Windows Server 2008 and SQL Server 2008
End of Support Campaign
Quick Start guide for partners

Introduction and campaign objectives
Microsoft has created this set of campaign assets to support partners with driving leads and opportunities to modernize with the Microsoft Cloud. These customizable go-to-market assets highlight the benefits and opportunities presented by the forthcoming end of support for Windows Server and SQL Server, and the solutions available for businesses that need to modernize their infrastructure. They have been designed for you to use as part of your sales and marketing activities to reach more SMB customers, and grow your business. Use the resources below to help generate leads and drive engagement with your migration and Microsoft Azure offerings.

Campaign creation
1. Identify potential customers and prospects from your existing sales base to target with the campaign
2. Create a target prospecting list and go-to-market strategy
3. Collect a customer quote that summarizes why they modernized and what they got as a result. This will be used across all content to help create a more positive flavor, as well as adding a customer voice and example to increase appeal.
4. Prepare and personalize materials such as the infographic, PowerPoint presentation, emails, social ads and landing page.
5. Use the landing page content and layout to create a customized landing page on your website.
6. Personalize and send customer emails as part of a nurture campaign to drive traffic to your landing page. Use the infographic as a Call to Action.
7. Use the copy blocks in your marketing to ensure consistent messaging across all communications.
8. Follow up with interested customers to tell your story and show your expertise using the PowerPoint presentation.

Infographic
Facts and information about the challenges and opportunities presented by end of support, as well as the key benefits of modernization.

Emails
3 customer HTML email templates to use as part of a nurture campaign.

Landing Page
Customizable lead capture page content and design, driving infographic downloads.

Copy Blocks
3 copy blocks covering the 3 main pillars driving modernization – failure to comply with GDPR, security threats, and missed opportunities. Each copy block is available as 30, 50 and 100-word articulations.

PowerPoint Deck
An informative summary of the challenges businesses face with end of support, and how modernizing can help with cost, compliance, and digital transformation. Supporting notes are provided in the comments sections.

Social
Connect with more customers using the social posts across LinkedIn and Twitter.

How to customise campaign assets
All campaign assets can be customized with your specific branding. We also recommend that you add your own proposition message to differentiate your offer from your competitors and develop a compelling Call to Action. Adding customer testimonials that detail an experience explaining why they modernized and what they got as result will help create a more positive flavor, as well as adding a customer voice and example to increase appeal. Each document includes editable sections <<designated by placeholder text>> so it is clear where you can customize the asset.