



# Driving demand as a Microsoft Partner

## Where to start!



**In light of changes to Co-Op funding from Microsoft, where only demand generation is funded, partners are at a crossroads, not knowing which direction to take.**

**Stuck with what tactic to use, how to generate ROI, and the who, when, where, why's of demand generation?**

**We're here to guide you on your journey and here's where to start.**



### Destination

#### The target audience

Firstly, take a step back to think about where you are heading. Who is it you want to connect with? Work with your sales teams and business leaders to define what good business looks like for you.

**Ask yourself these questions...**

- 1 Who are your most profitable customers?**
- 2 What size are those businesses?**
- 3 What job titles do you typically work with?**
- 4 Who within those businesses signs the cheques?**



### Route

#### The message

Get relevant with your target audience. Forget for a minute about what you're selling, think about them. This will dictate the road you want to go down.

- 1 What is keeping them up at night?**
- 2 What drives them at work?**
- 3 What is going on in their business?**
- 4 What support do they need?**

Once you have the answers to these questions only then can you consider how your solution or organisation can solve those challenges.



### Vehicle

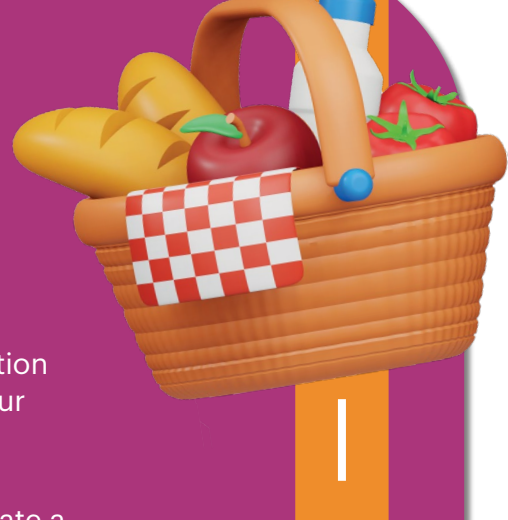
#### The platform

With so many platforms to choose from that can drive home your carefully crafted message. How do you pick? Here's some guidance:

- LinkedIn:** Result-driven B2B marketing, leveraging its professional user base and powerful targeting options to connect with decision-makers and industry professionals effectively.
- Google Ads:** Opt for Google Ads to generate results through paid search and display advertising, reaching a vast online audience and driving traffic, conversions and brand visibility.
- Microsoft Ads:** Think of Microsoft Ads as a hybrid between Google and LinkedIn. Now available with LinkedIn targeting options. A super cost-effective and powerful platform for results!
- Telemarketing:** Select telemarketing for personalised communication with potential clients, enabling direct conversations for those businesses that already have an awareness of your organisation, or where there is a specific, timely CTA.
- Content Syndication:** Embrace content syndication as a means to expand your reach. Generate opted-in contacts by distributing valuable content across multiple platforms, broadening your audience and brand awareness ready for nurturing and following up.

### Tactics on the journey

The avenue that you decide to travel down will dictate the appropriate content and tactics to use...



- Content Syndication:**
  - Use whitepapers or eBooks to maximise reach and engagement.
  - Distribute content across multiple platforms, broadening your audience and brand awareness.
  - Ensure content is highly informative.
- LinkedIn:**
  - Craft demand generation content tailored to your audience.
  - Consider eBooks and videos that will captivate a professional audience.
  - Focus on industry relevance that will connect with decision-makers.

**According to LinkedIn, the average CTR for sponsored content sits between 0.44%-0.65%**



#### Google/Microsoft:

- Set up landing pages for multiple assets, catering to a diverse audience.
- Provide a range of options, allowing a user to pick and choose what is of interest to them.
- Utilise Google Ads and Microsoft Ads to maximise your reach.

**According to Google, the average ROI for their Ads is 200%**



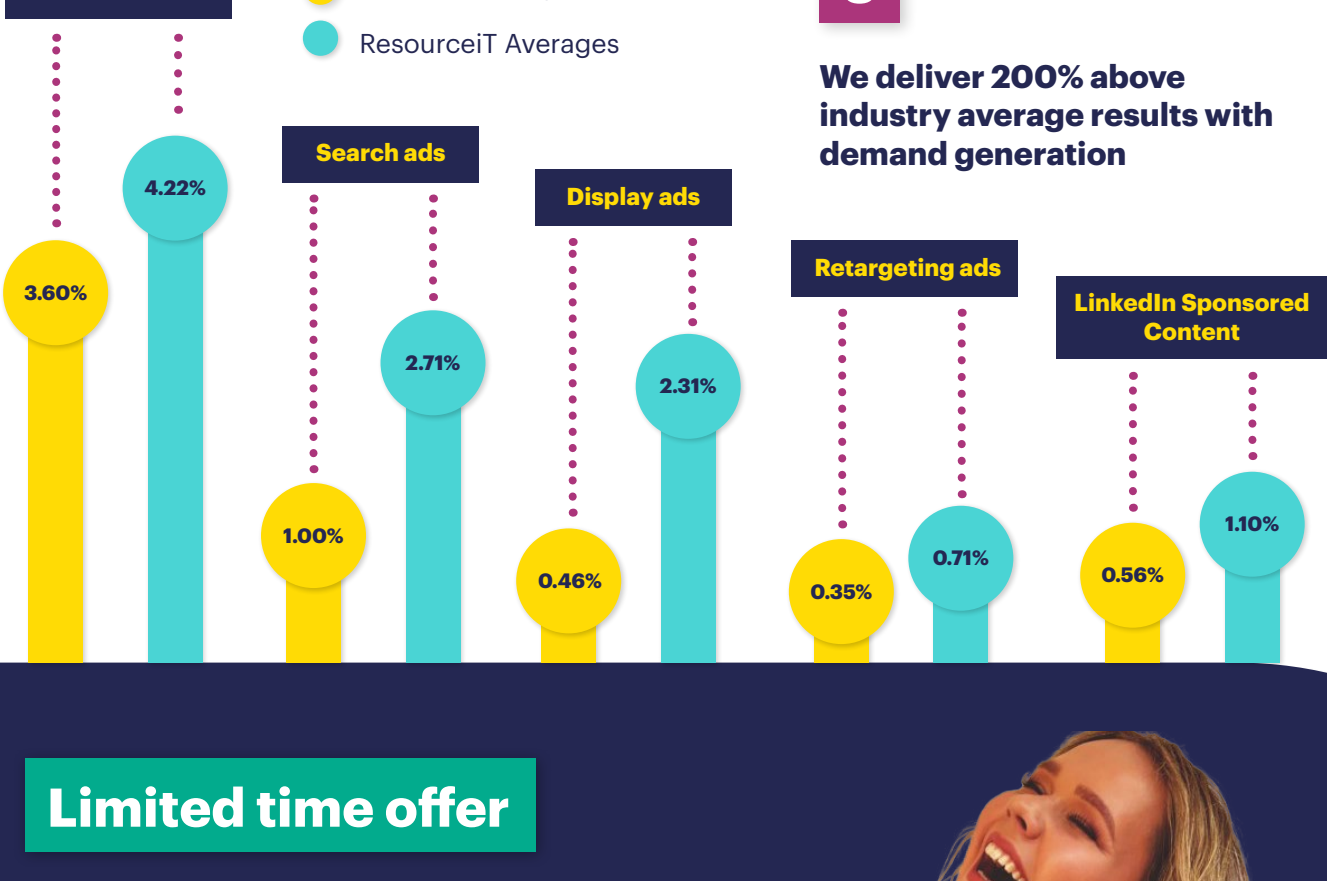
### Need some help?



#### Meet ResourceiT

Our average CTR across all LinkedIn campaigns last year was 1.08% (over double the industry average!), and 2.31% for all Google campaigns.

- 1 One of only two agencies in the UK recommended by Microsoft for demand generation**
- 2 We've been working with Microsoft and its partners for over 20 years**
- 3 We deliver 200% above industry average results with demand generation**



### Limited time offer

**Free consultancy session with our GM, Tory Simpson. Tory is a demand generation expert, with over 10 years' experience in digital advertising, her focus is on getting results from the right people, and driving not just demand, but actually closing business.**

[Book now](#)

