

Microsoft Teams for Marketing

Microsoft Teams





In this playbook...

Find out how Microsoft Teams can enable personas across every major function and role in your organization to effectively navigate through daily high value scenarios with ease and confidence.

Plan & Strategize

- Develop an Effective Go-To-Market Strategy
- Easily Manage and Track External Marketing Campaigns
- Manage Marketing Events As a Team
- Appointing a Brand Ambassador
- Monitoring Negative Response
- Devising a Digital Marketing Plan for Brand Building
- Plan and Carry Out a Successful

Product Launch



Collaborate & Design

- Crowdsource Marketing Ideas • Collaborate with Sales to Create Successful Campaigns
- Coordinating Efforts Over New Retail Outlets
- Leverage Rich Visuals to Make your Work Shine
- Streamline Approval Processes with Real-Time Teamwork







Plan & Strategize

Check out how the Marketing team can use Microsoft Teams to keep your business running efficiently and address unexpected situations with confidence.

Marketing Superpowers in Teams

Capabilities and features used...

- Schedule meetings using synced calendars, or a meet now • feature
- Participate in instant, open-channel communication ٠
- Store documents within a cloud-enabled repository ٠ using Files section or channel tabs
- Create and co-author documents, spreadsheets, presentations and more in the cloud with Office 365
- Channel tabs for everyone to stay on the same page
- Help collaborate with teammates on multiple projects from within a single environment

Apps that enable an immersive experience in Teams





		•••	=
rPoint	OneNote	Asana	HunchBuzz
		×	
dchart	MailChimp	Calendar BOT	Google Analytics
Ð			
ent.io	Lists	Tasks by Planner	Prezi Video

and To Do

Meet the Business Decision Makers Marketing



Develop strategies to maximize ٠ profits and increase market share



Event Manager

"Planning without action is futile, action without planning is fatal."

- Manage vendors or suppliers in a professional manner
- Ensure that the cost of an event is well within the budget agreed with a client
- Provide leadership and motivation in order to ensure synergy throughout the period of an event



Meet the Business Decision Makers Marketing





Social Media Manager

"Don't use social media to impress people; use it to impact people."

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Generate, edit, publish and share engaging content daily





Develop an Effective Go-To-Market Strategy Marketing Manager

Scenario Walkthrough

An effective Go-to-Market (GTM) strategy requires teamwork and communication to build successful product and service launches. Documentation must be findable and easily updated, and accessible to all team members, both internally and externally. The Marketing Manager needs to communicate with the regional team to analyze purchase trends, coordinate the creation of a marketing plan, and send it for approval. Teams enables her to track work items and ensures delivery of a viable and successful strategy.

- Attends and records a channel meeting with the regional marketing team members to discuss the task at hand.
- Shares a survey with the team to analyze market trends using Forms.
- Reviews a dashboard showing the purchase trends for the last quarter using Power BI.
- Creates and shares a PowerPoint presentation with a new marketing strategy based on the survey results.
- Receives an approval from the Finance Manager on the marketing budget.

How did Microsoft Teams help the Marketing Manager execute her roles and responsibilities?

- Microsoft Stream enables live streaming and video on demand (VOD) for team meetings, events and training.
- Get real-time feedback with quizzes, polls, and pre-built surveys with Forms.
- Create and analyze data with rich visual representations using Power BI.
- Build reports, documents, and presentations online in the cloud with PowerPoint.







Collaborate with your team through channel communications using @mention to tag required personnel and keep conversations around the topic in a single thread. Meeting recordings can be accessed within the same thread too!





During a meeting, the participants can use rich meeting capabilities to make the meeting engaging and productive. Needless to say, meetings are fully supported on mobile clients too!



	Microsoft Teams		, Search	
 Activity	Teams	V	Planning and Development Posts Files Wiki Purchase Trends ~ 1 more ~ + 国 ビック 使	
Chat	Your teams		Forms © Preview 🖗 Theme	」 ビ Share More 〜
Teams	Marketing General		Questions Responses	Saved
Calendar Calendar Calis	Campaigns Design Review and Feedback Digital Assets Performance and Analysis		Purchase Trends	15:55 \leftarrow Purchase Trends Marketing / Planning and Development
Files	Planning and Development Mark 8 Project Team General			Forms
	Announcements Daily Standup Design Digital Assets Web Finance		1. Which of our products and services are you currently buying?	Purchase Trends
	Go to Market Plan Hiring Ideas Marketing		2. What motivates, influences and incentivizes you to choose us?	1. Which of our products and services are you currently buying?
H Apps	Planning Project Assets Research and Development Strategy 1 hidden channel		3. How are you buying from us? (e.g. direct, online, channel partners, affiliates, etc.)	2. What motivates, influences and incentivizes you to choose us?
(?) Help	Hidden teams			Enter your answer
L T	టి ⁺ Join or create a team	ŝ	4. Are we charging the right price?	

Easily create surveys, quizzes and polls with the integrated Forms application. The Marketing Manager shares a survey template with the team.





Microsoft Teams conversations are threaded so users can reply directly in-context to specific conversations, keeping relevant chats grouped together. @mention relevant team members to make sure you grab their attention in real-time.





Create and analyze data with rich visual representations using Power BI in Microsoft Teams.





Close out conversations in channels once your project objectives have been achieved. The files shared during the discussions will stay hosted within the Files tab in the channel.





Microsoft Teams makes it easy to share files within channels. If the files are Word, Excel, or PowerPoint files, your colleagues can even view, edit and collaborate on the files right within Teams, thanks to deeply integrated Office 365 services.





Easily Manage and Track External Marketing Campaigns Marketing Manager

Scenario Walkthrough

Creating an external marketing campaign means bringing together the right people and resources to launch it and tracking its performance. You need an easy way to create and manage your campaigns, track results, and share findings with stakeholders. See how the Marketing Manager leverages Microsoft Teams in combination with other apps to manage campaigns with ease.

- Sets up a meeting and invites key people to discuss the performance analysis of marketing campaigns.
- Adds Power BI in a channel tab to share the metrics for existing campaigns.
- Configures a Google Analytics tab to receive timely reports on the campaign numbers and analysis.
- Configures a MailChimp connector to receive reports of email marketing activity in a channel.

How did Teams help the Marketing Manager execute her roles and responsibilities?

- Power BI helps facilitate data-driven decisions informed by visualizations and scoring within Microsoft Teams.
- Google Analytics delivers reports and other updates from services you use directly into a channel.
- Mailchimp enables you to stay updated with timely performance reports of your email marketing activity.













Collaborate with your team through channel communications using @mention to tag required personnel and keep conversations around the topic in a single thread. The team schedules meetings and shares files within the same thread too.





Complete meeting solutions in Teams support screen sharing, recording, video and audio conferencing. Scheduling Assistant feature suggests times that are optimal for all attendees.





Facilitate data-driven decisions informed by visualizations n Power BI for Microsoft Teams. The Marketing Manager adds Power BI in a tab to share the metrics for existing campaigns.





Google Analytics connector allows you to receive the analytics overview reports for your websites and mobile applications right in the channel. The Marketing Manager configures Google Analytics to receive timely reports for website performance,



			o
	Microsoft Teams	Q Search	
Activity	Teams	= 💉 Pe	erformance and Analysis Posts Files Wiki Mark 8 Campaign 13 more ~ +
Chat	Your teams Marketing		Nestor Wilke 5/26/20 5:06 PM Added a new tab at the top of this channel. Here's a link.
Teams			💞 All
Calendar	Digital Initiative Public Relations		← Reply
Galls	AE All Employees	!	May 27, 2020
Files	E2 Expo 2020		Google Analytics 5/27/20 10:56 AM Megan Bowen has set up a connection to Google Analytics so that group members will receive a daily Google Analytics overview report for the A
FormMachi	AE All Employees		Megan Bowen rosset up a connection to coogle Analytics so that group members will receive a daily coogle Analytics overview report for the A Megan Bowen covering the following properties: • Microsoft
₽≡	Md project management demo		← Reply
Employee T	a Contoso - IT		Google Analytics 5/27/20 10:56 AM
	Mg M365 group		Daily Report for Microsoft
	Hidden teams		Audience overview report New users: 594 Total users: 4309 Sessions: 6 Avg session duration: 00:35:47 Page views per session: 6.00 Bounce rate: 12.63% Audience report Acquisition report
B			<
Apps (?) Help	\mathcal{C}_{0}° Join or create a team	\$	☑ New conversation

The Google Analytics connector sends daily updates of the audience overview within a channel. Team members can discuss these stats and notifications within a channel thread.







Channel conversations can contain a lot of things - conversations, files shared by team members, meeting threads, and GIFs! Use social features like reacting to team members' conversations and responses to acknowledge them.





The MailChimp connector in Microsoft Teams sends notifications about your email marketing campaigns. The Marketing Manager configures the Mailchimp connector to receive reports of email marketing activity.





Manage Marketing Events As a Team Event Manager

Scenario Walkthrough

Successful marketing events need team support to be successful. You need one location to collaborate, coordinate, and execute strategies, and obtain instant access to team members for status and feedback. The Event Manager is responsible for ensuring that the Omega Xtreme event is hosted flawlessly within extremely tight deadlines. He uses applications and native features within Microsoft Teams to efficiently coordinate with team members and execute the plan with ease.

- Schedules a channel meeting to brainstorm ideas and work out a strategy to conduct a successful event with tight deadlines.
- Reviews the meeting notes shared in a OneNote channel tab.
- Responds to a channel thread regarding potential event locations and suggests finalizing the location with a poll via Polly.
- Views location details shared using Places and gives the team a go-ahead on the final event location.
- Reviews, edits, and approves the event budget shared in chat via Excel.
- Configures a content registration app using Power Apps and notifies the company of the event.

How did Microsoft Teams help the Event Manager execute his roles and responsibilities?

- Create custom applications without code as per your requirements to seamlessly manage complex processes using Power Apps.
- Ask your team questions with Polly and get instant answers in Microsoft Teams.
- Easily search and share location data with your team using Places.







The Event Manager kicks off planning over an online meeting and the team keeps conversations and relevant documents all in the meeting thread for easy reference.



Plan & Strategize – Manage Marketing Events As a Team



A meeting is set up in the channel for brainstorming and a meeting invite is sent to relevant team members and decision makers.





Quickly disseminate meeting outcome and notes among team members with OneNote tabs in channels. The OneNote link is shared in the meeting thread after the meeting.





Once the Event Manager identifies two potential locations for the event, he posts an announcement in the channel tagging the location using Places in Microsoft Teams.





Polly is a Microsoft Teams polling solution that works where your team works best. Intuitive polls designed to help you do your best work!





Quickly reach out to and chat with co-workers. Take conversations offline from channels for 1:1 discussions, just like the conversation here between an employee and the Event Manager.



		penses&Requirements.xlsx	Q Search				
L Activity	Fi	le Home Insert Draw Formul	as Data Review View ∽	Open in Desktop App 🤤	Tell me what yo	ou want to do	🖵 Conv
	5	→ 🗳 🗸 🗸 Arial → 14	$\mathbf{B} \square \lor \triangleleft \lor \square \lor \cdots$	≣ ~ ab 🗄 ~ General	✓ .00		∑ י ^A מ
E ⁴ Chat	D3	f_x Slicer to filter data table by	Primary Category is in this cell.				
		A	В	С		D	
Teams	1						
		MARKETING EV	ENT BUDGET P				
📰 Calendar	2						
	4	NUMBER OF ATTENDEES			50		
L Calls	-	EVENT COSTS			\$2,500.00		
Calls	5	EVENT PRICE per PERSON			\$50.00		
1	6	ESTIMATED MARKETING GF		d	\$45,743.00		
Files	7		AND TOTAL				
••••	8	SUBTOTAL		\$4	18,243.00	Slicer to filter data table by Pr	imary Ca
	9		0				
	10	Primary Category	Secondary Category Research firm fees	Estimated Quantity	2	Estimated Cost per Unit	Es
	11	Research Research	Web research		2	\$2,30 \$1,10	
	12	Research			3	· · · · · · · · · · · · · · · · · · ·	0.00
	13	Research	Independent research Other research		2		50.00
	14	Communications	Promotional brochures		5,000		30.00 30.15
	15 16	Communications	Television		5,000	\$4,00	
	17	Communications	Radio		13		50.00
	18	Communications	Web		1		50.00
	19	Networking	Networking			φ00	
	20	Networking	Memberships		3	\$5	50.00
	21	Networking	Affiliations		2		20.00
	22	Networking	Subscriptions		2	\$3	32.00
	23	Event	Number of attendees		50		
			Meal (breakfast, lunch, or				
~		Event	dinner)				
	24		Food				23.00
	24 25	Event				•	52.30
ipps		Event Event	Tax (10%)			4	52.30
Apps	25					4	02.30
Apps	25	Event				4	52.30

The team member uses Excel to build and present data to the Event Manager. Create impactful summaries of crucial data with Excel, Word and OneNote for Microsoft Teams.







Create custom applications without code as per your requirements to seamlessly manage complex processes using Power Apps. The Event Manager configures a content registration app in the channel using Power Apps.





Close out conversations in channels once your project objectives have been achieved. The files shared during the discussions will stay hosted within the Files tab in the channel.





Appointing a Brand Ambassador Marketing Manager

Scenario Walkthrough

Contoso is developing a luxury project in an elite neighborhood. To promote the project and attract the right customer base, the company has decided to hire a renowned face as their brand ambassador. The Marketing Manager collaborates with her team using Microsoft Teams to identify the right celebrity and seal the contract.

- Initiates a channel conversation by sharing the project brief in a Word document.
- Schedules a meeting to brainstorm virtually with team members using Freehand by InVision.
- Reviews a PowerPoint deck shared by a team member containing details of shortlisted celebrities.
- Reviews the celebrity list with the leadership team to pick the brand ambassador.
- Requests the Operations Manager to create the agreement and shares a signed copy of the same via Adobe Sign.

How did Teams help the Marketing Manager execute her roles and responsibilities?

- Utilize Word to compile project brief and other important information.
- Collaborate, ideate, and draft solutions with team members in real-time using Freehand by InVision.
- Share concise presentations with team members using PowerPoint.
- Execute contracts via Adobe Sign without leaving Teams.



Which app integrations on Teams made it possible?











Keep conversations and relevant documents all in one place with Microsoft Teams. The Marketing Manager provides context to the meeting by sharing the project brief and continues to interact with her team on the same thread.



Plan & Strategize – Appointing a Brand Ambassador



When the Hiring Manager creates a meeting invite, she can use the native scheduling calendar to check for optimal meeting time for all attendees.





Enjoy powerful document creation and editing with the complete canvas and toolset of Word right inside Teams. Collaborate on team documents easily store them in Files for each channel.





Collaborate, ideate and draft solutions on an infinite white boarding space with Freehand by InVision in Teams.




Channel conversations can contain a lot of things - conversations, files shared by team members, meeting threads, and GIFs! Use social features like reacting to team members' conversations and responses to acknowledge them.





PowerPoint helps draft and present an effective and easily consumable presentation for the team. The Marketing Manager views a PowerPoint presentation created by a team member.





@mention a person, channel or team to make sure your message reaches the relevant personnel. The announcement for the new face of the organization is made in the channel and relevant personnel are roped into the conversation using the @mention feature.



	Microsoft Teams		Search	
Activity	Teams	\bigtriangledown	Brand Management Posts Files Wiki Gretchen Stone Contr ~ 1 m	nore∨ + El ⊾ª C
E Chat	Your teams		Send For Signature Manage Agreements	
Teams	Mark 8 Project Team	•••	© Contoso 2020	SD_Endorsement_
÷	Announcements			Created Dec 16, 2020
Calendar	Daily Standup		Endorsement Agreement	Status: Out for Sig
Calls Files	Design Digital Assets Web		This agreement is entered into on this day 4 th January 2021 between Con	toso Message: Please r
	Finance		Realty and Gretchen Stone. Endorser is widely known and respectfully real	cognized ne.
	Go to Market Plan		as Contoso Realty. This name has offered the endorser a certain importan meaning in the mind of the purchasing public important to the advertising	
	Hiring		promotion, and sale of services and merchandise in importance with this	Actions
	Ideas		endorsement agreement.	C Remind
	Marketing		Terms and Conditions	S Cancel
	Planning Project Assets		Terms and conditions	Deventeed D
	Research and Development		Rights & Licenses	Lo Download P
	Strategy		Alghes & Electises	Download A
	1 hidden channel		Contoso Realty is requesting the exclusive right and license to utilize this connection with the advertisement, promotion, and sale of their product.	This
	Marketing	•••	contract is an agreement for those rights and services with the following being in place.	
	General		 Gretchen Stone will provide rights for Contoso Realty to hold all ex 	
	Brand Management Campaigns		rights and licenses needed during the term of 12 months. including ability for use of any nicknames, initials, autographs, photographs,	- · · · · · · · · · · · · · · · · · · ·
	Design Review and Feedback		other property in relation to the advertisement or sale of mentione	
	Digital Assets		product.	Signer
ß	Events		Endorsement Agreement Effective	> Activity
Apps	New Product Launch		Date	
? Help	New Product Range New Stores		Q <u>1</u> / 2 🖶 📩 🛓 土	
¢,	°ö⁺ Join or create a team	3		

Sign and send documents, contracts, and digital forms for e-signature and approval directly from a tab in the Microsoft Teams with Adobe Sign.







Monitoring Negative Response Marketing Analyst

Scenario Walkthrough

The Marketing team at Contoso makes sure that they stay abreast of customers' comments on social media to get a sense of how the campaigns are performing in real-time and identify and resolve issues quickly. When customers tweet about issues with the coupon code and long lines, the Marketing Analyst guickly works with others across teams to resolve the issue and ensure that everything goes smoothly.

- Configures an automated flow to track social media activity via Power Automate.
- Responds to the Marketing Manager who asks the Marketing Analyst to look into the issues via channel communications.
- Reaches out to the Developer to discuss the issue in a 1:1 chat.
- Notifies the team of the resolution of the issue via channel communications.
- Configures a Power BI tab to track social media sentiment within a channel.
- Engages team members in a discussion on ways to avoid negative responses on social media via Ment.io

How did Teams help the Marketing Analyst to execute his roles and responsibilities?

- Automate business workflows and track social media activity with Power Automate.
- Provide access to a transparent and inclusive discussion board with Ment.io
- Facilitation of data-driven decisions informed by visualizations and scoring in Power BI for Microsoft Teams.
- Show gratitude for peers who went above and beyond at work with Praise.



Which app integrations on Teams made it possible?



Plan & Strategize – Monitoring Negative Response



Automate routine workflows to simplify tasks using Power Automate. The Marketing Analyst creates a flow to track social media activity.



	Microsoft Teams		Q Search
L Activity	Teams	7	Social Media Tracking Posts Files Wiki Power Automate 1 more ~ +
Chat	Your teams Marketing General	•••	Alex Wilber Yesterday 3:11 PM RT @dan_howes: The discount coupons shown in the advertisement just won't work for the Mark 8 drone. What is this all abo #Mark8Drone https://twitter.com/don_howes/status/1240524331907575808
Calendar Calendar Calis Files	Brand Management Campaigns Design Review and Feedback Digital Assets Events New Product Launch New Product Range New Stores	0	 Collapse all Megan Bowen Yesterday 4:05 PM Alex Wilber, please follow up on this issue and see if we need to update the coupon code we're using for the campain
	Performance and Analysis Planning and Development Social Media Tracking 1 hidden channel Contoso-Fabrikam Partnership General Final Proposal Market Trends Marketing Plan Review and Analysis		Alex Wilber Yesterday 4:02 PM RT @coy_mcguire: I had to wait in line for 5 hours to purchase the new Mark 8 drone. Why is the service this slow? #Mark8Pro https://twitter.com/coy_mcguire/status/124052433190757 Collapse all Image Robbins Vesterday 4:06 PM Lynne Robbins, do you know why this is happening? Image Robbins Vesterday 4:13 PM Hey Megan Bowen, the promotional campaign's response was much greater than what we had prepared for. All our sworking to increase capacity. Image Robbins Vesterday 4:14 PM Great! We will be increasing our marketing over the next few weeks, so orders will likely continue to increase over the weeks.
Apps Help	Hidden teams සී	ې مې	Lynne Robbins Yesterday 4:14 PM Sure, I will keep the team updated. Image: Megan Bowen Yesterday 4:14 PM Alex Wilber, please track all these responses for the weekly review. Image: New conversation

Microsoft Teams conversations are threaded so users can reply directly in-context to specific conversations, keeping relevant chats grouped together. @mention relevant team members to make sure you grab their attention in real-time.







Use a private one-on-one chat or a group chat for conversations that don't require the entire team. The Marketing Manager quickly reaches out to the Marketing Analyst using 1:1 chat.





Send acclaim to your employees and coworkers with Praise. The Marketing Analyst gets praised by the leadership for quick resolution of the issue.





A Power BI dashboard offers a visually rich view of current and projected data. The Marketing Analyst uses Power BI to breakdown the social media scorecard driven by visualizations and scoring in Power BI for Microsoft Teams.



Plan & Strategize – Monitoring Negative Response



The Ment.io app allows you to engage your team fostering credible collaborative thinking. The Marketing Analyst asks team members for suggestions on reducing the negative responses.





Ment.io in Teams allows you to collaborate with your team regarding strategic questions with polls and discussions. The Marketing Analyst utilizes Ment.io to discuss ways to reduce the negative responses received on social media.



Q Meet V ()				
	7:46		<i>Ď</i> •	
	\leftarrow	Post Marketing / Social Media Tracking	(Å)	:
		Ment.io 24 Feb, 5:19 pm	Ø	:
		an we reduce the negative responses we media?	ereceive or	ſ
	when the suggest scoreca	eers tend to respond negatively on social med eey are dissatisfied with products and/ or serv t your answers on the question so that the soc ard shows better results. te Wed, Mar 03, 2021 Alex Wilber Asked on Wed, Feb 24, 2021 wer	vices. Please	
	₩ 1	Itent.io 24 Feb, 5:19 pm Answer Responding to their responses with an apolo inconvenience caused and getting in touch withrough direct messages Image: Imag	gy for vith them	5
	ÐF	Reply	Û	Ó
		<		



Devising a Digital Marketing Plan for Brand Building Marketing Manager

Scenario Walkthrough

Contoso is planning to strengthen its brand presence and devise a digital marketing plan to promote Contoso's brand image online. The Marketing Manager leverages applications to brainstorm ideas, track tasks and seamlessly collaborate with team members to carve out an effective digital media strategy.

- Reviews online marketing trends shared by the Brand Strategist using a OneNote tab.
- Schedules a meeting and uses Lucidchart to brainstorm ideas on the plan.
- Sets deadlines, creates tasks and assigns responsibilities using Asana.
- Uses virtual breakout rooms during the meeting to make it easier for participants to collaborate and discuss ideas.
- Presents the plan to team members with a PowerPoint deck to finalize their digital strategy.

How did Teams help the Marketing Manager execute her roles and responsibilities?

- OneNote allows team members to have shared access to important facts and information.
- Collaborate on ideas in real-time using Lucidchart.
- Create, assign and track tasks across multiple projects within a meeting with Asana.
- PowerPoint helps draft and present an effective and easily consumable presentation for the team.



Which app integrations on Teams made it possible?





Microsoft Teams enables transparent communications through channel conversations. The Marketing Manager communicates in open-channel conversations and keeps team members up-to-date.



	Microsoft Teams		Q Search		
Activity	Teams	\mathbb{V}	General Posts Files Wiki Market size and Digi	t ∨ 2 more ᠢ +	⊑ ∠" " ⊕ …
Your teams Chat Your teams Mark 8 Project Team General Announcements Daily Standup Design Calls Digital Assets Web			File Home Insert Draw View Help ♡ ~ □ ~ Calibri Light 20 ~ ■ ■ I □ ~ □ ~ Calibri Light 20 ~ ■ ■ I □ ~ □ ~ □ ~ ■ I ■ □ ~ □ ~ □ ~ ■ I □ ~ □ ~ □ ~ ■ I □ ~ □ ~ □ ~ ■ I □ ~ □ ~ □ ~ ■ I □ ~ □ ~ □ ~ ■ I □ ~ □ ~ □ ~ □ ~ ■ □ ~ □ ~ □ ~ □ ~ □ □ ~ □ ~ □ ~ □ ~ □ □ ~ □ ~ □ ~ □ ~ □ □ ~ □ ~ □ ~ □ ~ □ □ ~ □ ~ □ ~ □ ~ □ □ ~ □ ~ □ ~ □ ~ □ □ ~ □ ~ □ ~ □ ~ □ <		at you want to do . 1/2 = ▼ ····
	Finance		Total Addressable Market by Industry/Func	tion Market size in Millions	
Files	Go to Market Plan		Construction	\$11,164	
•	Hiring		Agriculture	\$5,922	
•••	Ideas		Insurance Claims	\$1,418	
			Offshore Oil/Gas and Refining	\$1,110	
	Marketing		Police	\$885	
	Planning		Fire	\$881	
	Project Assets		Coast Guard	\$511	
	Research and Development		Journalism	\$480	
	Strategy		Customs and Border Protection	\$380	
	1 hidden channel		Cinematography	\$380	
	Marketing		Real Estate	\$265	
	General		Utilities	\$41	
	Brand Management		Pipelines	\$40	
	Campaigns		Mining	\$25	
	Design Review and Feedback		Clean Energy	\$21	
	Digital Assets				
Ŕ	Events		Digital Marketing Spend		
Apps	New Product Launch				
	New Product Range		 More than half of the world now uses so 	ocial media	
? Help	New Stores		 Many digital habits formed during lockor restrictions 	down have endured, despite the easing o	of
Ē	ະຕໍ⁺ Join or create a team	ŝ	Global <u>TikTok</u> use has surged, but future	e growth may be more challenging	

Collaborative and powerful document creation with OneNote in Microsoft Teams. Quickly disseminate meeting outcome, notes and action items among team members with OneNote tabs that can be pinned to any channel.



12 🕈 🖊 🗋

5:17 \leftarrow

 \bigcirc

e

⊕ ••• ⊡ Meet

Facts and Figures Online Marketin

Thursday, December 17, 2020 5:17 PM

Total Addressable Market by Industry/Function	Market size in Millions
Construction	\$11,164
Agriculture	\$5,922
Insurance Claims	\$1,418
Offshore Oil/Gas and Refining	\$1,110
Police	\$885
Fire	\$881
Coast Guard	\$511
Journalism	\$480
Customs and Border Protection	\$380
Cinematography	\$380
Real Estate	\$265
Utilities	\$41
Pipelines	\$40
Mining	\$25
	ć 24

	Micros	soft Teams Q Search	
Activity		Brainstorming on Online Media Strategy Chat Files Details Scheduling Assistant Meeting notes Whiteboard 2 more \vee +	iol
E ⁶ Chat	× c	ancel meeting Time zone: (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi 🗸 Meeting options	Tracking
eams	Ø	Brainstorming on Online Media Strategy	Megan Bow Organizer
:: Calendar	do,	Alex Wilber × Image: Second secon	Alex Wilber Unknown
C alls	Ŀ	Feb 26, 2021 7:00 PM → Feb 26, 2021 7:30 PM > 30m All day	Johanna Lo Unknown
Files	Ø	Suggested: 9:30 PM-10:00 PM 11:00 PM-11:30 PM Feb 26 11:30 PM-Feb 27 12:00 AM Does not repeat	Irvin Sayers Unknown
•	\diamond	Add location	
	Ξ	B $I \cup S ∀ A$ A Paragraph $ I_x ∈ → = = = → ⇔ = = = → ↔ = H → ↔$ Hi all. I am scheduling a meeting to discuss the facts shared by Debra Berger on reviving our media plan. It'd be great if everyone come prepared with ideas that you think would work.	
Apps Help			

Meet with team members anywhere, anytime. When scheduling meetings, the Marketing Manager uses the native scheduling calendar in Teams to find the best available time slots for meeting invitees.







Meeting attendees can leverage a wide range of features like live captions, background effects, meeting recordings and more for an engaging and productive meeting experience.



Brainstorming o	g on Online Media Strategy	
	ii E 🕼 G 🧩 🖊	r 🕞
Create breakout rooms Room settings How many rooms do you need?	1 ~	
Participants How do you want to assign people to room	oms?	
Automatically Assign 3 people to 1 room (3 per r	r room)	
Manually Add participants individually to Bree	Breakout Rooms.	
	Cancel Create rooms	

Organizers can choose to assign participants to breakout rooms manually or automatically to engage participants in discussions during a meeting.







Breakout rooms allow meeting organizers to divide the meeting into sub-groups to facilitate discussions and brainstorming sessions. This allows for greater flexibility during meetings and participants can clarify questions without disturbing the breakout rooms sessions.





Asana in meetings allows participants to create and assign tasks to participants without leaving the meeting interface. The Marketing Manager assigns tasks during the call.



Microsoft Teams Image: Second s					
With the second to the matering of		Microsoft Teams		Q Search	
 Accest Acces	<mark>ہو</mark> Activity	Chat 🗸	7 Ø		
 Brainstoming on Online Med. 22.82 Mains if this we're cone up with a Brainstoming on Online Med. 22.82 Mains if this we're cone up with a Constraint if this we're cone up with a nexcellent strategy. I'm excited to see how things will work out. Constraint if this we're cone up with a nexcellent strategy. I'm excited to see how things will work out. Constraint if this we're cone up with a nexcellent strategy. I'm excited to see how things will work out. Constraint if this we're cone up with an excellent strategy. I'm excited to see how things will work out. Constraint if this we're cone up with an excellent strategy. I'm excited to see how things will work out. Constraint if this we're cone up with an excellent strategy. I'm excited to see how things will work out		Recent			
 Johanna Hurkk We konk up with an. Johanna Hurkk We konk up with an. Set a card Set a card<		Brainstorming on Online Me	ed 7:26 PM		
Image: Sent a card Image:		Johanna: I think we've come up v			
Autor Image: Sent a card 10:44 AM Image: Sent a card 2:44 Image: Sent a card 2:47 Im	•		6:50 PM	Megan Bowen added Asana to the meeting.	
Construction 2/24 (Construction (Constructi	alendar	Qubie Sent a card	10:44 AM		
Image: Weild of thends Image: Weild of the thends			2/24	creative solutions.	
Christie GIF Wetting started Wetting started Wetting started Wet		Mark 8 Project Sync You: Will do, thanks!	2/9		ng DM
Asama 7.22 PM Sent a card	•		ect 2/9	et Meeting started 7:00 PM	
Image: Serie a card 1/27 Image: Serie a card 1/6 Image: Serie a card 1/2/17 Image: Serie a card 1/2/17 Image: Serie a card 1/2/16 Image: Serie a card <th>·</th> <th></th> <th>2/2</th> <th>Asana 7:22 PM</th> <th></th>	·		2/2	Asana 7:22 PM	
 Welcome to the Teams Manager! You c Polly Your polly results are in! Polly Your polly results are in! Pole Beesy Sent a card Pojeo Siciliani 12/16 Pojeo Siciliani 12/17 Create engaging video content for next week's content calendar. Project Digital Marketing View in Asana Comment Meeting ended 24m 57s 7:25 PM Meeting ended 24m 57s 7:25 PM Meeting ended 24m 57s 7:25 PM Type a new message Type a new message Project Timeline & Resources 12/4 	•		1/27		
 Project Timeline & Resources Project Timeline	·	Teams Manager Welcome to the Teams Manage			
Project Digital Marketing View in Asana Comment Johanna Lorenz 7:26 PM I think we've come up with an excellent strategy. I'm excited to see how things will work out. View in Asana Type a new message View in Asana Project Project Timeline & Resources View in Asana Project Project Project Timeline & Resources View in Asana Project Project Project Timeline & Resources View in Asana Project		Polly Your polly results are in!	12/17	Mar 5, 2021	
View in Asana Diego Siciliani 12/14 Patti Fernandez You: Sure. Patti Fernandez 12/14 Patti Fernandez You: That is a good idea. Pobra and Grady Debra and Grady Debra and Grady Debra: I'll review and approve the same o Johanna Lorenz Project Timeline & Resources 12/4 Age View in Asana Comment View in Asana Weeting ended 24m 57s Age View in Asana View in Asana Comment Patti Fernandez 12/4 Pobra and Grady Debra and Revenues Vou: Thanks, see you all. <th></th> <td></td> <td>12/16</td> <td></td> <td></td>			12/16		
Image: Solution of	·		12/16	View in Asana Comment	
You: That is a good idea. Debra and Grady Debra: I'll review and approve the same o Sales and Revenues You: Thanks, see you all.		Diego Siciliani You: Sure.	12/14	☐ Meeting ended 24m 57s 7:25 PM	
Pobla and Grady 12/9 Debra and Grady 12/9 Debra and Grady 12/9 Debra: I'll review and approve the same o Sales and Revenues You: Thanks, see you all. Type a new message Omage Project Timeline & Resources 12/9 Apps Project Timeline & Resources 12/4 Age C Project Timeline & Resources 12/4 Age C Project Timeline & Resources 12/4 Age C Project Timeline & Resources 12/4 Age Project Timeline & Resources 12/4 Project Timeline & Resources 12/4 Age Project Timeline & Resources 12/4 Project Timeline & Resources Project Timeline & Resources			12/14		
Apps Sales and Revenues 12/8 You: Thanks, see you all. Type a new message Project Timeline & Resources 12/4 Apps A Image: Apps Image: Apps Image: Apps 12/8 Image: Apps 12/4 Image: Apps Image: Apps Image: Apps 12/8 Image: Apps <t< td=""><th>гÔ</th><td></td><td></td><td>I think we've come up with an excellent strategy. I'm excited to see how things will work out.</td><td></td></t<>	гÔ			I think we've come up with an excellent strategy. I'm excited to see how things will work out.	
	Apps		12/8	Type a new message	
				A₂ ! C ◯ ☞ ☞ ▷ ♀ C	

Share important information, updates, files, tasks and more within a meeting chat for a collaborative meeting experience.







Add Lucidchart as a tab and collaborate on diagrams directly in Microsoft Teams. The Marketing team brainstorms online media strategies during the meeting on Lucidchart.



	6			
Join	:0⁺4 ≔ …			
 Present 	• MB			
-> •	OR			
	7:36	0		\\$ ▼ ⊿ 🛙
	\leftarrow	Brainst 4 particip	corming on Online Me nants	dia Strat
		CHAT	DETAILS	MORE
	B	Files		
		Brainsto	orming DM Plan	:
		Asana		:
u 10				
_	E	-		
	Ø	Open		
	6	Open in brov	vser	
ig Phase	9	Copy link		
	Φ	Rename		
	礅	Settings		
	觉	Delete		
+ 7	50	<	-	



Meeting participants can view tasks created during the meeting with Asana right within a meeting tab for quick and easy reference. Tasks can be added before, during and after a meeting.



4 ≔ ♡ ⊕	
7	7:39 🔞 🖄 🕈 🛆 🕻
- H-	\leftarrow Asana
- E	Created tasks (8) 🗘
_	 Layout timelines
	 IrvinS@M365x110248.0nMicrosoft.com 5 Mar
_	🖂 Media plan
_	🛞 Megan Bowen 10 Mar 🔌
_	Content creation
	IrvinS@M365x110248.0nMicrosoft.com 15 Mar X
_	Brainstorm roadmap
_	🙁 Megan Bowen 2 Mar 🔌
_	Social media story templates
	Solution JohannaL@M365x110248.OnMicrosoft.com 8 Mar Solution
	O Marketing templates for Facebook and Twitter
	S JohannaL@M365x110248.OnMicrosoft.com 8 Mar 🔌
	 Email marketing template
	AlexW@M365x110248.OnMicrosoft.com 12 Mar 📎
edback දි	
	<



Close out conversations in channels once your project objectives have been achieved. The files shared during the discussions will stay hosted within the Files tab in the channel.





PowerPoint helps draft and present an effective and easily consumable presentation for the team. The Marketing Manager shares the digital media plan in a PowerPoint format.





Plan and Carry Out a Successful Product Launch Social Media Manager

Scenario Walkthrough

COVID-19 has forced many companies, including Contoso, to rethink their sales approach and reach out to their customers. Contoso has a product to launch, but product launches require a lot of time, planning, and collaboration. It can be challenging to coordinate ideas across teams and to ensure plans are met on time. The Social Media Manager leverages advanced features and applications on Teams to complete her tasks.

- Participates in a meeting to discuss ideas for the Mark 8 product Launch.
- Turns on live captions during the meeting and assigns tasks regarding the design for launch poster via monday.com
- Views the timeline for the launch over OneNote.
- Reviews the designs for the poster shared via Adobe Creative Cloud.
- Engages the team with a quick poll to decide the final poster via SurveyMonkey.
- Configures a YouTube channel tab to enable the team to seamlessly stream the event.

How did Microsoft Teams help the Social Media Manager execute her roles and responsibilities?

- Enable document collaboration and information sharing using OneNote.
- Create polls to get quick feedback with SurveyMonkey.
- Seamlessly search and share relevant videos with YouTube.
- Find, view, and share Adobe Creative Cloud assets within Microsoft Teams.







Plan & Strategize – Plan and Carry Out a Successful Product Launch

	Micro	soft Teams Q Search	
پ 9 Activity		Mark 8 Launch Date + Timeline Chat Files Details Meeting notes Whiteboard Mark 8 Launch Plan Mark 8 – Timeline +	Join
E Chat	← R	ASVP V	Tracking
eams	Ē	February 26, 2021 1:00 PM - 1:30 PM	Allan Deyou Organizer
::• Calendar	\bigcirc		Johanna Lor No response
e	÷	Hi All,	Megan Bowe Unknown
Calls		Setting up this call to discuss ideas and chalk out a plan for the Mark 8 Launch. Looking forward to speaking to you all.	Grady Archi
Files		Regards, Allan Deyoung	Unknown
•••			
		Microsoft Teams meeting	
		Join on your computer or mobile app Click here to join the meeting	
		Or call in (audio only) +1 469-965-2451,,530866305# United States, Dallas	
		Phone Conference ID: 530 866 305#	
		Find a local number Reset PIN Learn More Meeting options	
Apps			
? Help			

Complete meeting solutions in Teams support screen sharing, recording, video and audio conferencing. Participants can view meeting details, configure new applications and keep track of meeting attendees.





Plan & Strategize – Plan and Carry Out a Successful Product Launch



Configure relevant apps for your meeting in a tab to access information necessary during the meeting.



Close

1:14		x 🕈 🛆 🕯
\leftarrow	Mark 8 Launch Date + Timeline 4 participants	:
C	CHAT DETAILS	MORE
ß	Files	
//.	Mark 8 Launch Plan	:
	New Product Launch – Timeline	• • •
	<	

Mark 8 Launch Date + Timeline							
18:12	8 토 🕲 M. <u></u> / 7 >						
<image/>	Starby Archie Starby Arc						

Meeting attendees can leverage a wide range of features like live captions, background effects, meeting recordings and more for an engaging and productive meeting experience. The Social Media Manager turns on live captions and records the meeting.





Plan & Strategize – Plan and Carry Out a Successful Product Launch



Live captions can make your meeting more inclusive to participants who hard-of-hearing, people with different levels of language proficiency, and participants in loud places by giving them another way to follow along.





With monday.com you can create tasks and add them to relevant groups to efficiently stay on top of multiple workstreams without leaving the meeting interface.





monday.com in meetings allows you to discuss tasks during the meeting, making it easy for everyone to stay on the same page and understand what needs to be done with context.





No more disjointed tools, frequent miscommunications, and chasing status updates. monday.com in Microsoft Teams connects your team so you can continue to collaborate, manage and track work in one easy-to-use platform, wherever you are.



in	Close					
ve Feedback	Log Out					
ctivities / 9) e)			
	2:13			x 🕈 🗸 🖡		
~ ↓† Sort	← Mark 8 ● 3 m	Launc ecent viewers		:		
t (i) Actua	☐ Main Table Ξ			Q		
	Reference & planning		Subit	Subitems Status		
\$30	Confirm Launch Date		齿 2	Done, Content		
\$15	Schedule kickoff meeting	\mathcal{O}	诰1	Design		
\$45 sum		\bigcirc	齿1	Content		
	+ Create a new item					
t (i) Actua						
Social media & messaging						
	Determine launch theme	\bigcirc	齿1	Done		
	Write messaging and positionin	\bigcirc	比			
\$0 sum	Create/review design drafts	\bigcirc	13			
t (i) Actua	+ Create a new item			+		
	<					

Plan & Strategize – Plan and Carry Out a Successful Product Launch



Collaborative and powerful document creation with OneNote in Microsoft Teams. Quickly disseminate meeting outcome, notes and action items among team members with OneNote tabs that can be pinned to any channel or meetings.



2:06	ガ 🕭 🏹
\leftarrow	\forall :
Thursday, December 10, 2020	
Day 8	Launch day - Live eve
Day 9 – 13	Post-launch follow-up
Day 14 – 30	Integrating Mark 8 in planning additional a
<	
	$\frac{1}{1000}$

Plan & Strategize – Plan and Carry Out a Successful Product Launch



Share important information, updates, files, tasks and more within a meeting chat for a collaborative meeting experience.





Share and collaborate over creative assets within a channel using Adobe Creative Cloud. The Social Media Manager views the assets shared by the Graphic Designer in a Teams channel.


	Microsoft Teams		Q Search
Activity	Teams	∇	Mark 8 Launch Posts Files Wiki Timeline for Product L 3 more New ~ +
E Chat	Your teams Marketing		SurveyMonkey Yesterday 6:18 PM Updated
eams	General Campaigns		Which poster do you think we should use for the launch?
Ealendar	Design Review and Feedback Digital Assets		Template_1 Template_2
Calls	Mark 8 Launch		Collapse all SurveyMonkey Yesterday 6:18 PM Updated
Files	New Marketing Ideas Performance and Analysis Planning and Development 5 hidden channels		Results Template_1 80% (4)
	Mark 8 Project Team General Announcements	 1	Template_2 20% (1)
	Daily Standup Design Digital Assets Web	•	Johanna Lorenz has voted for Template_1
	Finance Go to Market Plan		Debra Berger has voted for Template_1 Lee Gu has voted for Template_2
	Hiring Ideas	!	Grady Archie has voted for Template_1 Megan Bowen has voted for Template_1
ß	Marketing Planning Project Assets	!	Johanna Lorenz Yesterday 6:29 PM Grady Archie, looks like Template 1 is the clear winner. Let's go ahead with this.
Apps	Research and Development Strategy	0	Grady Archie Yesterday 6:34 PM Thanks Johanna, I will share the remaining versions for each platform with you shortly.
Help	1 hidden channel టి ⁺ Join or create a team	<u>છ</u> ે	New conversation

Get real-time feedback with quizzes, polls and pre-built surveys with SurveyMonkey. Set notifications for new survey responses or comments from team members within Microsoft Teams.







Share a YouTube video with other members of the channel. Simply search for the video you want and add it as a channel tab or paste its URL in your Teams channel.





Collaborate & Design

Check out how the Marketing team can use Microsoft Teams to keep your business running efficiently and address unexpected situations with confidence.

Marketing Superpowers in Teams

Capabilities and features used...

- Schedule meetings using synced calendars, or a meet now feature
- Participate in instant, open-channel communication ٠
- Store documents within a cloud-enabled repository using thice section of six nnel tabs
- Create and co li or documents, spreadsheets, presentations (nore in the cloud with Office 365
- Channel tabs 1: Peryone to stay on the same page
- Full-bora th teammates on multiple projects from vithin a single : ny conment

Apps that enable an immersive experience in Teams





	N	•••	=
rPoint	OneNote	Asana	HunchBuzz
		×	
dchart	MailChimp	Calendar BOT	Google Analytics
Ð			
ent.io	Lists	Tasks by Planner	Prezi Video

and To Do

Meet the Business Decision Makers Marketing

Marketing Executive "Marketing is not simply a campaign or a tactic, it's a commitment." Develop efficient and intuitive • marketing strategies • Organize and oversee advertising and communication campaigns (social media, TV etc.)

• Conduct market research and analysis to evaluate trends and competition ventures

Marketing Manager

"Marketing team's job is never done. It's about perpetual motion. We must continue to innovate every day."

- Track and analyze the performance of advertising campaigns
- Manage the marketing budget and ensuring that all marketing material is in line with the brand identity
- Develop strategies to maximize ٠ profits and increase market share





Meet the Business Decision Makers Marketing

Brand Strategist "A brand for a company is like reputation for a person. You earn reputation by trying to do hard things." • Collaborate with marketing team and stakeholders to ideate and execute marketing plans Create guidelines that define • company's voice both online and offline • Conduct competitive research to identify our strengths and

weaknesses



Graphic Designer

"I strive for two things in design: simplicity and clarity. Great design is born of those two things."

- Study design briefs and determine requirements
- Ensure final graphics and layouts are visually appealing and onbrand
- Ensure final graphics and layouts are visually appealing and onbrand





Crowdsource Marketing Ideas Marketing Executive

Scenario Walkthrough

As a company that prides itself on strategy experimentation and openness to new ideas, Contoso wants to crowdsource ideas for a new marketing campaign. To launch a successful marketing initiative, the Marketing team needs a place to synchronize with the product team. The Marketing executive collaborates with the team over Microsoft Teams to strategize and create an impactful marketing plan.

- Participates in a meeting to discuss crowdsourcing of ideas from the employees for a new marketing campaign.
- Oversees a task board and assigns them to team members using Tasks by Planner and To Do.
- Shares a Prezi Video with ideas and suggestions for the marketing plan.
- Views challenge created by the Marketing Manager on HunchBuzz.
- Reviews ideas suggested by the employees and requests the Marketing team to pick the best ones.

How did Microsoft Teams help the Product Manager execute her roles and responsibilities?

- Use a dedicated channel to communicate and coordinate with relevant team members.
- Easily create and share video updates to make your messages more effective with Prezi Video.
- Assign, track, and communicate tasks and milestones without having to switch apps with Tasks by Planner and To Do.
- Crowdsource ideas from employees, partners, and customers using HunchBuzz.



Which app integrations on Teams made it possible?







HunchBuzz Tasks by Planner and To Do



Teams and channels are where you hold meetings, have conversations and work on files together with team members. The Marketing Executive participates in a meeting to discuss crowdsourcing of ideas from employees.



	Micros	oft Teams Q Search	
Activity	Ē	Planning and Discussion Chat Details	ol
E <mark>2</mark> Chat	+ Ac	dd to calendar	Tracking
€ ■ Teams	Ē	December 10, 2020 6:30 AM - 7:00 AM	(Lidia Hollov Organizer
Calendar		Marketing > New Marketing Ideas	Grady Arch
C alls	0		Irvin Sayers Unknown
Files	Ξ	Hi team, as you might already know, Contoso's new range of products is just two months away from launching. I am looking for some unique strategies for marketing these. Will be setting up a meeting to discuss how we can do that. Let us launch a great marketing campaign that will give us an edge over our competitors.	Megan Bow Unknown
•			
Apps			
? Help			

Meeting attendees can view meeting details, accept the meeting invite and view the list of meeting participants.





	Microsoft Teams		Q Search		
Activity	Teams	∇	New Marketing Ideas Posts Files	s Wiki Taskboard ~ 1 more New ~ +	E, 2 ⁷ (
6 2	Hiring	1			5 1
Chat	Ideas			Group by Bucket 🗸	Filter v List Board
@ ■ ms	Marketing		To do	In Progress	Completed
	Planning				
r	Project Assets		+ Add task	+ Add task	+ Add task
	Research and Development Strategy				
	1 hidden channel		Review and compile everyone's work	Share new concepts	
			and present the overall marketing strategy to the Director and rest of		Hide completed 4
	α Contoso Leadership	•••	the team		
	General	1	國 12/31/2020	Lidia Holloway	Strategy discussion
	Budget Review		Irvin Sayers	Share interesting stats about the	₩ 12/03/2020
	Media		U IVIII Sayers	products	Completed by L
	Monthly Reports		O Incorporate top ideas shared and		-
	Newsletters		present the social media strategy to the team	Alex Wilber	Campaign brief
	Operations	1		Alex Wilber	⊞ 12/03/2020
	Public Relations		₩ 01/13	Share images of the products with the	Completed by L
	5 hidden channels		Johanna Lorenz	team	Completed by E
	Marketing	•••		E 12/30/2020	Rebuilding brand
	General		 Create a challenge on HunchBuzz and encourage team members to share 	Contraction	rebranding
	Campaigns		ideas	Grady Archie	₩ 12/04/2020
	Digital Assets		₩ 12/28/2020		Completed by L
	Events				
	New Marketing Ideas		Megan Bowen		Success metrics fr
	New Product Launch	0			marketing campa
3	Social Media Tracking	0			⊞ 12/04/2020
5	6 hidden channels				Completed by L
)	టి ⁺ Join or create a team	3			

Speedy plan mobilization using task assignment and delegation is done best using Tasks by Planner and To Do . Tasks by Planner and To Do in Teams also allows the team to track tasks, see assignments, status and manage workflows without leaving the application.







Use Prezi Video in Microsoft Teams to make your message stand out and get across loud and clear. The Marketing Executive shares a video with ideas and suggestions for the marketing plan.





Use HunchBuzz in Teams to capture and recognize new thinking, identify challenges and uncover opportunities to improve processes, products, services and business models. Engage employees and customers in the innovation process and encourage collaboration to solve business problems.





Microsoft Teams conversations are threaded so users can reply directly in-context to specific conversations. Intense in moments of work flurry, these channels also see a fair amount of levity with GIFs, stickers and emojis that makes working together fun!





Collaborate with Sales to Create Successful Campaigns Marketing Manager

Scenario Walkthrough

Campaigns and launches are an essential part of marketing initiatives. Ensuring they are impactful, requires teamwork, planning, and seamless execution. See how the Marketing Manager coordinates with the Sales team to eke out a successful marketing campaign using real sales and revenue insights within Microsoft Teams.

- Looks for a free time slot via Calendar BOT and schedules a meeting to discuss points with the Sales team members.
- Participates in the meeting, views the Power BI during the call, with valuable inputs from the Sales team.
- Shares the campaign document with the team for making changes collaboratively and for version control.
- Participates in another meeting, creates MURAL board with adding the finalized ideas in it, and shares it with the team.
- Asks the Social Media Manager to work on the latest campaign customizations.
- Reviews a content calendar prepared by the Social Media Manager and asks the team to launch the campaign.

How did Teams help the Marketing Manager execute her roles and responsibilities?

- Enable calendar comparison and scheduling a meeting with Calendar BOT.
- Facilitate data-driven decisions informed by visualizations and scoring in Power BI.
- Co-author documentation through established channels and collaborate using Office applications like Word.
- Brainstorm, ideate, and collaborate over meetings using MURAL on Teams.
- Record data, organize process, and track status using Lists.



Which app integrations on Teams made it possible?





Microsoft Teams makes it easy to share files within channels. If the files are Word, Excel, or PowerPoint files, your colleagues can even view, edit and collaborate on the files right within Teams, thanks to deeply integrated Office 365 services.



Activity	Fi	le Home Insert Draw Page Layout Formulas Dat	ta Review 🗸 Open i	n Desktop App 🛛 🖗 Search		~
E.	5	· · · · · · · · · · · · · · · · · · ·	▲ ~ ··· ≥ ~ 恕	 ✓ General ✓ ←0 .00 	.00 ₩ ~ ♥ ∨ ₩ ~	$\sum \checkmark$
Chat	Y22	$\sim f_x$				
@		A	В	С	D	E
Teams			Cureent User	Growth in User	Overall User	
	1	Campaign ideas	Engagement	Engagement	Engagement	
📰 Calendar	2	Create Weekly Themed Content	33%	45%		
	3	Encourage User-Generated Content	21%	60%		
L	4	Create a Domino Effect a.k.a. Virality	52%	26%		
Calls	5	Use Instagram Shopping	18%	26%		
1	6	Design a Snapchat Geofilter or Lens	12%	61%		
Files	7	Create a Facebook Messenger Chatbot	13%	7%	20%	
••••	8	Use music apps for Marketing (Pandora, Spotify, Amazon Mu	21%	17%	38%	
	9	Host Instagram Contests or Giveaways with Influencers	37%	22%	59%	
	10	Run a Social Media Account Takeover	29%	46%	75%	
	11	Collaborate with a Brand	16%	16%	32%	
	12	Build Hype on Social Media Before Product Launch	21%	26%	47%	
	13	Feature Your Customers (Testimonials)	26%	16%	42%	
	14	Create Content Around Trending Topics	33%	22%	55%	
	15	Find Ways to Add Humor into Your Brand Personality	41%	43%	64%	
	16	Highlight Company Culture	56%	25%	81%	
	17	Focus on Social Media Storytelling	24%	54%	78%	
	18	Experiment with Guerrilla Marketing Tactics	18%	27%	45%	
	19	Incentivize User Behavior	47%	10%	57%	
	20	Run Occasion-Specific Social Media Campaigns	55%	26%	81%	
	21					
	22 23					
	24					
	25					
	26					
B	27 28					
Apps	20					

The Social Media Manager uses Excel to build and present data to the team. Create impactful summaries of crucial data with Excel for Microsoft Teams.







Microsoft Teams makes it easy to share files within channels. Your colleagues can view, edit and collaborate on Word files right within Teams, thanks to deeply integrated Office 365 services.





The Calendar BOT in Teams enables calendar comparison and scheduling, The Marketing Manager uses Calendar BOT to compare calendar and free time for attendees before scheduling a meeting.





Use the meeting chat for follow-up conversation about meeting outcomes. The Marketing Manager continues to interact with the participants on the meeting chat.





Facilitate data-driven decisions informed by visualizations and scoring in Power BI for Microsoft Teams. A team member presents data over a call using a Power BI dashboard.





Channel conversations can contain a lot of things- conversations, files shared by team members, meeting threads, and GIFs! Use social features like reacting to team members' conversations and responses to acknowledge them.



	Micros	soft Teams	
ctivity		Finalize Ideas Chat Details Scheduling Assistant	J
1	× c	ancel meeting Time zone: (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting options	Tracking
(a)	Ø	Finalize Ideas	Megan Bo Organizer
ır	d J	Alex Wilber × 🕡 Johanna Lorenz × + Optional	Alex Wilbe
	÷	Dec 8, 2020 3:30 PM \checkmark \rightarrow Dec 8, 2020 4:00 PM \checkmark 30m \bullet All day	Johanna Lu Unknown
5		Suggested: No suggestions available.	
25	Ş	Does not repeat V	
		Marketing > Campaigns	
	0	Add location	
	·==	B $I \cup S ∀ A A Paragraph ∨ I_x \leftarrow Y \equiv ≡ ≡ Y @ = ⊞ 5 ⊂$	
		Hi all, Let us connect today and finalize the ideas for customizing our campaign.	
		Let us connect today and manze the ideas for customizing our campaign.	
		Microsoft Teams meeting	
		Join on your computer or mobile app Click here to join the meeting	
aps		Or call in (audio only)	
 ?		+1 469-965-2451,,188974423# United States, Dallas Phone Conference ID: 188 974 423#	
lp		Find a local number Reset PIN	
÷		Learn More Meeting options	

Complete meeting solutions in Teams support screen sharing, recording, video and audio conferencing. Scheduling Assistant feature suggests times that are optimal for all attendees.







Brainstorm, ideate and collaborate on the MURAL app available from the Teams app store in real-time during meetings with your team. Pin the creative output as a tab within the Teams channel for later reference.





Microsoft Teams conversations are threaded so users can reply directly in-context to specific conversations. Intense in moments of work flurry, these channels also see a fair amount of levity with GIFs, stickers and emojis that makes working together fun!



	Microsoft Teams		Q Search									
Logical Activity	Teams	Y	Campaigns Posts Files Wiki Free/Bus	y Calendar 🛛 MURAL - Ide	eas Content Calendar	~ +	⊾ ⁷ ") … ē	Meet V				
Chat	Your teams Marketing		+ New item 🗄 Edit in grid view …				\equiv All Items $ \smallsetminus $	Y (j)				
eams	General		Content title \checkmark	Description \lor	Author \checkmark	Status \lor	Draft due by \checkmark					
Calendar	Brand Management Campaigns		^{SI} Post link to blog	Post link to content to blog with short	Megan Bowen	Published	20 hours ago	7:55	x 🕈 🛆 🗎			
C alls	Design Review and Feedback Digital Assets	0		update Share a promotional				Content Calendar Marketing / Campaigns				
Files	Events Mark 8 Launch		Share community content	item, special offer and a freebie	Megan Bowen	Published	Tomorrow at 12:00	+ New item	All Items $~ \checkmark$			
••••	New Marketing Ideas		^{2'} Create a new image post	Create and post a new image-based	Megan Bowen	Draft needs ap	March 5	Content title $ \smallsetminus $	Description Autł			
	Performance and Analysis Planning and Development			post Humorous fun				∸Þost link to blog	Post link to content to blog Me with short update			
	Social Media Tracking	0	Share social media post	content like gifs, meme, cartoon, etc	Johanna Lorenz	Draft needs ap	March 12	Share community content	Share a promotional item, Me			
	Strategy Mark 8 Project Team		Share an article	Create a 300-word article showing	Johanna Lorenz	Assigned	March 5		special offer and a freebie Create and post a			
	General Announcements			recent developments in org				[⊥] Create a new image post	new image-based Meg post			
	Daily Standup Design		Set up a Pinterest board	Set up a new themed Pinterest board with	Johanna Lorenz	Draft needs ap	March 9	-≻Share social media post	Humorous fun content like gifs, Joh meme, cartoon, etc			
	Digital Assets Web Finance Go to Market Plan Hiring					^{2'} Pin community content	Pin crucial community content on Pinterest board	Johanna Lorenz	Assigned	March 18	∸Share an article	Create a 300-word article showing recent Joh developments in org
Ŕ	ldeas Marketing	! 0						^{∠l} Set up a Pinterest board	Set up a new themed Pinterest Joh board with			
Apps	Planning	M						∸Þin community content	Pin crucial community Joh content on			
Help	ະຕໍ Join or create a team	203	4					< -	Pinterest board			

Record data, have conversations about list items, organize process, and track status in an environment built for teamwork and collaboration. The Marketing Manager reviews Content Calendar prepared by Social Media Manager.





Coordinating Efforts Over New Retail Outlets Marketing Manager

Scenario Walkthrough

Contoso Retail has two new store openings scheduled in Houston and New York. The Marketing team must work together to make the new stores a success considering the COVID-19 restrictions and guidelines. Here's how the Marketing Manager leverages Microsoft Teams' cohesive experience to streamline her work and ensure her team's visibility.

- Sets up a meeting and invites team members to brainstorm and collaborate.
- Uses the OneNote app within Teams to capture meeting notes and feedback without leaving the Teams application.
- Contacts the Finance Manager over Budget Allocation in a 1:1 chat.
- Uses Excel to create marketing plans and shares the spreadsheet with the Finance Manager for review.
- Uses a Workstreams.ai tab integrated in the channel to create, assign, and track tasks necessary to complete the project.
- Pins a YouTube tutorial video on booking shopping slots for sharing with customers.

How did Teams help the Marketing Manager execute her roles and responsibilities?

- Office applications like Excel and OneNote allow quick access to shared information and notes, respectively.
- Workstreams.ai enables team members to stay abreast of tasks assigned to them across teams.
- YouTube enables instant sharing of relevant videos with team members.



Which app integrations on Teams made it possible?





The Marketing Manager posts a message in the channel to provide the team context about the meeting and the objective behind the collaboration.



	Microsoft Teams Q Search	
L Activity	New Store Opening Chat Details Scheduling Assistant	oL
E Chat	X Cancel meeting Time zone: (UTC-05:00) Eastern Time (US & Canada) Meeting options	Tracking
Teams	New Store Opening	Megan Bov Organizer
T Calendar	O* Johanna Lorenz X X Image: Second s	Johanna Lo Unknown
C alls	i Dec 14, 2020 8:00 PM \checkmark \rightarrow Dec 14, 2020 8:30 PM \checkmark 30m \bullet All day	Lee Gu Unknown
Files	Suggested: No suggestions available.	Nestor Will
	Marketing > New Stores	
	Add location	
Apps Help	 B I U S I ∀ A A Paragraph ✓ I_x I ∈ → E E I > n ⊗ E E I S C Hi all, This is to inform you that we are opening two new stores, one each in Houston and New York. This time it will be different as we will open the store to establish a brick-and-mortar presence and they won't be fully functional as of now. Customers will be able to book shopping slots online with ten slots per hour. We will decide on the full-fledged operations with time, as per the leadership's decisions. Let's connect over this call and collaborate on the plan and decide on process owners. Microsoft Teams meeting Join on your computer or mobile app Click here to join the meeting Or call in (audio only) ±1469-965-2451.#47846114# United States, Dallas Phone Conference ID: 847 846 114#	

Complete meeting solutions in Teams support screen sharing, recording, video and audio conferencing. Scheduling Assistant feature suggests times that are optimal for all attendees.





	Microsoft Teams		Q Search
vity	Teams	\mathbb{Y}	New Stores Posts Files Wiki Meeting Minutes ~ Store Launch 2 more ~ +
t Is	Your teams Marketing General		File Home Insert Draw View Help Open in Browser Q Tell me what you want to do \checkmark
	Campaigns Design Review and Feedback Digital Assets New Product Launch		Meeting objective: Monday, December 14, 2020 3:04 PM
	New Product Lauren		To present the finalized marketing plan to the team.
	New Stores		To identify process owners for the various roles within.
	Performance and Analysis Planning and Development Social Media Tracking		Discussion Points:
	c Contoso General Announcements East Coast Marketing Employee Engagement		1. Retails Managers and FWL will play a crucial role in making customers aware of these new stores and they will need all the information about these stores as soon as possible.
	Employee Recognition Monthly Reports New Campaigns Planning and Development		Audience analysis is in progress and marketing plans may have to be customized to suit the audience.
	Security and Safety Upcoming Launches		3. Process owners for the plan are identified and the
	CP Contoso-Fabrikam Partnership General Final Proposal		team members. The tasks are divided across email marketing, social media management, art and visual collateral, website and blogs, customer service and FLW.
	ະຕໍ ⁺ Join or create a team	5	

Conversations, action items and relevant documents shared in the meeting thread are accessible right inside Teams. The Marketing Manager spells out the plan and offers discussion points to facilitate structured conversation.



13:03 \leftarrow

 \bigcirc

e

🕐 🌐 🚥 🗟 Meet

abc 🗸 📮

 \forall

Meeting objective:

Monday, December 14, 2020 3:04 PM

To present the finalized marketing plan to the team.

To identify process owners for the various roles within.

Discussion Points:

1. Retails Managers and FWL will play a crucial role in making customers aware of these new stores and they will need all the information about these stores as soon as possible.

2. Audience analysis is in progress and marketing plans may have to



Do your one-on-ones in Teams and share files over chats easily. The Marketing Manager connects with the Finance Manager and shares the budget plan over chat.



L Activity	File Home Insert Formulas Data Review View V Open in Desk		ne what you want to do		∞ 🖓 🛱 Conve
	$ \bigcirc \checkmark \bigcirc \checkmark \bigcirc \checkmark \bigcirc \blacksquare \lor \bigcirc \land \land$	ab, ⊕ ∨ Genera	0. 0;→ (→ 00. ✓ la	8 🖩 ~ 🖻 ~ 🗒 ~	✓
Chat	51 × f _x	В	С	D	
Teams	MARKETING PLAN (NEW YORK & HOUSTON)				
i i i					
Calendar	WHAT TO DO	BUDGET	START DATE	END DATE	COMMENTS
C alls	4 Executive Summary				
4	5 Objectives of the Plan	\$ xxx,xxx,xx	15/12/2020	1/1/2021	New geograp
Files	6 Challenges of the organization				Increase in a
	7 Expectations if the marketing plan was successful				To extend to
	8				
	Target Market - New York				
	10 Demographics				87000 popul
	Average daily store visits/ footfall				
	12				
	Target Market - Houston				
	14 Demographics				
	Average daily store visits/ footfall				
	16				
	17 Marketing Strategy				
B	18 Promotions	\$ xxx,xx			Digital Tradit
Apps	19 Expansion				3-phase expa
? Help	20 Current marketing efforts				
¢	$\langle \rangle \equiv$ Sheet1 +				

The Marketing Manager uses Excel in Teams to create a budget breakdown and then shares it over a chat with the Finance Manager.





	Microsoft Teams		Q Search
L. ctivity	Teams	V	New Stores Posts Files Wiki Meeting Minutes Store Launch 2 more ~ +
Chat Chat Teams alendar	Your teams Marketing General Campaigns Design Review and Feedback		 Nestor Wilke Yesterday 8:37 PM Kudos to the team members for showing the same enthusiasm even during the pandemic. Good luck to you all. Megan Bowen Yesterday 8:38 PM Thank you, Nestor Wilke. Also, Marketing, I will keep you updated with the budget approval and fund allocation once Diego Siciliani for the same. Reply
alls les	Digital Assets New Product Launch New Product Range New Stores Performance and Analysis		Megan Bowen Yesterday 9:21 PM Finalizing Process Owners Hi all, We have received the budget approval. The plan and the allocated funds' details can be found here - Marketing Plan.
£	Planning and Development Social Media Tracking COntoso General Announcements East Coast Marketing Employee Engagement Employee Recognition Monthly Reports New Campaigns Planning and Development Security and Safety Upcoming Launches		 Collapse all Megan Bowen Yesterday 9:22 PM As per the discussion in our previous session, I have assigned respective tasks and finalized process owners here – Stell Lee Gu, please arrange the vendor for all the COVID-19 related items/ articles at the store during the launch. This is of must make sure we follow all guidelines. Lee Gu Yesterday 9:24 PM Yes, Megan Bowen. I'll get that done. Johanna Lorenz Yesterday 9:24 PM Grady Archie, please share the media assets for planning the pre-launch hype. Grady Archie Yesterday 9:27 PM Sure, Johanna Lorenz. I will get that done. Megan Bowen Yesterday 9:28 PM Edited Grady Archie and his team have also created a fantastic video on how customers can book their shopping slots at our respect to the COVID-19 guidelines. It can be viewed here. Lee Gu and Johanna Lorenz, the URL for this video must be added to all our marketing channels, including email marketing channels.
Apps ? Help	General Final Proposal		

Microsoft Teams conversations are threaded so users can reply directly in-context to specific conversations, keeping relevant chats grouped together. @mention relevant team members to make sure you grab their attention in real-time.







The Marketing Manager assigns and tracks tasks with a Workstreams.ai tab in the channel. This provides complete clarity for the team members regarding the tasks they need to pick up and close out.





Share a YouTube video with other members of the channel. Simply search for the video you want or paste its URL in your Teams channel. The Marketing Manager shares a video on how to book slots in the channel.





Leverage Rich Visuals to Make your Work Shine Brand Strategist

Scenario Walkthrough

Presenting ideas, campaigns, and initiatives are part of routine work in the Marketing team and preparing presentations can take a lot of time. You need an easier way to compile existing content and create professional-looking presentations by following the brand guidelines. See how the Brand Strategist uses a combination of tools within the Microsoft Teams platform to help the Marketing team create and share content with ease.

- Creates a presentation with tips and tricks on making better presentations via Presentations AI and pins it as a channel tab.
- Invites all the team members for a meeting on brand presentations and shares the templates via PowerPoint.
- Configures a channel tab with the new redesigned company logo via Adobe Creative Cloud
- Creates a video on improving the marketing feedback cycle and shares it within a channel using Prezi video.

How did Teams help the Marketing Manager execute her roles and responsibilities?

- Utilize PowerPoint to draft and present an effective and easily consumable presentation for the team.
- Create and design your presentations instantly with zero effort with Presentations AI.
- Find, view, and share Adobe Creative Cloud assets quickly within Microsoft Teams.
- Prezi video makes it easy to create and share video updates with team members.









PowerPoint



Collaborate & Design – Leverage Rich Visuals to Make your Work Shine

		Microsoft Teams Q Search
	Activity	Presentations Al Chat My Presentations Help About
	Chat	← Cover Slide Start strong with a clear and impactful cover slide
	Teams Calendar	UPLOAD A COVER IMAGE
	Calls Files	
Pn	P esentatio	
		Pitch.Perfect.Presentation
		Enter supporting text for your title
	Apps	
	? Help	
	$\overline{\mathbf{T}}$	

Leverage smart tools to create visually engaging presentations instantly with Presentations AI. Here the Brand Strategist creates a presentation that she later shares with the team.





Collaborate & Design – Leverage Rich Visuals to Make your Work Shine



Microsoft Teams conversations are threaded so users can reply directly in-context to specific conversations, while keeping relevant discussions and files grouped together.




Presentations AI enables your to seamlessly share interactive presentations with your team for easy access right within a Teams channel.





Utilize PowerPoint to draft and present an effective and easily consumable presentation for the team. The Brand Strategist shares a PowerPoint template with the team.



N	licrosoft Teams		Q Search		
Activity	eams	∇	Digital Assets Posts Files Wiki Document Library Redesigned Logo - 4 more Me	→ +	0
E¶ ⁵ Yo Chat	our teams				
	Marketing		Contoso logo PNG Creative Cloud		
Teams	General				
	Campaigns				
Calendar	Design Review and Feedback			ТҮРЕ	0
e	Digital Assets			UPLOADED	2
Calls	Mark 8 Launch	0			2
4	Performance and Analysis			MODIFIED	2
Files	Planning and Development			SIZE	5
Q	Social Media Tracking	0		WIDTH	1
Pickit	5 hidden channels				
🦻	Mark 8 Project Team			HEIGHT	9
	General	10		ACCESS	P
	Announcements				
	Daily Standup				
	Design		contoso		
	Digital Assets Web		contoso		
	Finance				
	Go to Market Plan				
	Hiring	1			
	ldeas				
	Marketing Planning				
\sim	Project Assets				
Apps	Research and Development	0			
?	Strategy				
Help	1 hidden channel				
ch.	ö⁺ Join or create a team	3			
É	"ð ⁺ Join or create a team	285	Help Terms of Use Cookies Privacy Policy Language © 2021 Adobe. All rights reserved.		

Share and collaborate over creative assets within a channel using Adobe Creative Cloud. The Brand Strategist shares the redesigned brand logo within a channel.







Prezi Video allows you to create and record videos with rich audio and video content. Creators can leverage a vast library of images and templates to make their videos more engaging.





Make your channel conversations more engaging with videos, GIFs, stickers and more. The Brand Strategist shares a video using Prezi Video and views a custom sticker shared within the channel.





Streamline Approval Processes with Real-Time Teamwork Graphic Designer

Scenario Walkthrough

Reviewing and approving marketing content can be a lengthy process. It takes time away from innovating and executing campaigns. Automation of approval actions and notices can speed up the process and reduce redundant work and tracking needs. See how the Graphic Designer combines a set of apps within Microsoft Teams to get speedy approvals with ease. Attends a channel meeting with the regional marketing team members to discuss the task at hand.

- Shares assets for the marketing campaign within a Document Library and updates the team via channel communications.
- Gets added to a chat group and discusses feedback on the icons over a group call.
- Notes down the suggestions and feedback using OneNote.
- Sends the updated designs for approval using the native Approvals app.
- Receives praise for his work and quick TAT on the closure of the feedback.

How did Microsoft Teams help the Graphic Designer execute his roles and responsibilities?

- Share a library of documents with your team across channels with Document Library.
- Integrated Office applications like OneNote enable note taking and sharing seamless within Teams.
- Praise allows public appreciation of high performing team members inside Teams.
- Send, receive, manage, and share approvals in Microsoft Teams









Microsoft Teams conversations are threaded so users can reply directly in-context to specific conversations, keeping relevant chats grouped together. @mention relevant team members to make sure you grab their attention in real-time.



Image: Constraint of the sector o	Microsoft Teams Teams Your teams Nark 8 Project Team General Announcements Daily Standup Design Digital Assets Web Finance Go to Market Plan	√	Q Search Image: Digital Assets Posts Files Wiki + New ↑ Upload Q Sync Digital Assets > Marketing_Campaign Asset Image: Digital Assets > Marketing_Campaign Asset Image: Digital Assets > Marketing_Campaign Asset Image: Digital Assets > Marketing_Campaign Asset	: 👁 Copy link 🔹 Ø Open ir	n SharePoint Modified By V
ctivity E Chat Feams elendar	Your teams Mark 8 Project Team General Announcements Daily Standup Design Digital Assets Web Finance		+ New ∨ ↑ Upload ∨ ♀ Sync Digital Assets > Marketing_Campaign Asse Name ∨	ets	
ndar	 Mark 8 Project Team General Announcements Daily Standup Design Digital Assets Web Finance 		Digital Assets > Marketing_Campaign Asse	ets	
ams endar alls	General Announcements Daily Standup Design Digital Assets Web Finance		\square Name \lor		Modified By \checkmark
endar Calls	Announcements Daily Standup Design Digital Assets Web Finance			Modified \lor	Modified By \checkmark
lendar Calls	Design Digital Assets Web Finance		Campaign Assets v1.pdf		
Calls	Digital Assets Web Finance			About an hour ago	Grady Archie
4			Cons.pdf	About an hour ago	Debra Berger
Files			aunch.pdf	2 hours ago	Grady Archie
••••	Hiring		Logos.pdf	2 hours ago	Grady Archie
	ldeas Marketing		Social Media Templates.pdf	2 hours ago	Grady Archie
	Planning				
	Project Assets				
	Research and Development				
	Strategy				
	1 hidden channel				
	Marketing				
	General				
	Campaigns				
	Design Review and Feedback				
	Digital Assets				
	New Product Range				
BÊ	Performance and Analysis				
Apps	Planning and Development				
? Help	Hidden teams				
¢	టి ⁺ Join or create a team	\$			

The Graphic Designer shares campaign docs with the team triggering using a SharePoint Document Library.



= All Documents V
4:06 🔌 🖓 🛆 🗎
m365x110248.sharepoint.com/sites/Marketi
👯 SharePoint 🔎 🖘 … 🌘
■ M Marketing … Private group
\cdots = All Documents \lor \bigtriangledown (i) \swarrow
Campaign Assets
🗋 Name \vee
□ ^{-'} Campaign_Assets_v1.pdf
☐ [→] lcons.pdf
⊢ [→] Launch.pdf
Logos.pdf
🔒 🖯 Social Media Templates.pdf
< > •••• 4 حر
<

				0				
	Microsoft Teams	Q Searc	h					
Activity	🔒 Icons.pdf						Start	conversatio
E Chat								
Teams								
E Calendar								
Calls Files	Security / Shielded document	Link	Wallet / Budget / Saving	Security / Unlocked	Security / Locked	Security / Keys	Security / Key	Securi
•	To Mobility / Motorbike	Mobility / Sika	Mobility / Hot sir balloon	Mobility / Location	Mobility / Location	Mobility / Lecation	Mobility / Passport	Mob
	Phone / Dial	Mobility / Truck	Globe	Mobility / Quadrant	Mobility / Sultcase	Mobility / Plane	Mobility / Ship	Mobil
	Mobility / Seat	Compass / Direction	Satallite	Play / Sound	World	Mobility / Train	Mobility / Bus	Mobil
	:=			G		Ċ	o	
Apps	List / Task / Planning	Phonebook / Contact / Portfolio	Shopping cart / Purchase	Phone and dial / Skype Minutes	Flag	Radar / Control	Hyperlink	Time /
? _{Help}								
÷								

Share PDFs with rich visuals with team members in a channel for easy access. The Graphic Designer views and discusses the PDF with updated campaign assets.





	Microsoft Teams	Q Search	
پ Activity	Chat ~ 7 🛛	Icons Feedback 🖉 Chat Files 1 more 🔤 🗸 +	
Chat	 Recent Adobe Creative Cloud 2/24 Hi Grady Archie, welcome to Adobe Creat 	 Or Debra Berger added Megan Bowen and Grady Archie to the chat. Or Debra Berger changed the group name to Icons Feedback. 	
Teams E Calendar	Icons Feedback 2/24 You: Sure A 2/22 Performance Review 2/22 Patti: Thank you all for joining, that was a	Debra Berger Wednesday 2:07 PM Hi Grady Archie, can we quickly connect over a call for feedback on the graphics? Megan Bowen is also going to join us.	
Calls	Qubie 2/19 Sent a card	Wednesday a Hey Debra,	
Files	• - Construction of the second	& Call ended 3m 21s Wednesday 2:18 PM	
•	Idea Generation and Finalization 2/9 Irvin: All right, team, thanks for the produc	Wednesday 2:42 PM I have noted the feedback here - Campaign Assets Feedback. Will start working o	on th
	Brainstorm 2/8 Miriam: Thanks, everyone! I went through	Megan Bowen Wednesday 2:43 PM	
	Addressing Cybersecurity Risk 2/4 Allan: Thanks Grady. This is really helpful, I	Grady Archie, please close this and show it to Debra Berger for the final sign-off.	
	Asana 2/3 Sent a card	Wednesday 2 Sure 👍	:43 P
	We Decide 2/2 Sent a card		
	Karma 1/27 Sent a card		
	Flow 1/21 I can run any flow that's: • triggered on a		
	Alex Wilber 1/13 Sure, Grady. I will. 🕲		
	Teams Manager 1/6 Welcome to the Teams Manager! You c		
ŝ	AgilePolly 12/16 Sent a card		
Apps	• Woobot 12/10 Ø Ok, we're almost done settings thi	Type a new message	
? Help	Debra Berger 12/9		

Quickly reach out to and chat with co-workers. Take conversations offline from channels for 1:1 discussions. The Graphic Designer receives feedback on the icons from the Brand Strategist.





	Microsoft Teams	Q Search											
Activity													
6 Chat													
eems													
Calendar													
L Calls													
H Files													
						-1							
			01:41	X	Ŷ	₽	•••	₿	Ę	පී	~		
H Apps	Debra Berger 发 🚥												
? Help													

Complete meeting solutions in Teams support screen sharing, recording, video and audio conferencing. Hold calls in Teams with enterprise grade security.





	Microsoft Teams	Q Search
Activity	Chat ~ 7 🛛	Icons Feedback 🖉 Chat Campaign Assets Fee 🗸 Files +
Chat	Recent Adobe Creative Cloud 2/24 Hi Grady Archie, welcome to Adobe Creat	File Home Insert Draw View Help Open in Browser Q Tell me what you want to do \checkmark
ar	Icons Feedback You: Sure2/24Performance Review Patti: Thank you all for joining, that was a2/22	Campaign Assets Feedback Wednesday, December 9, 2020 11:34 AM
5	Qubie2/19Sent a card2/19Teams Ideas2/19Sent a card2/19	 The first image to have have plain solution in the bottle Change the colour of the instruction circle to blue The table base must be in white
	Idea Generation and Finalization 2/9 Irvin: All right, team, thanks for the produc 2/8 Brainstorm 2/8 Miriam: Thanks, everyone! I went through	 The table base must be in write Add a black and white pack with the same icons as added for colour Also, add some more icons to the pack like the virus, masks, ambulance, virus shields, and so on.
	Addressing Cybersecurity Risk 2/4 Allan: Thanks Grady. This is really helpful, I 2/3 Asana 2/3 Sent a card 2/3	
	We Decide 2/2 Sent a card 1/27 Sent a card 1/27	
	Flow 1/21 I can run any flow that's: • triggered on a Alex Wilber 1/13 Sure, Grady. I will. (2)	
	Teams Manager 1/6 Welcome to the Teams Manager! You c 12/16 AgilePolly 12/16	
} ∞ •	Woobot 12/10 Ø Ok, we're almost done settings thi Debra Berger 12/9	

The Graphic Designer uses the integrated OneNote app within Microsoft Teams to capture meeting notes and feedback, without having to leave the application. The OneNote tab serves as a team notebook to the entire group, pinned to a channel.







Send, receive, manage, and share approvals in Microsoft Teams with the Approvals app. The Graphic Designer attaches a PDF document with the Icons and sends it to the Brand Strategist for her approval.



New approval request		
r Contoso (default) 🗸		
•		
Debra Berger		♥ ⊿ ឋ
Debra Berger		Q
Debra Berger	Back to list	
Ø	Review icons	
ĉô	Debra Berger, Add approvers	
	Require response from all	
	If needed, add extra info here	
Ø	Add attachment	
•	Icons.pdf 307.3 KB	×
Ċ	Custom responses	
<u>ر</u> 5	<u>ب</u> شن ا	
Activit	y Chat Teams Calendar Calls	More
	<	



Track your approvals and get notified of updates at each step. The approvers are notified when requests are sent for their approval and the senders are notified as soon as their requests are approved.





Send acclaim to your employees and coworkers with Praise. Deliver in a chat, or for wider recognition, send it in a channel conversation. The Graphic Designer receives praise for his quick TAT and closure of feedback.





Microsoft Teams

Ready to Soar?



