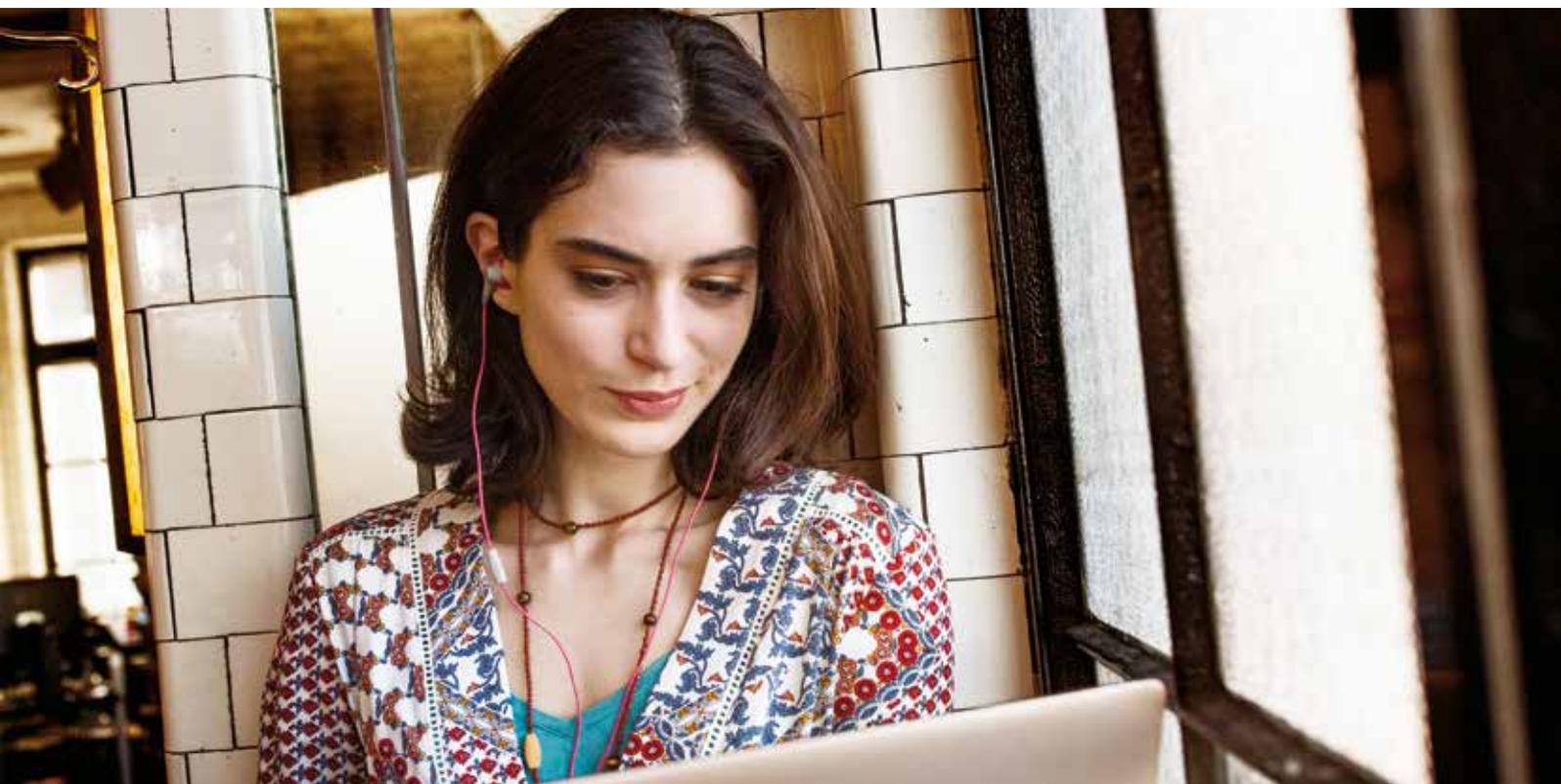
4. Whom can I contact, if I have any questions?

You can either contact your local Cloud Development Manager, Partner Marketing Manager or your distributor. Still confused? Connect to the person who told you about the program. They will be able to point you in the right direction!

5. How successful will the campaign be?

This depends on a variety of factors. Our most successful partners attract their customers through a unique value proposition oriented towards their customer pain points. This is why it is critical to reflect on how you want to position your organization in the customizable content portion of the campaign. For more details on how to write a successful profile, click here. Remember, the success of your campaign will depend on its reach (the number of contacts you communicate with and the number of mailings you send), and the relevance/attractiveness of your offer. Marketing does take time, but it pays off in the long run. Learn more on how you can optimize your marketing activities through our training modules, or visit our self-service portal at Smart Partner Marketing to learn more.

6. How much time does it take to create a customized cloud campaign?

The platform is optimized to make the process as quick, easy and painless as possible. We understand that not you may not be a marketer and that you are already very busy running your day to day business. That's why the input process is streamlined and will take just a couple of clicks to complete. Where you will need to invest the time is thinking about the profile of your ideal customer, their pain points

and how your company is positioned to help them solve their issues. It depends on how well you have articulated your value proposition. For more information on how to build your Unique Value Proposition (UVP), please click here for tips and tricks, or go to Smart Partner Marketing to learn how to tell your story.

7. May I combine Office 365 with other Microsoft products and services?

Absolutely! Successfully combining your products and services will allow you to better differentiate yourself versus your competitors. However, ensure the message is simple enough to grasp easily. You want to hook customers by addressing a key pain point, not bury them in too many details. You can then add more detail to your offering and pricing model in the customizable portions of the campaign landing page. Although we encourage you to offer your own products or services, we cannot approve integration of competitive products in the campaign.

8. Can the look and feel of the generated assets also be individualized?

To some degree. To keep the process simple for you, we have fixed a portion of the content related to the look and feel of the assets. This is generally the costliest part of campaign development. You can customize some of the assets, such as the banners, by mixing and matching a combination of pre-defined formats including content, size and copy. If you would like to develop a fully customizable campaign, consider participating in our PowerUP program. Connect with your Cloud Development Manager or Partner Marketing Manager to see if you are eligible to participate.

FAQs

9. How long does the website approval take?

Once you have submitted your profile for approval, it will take up to 2 business days to get the approval from your local Microsoft Marketing Manager.

10. May I upload documents for sharing?

No, not at the moment.

11. Can I set links to external Websites?

There is a field in the company profile where you can add your company website. Apart from that, you must not set links to external websites.

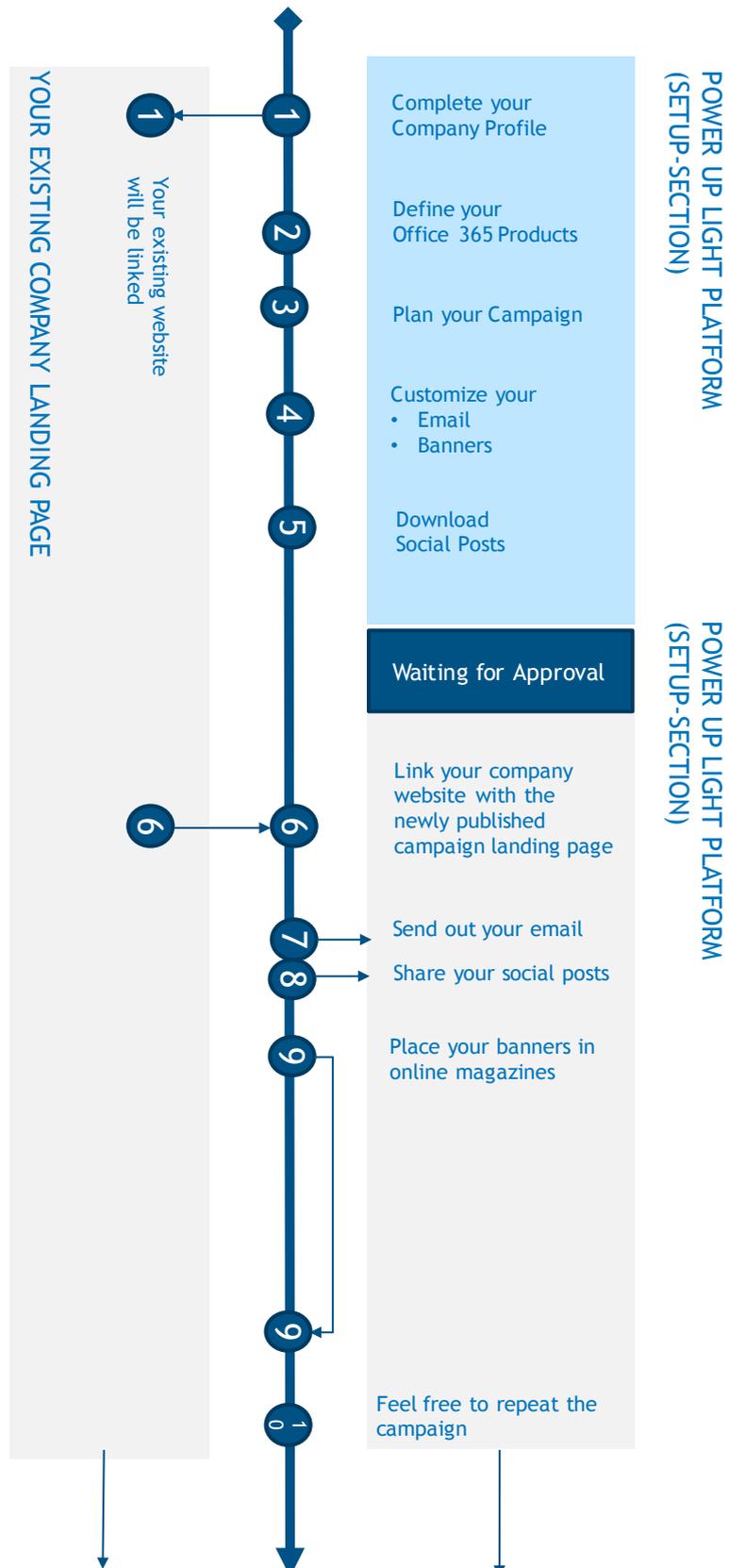**12. Can I cancel my campaign landing page at any time?**

Yes. In the settings, you can delete your whole profile permanently.

13. Can I measure the traffic to the website?

Yes, you can. This feature will be implemented soon.

CAMPAIGN OVERVIEW AND TIME TABLE

YOUR EXISTING COMPANY LANDING PAGE

Your existing website will be linked

POWER UP LIGHT PLATFORM (SETUP-SECTION)

1 — Complete your Company Profile

2 — Define your Office 365 Products

3 — Plan your Campaign

4 — Customize your
- Email
- Banners

5 — Download Social Posts

Waiting for Approval

POWER UP LIGHT PLATFORM (SETUP-SECTION)

6 — Link your company website with the newly published campaign landing page

7 — Send out your email

8 — Share your social posts

9 — Place your banners in online magazines

10 — Feel free to repeat the campaign

DEFINE YOUR CAMPAIGN

1. Complete your Company Profile

First, insert your company data, and the details of your sales and marketing contact people. The information about your company and sales person will be automatically implemented and published. The details about your marketing contact are for our internal records only and will not be published.

You MUST complete all company profile fields before closing this screen. If you do not populate all fields and save your data, the system will not save any details, and you will need to populate all fields from the beginning again.

Contact data tip: Do not publish personal phone-numbers/e-mail addresses. Make sure to publish business contact details, which someone is always available to answer.

Unique partner offer page:
Define your Office 365 offerings
You are responsible for defining your Office 365 offerings. Microsoft will not screen your individual offerings for relevance, because your communication and success depends on your business, audiences and strategy.

Think about which customers you will be targeting exactly and what type of language resonates with them. What are the pain-points that you address with your solution? The pages already contain plenty of product and feature information, so only add things which are UNIQUE and add value to your specific customers.

Additional offerings can include multiple elements, including: Services such as training and consulting; special applications built on top of your solution that improve business productivity for your specific customer

segment; additional Microsoft products or your own in-house solutions. Always describe how they benefit the customer and cover the most important topics - the more detailed, the better.

Tips:
• Keep text short – ideally around two short paragraphs.
• You can also outline your offering as bullet points if you prefer.
• Make sure your text is easy for customers to understand, and that it immediately communicates the relevant benefits to them.
• Make sure that your headlines are eye catching and clearly state how the customer benefits.
• Use the language of your customer.
• Address pain points and focus on solutions, not features.
• Don't be generic. Think about how your offering is different from and superior to alternative solutions.
• Align your offering and messages to your unique value proposition.
• Do not copy existing website copy into this page. This will not help your site ranking (for search engine functionality i.e.SEO). Describe your offers and services in your own words.
• For additional SEO optimization, repeat your most important keywords in headlines, main copy, and in the page data section.
• Always add a 'call to action' at the end of each offer. This could be something as simple as: 'Contact us now', or 'Come and visit us'. Just ensure that it is relevant to the offer you are presenting

Important Notes: This website is for Office 365 and related offerings only. Promotions (links/copy/pictures) for other products will not be published.

DEFINE YOUR CAMPAIGN

Pricing and details page:
Define your sales SKU details

Services section
1. Add your services to drive up the value of your offering, to differentiate your business and to increase your profitability.
2. The most common services partners offer include migration, deployment, customer training, technical support and other managed services.
3. Add any IP you are bundling here.

Pricing
1. Input the total value of your offering, including license costs, cost of additional services or IP.
2. Remember to input the relevant currency.

2. Plan your Campaign

• Ask yourself when is the best time to roll out your campaign. Ensure that all the relevant sales people will be in the office or easily reachable.
• Ensure your campaign landing pages are approved by Microsoft and are live.
• Check that your company website links to your new Office 365 promotional pages.
• Check: How long does it take to e.g., approve your offerings internally?
• Make sure that there are no bank holidays coming up, and don't share assets over the weekend.

Your website is the backbone of each digital campaign. The publishing of the promotional Office 365 pages is therefore mandatory.

a. E-mail

Choose the e-mail template, if:
• Personal addresses in your customer database are available (with opt-in).
• You have budget to buy customer e-mail addresses from a reputable local address broker.

Define your target audience by:
• Job role: In small or midsize companies, business decision makers are often responsible for the Office 365 purchase decision.
• Industry: Office 365 can be used within any industry. However, you may have more experience or expertise in relation to companies within a specific industry. Take this into account if necessary.
• Location: Are your customers local or national? Sharpen the radius!

DEFINE YOUR CAMPAIGN

Subject Line
The pre-set subject line is "Empower your business with Office 365". This can be changed.

Please consider the following questions:
• Is the subject line short (50 characters or less) and compelling?
• Is the subject line short enough to make sense for mobile users?
• Is the subject line spelt correctly?

Sender
• Is the sender's name a real person?
• Is the sender's name spelt correctly?
• Have you included the organization's name after the sender's name?
• Is the sender's e-mail address correct?
• Is the sender's e-mail address active?

Content
• Is everything spelt correctly?
• Have all grammatical errors been corrected?
• Is punctuation used correctly?
• Is the proper case (upper/lower) used throughout?
• Have you read the e-mail out loud to yourself to catch spelling/grammar mistakes that spell check will miss?
• Is text styling, like bold and italics and block quotes, used intentionally and sparingly?
• Do all of your links work?
• Is colored text used intentionally and sparingly?

Signature
• Is the signatory's name the same as the sender's?
• Is the signatory's name spelled correctly?
• Do you have an unsubscribe link?
• Make sure that you have aligned with your local attorney, to ensure you are following all local legal requirements.

b. Banners are the right assets, if

• If you have marketing budget for sharing on external websites. Benefit: Broad and national reach (depends on online platform).
• The banner formats can be implemented within the website-structure of your company website:

c. Social Posts can be used, if:

You have your own company page on Facebook, LinkedIn or other social media channels.

START YOUR CAMPAIGN

Be aware that your campaign roll-out starts after you publish your Office 365 website! Microsoft will send you an information e-mail following approval.

1. Place your campaign website link on your company website.

2. Send your e-mail.

The platform provides you with an email template for a newsletter you can send to your customers to make them aware of your Office 365 offerings. The product text is mandatory and cannot be changed, but there is also a section for you to add your own messages, company information, etc.

To get started, click 'send newsletter' to send the template to your own email address. You can then edit it from within your own email program before you send it out to customers.

You may edit the introduction paragraph if you wish. You must create your own copy for the two bottom sections highlighted in grey. The upper bottom section is a space where you can promote your individual Cloud offerings, which should match the offerings in your landing page. The lower bottom section is for your Partner contact details, including your Partner logo. The balance of the email is fixed content and cannot be revised.

Tips:
• Make a test-send internally before sending to your customers. Check, if all details of the email are correct, and are displayed correctly.
• Keep your subject line simple and focused.
• Make sure your list of Customer addresses is correct, and that you have their permission to contact them!

You have implied permission to email somebody if you have an existing business relationship with them. This could mean they are a current customer, donate to your charity, or are an active member of your website, club or community.
If you are unsure, please look for your local legal requirements.

3. Share your social post.

• If you have no Facebook company page, create one!
• http://www.andreavahl.com/facebook/how-to-set-up-a-facebook-page-10-point-checklist.php
• http://blog.hubspot.com/marketing/get-facebook-fans#sm.001trlupu1byfdvg10jhnnz9p8j3g

If you have an existing Facebook page in place:
• Place the link to your Facebook page on your website
• Invite your customers to like your fan age at Facebook
• Integrate below your e-mail signature a link to your fan page
• Promote your Facebook posts on with Facebook advertising
https://www.facebook.com/business/help/547448218658012

START YOUR CAMPAIGN

4. Place your banners

Before placing your banners, you need to define on which media-platform your banners should be placed. Maybe you have already a firm idea. If not, ask yourself the following questions, which can also be shared with a local media agency. The media agency will then work closely with you to develop a media plan that media buyers and/or content creators can implement.

• Your overall aim and ambitions.
• Your point of view on the challenge
  or opportunity.
• Any detail on your existing customers
  and your ideal target customers.
• Your competition (and what attracts
  people to them over you).
• Your point of view on media
  (if you have one).
• Specific objectives for communications
  and media.
• A budget.
• The key timelines and deadlines.
• Any restrictions (geography, creative
  limitations, stakeholders perspectives, etc.).
• Finally, any initial ideas you have.

5. Measure and repeat your campaign