

KPI – Agency spend

Copilot Workshop

Request information on the Copilot for Microsoft 365 online Workshop



Copilot can help marketing teams rapidly generate creative content in house reducing reliance on outside agencies.

How Microsoft Copilot can help bring work in house

Improve quality of campaign content

- Improve marketing content
- Improve quality of proposals and RFP responses
- Improve quality of emails and chats

Inform market research

- Research company information and competitors
- Learn how to position the product
- Recap survey results

LOOK



Roles

Impacting the cost per lead can require input from:

- Content strategist
- Content creator



Microsoft AI solutions

Copilot for Microsoft 365