

Discover how **Copilot for Microsoft 365** can streamline the day of a Marketing Manager and help them launch a stronger campaign for their latest product. As a Microsoft Partner, we can help you **accelerate Copilot adoption by conducting employee training sessions.**



## A day in the life of a Marketing Manager

### 8:00 AM

David 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 me trends and outliers** in our latest market research for promotions.

### 10:00 AM

David has received the design specs for their newest product from the engineering team and needs to pivot this technical information into a customer-facing presentation.

#### Copilot in PowerPoint



**Create a presentation** for the new product using the design document from engineering.

### 2:00 PM

David needs to create a series of social media posts for the new product. He uses Copilot to start drafting ideas.

#### Microsoft Copilot



**Create a series** of LinkedIn posts based on the new product description and customer-facing PowerPoint presentation.

### 4:00 PM

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

#### Copilot in Outlook



**Summarise** all the emails received today highlighting the primary asks and open items, then draft responses.

There are so many opportunities to integrate Copilot with the Microsoft 365 tools you use every day. **Contact us** to learn more about how **we can help you leverage Copilot to transform the marketing process.**

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