

CUSTOMER STORY

Microsoft



Solution Overview

Products and Services
Online Marketing Planner

Industry
Computer Software

Organization Size
10,000+

Country
USA

Language
English

Microsoft Launches Online Marketing Planner

EMM created an online marketing planner to support Microsoft partners' marketing efforts.

Understanding Their Needs

Microsoft partner channel spans from sophisticated marketers to companies just getting their marketing efforts off the ground. Microsoft engaged Extra Mile Marketing to create an online marketing planner to guide partners in their marketing strategy, tactics and execution.

How We Helped

Extra Mile Marketing created the planner to be completed in two stages. Partners could access and complete stage one of the planner to determine their marketing readiness. By answering a series of questions that the planner guided the user through, the partner would ultimately receive a report to point them in the direction of the most effective next steps in their marketing efforts. The report was based on the answers provided by the partner, their goals and assessed readiness. The second stage of the planner was created to take the user on a deeper dive of their marketing history, sales and marketing goals and ROI estimates for future marketing campaigns.



"This is great! Awesome! Really nice! Wonderful! Fantastic..

Ok I am out of words.. ;-)"

- Diana Ishak, Microsoft