

Copilot for Microsoft 365: Marketing Use Case

Course Duration: 4 Hours (0.5 Day)

Overview

Empower Your Workforce Unlock the potential of your team's productivity with our Copilot for Microsoft 365: Marketing Use Case course. This program dives deep into the functionalities of Microsoft Copilot, providing hands-on experience in real-world marketing scenarios. Participants will learn how to effectively utilize Copilot across essential Microsoft 365 applications, streamlining tasks such as market analysis, campaign brainstorming, and report consolidation. Key learning modules include Optimizing workflows, leveraging AI capabilities, and fostering better collaboration using tools like Teams, Word, and Excel. Enhance your marketing strategies with practical exercises designed to transform your approach to Content creation and Data analysis.

Audience Profile

Marketing Use Case is designed for professional's keen on leveraging AI tools in Microsoft 365 to streamline marketing tasks and improve productivity.

- Marketing Managers
- Digital Marketers
- Content Strategists
- SEO Specialists
- Social Media Managers
- Marketing Analysts
- Brand Managers
- Advertising Professionals
- Marketing Consultants
- Marketing Coordinators
- Product Managers
- Sales Managers
- Business Development Managers
- Project Managers
- IT Professionals in Marketing Departments
- Business Analysts
- Entrepreneurs & Startups in the Marketing Sector
- Communication Specialists
- Academia: Marketing Educators & Students

- Freelance Marketing Professionals

Course Syllabus

Module 1 - Introduction to Copilot for Microsoft 365

- Describe the purpose and functionalities of Copilot for Microsoft 365.
- Outline the working principles behind Copilot for Microsoft 365.
- Identify the core components integral to Copilot for Microsoft 365.
- Examine how Microsoft is committed to responsible AI

Module 2 - Explore the possibilities with Copilot for Microsoft 365

- Identify and apply the key features of Copilot for Microsoft 365 in each Microsoft 365 application to enhance your productivity and workflow.
- Understand how Copilot for Microsoft 365 integrates with Teams to provide a centralized hub for all your work-related information.
- Utilize the AI capabilities of Copilot for Microsoft 365 to transform your approach to tasks in Microsoft 365, making them more intuitive and efficient.
- Demo/Exercises
- Summarize documents with Co-pilot word
- Summarize and draft email with Co-pilot in Outlook
- Create presentation with Co-Pilot in PowerPoint
- Analyze and transform data with Copilot in Excel
- Elevate productivity with Copilot in Teams

Module 3 - Optimize and extend Copilot for Microsoft 365

- Describe the best practices for using Copilot for Microsoft 365.
- Understand how to effectively prompt Copilot for Microsoft 365.
- Review prompting best practices.
- Describe the capabilities of plugins within Copilot for Microsoft 365.
- Understand Microsoft Graph connectors and how they can be used to integrate data
- from external sources into Copilot for Microsoft 365.

Module 4 - Copilot for Microsoft 365: Marketing Use Case

- Elevate Your Market Analysis with Microsoft Copilot: Unleash Data-Driven Insights Effortlessly
- Collaborate and Brainstorm Campaign Ideas Seamlessly with Copilot in Loop.
- Effortlessly Consolidate Multiple Reports with Copilot in Word

- Seamlessly Analyze Trend Spreadsheets with Copilot in Excel
- Harness Copilot in Teams to Summarize Chat and Channel Threads
- Demo/Exercises
- Conduct market analysis using Microsoft Copilot
- Brainstorm marketing campaign ideas using Copilot in Loop
- Consolidate multiple marketing reports using Copilot in Word
- Analyze a market trend spreadsheet using Copilot in Excel
- Summarize chat and channel threads using Copilot in Teams

Module 5 - Summarize with Microsoft Copilot for Microsoft 365

- Identify the key elements of an effective prompt and apply them to your own prompts.
- Prompt Copilot to summarize or extract key information in Word documents, Excel tables, and PowerPoint presentations.
- Summarize chats and meetings to look for key action items with Copilot in Teams.
- Demo/Exercises
- Simplify and extract key information with Copilot in Word
- Identify key information and summarize with Copilot in PowerPoint
- Spot trends and visualize data with Copilot in Excel
- Highlight key decisions and actions from Teams meetings

Module 6 - Create and draft with Microsoft Copilot for Microsoft 365

- Identify the key elements of an effective prompt and apply them to your own prompts.
- Use Copilot to create new agendas, to-do lists, project plans, and more from Word, Excel, and OneNote.
- Ask Copilot in Outlook to draft new emails, compose replies, and plan meetings.
- Prompt Microsoft Copilot for Microsoft 365 to generate new ideas, new content, and FAQs from existing files.
- Demo/Exercises
- Draft cover letters, marketing plans, and outlines with Microsoft Copilot in Word
- Build new slides, agendas, and to-do lists with Microsoft Copilot in PowerPoint
- Draft emails, replies, and meeting agendas with Microsoft Copilot in Outlook

Module No. 7: Edit and transform content with Microsoft Copilot for Microsoft 365

- Identify the key elements of an effective prompt and apply them to your own prompts.
- Organize outlines and content in Word documents with Copilot.
- Add images, slides, and organize your presentation with Copilot in PowerPoint.

- Format, sort, filter, and highlight data with Copilot in Excel.
- Rewrite messages with Coaching by Copilot in New Outlook
- Demo/Exercises
- Write, organize, and transform content using Microsoft Copilot in Word
- Add images, slides, and organize your presentation using Microsoft Copilot in PowerPoint
- Format, sort, filter, and highlight data using Microsoft Copilot in Excel
- Rewrite messages and replies for tone using Microsoft Copilot in Outlook