



Marketing Services Catalogue

Go-To-Market with Microsoft





Go-To-Market with Microsoft

About the Marketing Services Catalogue





The [Go-To-Market with Microsoft program](#) has everything you need to build a robust marketing engine: digital content for campaigns, marketing technology (martech) to amplify your solution, and the support and resources to help grow your business. Also available is a comprehensive list of additional specialized marketing options to meet your unique needs.

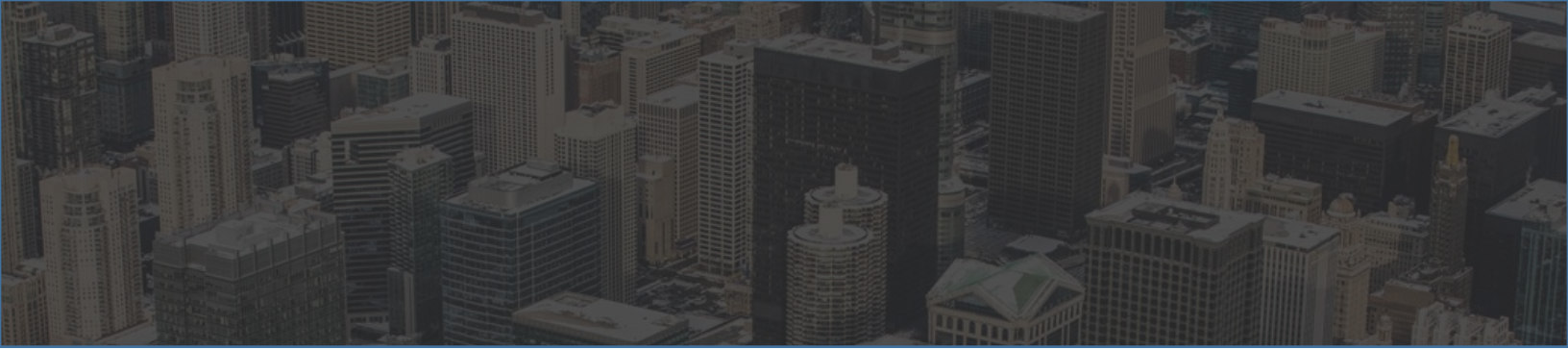
Our Marketing Services Catalogue is available to all partners and complements the Go-To-Market with Microsoft resources and offers with added depth and breadth.

Value to partners:

- Marketing services delivered by Microsoft-approved vendors at a negotiated price
- Great option for partners that do not have the bandwidth to execute in-house
- Most services are available globally

Available service categories

-  Consultations, training, workshops, and assessments
-  Demand generation
-  Event support
-  Global growth
-  Marketing strategy & planning
-  Sales & marketing collateral



Consultations, training, workshops, assessments

Co-Sell Operating Model Workshop

Apply best practices, systemized workflows, and a communication plan to implement a scalable and seamless co-sell experience.

Co-Sell Technical Strategy Consultation

Learn what it takes to migrate your solution to Azure and enable co-sell through Microsoft and partners while creating a transactable offering on Azure Marketplace.

Differentiate: Compelling Offers and Messaging Workshop

Get noticed! Learn from cognitive research and best practices from 100+ partner engagements to create compelling offers that excel relative to your competitors.

Digital Selling Coaching Program

Learn the art of digital selling. Identify where your buyers stand and influence them early in the buying cycle to unlock more business opportunities.

Online Presence Assessment (OPA)

Get clear insight into your current online presence in today's market, identifying factors that influence your online success and measuring your performance against national and industry benchmarks.

Partner-to-Partner 90-Minute Consultation

Address the issues that frustrate you most about your partner program to identify the biggest blockers and receive actionable recommendations.

Partner-to-Partner Channel Transformation

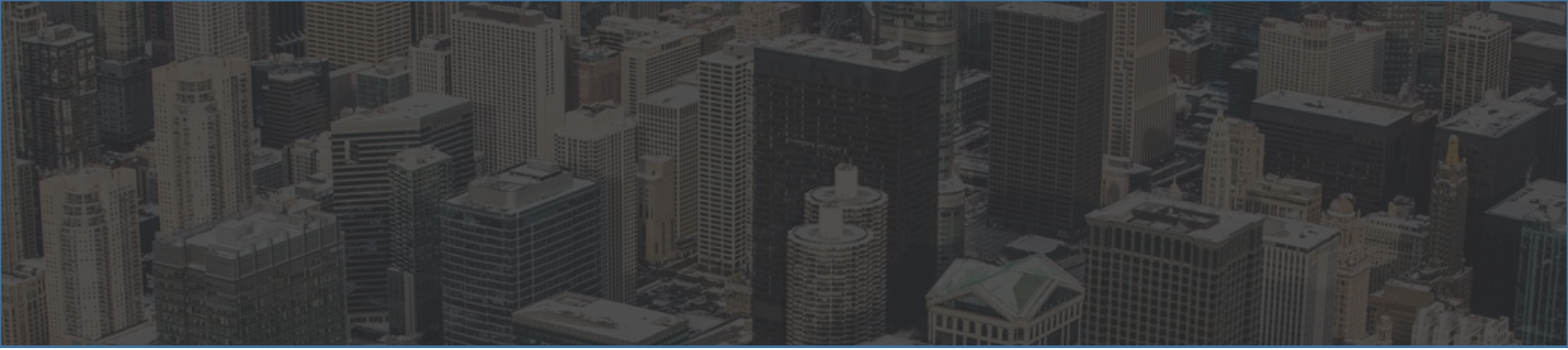
Pinpoint your standing in the new Microsoft P2P Maturity Model and get a free assessment and 30-minute discussion to get started tailoring your coaching session or workshop.

P2P Workshop: Landing and Securing Partnerships

Use your partner-to-partner sales play to engage deeply and go to market with prioritized partners, efficiently enable existing partners, and recruit valuable new partnerships.

Virtual Partner Strategy Workshop

Expand your business by maximizing your partnerships, utilizing a proven Framework and Operating Model.



Demand generation

Accelerate: Managed Lead Generation and ABM Campaigns

More leads! More sales! Accelerate lead generation through single or omnichannel campaigns, based on best practices from 90+ similar campaigns delivered for Microsoft partners globally.

Account-Based Marketing Activation

Identify a list of target industries and accounts to build your pipeline and exceed your sales goals through a laser-targeted ABM campaign for sales enablement.

Account-Based Marketing Campaign

Be hyper-targeted with this account-specific marketing campaign to create, accelerate & land deals with priority customers.

Co-Sell Management Platform

Automate and simplify your co-sell planning, execution, and referral and opportunity sharing with a turnkey software platform. Eliminate manual data entry and scale your Microsoft co-sell business with speed.

Custom Demand Generation Campaign

Create awareness and drive and nurture leads for your service or offering with a custom media channel strategy and campaign.

Customer Outreach Campaign

Leverage an audience-specific, 4-week content campaign to connect with customers and close deals, built with Microsoft best practices in mind.

Leads-in-a-box Campaign

Kick-start your business-to-business (B2B) lead generation by promoting a specific offer with digital marketing.

Event support

Meet daXai, your digital marketing mentor

Get methods, tools, templates, and access to experts. Begin with our free Microsoft Awards preparation module – always on, always available.

Virtual Co-Sell Event as a Service

Create your UN SDG 2030 focused digital marketing plan to promote your solutions on Microsoft Marketplaces.

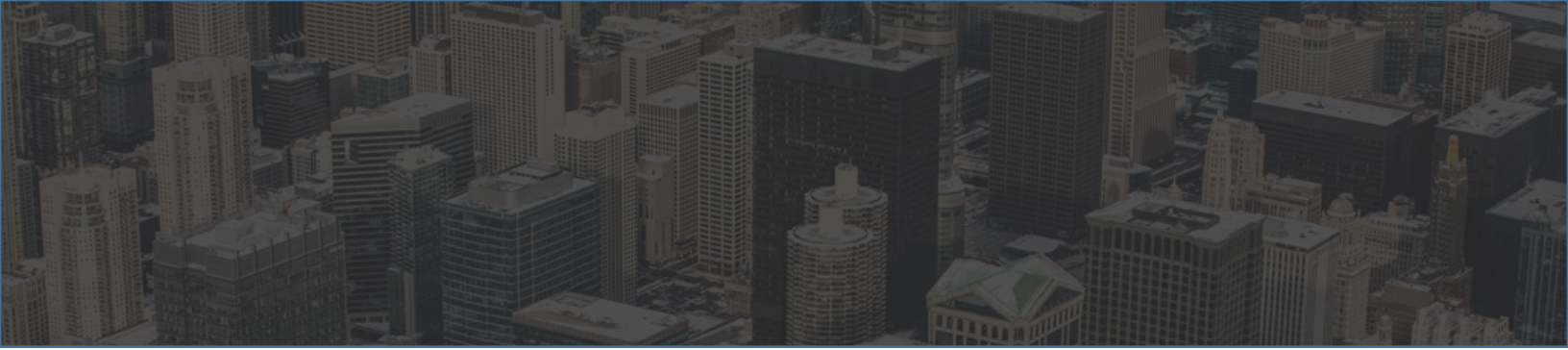
Global growth

Global Expansion GTM Strategy & Plan Development

For solutions-led companies, develop the right strategies and an executable plan to win new customers in more markets.

Global Expansion Partner Channel Development

For software-led companies, build a partner channel faster to reach new customers in more markets at scale.



Marketing strategy and planning

Buyer's Journey Map

Guide your customers on the path to your solution! Clarify the milestones and highlight opportunities by mapping their unique journey.

Consultation & Solution Offer Listing Service

A white-glove assistance service to publish your offer to the Microsoft commercial marketplace and access a global ecosystem of customers, partners, and Microsoft field sellers.

Social Command Center

Unleash the power of Social Listening at scale! We put the right people in the right place so you can have a reliable, unified, and scalable customer experience environment in your social channel and take decisions based on data.

Sales and marketing collateral

Content Credits Subscription

Award-winning B2B content, beautifully designed, to engage your audience, with the flexibility of a subscription system.

Co-Sales Enablement Kit

Enable your sales teams with the resources they need to best represent your joint solutions.

Excite: Sizzle Video for Digital Marketing

Spark excitement and customer awareness! Improve search rankings and drive more leads with a compelling 90-second live + motion graphics video.

#SDGDigitalMarketing Playbook

Create your UN SDG 2030 focused digital marketing plan to promote your solutions on Microsoft Marketplaces.

Video Case Study

Tell your story through the voice of your customer in a two-minute case study highlight video.

Video Stories

Our video tool will help you create professional videos (reference video, video series, vlogs) in an easy, quick, but professional way.

Co-Sell Operating Model Workshop

Co-sell is the platform to grow your brand with Microsoft. When your brand is elevated, you get more.



About the service

CORE's Microsoft Co-sell Operating Model applies best practices, systemized workflows, and a communication plan to cover all the elements involved in implementing a scalable, seamless co-sell experience. The model applies to big and small partners alike, new or seasoned. Successful co-sell strategies take focus, discipline, and consistency in execution in order to gain traction – and we're here to help guide you.

Partner benefits

- Access to Microsoft marketing programs and funds and resources from Microsoft in people and investments
- Increased visibility as a prioritized partner, with 10x more invitations to co-sell events and go-to-market efforts with specific industry or EOU sales plays
- Gain Microsoft executive leadership attention, along with increased frequency and access to Microsoft executive one-on-one meetings, events, round tables, etc.

Key results

- Partners who execute CORE's Co-sell Operating Model consistently increase their co-sell connections by 3-5x, their co-sell wins by 2x, and create a household brand name to and through Microsoft sales teams

"The streamlining of ISV Co-Sell operations by CORE has increased our sales engagement with Microsoft sellers and accelerated our current pipeline & new pipeline creation. The results were double the number of Co-Sell wins & ACR driven through Co-Sell deals."

- Gregory Lehrer, VP Strategic Technology Partnerships, VMware

Pricing

- USD \$4,000



Schedule your session:

<http://www.coretoyou.com>

Erin Figer : erinfiger@coretoyou.com

Learn more: <http://www.coretoyou.com>



Co-Sell Technical Strategy Consultation

Learn what it takes to migrate your solution to Azure and enable co-sell through Microsoft and partners while creating a transactable offering on Azure Marketplace. Future-proof your organization with born-in-the-cloud IP.



About the service

Migrating your solution to Azure and listing on the Marketplace is the first requirement for entry into managed and co-sell ready partner status – and the gateway to the FY21 P2P Maturity Model Microsoft has designed to help you accelerate your channel transformation. Take advantage of a 90-minute consultation to understand your solution's current state and your goals in the context of Microsoft's co-sell ready program.

Partner benefits

- Supportable, phased approach to migrating partners and business to a cloud-first strategy
- Enable partners to sell according to the Cloud Adoption Framework to gain mindshare in Microsoft's co-sell program
- Move through the co-sell process and requirements to attain co-sell ready status for your IP to get the same attention and help as managed partners

Key results

- Key recommendations and next steps to define your cloud-first strategy
- Alignment between technical, product, channel sales, product readiness teams on coming milestones and needs
- Architectural mapping of as-is legacy to the cloud model with recommended transition strategy
- Understanding of technical and business opportunities for target partners

Pricing

- Free initial assessment and discussion
- USD \$500 for a 90-minute consultation



Schedule your session:

info@genzium.com

Learn more:

<https://www.genzium.com/microsoft-p2p>



Differentiate: Compelling Offers & Messaging Workshop

Get noticed! Learn from cognitive research and best practices from 100+ partner engagements to excel relative to your competitors.



About the service

Want greater awareness with potential customers? Want more qualified leads? Through four 90-minute interactive online sessions (or a one-day, in-person workshop), tailored for your specific solution and target audiences, you will learn how to optimize your targeting, offers, value proposition, and messaging to stand out relative to your competitors. Plus receive a customer-ready solution sheet to enhance your demand generation activities.

Partner benefits

- **Differentiate your solution:** Development of a differentiated value proposition, customer benefits, and proof points for your solution.
- **Increase your chances for success:** Identification of customer targets that maximize your likelihood of success.
- **Drive sales:** Creation of offers that drive customer urgency and demand.

Key results

- 2-3X faster growth rate compared to industry averages
- Better offers and messaging in market faster
- Greater strategic alignment (internally and with Microsoft)

"These workshops are like a mini-Marketing MBA. It's fantastic. Practical, relevant, and targeted." Athena Thompson, CMO, rhiip (APAC)

Pricing

- Full workshop & asset: \$6,000*
- Mini workshop & asset: \$3,000

**Plus travel costs, if applicable



Schedule your session:

www.cadencepreferred.com/workshops/

Brent Johnson: info@cadencepreferred.com

Learn more: www.cadencepreferred.com



Digital Selling Coaching Program

Digitalization is changing the way we do business. Social Selling is a response to how the buyer's journey has changed. New tools, like LinkedIn Sales Navigator and new selling habits lead to sales success. It becomes a critical skill to navigate this new landscape and gain access in new markets



About the service

The Digital Selling Coaching Program helps sellers to optimize their connectivity, branding and engagement by building around three pillars: Customer centric LinkedIn profiles, Social Sharing Strategy and Social Listening. Participants will receive 4 coaching sessions and a 1:1 session, with a Microsoft and LinkedIn experienced coach to support and guide them through their business challenges.

Let your sellers experience the same coaching that over 10.000 Microsoft sellers experienced and give them the best opportunities to succeed in sales in the digital era.

Partner benefits

- Sales teams will learn how to create a professional brand, establish thought leadership, find leads, nurture leads, and expand their network
- Marketing teams will learn how to create a LinkedIn company page, set up a paid campaign for the right target audience, and analyze and improve the campaign

Key results

- Average creation of 8 sales leads, LinkedIn connection growth of 171 within 3 months, and SSI (social selling index) growth of 12 points for sales engagements
- 200% increase in post views, SSI growth of 14 points, and average LinkedIn connection size growth of 200+ for executive engagements

Pricing

- Sales/Marketing: USD \$3,250 for 5 participants (+\$650 per additional participant)



Schedule your session:

<https://aka.ms/Digital-Selling-Program> Tricycle

Job Thomassen: j.thomassen@tricycle-europe.com

Learn more: [Tricycle Digital Selling Program](#)



Go-To-Market with Microsoft



make marketing magic

Online Presence Assessment (OPA)

Get clear insight into your current online presence in today's market.



About the service

The Online Presence Assessment (OPA) covers all factors that influence an organization's online success, measures performance and sets this off to national and industry benchmarks. Integrating several best-of-breed tools, old school human intelligence, and a wealth of market data, the OPA gives organizations the knowledge they need to make the right strategic decisions.

Partner benefits

- A detailed report consisting of your current online performance set against the industry benchmark, with advice how to improve your scores
- Gain an overview of valuable insights on your online presence to know what next steps you should take to get your score on point

Key results

Insights often discovered:

- Value proposition is not clear
- Target audience is not addressed
- SEO: loading speed is slow
- SEO: top 5 keywords found by Google are often not ideal and are not product or market driven
- Calls-to-action are missing

Partner satisfaction score: 9 (scale 1-10)

Perceived average value is USD \$500



Pricing

- USD \$249



Schedule your session:

hello@bybwithmicrosoft.com

Learn more:

<https://byb.makemarketingmagic.com/online-presence-assessment>



Partner-to-Partner 90-Min Consultation

Address the issues that frustrate you most about your partner program to identify the biggest blockers and receive actionable recommendations.



About the service

Every independent software vendor (ISV) with a channel wonders why it can't get better, more consistent revenues from more partners. In just 90 minutes with an acknowledged expert in channel development, we'll identify the biggest blockers and provide you with actionable recommendations. Include as many participants as you like in this online consultation, which features whiteboarding and a recording that can be referenced after the session.

Partner benefits

- Understand why some of your partners are productive and why most are not
- Gain insights to help you achieve better performance from existing partners and convert your non-performers to increase total revenue

Key results

- Converting a non-performing partner to a consistent producer can increase revenues from the partner by 5x

"Thanks for your time and care to see that this program is complete. We have learned a lot with your session, videos, templates and content."

- Sivaleperi Ramakrishnan, CEO,
CEM Business Solutions

Pricing

- USD \$500



Schedule your session:

<https://theyorkgroup.com/services-for-microsoft-partners>

Harald Horgen: info@theyorkgroup.com

Learn more: www.theyorkgroup.com



Partner-to-Partner Channel Transformation

Pinpoint your standing in the new Microsoft Partner-to-Partner Maturity Model and get a free assessment and 30-minute discussion to get started.



About the service

Receive coaching and guidance on pre-defined topics to understand and work through milestones and activities per the Microsoft Channel Maturity Model. Or, customize a half-day or extended workshop with our OSRS facilitators based on your maturity level: Select topics including core elements of strategy, value and business outcomes, or partner alliances and programs (connect with, sell with, build with, and market with).

Partner benefits

- **Foundational:** Lay the foundation to grow from transactional to value-based partnering through learning, strategizing, developing core elements.
- **Developing:** Drive adoption, create recurring revenue by strengthening customer & partner loyalties. Make P2P actionable & repeatable to enable scale.
- **Mature:** Accelerate scale exponentially and future-proof your channel for a cloud-first ecosystem.

Key results

- Core elements in place to build a P2P program with an actionable plan that accelerates co-sell and adoption
- Stronger, more effective partnerships (existing and new), and increased scale and velocity of customer wins

"The Microsoft P2P campaign that we conducted resulted in an increase in customer wins of over 100%. The whole exercise has been extremely important in partner recruitment as well."

Pricing

- Free initial assessment and discussion
- USD \$400+ for 2-hour coaching sessions
- USD \$2,500 for half-day workshop
- Pricing varies for extended workshops



Schedule your session:
info@genzium.com



Learn more:
<https://www.genzium.com/microsoft-p2p>

P2P Workshop: Landing and Securing Partnerships

Use your partner-to-partner sales play to engage deeply and go to market with prioritized partners, efficiently enable existing partners, and recruit valuable new partnerships.



About the service

During this workshop we'll focus on finalizing your prioritized partner strategy, defining your approach and outreach plan, outlining your ideal Partner Pitch BOM, and providing best practices on securing your ideal partners. For virtual sessions, you'll have the option to split the workshop into two half-day working sessions.

Partner benefits

- **Relevant:** all deliverables are customized and based on your specific objectives
- **Actionable:** assets such as the executive engagement brief are polished and ready for immediate use
- **Integrated:** tightly aligned with your PiB for powerful, more consistent messaging
- **Optimized:** fully utilizes your existing Microsoft benefits

Key results

- Effectively communicate customer business outcomes, strong customer win formulas, and repeatable plays to move farther and faster towards co-sell objectives

Workshop Deliverables:

- Prioritized partner landing draft plan
- P2P executive draft brief

Pricing

- Free initial assessment and discussion
- USD \$5,000+ for full day workshop



Schedule your session:
info@genzium.com



Learn more:
<https://www.genzium.com/microsoft-p2p>

Virtual Partner Strategy Workshop

Expand your business by maximizing your partnerships utilizing a proven Framework and Operating Model.



About the service

This workshop exposes best practices to create a cloud-first strategy that will optimize success and drive more results. This workshop uniquely combines the expert guidance of Ultimate Partnerships Framework™ and CORE's Microsoft Co-Sell Operating Model to ensure alignment, focus, and successful traction. This model applies to big and small partners, new and seasoned. Let our partnership experts guide your success.

Partner benefits

- Spend a half day focused on developing and optimizing your partner-to-partner alignment and strategy, and understanding the investment of time and resources around executing a co-sell strategy that will accelerate your sales
- By the end of the workshop, partners will have designed a customized plan, learned best practices in recruiting and going to market with partners, and completed a Co-sell Operating Model with an action plan to get started

Key results

- Partners who execute the Framework and Operating Model consistently improve partner performance by 3-5x, double their co-sell wins, and create a household brand name to and through Microsoft sales teams

"The workshop allowed us to clearly action gaps in our current plan and create focus on partner mix and go to market strategies. We left with confidence to make the necessary adjustments for significant growth by applying the recommendations."

- Frank Rauch, Head of Worldwide Channel Sales, Check Point Software Technologies, Inc.

Pricing

- Starting at USD \$6,000
- Must have a Co-sell Ready or Co-sell Prioritized Offering



Schedule your session:

<https://ultimateguidetopartnering.com/contact/>

Vince Menzione: vincem@ultimate-partnerships.com

Learn more: <https://ultimateguidetopartnering.com>



Accelerate: Managed Lead Generation and ABM Campaigns

More leads! More sales! Accelerate lead generation through single or multichannel campaigns, based on best practices from 150+ similar campaigns delivered for Microsoft partners globally.



About the service

Accelerate campaigns help you get to market faster and exceed your goals. Target a list of companies (ABM) or industries. Campaigns come in small, medium, and large packages to meet most budgets. In many instances, partners can use incentive funds from Microsoft to pay for the campaigns. Media channel options include syndicated content, email, paid search, LinkedIn, Twitter, and display.

Partner benefits

- **In market fast:** Most campaigns are live within 4 weeks.
- **Guaranteed traffic:** Your campaign will achieve or exceed targets, or Cadence Preferred will continue to run the campaign at its cost until targets are achieved.
- **Right-sized for most budgets:** Campaign options enable partners of all sizes to get expert-led campaigns in market.

Key results

- Up to 150 leads or 6,000+ visits to the landing page, guaranteed, based on campaign size and media channel selected.

Pricing

Large campaigns: \$23,000 (first month) + \$12,000 each addtl. month (optional)

Medium campaigns: \$9,000 (first month) + \$5,000 each addtl. month (optional)

Small campaigns: \$4,000 (first month) + \$3,000 each addtl. Month (optional)



Schedule your session:

www.cadencepreferred.com/services/leads/

Brent Johnson: info@cadencepreferred.com

Learn more: www.cadencepreferred.com



Go-To-Market with Microsoft



AUDIENZ

Account-Based Marketing Activation

Activate your account-based marketing (ABM) campaigns with a comprehensive plan that targets your must-win accounts.



About the service

Account-based marketing (ABM) helps you engage and build relationships with high-value companies. Audienz will help you develop your ABM campaign strategy and plan to quickly activate targeted, personalized campaigns. We will help you understand your targets, update your messaging, plan your tactics, and help you prepare for a successful launch.

Partner benefits

- Receive a customized ABM campaign that includes revised messaging, target accounts, and tactical planning
- Build high-value relationships quickly with targeted and personalized campaigns



Key results



Pricing

- Starting at USD \$2,500
- Must have a readily available unique value prop, 3-5 marketing assets as context, and defined target market specifications



Schedule your session:

<https://audienz.com/>

Brian Johnson: msoffers@audienz.com

Learn more: <https://audienz.com/abmcampaignactivation/>



Account-based Marketing Campaign

Identify a list of target industries and accounts to build your pipeline and exceed your sales goals through a laser-targeted ABM campaign for sales enablement.



About the service

Our unique eight-week account-based marketing (ABM) campaign will accelerate the velocity of your market entry while helping you build your target list of ideal prospects. Execute highly-targeted marketing campaigns that appeal directly to the pain points and priorities of the decision-makers in your ideal organizations.

Partner benefits

- **Campaign strategy and implementation:** Develop audiences and build creative messaging that connects to a core value proposition and creative assets
- **Customer journey mapping:** Identify two key customer personas, including geography, industry, size, and job titles
- **Sales enablement:** Learn processes to increase points of contact, qualify leads, and accelerate handoff to the sales team to create more opportunities
- **Won deals:** We enable your sales team to win co-sell deals in targeted enterprise accounts.



Get in touch:

Ashleigh Vogstad: hello@transcends.ca



Learn more: <https://transcends.ca>
www.transcends.ca/abm-campaign



Key results

- On average, partners experience a 15:1 return on investment (ROI) upon completion of the campaign
- Highly-qualified, talk-ready leads in enterprise target accounts
- Horizontal and vertical stakeholder engagement: multiple roles and departments targeted

"The Transcends team has become a local extension to our global marketing team and have been delivering industry-leading MQLs during an immensely challenging time of the COVID-19 pandemic." - Katy, Informatica



Pricing

- USD \$24,400 + minimum ad spend of USD \$2,500 per month

Co-Sell Management Platform

Automate and simplify your co-sell execution and referral sharing with Microsoft using a turnkey software platform.



About the service

WorkSpan provides a cloud-based platform for efficiently managing and scaling your Microsoft co-sell business. Our platform helps you automate referral and opportunity sharing with Microsoft, streamline planning and execution of co-sell motions, and keep data synced between your CRM and Partner Center. WorkSpan will take care of the heavy lifting so you can avoid operational and IT burdens and focus on growing your co-sell business.

Partner benefits

- Automate co-sell referral and opportunity sharing with Microsoft Partner Center and sync data with your CRM
- Streamline co-sell execution with shared data views, workflows, and collaboration tools
- Track sales performance in real-time with auto-generated KPI reports and charts

Key results

Partners who run co-selling on WorkSpan:

- Eliminate many hours of manual data entry
- Increase co-sell pipeline by 50%
- Increase win rate by 25%
- Increase average deal size by 24%
- Give sales leaders daily updates vs end of month

Pricing

- USD \$1,500 per month to get started (annual commit)
- See all options on [Azure Marketplace](#)



Schedule your session:

<https://www.workspan.com/co-sell/cloud-microsoft>

Kijoon Lee: cosell-ms@workspan.com

Learn more: <https://www.workspan.com>



Go-To-Market with Microsoft



Custom Demand Generation Campaign

Create awareness while driving and nurturing leads for your service or offering.



About the service

Whether you're trying to generate leads, create brand awareness, establish thought leadership, or drive traffic to your Azure Marketplace listing, Allytics can help you reach your goals. Allytics will work with your team to optimize outreach to your target audience, generate a media channel strategy, create the right assets, and execute a media campaign to generate MQLs. Campaigns include weekly monitoring, reporting, and adjustments for performance optimization. Demand gen engagement typically last 2-3 months or longer.

Partner benefits

- Target Audience Discovery Workshop to define customer journey and media plan
- One hero asset (eBook, whitepaper, or video)
- Multichannel media strategy
- Demand gen assets (text/social/display) creation
- Media spend, execution, management, and optimization

Key results

- Increased revenue through leads on potential customers who are interested in your offering
- Campaign metrics vary by channel and are managed based on forecasts of impressions, clicks, and/or MQLs. On average, partners generate 250 - 350 clicks per \$1,000 of media spend

Pricing

- Starting at USD \$25,000 + additional options available to expand channels, content syndication, retargeting, and campaign duration



Schedule your session:

www.allytics.com

Sean Dowling: mspartnergtm@allytics.com

Learn more: www.allytics.com



Go-To-Market with Microsoft

Customer Outreach Campaign

Leverage an audience-specific, 4-week content campaign to connect with customers and close deals, built on Microsoft best practices.



AUDIENZ



About the service

A strong, customer-focused outreach campaign has the power to help you connect with consistent and meaningful messaging to strategically position your company as a thought-leader on specific topics. Our team learns about your goals and evaluates your existing content and channels, collaborating with you to turn that content into a unique, polished 4-week campaign to reach the right customers at the right time.

Partner benefits

- A robust, customized 4-week campaign that is ready to use
- Make connections and close deals with the right content for the right prospect at the right time



Key results



Pricing

- Starting at USD \$2,500
- Must have a defined campaign topic, defined comms outlets, and defined content/content needs



Schedule your session:

<https://audienz.com/>

Brian Johnson: msoffers@audienz.com

Learn more: <https://audienz.com/customeroureachcampaign/>



Leads-in-a-Box Campaign

Kick-start your business-to-business (B2B) lead generation to promote a specific product or service through digital marketing channels.



About the service

Test new markets and products through a low-risk, high-return lead generation campaign to secure marketing qualified leads (MQLs) and guide future strategies. Executed for more than 50 Microsoft partners worldwide, this offering is a great place to start your demand generation. This 12-week program includes: campaign strategy, Microsoft partnership education and strategy, goal setting, target customer identification, localized messaging (multi-language capabilities available), pay-per-click ads on Google and/or LinkedIn, weekly optimization, reporting and insights.

Partner benefits

- **Quick and effective:** In just 90 days, you will have concrete evidence to suggest whether your GTM strategy is a success or requires adjustments
- **Usable assets:** Gain a suite of assets for use and repurpose in future campaigns and digital marketing activities
- **'New market' plan enhancement:** Receive recommendations for opportunities and GTM plan enhancements
- **Promote AppSource and Azure Marketplace listings**

Key results

- **25-200 leads** average depending on target market and desired lead maturity
- **Insights** into target market and customer to validate product-market fit
- Ability to test **proofs-of-concept** (POCs) quickly and get the results necessary to develop a more extensive lead generation or nurture strategy
- **5+ page report** plus weekly reporting with real insights from digital platforms like LinkedIn and Google Ads, key learnings and actionable recommendations
- **Multi-language capability** for local campaigns available

Pricing

- USD \$9,900 + USD \$2,500 minimum ad spend



Get in touch:

Ashleigh Vogstad: hello@transcends.ca



Learn more: <https://transcends.ca>
www.transcends.ca/leads-in-a-box

Meet daXai, your digital marketing mentor

Put marketing success on cruise control. Shift to daXai. Get methods, tools, templates, and expertise to confidently master the customer buying journey. Begin with the free Microsoft awards preparation module.



About the service

daXai is "Marketing-as-a-Service" (MaaS) to help Microsoft partners simplify and streamline your messaging, create amazing thought leadership assets, run campaigns and access experts who can help you implement a best practices marketing journey. Get started with the free (and proven) Microsoft Award submissions preparation module. Capture your customer stories as they happen and be completely prepared to craft your submission next award season.

Partner benefits

Free version

- Learn what Microsoft wants in a winning award submission
- Capture key information as it happens so you are not scrambling during awards season

MaaS Version

- Access marketing experts for guidance and advice to improve campaign success and drive more leads
- Get free credits to use with any of our services – earn more credits as you use daXai

Key results

- At Inspire 2020, 48% of our clients were selected as either a winner or finalist
- Mercer-MacKay clients increase their chances of winning a Microsoft award by 20% when they follow this process

"Mercer-MacKay's in-depth knowledge of Microsoft & the award submission process helped MediaValet receive this incredible recognition."

- Maria Osipova, VP of Marketing, MediaValet

Pricing

- The awards preparation module is free. The annual membership for the full daXai program is \$4,997.



Schedule your session:

<https://www.daxai.com/>

Gail Mercer-MacKay: gailmm@daxai.com

Learn more: <https://mercermackay.com>



Virtual Co-Sell Event as a Service

Increase your brand awareness and business opportunities through an engaging virtual event experience using modern cloud-based technologies and world class best practices.



About the service

Meylah empowers partners to create infinite connections & opportunities through virtual event experiences. Our team of experts works closely with your team to develop a strategic & flexible game plan to help you launch your interactive virtual event in 4-6 weeks, along with setup for event registrations, speaker curation, virtual event streaming, and social media promotions.

Partner benefits

- Meylah will help you design an innovative and engaging virtual event experience using best practices
- We provide end-to-end service for hosting and promoting seamless virtual events using modern cloud-based technologies, including digital and social promotional content, hands-on speaker prep and support, post-event content and reports, and more
- Gain access to over 10M audiences through our strategic partnerships with Microsoft supported communities

Key results

- On average, partners will increase access to leads and opportunities by 10x and see 40% in time savings while having access to real-time analytics

"CloudExec Connect, a business building virtual event, generated over 500 business connections because of their experience in curated programming, technology and workflow process automation."

- Women in Cloud

Pricing

- Starting at USD \$5,000-\$7,000 for hosting one virtual webinar on Microsoft Teams
- Custom pricing for summits and conferences apply



Schedule your session:

<https://meylah.com/virtualevents>

Chaitra Vedullapalli: chai@meylah.com

Learn more: <https://meylah.com>





Global Expansion GTM Strategy & Plan Development

For solutions-led companies, develop the right strategies and an executable plan to win new customers in more markets.



About the service

In this four-week program, you'll build a tailored GTM plan to accelerate sales, build brand awareness, and increase your solutions' competitiveness. Develop the objectives, strategies, and execution timeline to achieve growth while accounting for local market conditions, the partner ecosystem, competitors, and engagement with Microsoft's field sales and marketing.

Partner benefits

- Develop a multi-year GTM plan that will result in the fastest and most cost-effective way to grow your sales in new markets
- Achieve results in weeks instead of months, gaining traction to reach more customers and win new sales
- Better leverage Microsoft Partner Network (MPN) benefits and Microsoft field teams to sell into Microsoft-managed accounts



Key results

- Partners leveraging this program typically recruit 10-20 partners and win new sales worth hundreds of thousands of dollars



Pricing

- USD \$20,000 – Customized service, includes readiness assessment, two-day strategy and GTM plan development workshop, and creation of custom materials
- USD \$5,500 – Guided service, includes readiness assessment, template-guided two-day strategy and GTM plan workshop (excludes creation of custom materials)



Schedule your session:

<http://aimcorpinternational.com/joomla254/index.php/resources/geo-expansion>

Paul Solski: information@aimcorpinternational.com

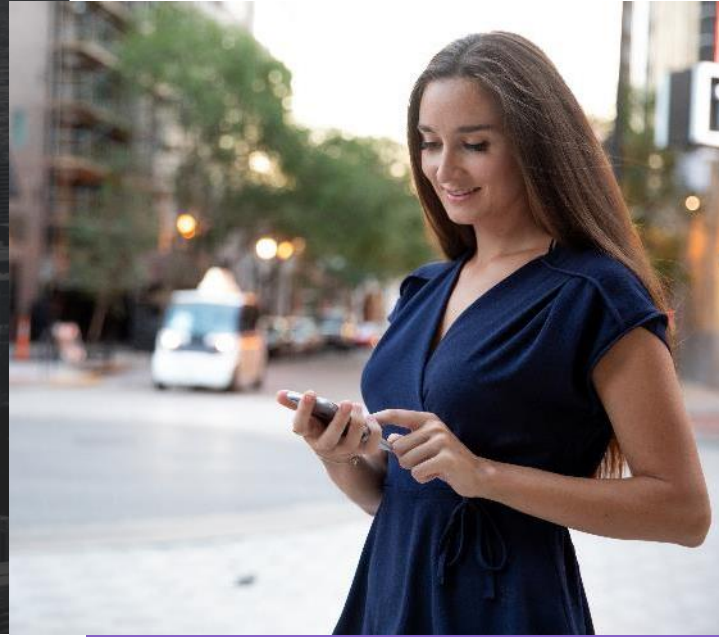
Learn more: www.aimcorpinternational.com





Global Expansion Partner Channel Development

For software-led companies, build a partner channel faster to reach new customers in more markets at scale.



About the service

In this eight-week service, you'll build a tailored partner program to prospect, recruit, activate, and grow your partner channel for increased sales into target markets. Develop essential GTM strategies, value propositions, business terms, and materials for partner engagement and sales execution while identifying a portfolio of best-fit potential partners for recruitment.

Partner benefits

- Identify the ideal partners to recruit for selling your solutions to targeted customers in selected industries and segments
- Achieve results in weeks instead of months, gaining traction with partners to reach more customers and win new sales
- Rapidly build a partner channel of proactive and self-sufficient reseller partners who will scale your market reach globally



Key results

- Partners leveraging this program typically recruit 10-20 partners and win new sales worth hundreds of thousands of dollars



Pricing

- USD \$20,000 – Customized service, includes readiness assessment, two-day strategy, and partner program development workshop, creation of custom materials, and potential partner list
- USD \$5,500 – Guided service, includes readiness assessment, template-guided two-day strategy and partner program discussion, and potential partner list (excludes creation of custom materials)



Schedule your session:

<http://aimcorpinternational.com/joomla254/index.php/resources/geo-expansion>

Paul Solski: information@aimcorpinternational.com

Learn more: www.aimcorpinternational.com





AUDIENZ

Buyer's Journey Map

Guide your customers on the path to your solution! Clarify the milestones and highlight opportunities by mapping their unique journey.



About the service

Your customers are on a journey – ideally, to your solution. Investigate and refine your customers' unique journey through your pipeline, discover gaps, realize opportunities, and walk away with a visual resource as unique as your business.

Partner benefits

- A visual map outlining the milestones for the buyer's journey, unique to your solution
- Investigate and refine your buyer's unique journey to discover gaps and opportunities in the pipeline

Key results

Pricing

- Starting at USD \$2,500
- Must have a readily available unique value prop and defined customer touch points through funnel



Schedule your session:

<https://audienz.com/>

Brian Johnson: msoffers@audienz.com

Learn more: <https://audienz.com/buyersjourneymapping/>



Consultation & Solution Offer Listing Service

A white-glove assistance service to publish your offer to the Microsoft commercial marketplace and access a global ecosystem of customers, partners, and Microsoft field sellers.



About the service

Imagine if your solutions could easily reach millions of customers who are constantly in search of apps and services in 140+ countries. Meylah's white-glove assistance service empowers Microsoft partners to publish their solution offers to Azure Marketplace or Microsoft AppSource in weeks instead of months. Our team of experts will work closely with your leadership team to consult, architect, and publish your offer, along with discussing ways to generate leads via Microsoft's campaigns and tools.

Partner benefits

- Solution offer consultation: a dedicated time to identify ideas for your solution offer
- Solution offer review: review your offer content & creatives to reduce publishing time
- White-glove assistance service: 2-4 weeks to list your solution offer in the marketplace and recommendations on leveraging Microsoft marketing assets for lead generation

Key results

- On average, partners will reduce solution publishing time by 50% and increase access to leads while gaining exposure to 95% of Fortune 500 companies using Azure

"The ease of the overall process and speed was really appreciated. The white-glove assistance we got around logo sizing, step-by-step assistance before going live and HTTPS end point integration made our solution offer publishing seamless."

- Changing Social

Pricing

- Starting at USD \$5,000 for white-glove publishing assistance service



Schedule your session:

<https://meylah.com/whitegloveservice>

Chaitra Vedullapalli: chai@meylah.com

Learn more: <https://meylah.com>



Social Command Center

Unleash the power of Social Listening at scale! We put the right people in the right place so you can have a **reliable**, unified, and scalable customer experience environment in your social channel and take decisions based on data.



About the service

The Tricycle's Social Command Center (SCC) analyzes the situation around your social networks and describes your industries environment finding insights around community performance, the market, competitors, fans, and followers to act on them. We dig into the "why" behind consumer sentiment and report on brand health analyses, content performance, audience and competition insights and unify communications across channels to boost productivity.

Partner benefits

- Generate insights into MS solutions, community performance and provide recommendations. Discover in real time what customer are saying about 2 MS solutions like **Azure, M365, Dynamics 365, Power Platform and more.**
- Meet your digital marketing consultant. Monthly, you will sit down with your dedicated consultant that will support and guide your marketing team. Consulting on your paid media campaigns, advising on hashtag strategy.

Key results

- Better insight into the market, industries, and MS solution this will lead to more productivity and traction, opportunities to engage with clients and influencers Winning share of voice.

Pricing

- USD \$950 per month



Schedule your session:

<https://aka.ms/SocialCommandCenter>

Javier Ortiz: j.ortiz@tricycle-europe.com

Learn more: [Tricycle Social Command Center](#)



Content Credits Subscription

Access an endless range of high-quality and technical business-to-business (B2B) marketing content to communicate your message, powerfully, to your target audience. We do content on an easy-to-use credit subscription service.



About the service

Wouldn't it be nice to outsource your content creation to a system that's easy, flexible and scalable to suit both your long-term and spur-of-the-moment needs?

At Transcends, we create powerful B2B content for technical business decision-makers on a simple 'Content Credits' subscription system.

Our team of writing and design experts produce persuasive marketing and sales enablement collateral that is beautifully designed to clearly communicate complex messages simply.

Partner benefits

- Simple subscription service to get the content you need, when you need it
- Local language capability — inquire for specific languages
- We know Microsoft — our team is skilled at writing for a Microsoft channel audience
- Extend the life of your past investments by refreshing and repurposing existing materials

Key results

- Demand generation and thought leadership content including eBooks, infographics, case studies, award submissions and sales enablement collateral
- Microsoft-specific assets like co-sell bill of materials (BOM) and Marketplace listings
- Localize messaging and materials for different markets and geo-locations

Pricing

Buy the package that fits your goals with the flexibility to use credits when and how you want.

- \$150 USD per credit
- STARTER PACKAGE: 25 credits/mo for 6 months USD \$3,375/mo *save 10%*
- GROW PACKAGE: 100 credits/mo for 6 months USD \$12,750/mo *save 15%*



Get in touch:

Ashleigh Vogstad: hello@transcends.ca



Learn more: <https://transcends.ca>
www.transcends.ca/content-credits

Co-Sales Enablement Kit

Enable your sales teams with the resources that they need to best represent your joint solutions.



About the service

Allytics will help you tell the joint value proposition of your solution in partnership with Microsoft. With the Co-sales Enablement Kit, empower your sales teams with easy-to-consume messaging tools and aligning them to your marketing story and digital marketing efforts

Partner benefits

- **Full service:** Allytics manages the process from start to finish, including subject matter discovery, messaging and positioning framework development, and battlecard content and graphics
- **Light MPF and Battlecard:** Foundational documents that capture core value prop, scenarios, market opportunity, objection handling, competitor information, customer evidence, and call-to-action content and resources to an internal and channel sales audience

Key results

- Consistency in value proposition of your solution and Microsoft
- Right mix of content, graphics, and sales messaging to consume and translate to your customers

Pricing

- USD \$8,000



Schedule your session:

www.allytics.com/

Sean Dowling: mspartnergtm@allytics.com

Learn more: www.allytics.com/



Excite – Sizzle Video for Digital Marketing

Spark excitement and customer awareness!
Improve search rankings and drive more leads
with a compelling 45 or 90-second live +
motion graphics video.



About the service

Video is one of the highest drivers of customer interest. Incorporating motion graphics animation, live “b-roll” footage, voiceover, and music, the Excite service delivers a 45 or 90-second social-ready sizzle video. Based on experience developing dozens of high-quality videos for some of the creative industry’s most demanding clients (like Adobe, AVID, and Microsoft), Cadence Preferred can help you to an engaging story.

Partner benefits

- **Spark interest:** Demonstrate the value of technical products and services more quickly and effectively.
- **Increase search traffic:** Video boosts search rankings and influences buyers by arming them with more information to make a purchase.
- **Drive more leads:** Videos help increase engagement and build credibility – videos have been shown to increase sales.

Key results

- 10X+ better performance on social posts that include video content
- Improved search rankings, quality scores, and better search traffic
- 2X the number of leads generated from landing page traffic

Pricing

- 90-second live and/or animated video: \$10,000
- 45-second animated video: \$6,000



Schedule your session:

www.cadencepreferred.com/video/

info@cadencepreferred.com

Learn more: www.cadencepreferred.com



#SDGDigital Marketing Playbook

Cloud Marketplaces to become a fundamental sales channel for enterprise software, capturing substantial share of this \$450B+ Industry. Increase your brand to engage in the digital customer acquisition phenomena leveraging #Buildfor2030 campaign.



About the service

Meylah assists partners to develop #SDG Focused digital marketing playbook to differentiate by leveraging #Buildfor2030 Campaign and Microsoft Marketplaces to make your brand and solutions contribute to United Nations sustainable goals. Our team of experts works closely with your team to develop a strategic & flexible game plan and marketing playbook to help you launch digital co-selling via marketplaces and participate in #Buildfor2030 campaign in 4-6 weeks.

Partner benefits

- Meylah will help you strategize your digital marketplace marketing plan using best practices
- We will assess your marketplace offer to develop the digital marketing playbook
- Gain access to best practices and events to showcase your solution with communities

Key results

- We have helped over 250+ solution listed on Microsoft and other marketplaces and provided access to over 45+ companies to participate in Microsoft #Buildfor2030 Digital Campaign.
- Over the next 10 years we expect Cloud Marketplaces to become a core part of the sales and fulfillment infrastructure for all software companies – a true third leg of the go-to-market stool, alongside direct and channel sales.

Pricing

- Starting at USD \$10,000 for developing your digital playbook.
- Custom pricing for any digital marketing execution activities to achieve your business goals.



Schedule your session:

Chaitra Vedullapalli: chai@meylah.com



Learn more: <https://meylah.com>

Video Case Study

Tell your story through the voice of your customer in a two-minute case study highlight video.



About the service

A video case study allows you to tell your story as you want to tell it, with the words coming directly from the voice of your customers. In two minutes or less, you can effectively introduce the customer, summarize their challenges, and showcase how your solution enabled the customer to succeed.

Partner benefits

- **Full service:** Allytics manages the process from start to finish, including script outline, speaker rehearsal preparation (interview and b-roll), onsite/remote producer, low complexity graphics, and background music. Option to record onsite or remotely via Allytics provided recording kits.
- **ABM ready:** Designed specifically with your end customer in mind and ready to support your ABM efforts
- **Optimal awareness:** Highly engaging and short enough to keep your target audience's attention while showcasing your solution

Key results

- On average, partners experience over 5,000 video views through this GTM service offer

Pricing

- USD \$15,000. Onsite recording may incur additional costs depending upon location and number of days required for recording



Schedule your session:

www.allytics.com



Sean Dowling: mspartnergtm@allytics.com

Learn more: www.allytics.com



Video Stories

Leverage videos to spark customer conversations and create more awareness.



About the service

We developed a video tool that will help partners to create professional videos (reference video, vlogs) in an easy, quick, but professional way. The partner & client will tape their own shots and upload them in the video tool. Assembly is done by MMM, to create a complete video asset. Besides the video asset, we also offer a Video Accelerator 'Campaign in a Box'.

Partner benefits

- Help is provided to build the script, which helps to tell the right story, and all parties are coached on how to perform, what story to tell, and how to handle technical challenges
- Tooling is provided with instructions and method for uploading video shots. A professional video is composed with the uploaded material in local language
- Partner can utilize the completed video to generate awareness & increase website traffic
- Campaign in a box: development of 3 vlogs, LinkedIn Campaign for 3 months, incl set up & management, excl media budget



Key results

- Research shows that placing reviews in quotations increases your chances of a deal with 20%
- Businesses using video increase the chance of meeting their sales targets with 73%



Pricing

- USD \$999: Customer story video
- USD \$1499: Video campaign in a box



Schedule your session:

hello@bybwithmicrosoft.com

Learn more:

<http://www.bybwithmicrosoft.com>

