


A day in the life of a Marketing Manager (Copilot Studio)

Available with:
Microsoft 365 Copilot and Copilot Studio

Scenario level: 
Extend

Benefits

 ~1 hour per week

 Areas of investment: Strategic programs

 Campaign management & communication

8:00 am


Mio uses Microsoft Copilot in Word to prepare a brief to give to the agencies bidding on a new advertising campaign.

 Copilot in Word

Example prompt: **Prepare a brief** outlining the advertising strategy from [Contoso widget marketing plan]. Include sections on target market, pricing, tone, imagery, and taglines.

8:30 am

Mio meets with the team to brainstorm feature enhancements based on customer feedback. Copilot in Whiteboard categorizes the ideas for easier discussion.

 Copilot in Whiteboard

Action: **Categorize the ideas.**

10:00 am

Using agents made in Copilot Studio, Copilot provides a list of active campaigns, pulling data from their email marketing platform. Mio uses Copilot in Excel to prepare charts that show data trends.

 Copilot Agent³
+ Connection to SharePoint  Copilot in Excel

Action: **Show all data insights.**

4:00 pm


Mio needs to catch up on email and chats before end of day. Copilot speeds up the work by summarizing recent email and chat threads.

 Business Chat²

Action: In the Copilot Teams app select – **Summarize latest emails.**

2:00 pm

Mio uses Copilot in PowerPoint updates the roadmap deck to reflect the commitments from the engineering team meeting.

 Copilot in PowerPoint

Example prompt: **Add a slide** based on [copy in bulleted list of roadmap updates]

11:00 am

Mio meets with the engineering team to plan the development of new features. During the meeting, Mio uses Copilot in Teams to take meeting notes, noting prioritized features.

 Copilot in Teams

Example prompt: **Create a table** to categorize the features discussed so far by priority.

Mio
is a Marketing
Manager at
Contoso



¹Access Copilot at copilot.microsoft.com or the Microsoft Copilot mobile app and set toggle to "Web".

²Access Business Chat at copilot.microsoft.com, the Microsoft Copilot mobile app, or the Copilot app in Teams, and set toggle to "Work".

³Copilot agents allow Microsoft 365 Copilot to access your organization-specific apps. In the past this would have required an API call to get data from a system of record.

The content in this example scenario is for demonstration purposes only. You should evaluate how Copilot aligns with your organization's business processes, regulatory requirements, and responsible AI principles.