

# A day in the life of a Marketing Manager

8:00 am

Daichi uses Copilot to prepare a brief to give to the agencies bidding on a new advertising campaign.



Copilot in Word

**Prepare a brief** outlining the advertising strategy from [Contoso widget marketing plan](#). Include sections on target market, pricing, tone, imagery, and taglines.

8:30 am

Daichi meets with his team to brainstorm feature enhancements based on customer feedback. Copilot categorizes the ideas for easier discussion.

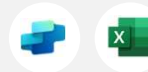


Copilot in Whiteboard

**Categorize the ideas.**

10:00 am

Daichi must analyze the marketing data from the latest round of surveys. Using plugins made in Copilot studio, Copilot can pull the survey data from Mailchimp or similar app. He uses Copilot in Excel to prepare charts so he can see the trends in the data.



Copilot Studio  
Copilot in Excel

**Show all data insights.**

4:00 pm

Daichi needs to catch up on email before he heads out for the day. Copilot speeds the work by summarizing email threads and preparing draft responses.



Copilot in Outlook

**Ask for more details.**

2:00 pm

Daichi updates the roadmap deck to reflect the commitments from the engineering team meeting.



Copilot in PowerPoint

**Add a slide** based on [copy in bulleted list of roadmap updates]

11:00 am

Daichi meets with the engineering team to plan the development of new features. During the meeting he uses Copilot to understand the prioritization of the features.



Copilot in Teams

**Create a table** to categorize the features discussed so far by priority.

Daichi  
is a marketing  
manager at  
Contoso

