

# 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.



## 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](#)



## Marketing roles



Content Creator



Pricing Analyst



Product Marketing Manager

## Transform marketing processes



Campaign execution



Content creation



Customer insights & strategy



Demand generation

## Microsoft Copilot opportunity to impact key functional KPIs



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.



Marketing leads created

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



Cost per marketing lead generated

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



Revenue growth



Cost savings and avoidance



Improve employee experience