

# THE MARKETING COPILOT AI-ENABLEMENT WORKSHOP

Super Charge Demand Generation & Sales Using the **Marketing Copilot Methodology and Growth Formula**

## OVERVIEW

This three-hour workshop is designed for Microsoft Channel Partners and Software Developers, who want to **accelerate growth by combining proven sales and marketing frameworks with AI-driven tools**. Using the Marketing Copilot Methodology and Growth Formula, participants will learn how to build the right AI stack to drive pipeline, improve conversion, and scale demand generation without overwhelming their teams.

**The session will balance strategy with hands-on execution, showing how to align marketing programs with Microsoft's priorities**, leverage Microsoft content, and embed AI solutions that amplify your unique marketplace positioning and book sales calls for your sales team.

## SESSION FLOW

- **Introduction & Context:** The Microsoft growth landscape and why AI matters now.
- **Marketing Copilot Methodology:** Framework overview with examples from the channel. Creating your unique voice and value proposition.
- **Growth Formula in Action:** Case study walk-through of formula applied to a Partner/ISV scenario.
- **AI Stack Deep Dive:** Core categories: AI for content, campaigns, sales enablement, and analytics. Demo of how these tools connect to methodology + growth formula.
- **Breakout Exercise:** Participants map their current tools and identify AI gaps/opportunities.
- **Action Planning & Next Steps:** Each participant drafts their "first three moves" post-workshop.

## LEARNING OBJECTIVES

### Understand the Opportunities of Answer Engine Optimization (AEO) to their business

- Learn how content libraries can help you appeal to AI engines

### Apply the Marketing Copilot Growth Formula

- Discover the formula that connects brand clarity, content, campaigns, and conversion into a repeatable growth system.
- See how AI accelerates each stage of the formula.

### Build the Right AI Stack

- Identify the core AI tools needed for sales and marketing (from website de-anonymizers to LinkedIn hacks, to content libraries, and campaign automation).
- Learn how to avoid "shiny object syndrome" and instead invest in an AI stack that aligns with business goals.

### Align with Microsoft FY26 Priorities and Position Your Firm as a Frontier Partner

- Map AI-enabled marketing to Partner Center incentives, Solution Designations, and co-sell readiness requirements.
- Understand how AI-driven differentiation improves visibility with Microsoft's field teams.

### Create an Action Plan

- Leave with a prioritized roadmap for embedding AI into your sales and marketing programs.
- Define the first three steps to implement after the workshop.

## WHY IT MATTERS FOR MICROSOFT PARTNERS & SOFTWARE DEVELOPERS



Stand out in a crowded market.



Accelerate your unique as a Frontier Partner.



Scale without extra headcount.



Win customer trust.

## BUSINESS OUTCOMES FROM THE WORKSHOP



### STRONGER PIPELINE

Reach the right buyers, generate higher-quality leads, and fuel consistent demand.



### FASTER SALES

Personalize at scale, prioritize smartly, and shorten deal cycles.



### MICROSOFT DIFFERENTIATION

Cut through noise, align with co-sell programs, and gain visibility.



### SCALABLE GROWTH

Automate, repurpose, and use AI analytics to grow without extra cost.



### CLEAR AI ROADMAP

Leave with a tailored plan, priority tools, and first steps for adoption.



### LONG-TERM IMPACT

Revenue growth, efficiency, and market positioning through a repeatable, AI-powered growth engine.

## PRICING OPTIONS:

- **\$10,000 USD:** 50% paid in advance of workshop date and remainder paid with 15 business days of workshop completion.
- **Add-on: 30-day coaching cadence to accelerate execution:** Coaching starts at **\$3000 per month** with no minimum contract

## MEET YOUR MARKETING COPILOT:



**MARIE WIESE**  
Marketing Strategist

**BOOK A 30-MINUTE DISCOVERY CALL**