



A day in the life of a Marketing Manager

8:00 AM



Daichi uses Copilot to prepare a brief to give to the agencies bidding on a new advertising campaign.

Copilot in Word

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

Daichi meets with his team to brainstorm feature enhancements based on customer feedback. Copilot categorizes the ideas for easier discussion.



Copilot in Whiteboard

Categorize the ideas.

10:00 AM

Daichi must analyze the marketing data from the latest round of surveys. He uses Copilot to prepare charts so he can see the trends in the data.



Copilot in Excel

Show all data insights.

4:00 PM

Daichi needs to catch up on email before he heads out for the day. Copilot speeds the work by summarizing email threads and preparing draft responses.



Copilot in Outlook

Ask for more details.

2:00 PM

Daichi updates the roadmap deck to reflect the commitments from the engineering team meeting.



Copilot in PowerPoint

Add a slide based on [copy in bulleted list of roadmap updates]

11:00 AM

Daichi meets with the engineering team to plan the development of new features. During the meeting he uses Copilot to understand the prioritization of the features.



Copilot in Teams

Create a table to categorize the features discussed so far by priority.



Daichi is a marketing manager at Contoso