

Get the most ROI from your Microsoft co-op funds before the H1 deadline

Spending your co-op is an essential resource for **lead generation, pipeline growth, maximising ROI, and strengthening your relationship** with Microsoft.

The H1 deadline for spending your Microsoft co-op funding is fast approaching

31st December 2024



Let's not forget

you've earned this funding through the incentive program over the **past 6 months!**



Don't forfeit

those co-op earnings by letting the funds go to waste!

CRN reported last year that **60%** of all co-op funds go unspent.

Don't let this be you!



Why co-op matters

These funds are not just a reward; they're a strategic investment from Microsoft to drive key business priorities through your business.

The purpose is twofold:

1

To reward you as a highly valued Microsoft Partner.

2

To reinvest in your future success with Microsoft, accelerating results and hitting critical objectives.

You may be thinking...

"We're running out of time to execute this before the PoE deadline."

"I have some co-funds left, but how can I align them with our existing campaigns?"

"Getting budget approval for matched spending is tough, especially last minute."

"I don't know where to start, and we already have limited time and resources."

Why use your co-op funds?



Reinvest in your business: Microsoft co-op funds help you promote Microsoft products while building your own business.

Plan for success: Use these funds for demand generation, digital marketing, partner skilling, and more.

Don't lose out: If you don't use your co-op funds, they'll be forfeited. Act now to get the most value!

Build on your alliance with Microsoft: Using your co-op funds provides great visibility with Microsoft.

How spending your co-op can benefit Your Microsoft relationship



Proven track record

Well-thought out marketing plans using co-op strengthens trust and recognition with Microsoft Partner teams, increasing the likelihood of co-sell opportunities.



Improved relationship

Using co-op funds to strategically align to Microsoft's objectives signals commitment to the partnership, enhancing visibility.

A successful campaign can also help you build robust evidence for your next Partner of the Year award entry.



The benefit of working with an agency



Expert help

Agencies like ResourceIT help you create and execute winning campaigns.



Save time

Agencies handle everything from creative ideas to Proof of Execution (POE) reports, so you can focus on your business.



Maximise ROI

Get the best results with a well-executed strategy, tailored to Microsoft's priorities.

Our top tips for getting the most ROI out of your co-op funds

1

Make sure Microsoft is at the **heart of your campaign**, and aligns to Microsoft solutions, priorities and messaging.

2

Act fast, but don't compromise on quality! Unused co-op funds are forfeited - if you don't use it, you lose it.

3

If you want to see **real results**, plan for your campaign to run for at least **6-8 weeks**.

4

Run a multi-touch digital campaign. Digital advertising, social media, SEO, email marketing, telemarketing.

Checklist for success



Check your earnings:

Log into Partner Centre to see your co-op balance.

Create a co-op plan:

Outline your marketing efforts and how they'll drive results.

Collaborate with an agency:

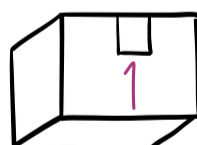
Agencies ensure compliance, manage the process for you, and deliver top-notch campaigns.

Submit your claims:

Claims must be submitted by **February 15, 2025 (for H1)**.

You should aim to get your campaigns live ASAP to allow enough time for results to materialise.

Example packages and timeframes

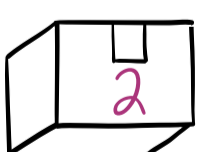


Multi-touch campaign

Duration: 8-10 weeks

Campaign components:

- Multi-touch demand generation strategy
- Tactics could include: Telemarketing, PPC and direct mail
- Tailored messaging designed for a warm audience
- Vertical-specific targeting to ensure maximum relevance
- Drive a sense of urgency with a compelling value-added call to action (e.g. Proof of Concept or product demo)

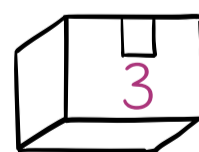


Hybrid Campaign

Duration: 4-6 weeks

Campaign components:

- Refresh an existing high-value asset with Microsoft solutions and verticalised messaging
- Run a PPC demand generation campaign for the full 4-6 weeks
- Retarget a warm audience for optimal results
- Tailor messaging to one or two key verticals and include a clear, impactful call to action to drive urgency



Speedy Campaign

Duration: 3-4 weeks

Campaign components:

- Leverage an existing asset for PPC demand generation
- Retarget a warm audience as a continuation of a previous campaign
- Focus on a specific vertical so the messaging is highly targeted and relevant
- Emphasise urgency with a strong call to action, such as a value-added offer like a Proof of Concept

Unsure how to get the most out of your Microsoft co-op funds? We've got you covered!

Tori, our Head of Client Services, is ready to guide you on the smartest ways to invest your co-op funding and strengthen your Microsoft partnership before the H1 deadline. Remember, we're here to help so don't hesitate to reach out



tori.tracey@resourceit.net
www.resourceit.net
01256 881 100

Make it happen today.