

Go-To-Market with Microsoft

Marketing Technology as a Service



Overview

- Introduction – Partner Opportunity
- Go-To-Market Program Overview
- Membership Levels and Resources
 - Digital marketing resources for all partners
 - Silver competency and/or co-sell ready ISVs
 - Gold competency and/or IP co-sell ready ISVs
 - Signature Offers for Purchase
- Get started today!



The partner opportunity



We believe partners make more possible

“When done right, partnering grows the pie for everyone – for customers, yes, but also for each of the partners.”

– Satya Nadella, CEO, Microsoft

At Microsoft, we truly believe that we can achieve more through collaboration, which is why we are committed to working with our partners for long-term success.

As a Microsoft partner, you'll have the tools and resources you need to help your organization build your solution, go to market with Microsoft, and co-sell with Microsoft.



Microsoft Partner Network

As a member of the Microsoft Partner Network, partners receive four types of benefits.




1

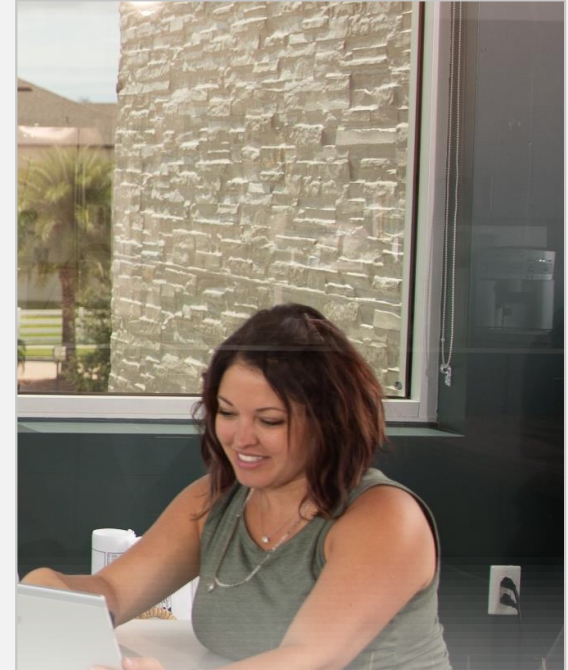
Product Licenses
(includes Visual Studio,
Azure Credit)



**Go-To-Market
with Microsoft**
Marketing resources,
offers, and programs



**Tech Enablement
& Practice
Development**



Support Services
(Cloud Signature
+ Break/fix)

Go-To-Market with Microsoft resources are a competitive differentiator

Today, it is standard practice for cloud platform vendors such as Microsoft, AWS, Google, and Salesforce to offer **marketing benefits** to help partners scale and grow their business.

Partners recognize the advantage of strategically aligning with worldwide marketing campaigns and partner initiatives, which is why the Microsoft Partner Network marketing benefits - offered through the Go-To-Market with Microsoft program - keep Microsoft a market leader in this space.



Partner opportunity for your customers

\$133B

Business Applications
opportunity

64% ROI

By developing scalable
SaaS solutions on Azure

\$251B

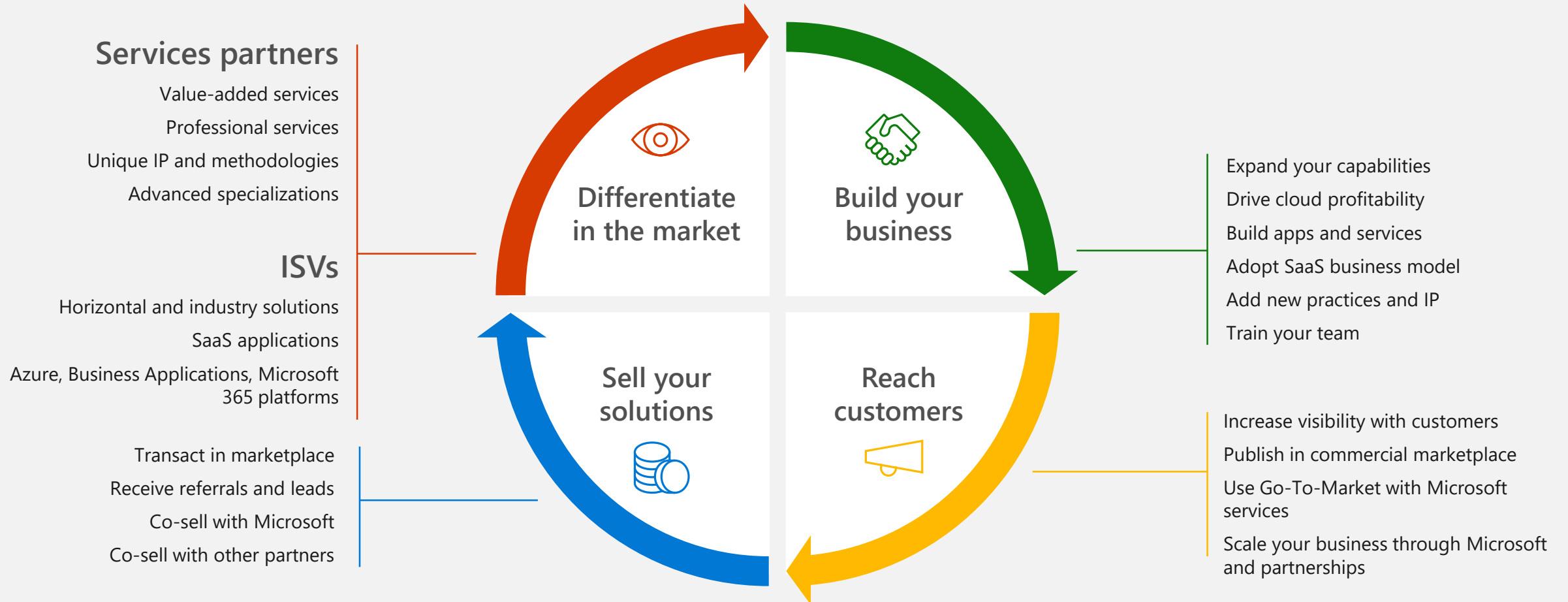
Microsoft 365 partner
services revenue
opportunity

It's never been easier to innovate, support customers, and unlock the next growth opportunity for your business.

The largest opportunity for partners is providing value-added services to meet this changing landscape. The strongest margins come from specialized business application deployment and projects that require planning, implementation, integration, security, and compliance.

We understand your business journey

Let's enable customer success together.



**What does it mean
when you go to market
with Microsoft?**



Go-To-Market with Microsoft

The [Go-To-Market with Microsoft](#) program is designed to provide you with everything you need to build to a strong marketing engine. You'll get marketing and campaign content, marketing technology (martech), and the support and resources to amplify your solution and power your business.

Available to *all* members of the Microsoft Partner Network, you have access to marketing resources, offers, and programs—at **no additional cost**—to help increase your visibility with, and connection to, more customers.



Accelerate time to market

Partner benefit: Quickly build and enrich your marketing foundation and get to market faster.

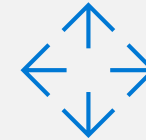
How we do it: Whether it's learning from our experts, sales enablement resources, leveraging industry research, or assessing new opportunities, Go-To-Market with Microsoft helps our partners do it all, and do it fast.



Generate leads

Partner benefit: Amplify your brand and generate demand for your solution through best-in-class cloud campaigns.

How we do it: Microsoft provides you with everything you need to easily connect with more customers. With Martech as a Service (MaaS), digital marketing campaign tools, content, and more, it's simple and easy to meet your marketing objectives.



Grow your cloud business

Partner benefit: Extend marketing reach, break into new markets, and scale solutions directly and through partner channels.

How we do it: Partners have access to all the tools, resources, and engines needed to support robust and integrated marketing plans for your Microsoft Azure, Dynamics 365, and Microsoft 365 solutions.

Get started today by visiting the [Go-To-Market with Microsoft website](#)

We are the world's largest through-channel marketing engine

With Go-To-Market resources and offers available to partners in over **174 countries**, **10 languages**, and through **6 marketing fulfillment centers** around the world, we can help you unlock new opportunities for global growth.

71K

Active partner campaigns for Azure, Dynamics 365, and Microsoft 365

335K+

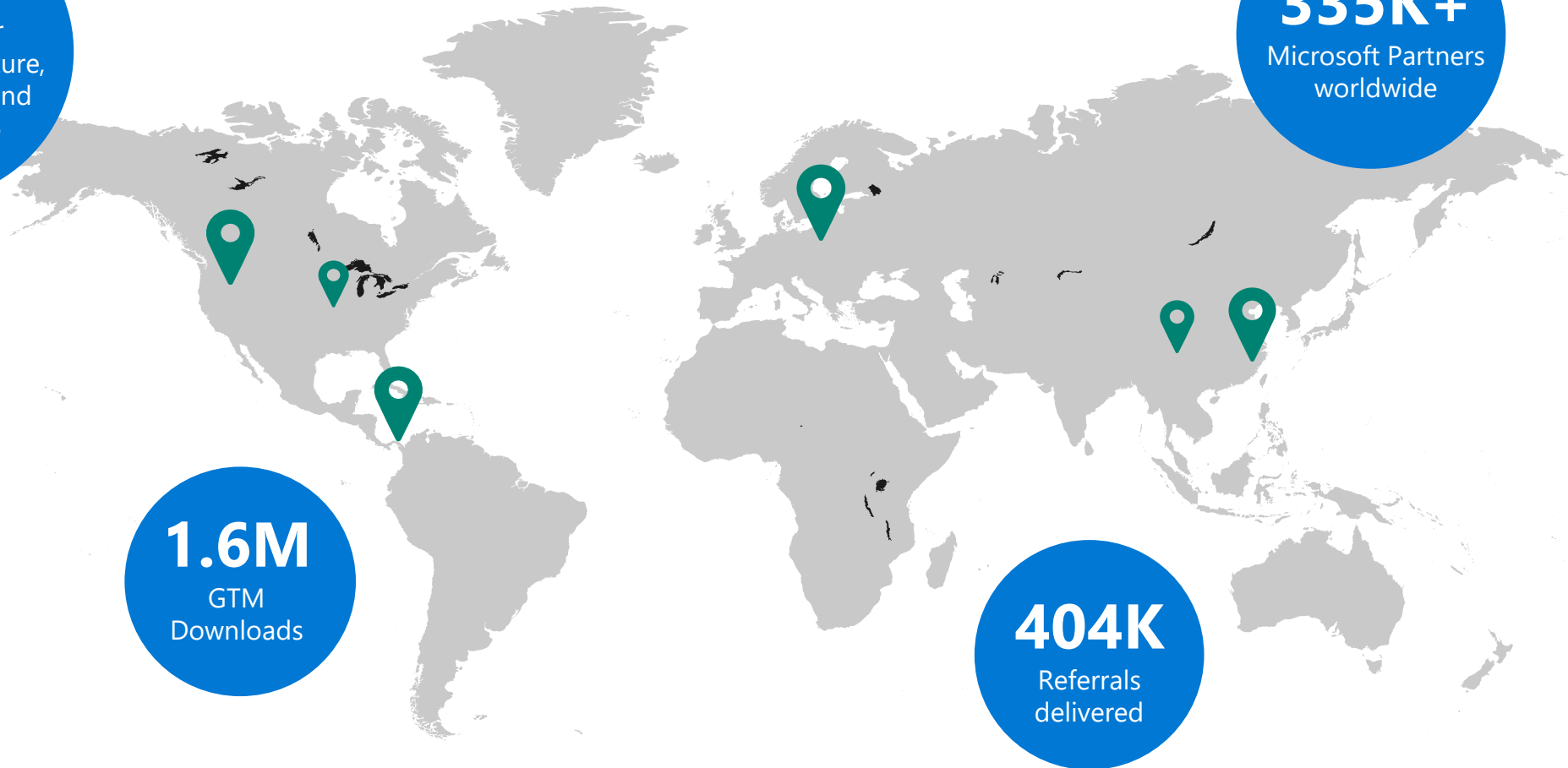
Microsoft Partners worldwide

1.6M

GTM Downloads

404K

Referrals delivered



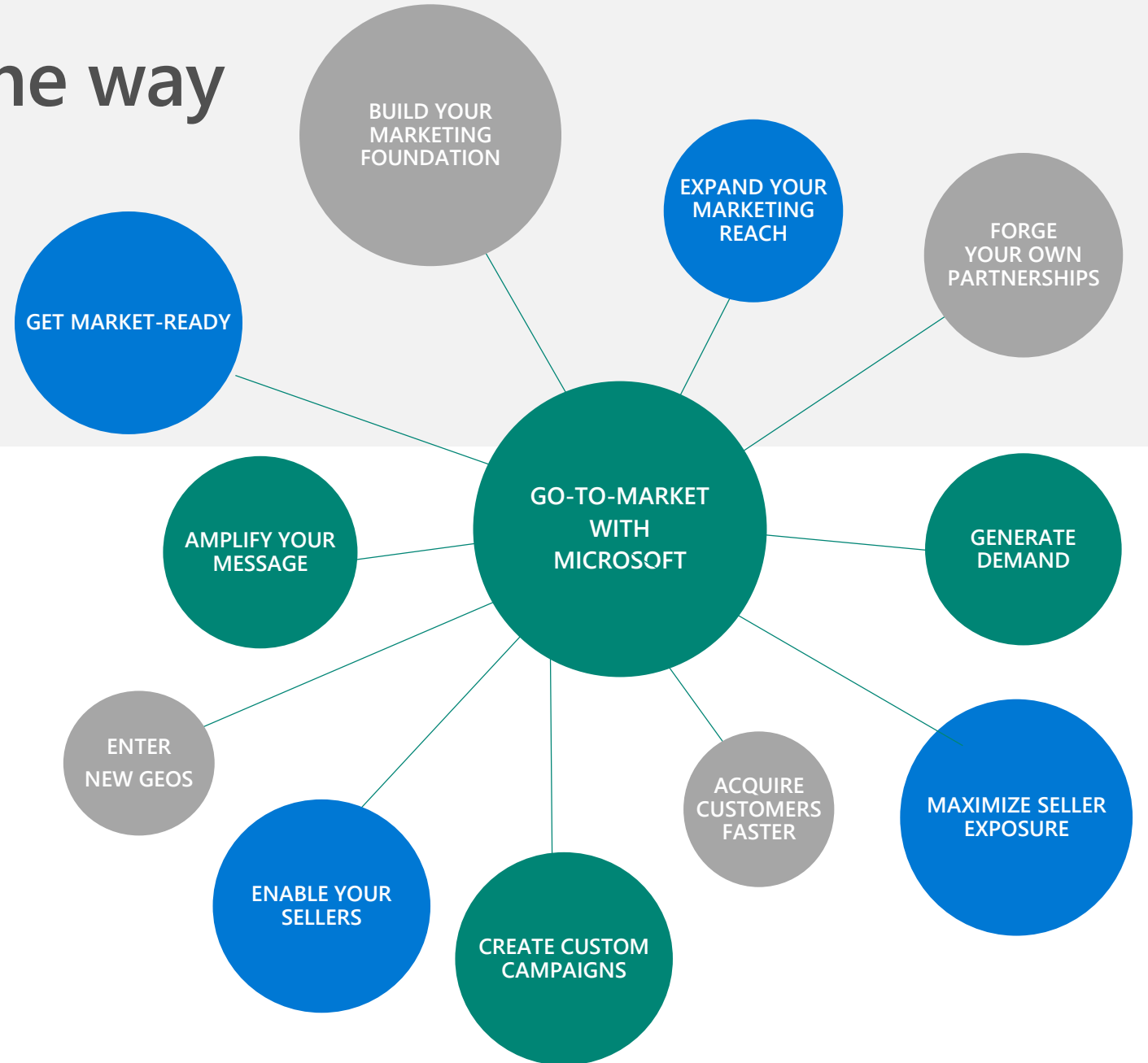
Membership and marketing resources at a glance



Support every step of the way

As *your* partner, we're here to help you differentiate and prosper.

- Go-To-Market with Microsoft resources and offers are available based on your Microsoft Partner Network membership and/or co-sell level.
- You get access to marketing content, technology, and resources needed to support Azure, Dynamics 365, and Microsoft 365 marketing campaigns for your solution.
- You also get marketing campaign resources for the Modern Work & Security, Apps & Infrastructure, Data & AI, and Business Applications partner solution areas.
- Resources are available in over 174 countries, 10 languages, and through 6 marketing fulfillment centers around the world.



Digital marketing resources for every Microsoft Partner

Self-serve, digital marketing resources are available to all members of the Microsoft Partner Network—at no additional cost. Partners get everything they need to support robust marketing plans around their Azure, Dynamics 365, and Microsoft 365 solutions.



Digital Marketing Content OnDemand

Generate leads and connect with more customers with 10-12 week pre-packaged, customizable social media and digital marketing campaign content. [Get started](#)



Smart Partner

Build your marketing foundation with access to top-tier industry trends, industry and market research, and best practices. [Get started](#)



Partner Marketing Center

Find solution-specific marketing, sales, and readiness materials for your business needs with our digital marketing content library. [Get started](#)



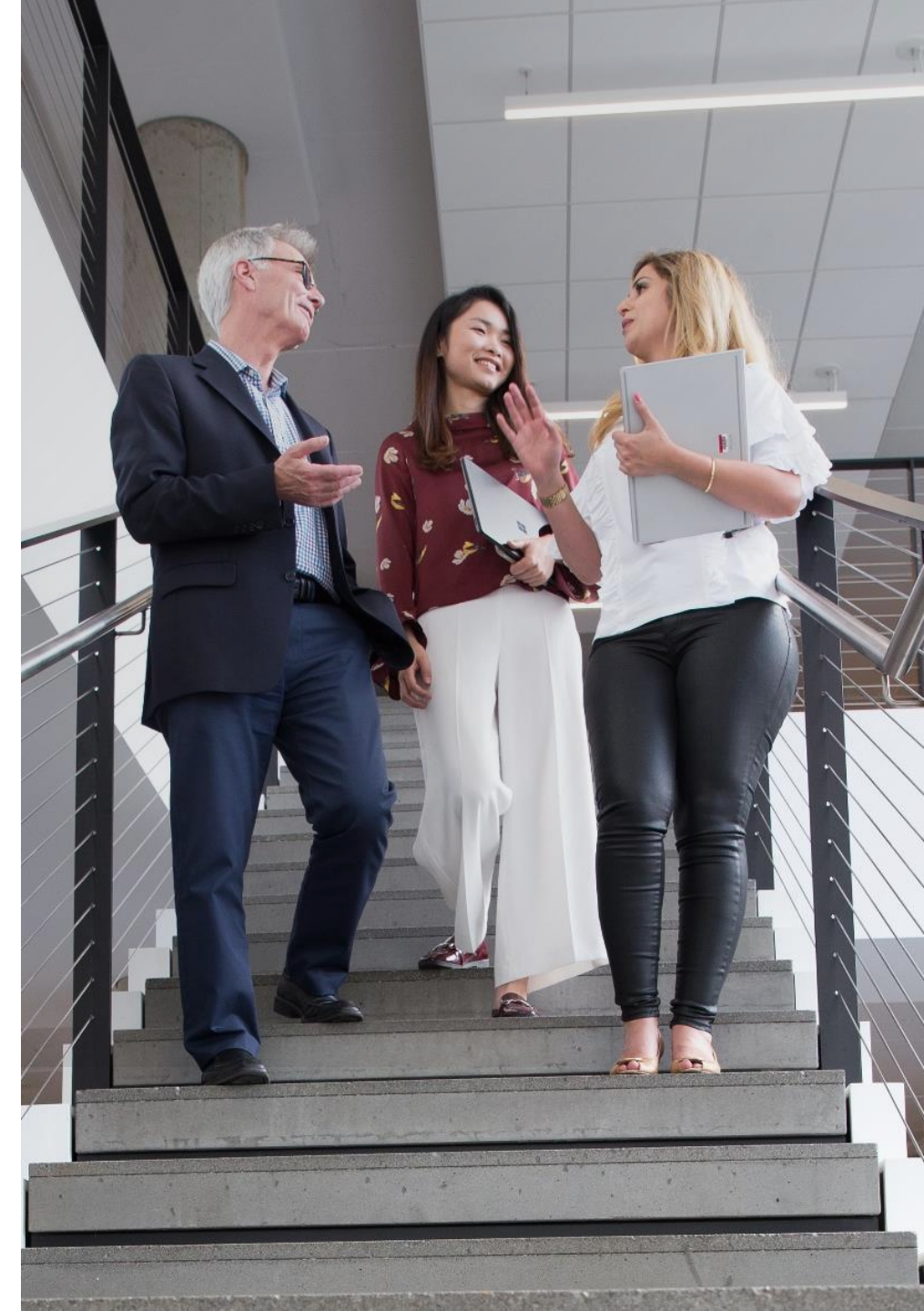
Sales Enablement Platform Microsoft

Amplify your marketing presence and customize your content from within your Office applications with the Office plug-in to Qorus Content Hub. [Get started](#)



Geo-expansion Webinar and Readiness Assessment

Initiate growth into new markets and drive scale of strategic solutions with Geo Expansion resources. [Get started](#)



Partners with a Silver competency and/or co-sell ready ISVs

In addition to the digital marketing resources just covered, partners with a Silver competency and/or ISVs with a co-sell ready solution, receive support from a dedicated Go-To-Market with Microsoft Community Forum and much more.



Microsoft Community forum

Engage with a dedicated community of partner peers and marketing specialists. Available in English, Spanish, Portuguese, Dutch, and German.



How To Market With Microsoft Guidance

Accelerate your marketing efforts, get to market faster, and learn how to co-market with Microsoft through easy-to-follow recommendations.



Profile Optimization and Referral Management

Increase your visibility with customers and capture their attention when your profile listing is optimized.



Partner-to-Partner GTM Assets

Accelerate customer conversations and generate demand with another partner using our marketing asset template library.



Partners with a Gold competency and/or IP co-sell ready ISVs

Microsoft Partners with a Gold competency and/or ISV's with an IP co-sell ready solution enjoy all resources and offers listed in the last two slides and can unlock access to generate new leads and accelerate pipeline through co-marketing and co-selling opportunities with Microsoft.



Marketing Specialist

Your dedicated marketing specialist will help partners leverage and get the most out of the go-to-market resources and offers that are available to them.



Co-branded Marketing Assets

Receive personalized editorial review of a customer-facing solution one-pager, customer presentation, and a customer case study.



Co-branded Social Marketing Assets

Get professionally designed social media content and images for publishing to your owned digital marketing channels.



Partner success story

Share the success of your Microsoft-enabled solution.



Press release with Microsoft executive quote

Publicize your Microsoft-enabled solution with a press release or blog post published on partner-owned channels.



Go-To-Market resource and offer descriptions

Here's a look at all the resources and offers available to partners—at no additional cost.

Go-To-Market Resources and Offers	All partners	Silver competency and/or co-sell ready ISVs	Gold competency and/or IP co-sell ready ISVs
Digital Marketing Content OnDemand: Make connections that move you forward. Connect with customers online and generate demand with always-on digital marketing content delivered to you in weekly campaigns for use throughout your social media, company blogs, email, and more.	●	●	●
Smart Partner Marketing: Develop your marketing skills with the latest industry research, market trends, partner best practices, and more. Regardless of skill level, we offer marketing professional development training to help get you market-ready.	●	●	●
Sales Enablement Platform: Amplify your marketing presence to prospective clients, track customer engagement with documents, and gain insight into how customers interact with your marketing content and sales proposals with Qorus Content Hub. You can customize Azure, Dynamics 365, and Microsoft 365 content from within your Office applications.	●	●	●
Partner Marketing Center: Find powerful solutions for a successful go-to-market plan when you explore our collection of customizable digital content and resources, including a comprehensive content library with sales presentations, infographics, web images, and more.	●	●	●
Geo Expansion Webinar Series: Gain insight and best practices for growing your business and expanding into new markets when you sign up for this series of webinars. Guest presenters will include market expansion field experts, Microsoft leadership, and successful program partners.	●	●	●
Geo Expansion Readiness Assessment: Initiate growth into new markets and drive scale of strategic solutions when you use this assessment as the starting point for your international expansion strategy.	●	●	●
Profile Optimization and Referral Management: Increase your visibility with customers and capture their attention when your profile listing is optimized. You'll get customized feedback and recommendations to ensure your profile listing showcases your solution's features and benefits. Also included are guidance and best practices for managing referrals.		●	●
How to Market with Microsoft Guidance: Accelerate your marketing efforts, get to market faster, and learn how to co-market with Microsoft through easy-to-follow recommendations. Partners with a Gold competency and/or IP co-sell ready solution receive support from a marketing specialist.		●	●
Partner-to-Partner GTM Assets: Create a joint bill of materials with another partner using our marketing asset template library to help accelerate customer conversations, generate demand for your solution, and drive sales.		●	●
Co-Branded Marketing Assets: Get professionally designed, co-branded marketing assets to introduce your solution to new customers. You provide content for a solution one-pager, customer presentation, and customer success story, and a marketing specialist will polish them with a professional review.			●
Co-Branded Social Marketing Assets: Get professionally designed social media content and images for publishing to your owned digital marketing channels.			●
Partner Success Story: Share the success of your Microsoft-enabled solution. You provide the details, and we'll provide an editorial review and publish your success story to the internal Partner Evidence portal. Select stories are featured on our Partner Success Stories site.			●
Press Release with Microsoft Executive Quote: Publicize your Microsoft-enabled solution with a press release or blog post published on partner-owned channels. You provide the content in our template and we'll provide an editorial review. Includes an option for a Microsoft executive quote upon approval.			●

Signature Offers for Purchase

Expand your marketing reach and amplify your brand even further when you invest in our Signature Offers for Purchase. You choose from a variety of customized demand generation programs to grow your online presence, reach and engage decision makers in your target accounts, and drive demand and leads at scale.

Offers are available to partners with a Gold competency and ISVs with an IP co-sell ready solution.



Lead Generation Campaigns

Drive awareness and capture leads. With three different packages available, your partners can choose what works best for their business.



To-Customer Webinar

Partners can drive quality leads and referrals to their sales teams with a fully managed and moderated live webinar.



Webinar Media Package

Drive registration for a single webinar with Microsoft.



Microsoft Advertising Consultation and Ad Credits

The Microsoft Search Network ad platform with intelligent audience targeting capabilities makes it easy for partners to connect with new customers.



LinkedIn

Reach, engage, and develop a robust pipeline for your sales teams with a LinkedIn Account-based Media Package.



Marketing Services Catalogue

For all members of the Microsoft Partner Network, we have a catalogue of marketing services available for purchase. [Review the catalogue!](#)



Signature Offers for Purchase descriptions

Expand your marketing reach and amplify your brand! When you invest in our Signature Offers for Purchase, you receive customized demand generation programs to grow your online presence, reach and engage decision makers in your target accounts, and drive demand and leads at scale. Offers are available to partners with a Gold competency and/or ISVs with an IP co-sell ready solution. All marketing services are delivered by Microsoft-approved vendors at a negotiated prices.

Drive demand and generate leads	Price (USD)	Agency Provider
<p>Cloud Solution Provider (CSP) Lead Generation Campaign</p> <p>Turnkey, co-branded campaign designed to reach partner's target accounts with account-based media, to fill the top of the funnel with lightly customized assets. Built for the SMB partner looking to get to market quickly with streamlined processes and proven impact.</p>	Starting at \$10,000	Knack Collective
<p>Lead Prospecting Campaign</p> <p>Generate mid-funnel demand with a fully managed, co-branded campaign, designed to drive more engaged leads. We'll target your most relevant accounts using sophisticated account-based media to capture decision makers and/or influencers in the buying committee that have answered qualifying questions.</p>	Starting at \$35,000	Knack Collective
<p>Lead Engagement Campaign</p> <p>Fill the top of your pipeline funnel with a fully managed, co-branded campaign, designed to drive awareness and lead capture. We'll target your most relevant accounts using sophisticated account-based media to capture decision makers and/or influencers on the buying committee.</p>	Starting at \$45,000	Knack Collective
<p>LinkedIn ABM Media Package</p> <p>Reach, engage, and develop a robust pipeline for your sales teams. LinkedIn programs include social, digital, and demand generation that can be targeted on a one-to-many basis using available personal profile data.</p>	Starting at \$15,000	LinkedIn Marketing Solutions

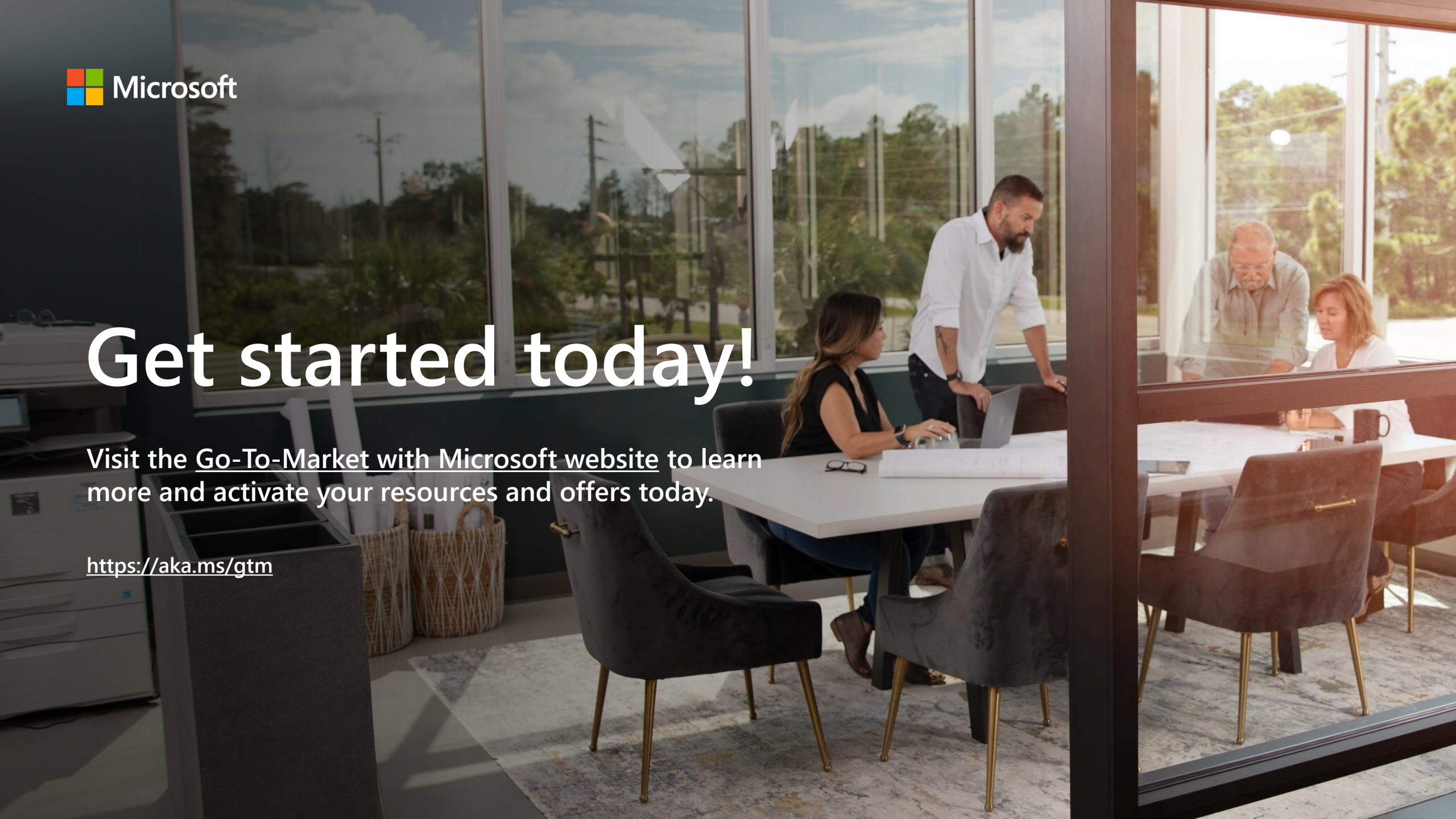
Promote your events and amplify your brand with advertising services	Price (USD)	Agency Provider
<p>Co-branded Customer Webinar</p> <p>Drive quality leads and referrals to your sales team and position your brand as an expert in your field with a fully managed and moderated live webinar executed by our trusted agency team.</p>	\$1,800	Worldwide Learning
<p>Webinar Media Package</p> <p>Drive registration for a single webinar with Microsoft. We'll target your most relevant accounts using sophisticated account-based media to capture registration from decision makers and/or influencers on the buying committee.</p>	Starting at \$10,000	Knack Collective
<p>Microsoft Advertising Consultation and Ad Credits</p> <p>Transform your digital marketing with the Microsoft Search Network. Our powerful ad platform and intelligent audience targeting capabilities make it easy for our partners to connect with new customers. Thanks to our industry-leading innovations and artificial intelligence, personalized marketing is now a reality.</p>	\$Starting at 500	Microsoft



Get started today!

Visit the [Go-To-Market with Microsoft website](https://aka.ms/gtm) to learn more and activate your resources and offers today.

<https://aka.ms/gtm>





Partner:

[Flintfox International](#)

Industry:

Trade Revenue Management for Supply Chains

Partner solution area:

Modern work and Security

Size:

Medium (50 - 999 employees)

Country:

New Zealand

Go-To-Market offer:

ISV Connect
Seller Webinar
Co-branded Marketing Assets
Press Release
Mini Commercial

Microsoft solution integration:

Microsoft Dynamics 365

Microsoft partner achievements:

Microsoft Gold Partner
Premium Tier ISV
Inner Circle Member



“Flintfox was involved in the co-sell pilot program, now proudly on the ISV Connect premium tier and fully committed to the program and its success by participating in a number of ISV Connect GTM programs.”

—Debbie Tan, Digital Marketing Coordinator, Flintfox

Situation:

When Flintfox wanted to increase business performance, they looked to Microsoft for an inside perspective on how to grow within the Microsoft ecosystem, and how to increase awareness on a much larger scale.

Solution:

As part of the Microsoft Partner Network, Flintfox was able to access proven marketing resources and offers through the Go-To-Market with Microsoft program to amplify their sales and marketing activities with powerful lead generation campaigns.

Impact:

Building stronger connections with Microsoft sellers and telling engaging customer stories of partnership. Eight win wires published in the last 12 months. “We have made a great start but we are just getting warmed up and have many more clients to delight and help along the way.” says Debbie Tan.



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SITUATION

Flintfox Trade Revenue Management (TRM) helps customers manage complex pricing and rebates across the supply chain. Embedded within Dynamics 365 for Finance and Operations, Flintfox TRM helps businesses more efficiently manage and execute their vendor and customer agreements and operational pricing.

When Flintfox wanted to increase business performance, they looked to Microsoft for an inside perspective on how to grow within the Microsoft ecosystem, and how to increase awareness on a much larger scale.

ENGAGEMENT

As part of the Microsoft Partner Network, Flintfox was able to access proven resources and offers to amplify their sales and marketing activities with powerful lead generation campaigns.

These included co-sell day meetings, collateral materials, AppSource, seller webinars, press releases, and ISV showcase days. They even worked with Microsoft on a mini commercial that was featured on their website and promoted in social channels.

IMPACT

Flintfox is building stronger connections with Microsoft sellers and telling engaging customer stories of the partnership. Together with Microsoft, eight win wires were published in the last 12 months. The internal Flintfox team is able to easily reference the Co-branded Marketing Assets and share them directly with prospective customer and other partners, which has helped push deals along. "We are just getting warmed up," says Ms. Tan.





Partner:

[Nimble](#)

Industry:

Cross-industry

Partner solution area:

Modern work and Security
Apps & Infra / Data & AI

Size:

Small (1-49 employees)

Country:

United States

Go-To-Market offer:

Digital Marketing Content OnDemand
Partner Demand Generation
Seller webinar

Microsoft solution integration:

Office 365
Teams
Edge
Power BI
Dynamics 365
Azure

Microsoft partner achievements:

Microsoft Gold Partner / ISV

[Watch the video](#) | [Read the story](#)



"We've been able to expand globally throughout the Microsoft ecosystem and it has significantly transformed our business. We've been able to quickly gain widespread adoption amongst distributors and partners."

—Jon Ferrara, Founder and CEO of Nimble

LEVERAGING A POWERFUL PLATFORM

Nimble offers intelligent social sales and marketing customer relationship management (CRM) systems. Working with Microsoft, Nimble's CRM solution integrates into the business applications and tools users already leverage daily, including: Microsoft Office 365, Teams, Edge, Power BI, and Dynamics 365 systems built on Azure.

Nimble also provides Microsoft cloud solution providers (CSPs) a unique differentiator that increases average deal size, extends the value of Microsoft Office 365, and helps attract more customers looking to modernize their social sales and marketing.

DRIVING GROWTH THROUGH PARTNERSHIP

Nimble and Microsoft are working together to achieve the goal of modernizing the sales and marketing activities of its broad customer base, especially SMB customers. Nimble leveraged the Go-To-Market (GTM) with Microsoft program to enhance their reach and gain widespread, global adoption among distributors and partners. Additionally, the GTM team helped Nimble develop co-marketing programs with its distribution partners and launch a webinar series for CSPs called the Modern Workplace 365 Academy.

SEEING IMPROVED RESULTS

Working with the GTM program and the lead generation tools, Nimble has seen its net-new accounts increase by 20% and has grown its average account size by as much as 25%.

Current clients have also recognized the benefits, as customer lifetime value has grown by 30% with retention rates improving by 25%.

Partnering with Microsoft and working with Microsoft partners has provided a massive boost to Nimble's business. "We're able to scale promotions faster, and we're able to tell our stories in traditional and modern ways with the GTM teams," says Mr. Ferrara.



Partner:

[RackNap](#)

Industry:

Cross-industry

Partner solution area:

Apps & Infra / Data & AI

Size:

Small (1-49 employees)

Country:

India

Go-To-Market offer:

Social Promotion (Marketplace)
Blog Post
Seller Webinar
Press Release

Microsoft solution integration:

Azure

Microsoft partner achievements:

Microsoft Gold Partner / ISV

[Watch the video](#) | [Read the story](#)



"We have received an increase of 129% in traffic to our website by circulating this blog post. This has also helped us to increase the product inquiries for the RackNap platform by 69%."

—Sabari Sampath, Senior Vice President of RackNap

Building brand awareness independently can be hard

RackNap is a billing and provisioning automation platform for selling cloud and non-cloud services. RackNap wanted more exposure for its cloud services delivery and business automation platform, which helps distributors and vendors provision, sell, and bill cloud solutions.

RackNap wanted help driving lead generation, increasing exposure to Microsoft field sellers, and reaching more customers worldwide.

Teaming up: Go-To-Market with Microsoft

Through various co-marketing activities, the Go-To-Market with Microsoft program assisted RackNap in promoting its solution to reach a wider audience and generate interest.

RackNap's participation in the program included an internal web conference, a Microsoft telecommunications industry blog post, a press release, a social promotion, and an Azure Marketplace post announcing new offerings.

Creating opportunities and accelerating the pipeline

RackNap expanded its reach on social media through a promotion via the Microsoft Azure Twitter account. The social promotion on the Microsoft Azure Twitter account resulted in more than 13,000 impressions, 97 total clicks, and 32 social engagements.

"The web conference with Microsoft was very useful. The sales team acknowledged that RackNap will be able to help CSPs simplify the billing complexities and drive adoption of cloud services. We have seen that the number of product inquiries has gone up by 75% in a month," says Mr. Sampath.