

# KPI – Marketing leads generated

## Copilot Workshop

Request information on the Copilot for Microsoft 365 online Workshop



Lead generation is a critical aspect of marketing and paves the way toward gaining new customers.

### Roles

Generating more leads can require input from:

Marketing Lead  
Content Strategist  
SEO Specialist  
Market Researcher

Product  
Marketing Manager  
Digital  
Marketing Manager

## How Microsoft Copilot can help with lead generation

### Inform market research

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

### Improve demand generation materials

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

### Speed up internal communications

- Have Copilot assist with emails
- Draft email comms and announcements with Copilot

### Save time on administrative activities

- Generate meeting notes and follow up items

### Microsoft AI solutions

Copilot for Microsoft 365

**LOOK**