Technology for Social Impact Partner Community Update

November 2022
Digital Marketing Content OnDemand

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Microsoft Digital Marketing Content OnDemand

What is Digital Marketing Content OnDemand?

This simple, easy-to-use tool provides partners with comprehensive digital campaigns that include curated, to-customer marketing materials and sales resources in a highly prescriptive format. Suggested tweets, LinkedIn posts, Facebook statuses, mini-blog posts, and emails are provided (yet fully customizable).

Which partners is this resource ideal for?

Available for network-level (and above) Microsoft Partners at aka.ms/dmc at no cost.

It’s ideal for small – medium partners who don’t have a PDM or an existing social syndication application.
How can DMC help you?

Benefits:

1. **Build and optimize digital marketing strategy** and approach with digital campaigns that include both to-customer and to-partner sales enablement resources.

2. **Increase demand generation** as you connect with customers and prospects through your social media accounts and blogs. All posts are pre-written, but fully customizable. With +70% of the buyer’s journey done online, this allows you to quickly and easily harness the power of a solid online presence in as little as 10 minutes per week.

3. **Nurture your existing customers** by utilizing the pre-written, but fully customizable, emails included in DMC campaigns.

4. **Capture and close leads** through gated content.

5. **Track campaign performance** by utilizing the reports in DMC.
DMC Nonprofit campaigns

1. Go to the Explore page
2. Filter on Nonprofit Business type to view the Nonprofit product areas and campaigns
Campaign-in-a-box assets

**Pitch decks**

- Partner Opportunities: Microsoft Azure Virtual Desktop
- Modernize VDI to Azure Virtual Desktop

**Customer stories**

- Gated social images, thought leadership ... and more!

**Sales guides**

- Azure Virtual Desktop
  - Sales Guide

**Infographics**

- Benefits of Azure Virtual Desktop
- Why trust Windows Virtual Desktop?
Next steps

Sign up today at aka.ms/dmc

Questions?
Contact the Digital Marketing Content OnDemand support team at DMCSup@microsoft.com.
Partner Spotlight
Aysha Kaushik – Microsoft
Emma McDonald – The Silver Cloud Business
Challenge
Girlguides South West England (GGSWE) were looking for a managed service provider to help them modernise their ways of working and their IT infrastructure, helping them to change how they work and collaborate, enabling more functionality and security within the organisation whilst at the same time lowering run cost.

Solution
The solution was for The Silver Cloud Business to help GGSWE migrate to the Microsoft 365, allowing them to move away from systems that had grown independently and were isolated. By moving to Microsoft 365, GGSWE had a single environment for email, collaboration, data storage and security, bringing their data into a single environment, whilst removing the cost of supporting third-party solutions that were previously in use. This has helped reduce the overall run cost for the infrastructure, which is important during the cost-of-living crisis.

Benefits
Staff have standardised, business class IT equipment, and by GGSWE migrating to the Microsoft 365 cloud, it has made it far easier to collaborate internally with staff and volunteers, externally with other branches, and the head office of Girlguiding.

For more information read cloud-migration-in-salisbury-for-charity_girl-guides-south-west_England (thesilvercloudbusiness.com)
Modern Work and Surface

Do More with Less in the non-profit sector
Microsoft 365 empowers you to **Do More with Less**

**Microsoft 365 delivers on the power of the cloud**

### Save Costs
- Consolidate your apps into one Microsoft 365 suite
- Simplify deployment with single sign-on experience for easier access
- Reduce application licensing and management complexity

### Increase Security Confidence
- Securely access your data from anywhere
- Reduce risk of expensive data breach incidents
- Keep your devices safe wherever they are, across platforms

### Improve Productivity
- Connect professionally with customers from anywhere
- Adopt hybrid business practice to ease travel expense
- Reduce office space leasing and utilities costs

### Realize Value

- **Save over 50%** through license consolidation to Microsoft 365
- Reduce data breach risk by **45%** and security management costs by **50%**
- Enable **51%** more collaboration and reduce travel expenses by **32%**

**Opportunity for partners to find and implement the right solutions for non-profits and also offer value-added managed services for greater profitability**
Microsoft 365 suites offerings for all non-profits – big and small

Microsoft 365 Business Basic

Cloud Services

Free for up to 300 users

Microsoft 365 Business Standard

Cloud Services

Desktop Apps

$3 per user/month

Microsoft 365 Business Premium

Cloud Services

Desktop Apps

Comprehensive Security

Free up to 10 licenses and then
$5.5 per user/month

Microsoft 365 E3
For $9 per user/month.

Microsoft 365 E5
For $22.80 per user/month.

Microsoft Surface
Surface devices
Save up to 10% on select Surface devices.
60% of partners surveyed shared that most SMB customers start with a small standalone software deployment and then incrementally add more solutions and services over time.¹

¹ Meeting the Changing Software Technology Needs of SMBs, Forrester Consulting, September 2022
Nonprofit News Tip

Risa Coleman
Want to better understand your SMB customers, and become a trusted and valued advisor? Join us December 6 for “Meeting the Changing Software Technology Needs of SMBs” webinar, featuring Forrester Consulting. #DoMoreWithLess #SMBs #Microsoft365 #Forrester

Link: https://aka.ms/M365v487EXT-Register

Visit Microsoft 365 & Security for Partners
Questions?
Join the Technology for Social Impact Partner community

✓ Announcements
✓ Key resources and guides
✓ Partner discussion board
✓ Partner Spotlight

Join the Partners for Social Impact Community
https://aka.ms/JoinPSI
Watch nonprofit community updates

- Partner success stories
- Market research
- Microsoft subject matter experts sharing insights and news

Visit community updates on
Microsoft Cloud Partner Program – Nonprofit
Get your questions answered

✓ Learn more about our nonprofit product grants and discounts in our Frequently Asked Questions

✓ Get your specific questions answered
Contact nonprofit support at
https://nonprofit.microsoft.com/en-us/contactus
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