

# Everything you need to get started with modern marketing



## What is PowerUP Lite?

If you've recently started selling Microsoft Cloud solutions, the PowerUP Lite program will give you easy ways of utilizing modern digital marketing to build sales faster – even if you have limited internal resources. For example, you'll get access to 'in-a-box' campaigns that can be customized quickly and easily using an intuitive asset generator.

Our objective, together with you: 10 net new Cloud customers within 12 months. And it's the PowerUP Lite digital marketing tools and techniques that will help you create the unique value proposition and market offering to get you there!



## How does the program work?

It's really simple: You show your commitment to leveraging modern digital marketing and building a Cloud business, and we help you succeed.

WHAT YOU GET	WHAT YOU GIVE
Fully designed, ready-to-go marketing campaigns	Minimum 1:1 campaign co-funding
Dedicated partner admin portal and asset generator	Campaign execution, whether in-house or through an agency
Go-To-Market funding to support digital campaign execution	Ongoing engagement and commitment to achieving sales targets
'PowerUP Get Started' training	Full participation in marketing readiness activities
Access to additional dedicated training and marketing enablement resources	Self-funding of website updates and SEO activities
Ongoing Account Manager and Marketing Manager support	
Best practice sharing with your peers	
Your entry point to the PowerUP program	



## Your Benefits

1. **Easy, fast implementation** of modern digital marketing techniques.
2. **Stronger market positioning** with a more differentiated offering.
3. **Modern, effective marketing for less** by sharing the costs with Microsoft.

We look forward to working with you!

Your Microsoft Partner Team