

Go-To-Market with Microsoft

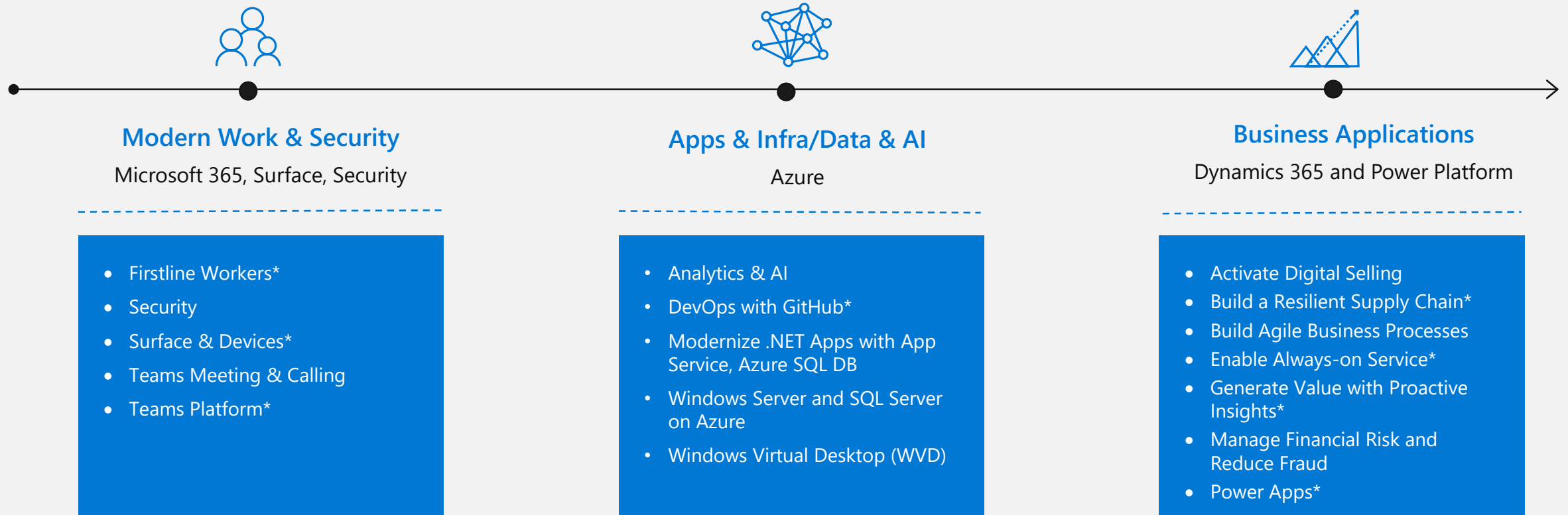
Sales Plays Campaigns



Introducing Go-To-Market Sales Plays

Without sellers in the field, digital marketing is more important than ever - and we're making it even easier to co-market with Microsoft. To accelerate lead generation and cloud customer acquisition at scale, Partners can now access, customize, and distribute entire marketing campaigns - aligned to your business needs - as part of your Microsoft Partner Network membership.

You have access to new digital marketing campaigns to support a robust, integrated go-to-market plan for your Microsoft Azure, Dynamics 365, and Microsoft 365 solutions. Below is a quick look at the campaigns available to you:



*Available for Enterprise segment only

Modern Work & Security

Empower users to work the way they want, safely and securely.

The nature of work has changed. Employees expect to work securely from anywhere, on any device, and they put a high premium on work that enriches and fulfills them.

With seven sales play campaigns available for Modern Workplace solutions, partners choose the campaign(s) that fit their marketing initiatives to improve employee productivity and satisfaction, and create more seamless communication and collaboration across locations and platforms while maintaining the security and integrity of systems and data.



1. Get started

[Sign up for Digital Marketing Content On-Demand \(DMC\)](#) to learn about the campaigns, check out the content, and kick off the process.

2. Find the right campaign

Campaigns in Partner Marketing Center	
Enterprise	SMB
<ul style="list-style-type: none">• Firstline Workers• Security• Surface and Devices• Teams Meetings and Calling• Teams Platform	<ul style="list-style-type: none">• Security• Teams Meetings and Calling

3. Sales Plays typically include:

- Sales play guidance
- Sales pitch decks
- Sales guides
- To-customer videos
- Thought leadership
- eBooks
- One slides
- Infographics
- Gated assets
- And more!

Apps & Infra/Data & AI

Meet customers at every step of their cloud journey

Advanced digital capabilities are disrupting every sector of the business world. From infrastructure and data management to industry-leading AI and Internet of Things (IoT) capabilities, customers need a cloud platform that's ready for their most ambitious goals to outperform their competitors—on their terms.

With nine sales play campaigns available for Azure solutions, partners choose the campaign(s) that fit their marketing initiatives to enable customers to gain agility and efficiency, drive innovation through new data-driven insights, and capture new advantages through cloud-based advances.



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2. Find the right campaign

Campaigns in Partner Marketing Center	
Enterprise	SMB
<ul style="list-style-type: none">Analytics and AIDevOps with GitHubModernize .NET Apps with App Service, Azure SQL DBWindows Server and SQL Server on AzureWindows Virtual Desktop (WVD)	<ul style="list-style-type: none">Analytics and AIModernize .NET Apps with App Service, Azure SQL DBWindows Server and SQL Server on AzureWindows Virtual Desktop (WVD)

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Business Applications

Empower customers to unlock growth in their businesses with Dynamics 365.

Help customers build stronger relationships and improve performance, find and nurture the right leads, and automate their line of business.

With 10 sales play campaigns available for Business Applications solutions, partners choose the campaign(s) that fit their marketing initiatives to enable customers to deliver innovative line-of-business solutions to solve real-world customer challenges.



1. Get started

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2. Find the right campaign

Campaigns in Partner Marketing Center	
Enterprise	SMB
<ul style="list-style-type: none">• Activate Digital Selling• Build a Resilient Supply Chain• Build Agile Business Processes• Enable Always-On Service• Generate Value with Proactive Insights• Manage Financial Risk and Reduce Fraud• Power Apps	<ul style="list-style-type: none">• Activate Digital Selling• Build Agile Business Processes• Manage Financial Risk and Reduce Fraud

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Enrich Partner Portfolio

Ensure future-focused applications, solutions and offerings that use Microsoft underlying technology.

With 14 sales play campaigns available for Enrich Partner Portfolio solutions, partners can select the campaign(s) aligned with their solution workload, and drive marketing initiatives to enable customers to deliver innovative line-of-business solutions to solve real-world customer challenges.



1. Get started

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2. Find the right campaign

Campaigns in Partner Marketing Center		
Solution	Enterprise	SMB
Teams	<ul style="list-style-type: none">Firstline WorkersSurface and DevicesTeams Meetings and CallingTeams Platform	<ul style="list-style-type: none">Teams Meetings and Calling
Azure Active Directory	<ul style="list-style-type: none">Firstline WorkersSecurity	<ul style="list-style-type: none">Security
PowerApps	<ul style="list-style-type: none">Build Agile Business Processes	<ul style="list-style-type: none">Build Agile Business Processes
Customer Insights	<ul style="list-style-type: none">Generate Value with Proactive Insights	<ul style="list-style-type: none">n/a
Azure OSS DB	<ul style="list-style-type: none">n/a	<ul style="list-style-type: none">Open Source Database Services On Azure
AI	<ul style="list-style-type: none">Analytics and AI	<ul style="list-style-type: none">Analytics and AI

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Get started today!

Sign up for Digital Marketing Content On-Demand

Or, visit the Go-To-Market with Microsoft website to learn more and activate your resources and offers.

<https://aka.ms/gtm>

