

Campaigns-in-a-Box

Supercharge Your Marketing with
ready-to-use, customizable
marketing assets

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AGENDA

- Campaign in a Box (CiaB) overview
- Solution Area Campaigns
- CiaB Key links and resources
- Q&A

Campaign in a Box (CiaB)

Ready to launch customizable campaigns

Approved Microsoft value propositions, messaging and branding

Aligned to Microsoft priority solution areas and industries

Available to all Microsoft AI Cloud Partners

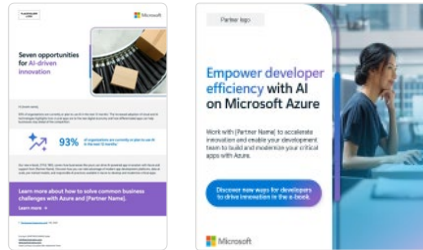
Microsoft invests so that partners can GTM quicker and faster

Drive top of the funnel leads through partner-led marketing

Example: Build and modernize AI apps

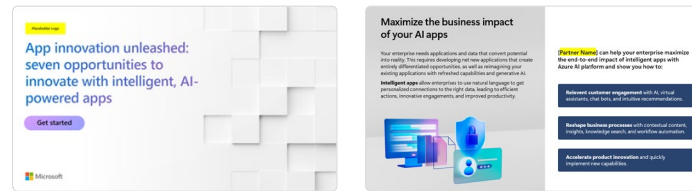
Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



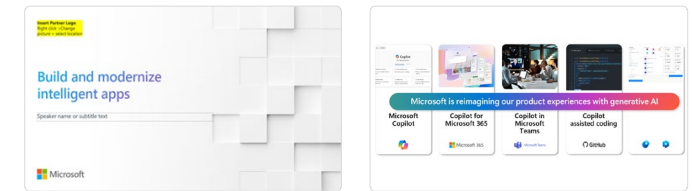
Acquire leads

E-book: App Innovation unleashed: seven opportunities to innovate with intelligent, AI-powered apps



Nurture opportunities

To-customer pitch decks



How to leverage CiaB



Partner Marketing Center (PMC)

Downloadable customizable assets w/ execution guides

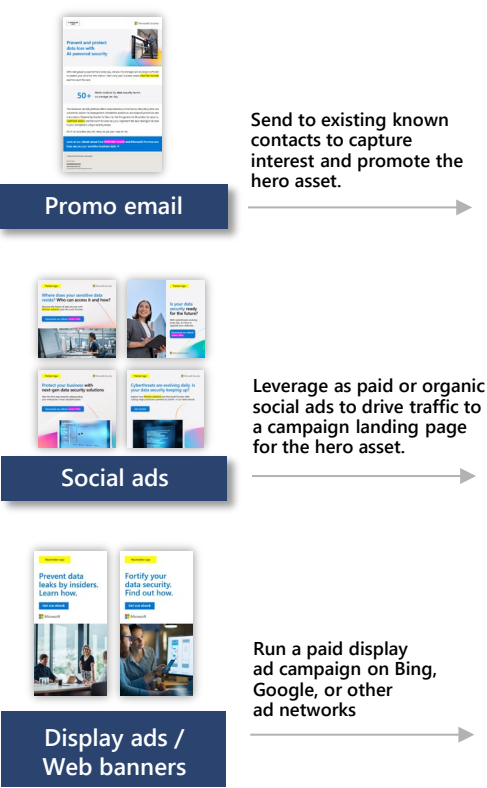
Available in English and localized in 12 languages: Chinese (simplified), Chinese (traditional), Dutch, French, German, Italian, Japanese, Korean, Portuguese (Brazilian), Russian, Spanish (LATAM), Turkish

What is included in the CiaB?

Sequence your campaign with the following marketing touchpoints, using templates in the asset library.

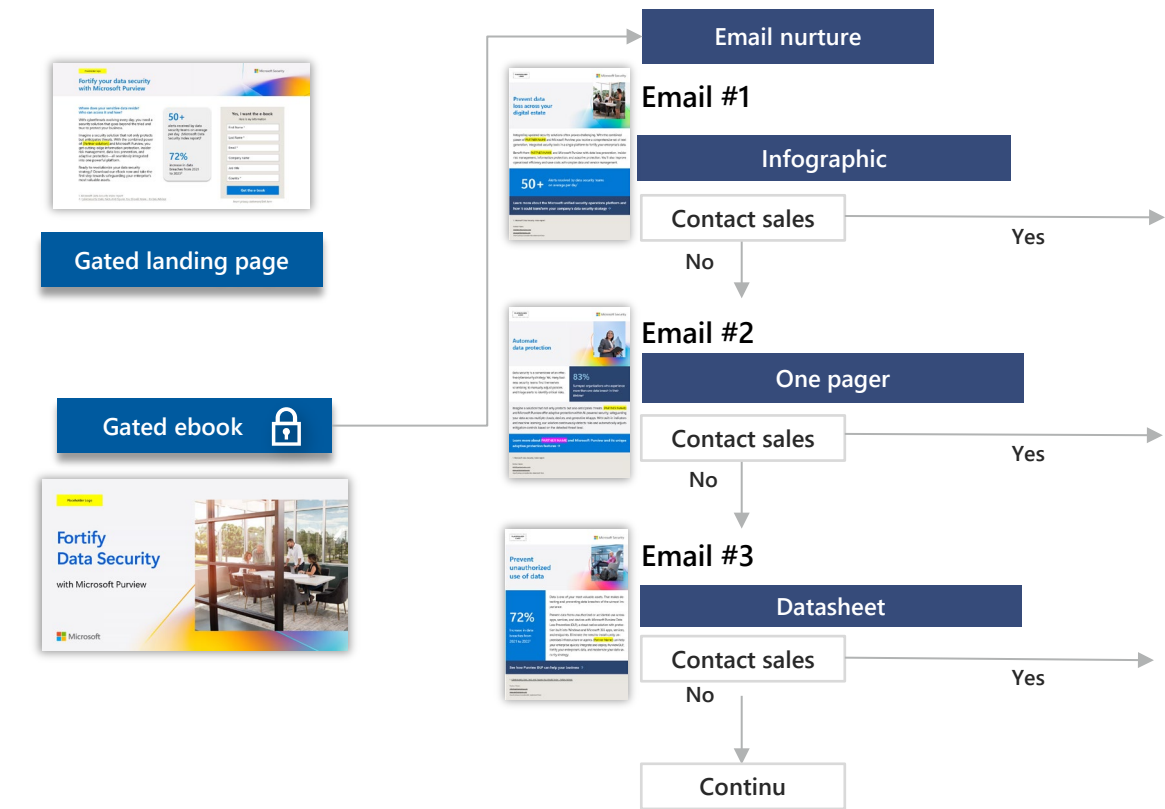
1. PROMOTION

The hero asset is promoted to target audiences via social and display ads. Promo emails are sent to existing known contacts.



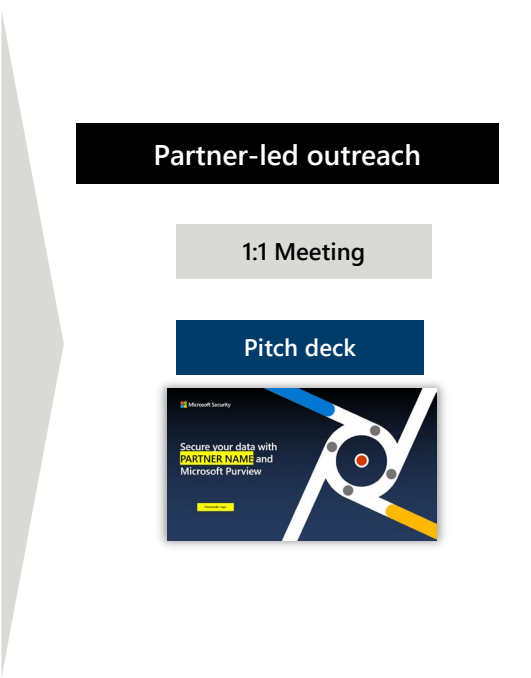
2. ACQUISITION

Visitors who engage with gated hero asset receive a multi-email nurture series, surfacing mid-funnel assets to enhance consideration. As they progress through nurture campaign and show behavioral indicators, they are qualified for hand-off to sales.



4. DECISION

Leads pass to sales following nurture and qualification for a 1:1 meeting. Pitch deck is used to enhance 1:1 customer meetings and encourage next steps.



Cloud & AI Platforms

Migrate and Modernize your Estate | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

	Identify high propensity customers		Generate leads	
Customer Scenario	Sales Motion	Propensity Tool	Campaign-in-a-Box (CiaB)	Get Started
Drive Migration and Modernization of Windows Server, SQL Server, .NET, & Linux, PGSQL, Java	App Modernization	CloudAscent	Modernize Apps	PMC
	Secure Migration and Modernization		Migrate and Secure WS/SQL/Linux/PGSQL (SMB)	PMC
Capture VMWare opportunity with migration/modernization to AVS and Azure IaaS and PaaS	Migrate to AVS		Migrate VMware Workloads to Azure	PMC
Migrate & Modernize SAP on Azure	Migrate SAP on Azure*		Modernize SAP on the Microsoft Cloud	PMC
Learn more about CloudAscent Propensity Tools		Learn more about Campaign-in-a-Box		

*Not SMB priority

Unify Your Data Platform | Demand Generation



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Identify high propensity customers

Generate leads

Customer Scenario

Sales Motion

Propensity Tool

Campaign-in-a-Box (CiaB)

Get Started

Unify your Data Platform

Accelerate capturing the market share of the entire data opportunity by landing Azure is the best destination for first party and third party data solutions

[CloudAscent](#)

Unify your data Platform (SMB)

[PMC](#)
[FY26 CiaB coming soon]

Learn more about [CloudAscent](#) Propensity Tools

Learn more about [Campaign-in-a-Box](#)

Innovate with Azure AI Apps and Agents | Demand Generation

→ Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

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Customer Scenario	Sales Motion	Propensity Tool	Campaign-in-a-Box (CiaB)	Get Started
Innovate with Azure AI Apps and Agents	Drive AI Transformation conversation for customers	CloudAscent	AI Transformation	Link [FY26 Refreshed CiaB coming soon]
	1. Establish meaningful Differentiated AI Solutions that drive high-value customer outcomes 2. Win the AI and Agentic AI platform decisions with Azure AI Foundry		Innovate with Azure AI Apps and Agents (SMB)	[FY26 CiaB coming soon]
	Win developers with GitHub and drive them to Azure		Win developers with GitHub	Link
Learn more about CloudAscent Propensity Tool		Learn more about Campaign-in-a-Box		

AI Business Solutions

Copilot and Agents at Work | Demand Generation

→ Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Identify high propensity customers			Generate leads	
Customer Scenario	Sales Motion	Propensity Tool	Campaign-in-a-Box (CiaB)	Get Started
Acquire New Customers	<ul style="list-style-type: none">Lead with Copilot for AllWin Copilot Chat across IW + FLWLand Agentic valueWin Microsoft 365 Copilot	CloudAscent	Microsoft 365 Copilot (SMB)	PMC
Monetize Unpaid Users	<ul style="list-style-type: none">Drive Copilot Agentic value with high impact business scenariosUpsell to Microsoft 365 Copilot			
Grow Existing Customers	<ul style="list-style-type: none">Drive Copilot Agentic value with high impact business scenariosExpand Agentic scenarios to improve customer ROIExpand M365 Copilot seats			
Learn more about CloudAscent Propensity Tools			Learn more about Campaign-in-a-Box	

Secure AI Productivity | Demand Generation

→ Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Identify high propensity customers			Generate leads	
Customer Scenario	Sales Motion	Propensity Tool	Campaign-in-a-Box (CiaB)	Get Started
EOS Office 2016/2019	<ul style="list-style-type: none">Plan the move to Microsoft 365Leverage on demand Microsoft 365 E3 DemosEngage with FastTrack ME3 Go Back Program for ME3	CloudAscent	Secure AI Productivity	PMC
Secure AI-Powered Productivity	<ul style="list-style-type: none">Leverage the Secure AI Pitch DeckEngage Secure Productivity Proof of Value engagementsLeverage Microsoft Purview for M365 E3			
Shadow IT	<ul style="list-style-type: none">Explore BYOAI Shadow IT Discovery with M365 E3Position Simplifying Endpoint Management with Microsoft 365Land Elevating Security for Copilot with Microsoft 365			
Learn more about CloudAscent Propensity Tools			Learn more about Campaign-in-a-Box	

Scale Business Operations with AI | Demand Generation

→ Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Identify high propensity customers

Generate leads

Customer Scenario	Targeting Scenario	Customer Targeting Lists (aka Cohorts)	Campaign in a Box (CiaB)	Get Started
Scale Business Operations with AI	D365 Acquisition	Modernize Accounting/ERP Systems with D365 Business Central	Business Central for SMB	PMC Business Applications Partner Campaigns

Learn more about [CloudAscent](#) Propensity Tools

Learn more about [Campaign-in-a-Box](#)

Security

Security | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Identify high propensity customers

Generate leads

Customer Priorities

Sales Motion

Propensity Tool

Campaign-in-a-Box (CiaB)

Get Started

Modern Security Operations with
Unified Platform

Modernize security operations
with unified platform

[CloudAscent](#)

Modern Security Operations with
Unified Platform (SMB)

[FY26 CiaB coming soon]

Learn more about [CloudAscent](#) Propensity Tools

Learn more about [Campaign-in-a-Box](#)

CiaB Key links and resources

Explore all Microsoft Solution Area & Industry CiaBs

 [Browse collections by Solution and Industry Areas](#)

Explore purpose-built content for the SMB audience

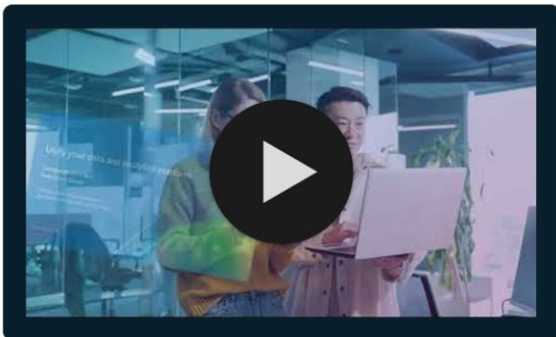
 [SMB Go To Market Execution](#)

We're listening! Share your feedback

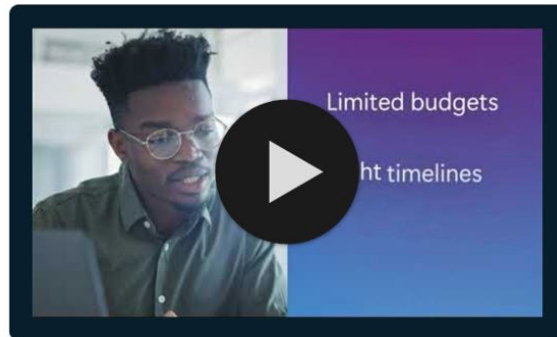
 [Feedback Form](#)


Learn more about [Campaign-in-a-Box](#)

Grow your business with Microsoft Partner Marketing Campaigns



Best practices for Microsoft Partner Marketing Campaigns





Q&A

Thank you

The background features a smooth gradient from a deep blue on the left to a vibrant green on the right. The lower portion of the image is filled with a complex, overlapping pattern of thin, wavy lines in various colors, including shades of blue, green, purple, and red, creating a sense of motion and depth.