

KPI – Brand value

Copilot Workshop

Request information on the Copilot for Microsoft 365 online Workshop



Brand value isn't just about logos; it's about shaping perceptions and building lasting relationships with your audience. A strong brand fuels demand generation.

How Microsoft Copilot can impact brand value

Draft marketing assets

- Improve marketing copy by having Copilot check for tone
- Improve quality of communications

Create pricing and promotions

- Use Copilot to research market conditions
- Use Copilot to compare sales across regions or other variables

Improve marketing materials

- Draft blogs with Copilot
- Create engaging social content
- Improve quality of emails campaigns

Roles

Improving brand value can require input from:

Brand Manager
Creative Director
Graphic Designer

Digital Marketing Manager
Product Marketing

Microsoft AI solutions

Copilot for Microsoft 365

LOOK