

# Using Copilot in Marketing



## Goals and challenges

It's more important than ever to deliver creative, high-quality content that is authentic to your brand. At the same time, cross-functional campaigns are becoming more complex to manage across new surfaces. Marketing teams must overcome the traditional communications gap between marketing and sales and marketing and product teams to develop a cohesive strategy for success.



## Marketing roles



Content Creator



Pricing Analyst



Product Marketing Manager

## Microsoft Copilot opportunity to impact key functional KPIs



### Agency spend

Copilot helps reduce the cost spent on outsourcing content creation.



### Leads generated

By analyzing the competitive landscape, enhancing demand generation materials, and improving internal collaboration, Copilot can help marketers generate more leads and reach new customers.



### Brand value

Copilot elevates your brand message by helping you develop more captivating and engaging content — whether it's email campaigns, blogs, or website copy. Copilot also helps you brainstorm your social content, sparking interest and expanding your brand reach.



### Cost per lead

Copilot helps reduce the cost spent per lead by simplifying analysis, content creation and customization.



## Copilot can assist with...

Copilot can help to achieve alignment between teams and help to generate creative content that can deliver a marketing message effectively.

- [Creating a marketing Bill of Materials](#)
- [Streamline market research and strategy](#)
- [Content creation using Copilot](#)
- [Collect and share product feedback](#)
- [Create a new offering](#)
- [Product Launch](#)
- [Campaign performance tracking](#)
- [Targeted campaigns](#)



Revenue growth



Cost savings and avoidance



Improve employee experience