

# Marketing use case | Create a new offering

Potential benefits

First draft faster

Streamlined collaboration

## 1. Brainstorm with Copilot

Use Copilot in Loop to brainstorm ideas, leverage the draft marketing plan in the ideation, then incorporate the new ideas into the draft marketing plan by using Copilot in Word.



Copilot in Loop  
Copilot in Word

**Kickstart your project** as you plan and collaborate easier with Copilot in Loop.

## 2. Draft new offering announcement

Prompt Microsoft Copilot to create content that is written in the style of a blog post or social media post, leverage existing documents including your Marketing plan.



Copilot

**Brainstorm and draft** content quickly with Copilot. Collaborate on ideas and content using your instructions or reference files.

## 3. Keep the team up to date

Use Copilot in Teams to summarize key meetings, identify most frequent questions, and action items from the meeting. Use this to generate an initial FAQ document by using Copilot in Word.



Copilot in Teams  
Copilot in Word

**Don't start with a blank page again.** Draft with Copilot and get to a finished document in a fraction of the time.

## 6. Share results broadly

Post campaign evaluate how your new offering landed with customers and which channels proved the most effective.



Copilot in Excel  
Copilot in PowerPoint

**Using higher quality presentations** makes it easier to highlight wins and lessons learned.

## 5. Execute your campaign

Leverage Copilot to create tailored messages to each of your communication channels to drive sales.



Copilot

With the **right prompt ingredients**, Copilot can provide something in the voice of your company – witty, smart, creative – you choose.

## 4. Prep your sellers

Create presentation from your Marketing Plan and FAQ to share with the sales team prior to the product promotion.



Copilot in Word  
Copilot in PowerPoint

**Document and socialize** your plan to keep sellers up to date.