

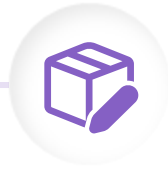
## Content strategy objective



We create and distribute content that **directly supports business objectives**. Our content strengthens market presence, delivers high-quality leads, empowers sales effectiveness, and builds lasting customer loyalty and advocacy.

Our strategy **maps content to every stage of the buyer journey**, ensuring each asset plays a measurable role in **driving pipeline and revenue**. By aligning messaging, formats, and distribution with audience needs, **we turn content into a scalable growth engine**.

## Storytelling through content packages



**Content packages** are built around a central **hero asset** and a set of **supporting assets**. A **hero asset** acts as the cornerstone: a gated, high-value, high-visibility piece.

To maximize reach and relevance, the hero asset is supported by a **suite of modular, format-diverse supporting assets**. They allow for targeted distribution across channels.

# Building content packages that convert

## Awareness

- **Seo-optimized blog posts** → answer high-volume, intent-driven questions
- **Thought leadership articles** → establish authority and build trust early
- **Social media content (short videos, carousels, infographics)** → boost reach and visibility
- **Educational webinars / podcasts** → showcase expertise while engaging directly

👉 Conversion goal: **email signups, social follows, return visits**

## Acquisition/Consideration

- **Case studies & success stories** → provide social proof and real-world impact
- **White papers & ebooks** → deep dives that trade value for contact info (lead gen)
- **Comparison guides / buyer's guides** → frame your solution as the best fit
- **Email nurture sequences** → personalized content that moves leads closer to a decision
- **Interactive tools (calculators, assessments)** → engage users while collecting data

👉 Conversion goal: **demo requests, content downloads, MQL quals**

## Decision

- **Product demos & walkthrough videos** → show exactly how it works
- **Customer testimonials / reviews** → build trust with peer validation
- **Roi calculators / business cases** → quantify value in the buyer's terms
- **Sales enablement content** → one-pagers, decks, and tailored content for objections
- **Free trials / limited offers** → reduce risk and incentivize action

👉 Conversion goal: **purchases, contracts signed, trial activations**

## Retention/Advocacy

- **Onboarding guides / video tutorials** → ensure quick time-to-value
- **Knowledge base / help articles** → empower customers to self-serve
- **Customer newsletters** → keep users engaged and informed
- **Exclusive webinars / advanced training** → drive product adoption
- **Customer stories / advocacy programs** → turn users into evangelists

👉 Conversion goal: **renewals, upsells, referrals**

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**E-book**

**Tell us a little about yourself**

\* First name

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\* Company type

\* Job role

\* Phone

\* Country Code

\* Country/Region

Accelerate Application Modernization

Reality:

87%

of CIOs say low-code helps modernize legacy applications

or maintain their systems over the address

to improve experience.

of decision-re blockers

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on at an

enterprise scale, Microsoft Power Apps reduces the need for custom code to build or replace every solution to reduce development timelines. Users see improvements of:


- 50%** reduction in professional developer app development time
- 25%** Up to 25% time savings per employee.
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# How are **AI agents** evolving business operations?



# Service Reimagined

A Blueprint for Customer Service Leaders

- **Investor management**
- **Bend the curve on innovation**
- **Reshape business processes**

# THE STRATEGIC ROLE OF CUSTOMER SERVICE

The new front line for  
enhancing brand  
perception

# Strategic content triggers

## Activating timely milestones and market moments to drive engagement

- **Integrate key product milestones and moments into quarterly content** calendars, including launches, major feature releases, roadmap announcements, events, and thought leadership moments
- **Anchor strategic themes and storytelling** around these triggers to ensure content stays timely, relevant, and connected to broader marketing motions.
- **Leverage Content Council channels** for ongoing visibility into upcoming triggers, enabling better planning, faster alignment, and agile content activation across teams.
- **Prioritize audience-first messaging** for each trigger, translating technical milestones into clear business value and customer outcomes.

# Content planning working sessions

To ensure a cohesive, high-impact content strategy per solution play, IM will host collaborative working sessions with key PMM and GTM stakeholders. Together, we'll align on full-funnel asset needs for the fiscal year. These sessions will prioritize content triggers (product milestones, moments) themes, and topics.

## Planning Timeline

- **Starting week of 4/28** - One-hour content planning kickoffs
- **Mid-May** - IM briefs back GTM/PMM: Discuss initial Integrated Marketing plans for alignment
- **Mid-June** - Final Content and Marketing Plans: Briefing prior to July 1st launch

Play	Kickoff Call
Low Code AI	April 30
Service AI	May 1
Finance AI	May 5
Sales AI	May 6

## Planning Tools/Artifacts

- IM will use a pre-built content planning spreadsheet to collaborate with PMM and GTM
- This will extend to a final content strategy and ed calendars built within this deck and/or provided templates

Asset / Working Title	Gated	Notes	Source Link	More Source Links	Supporting Assets
From Rules to Intelligence: Why ERP Systems Need AI Agents	Yes				
Reimagining ERP Workflows with Autonomous Agents	Yes				
COO Guide					
The Future of ERP Is Autonomous: How Dynamics 365 is Leading the Way					
Are You Ready to Turn ERP Complexity into Intelligent Simplicity?	Yes				
Customer Story Spotlight					
Agents in ERP Use Cases Webcast to Content Bundle	Yes				
Agents in ERP Use Cases Video					
Agents in ERP Use Cases Article					
Finance Teams and Autonomous Agents: Smarter Close, Faster Forecasts	Yes				
Supply Chain Optimization with AI Agents in Dynamics 365					
Customer Story Spotlight					
Building Autonomous Agents for ERP in Copilot Studio: A Starter Guide					
When to Use Agents vs Traditional Automation in ERP					
Modernizing Finance and Operations with AI Agents and Copilot	Yes				
ROI Calculator for Agent Use in ERP	Yes				
Customer Story Spotlight					
Composable ERP: How Agents Enable Modular, Intelligent Processes	Yes				
Trends Report	Yes				
Copilot + Agents in ERP: From Assistance to Autonomy					
Customer Story Spotlight					

## Content calendar – H1 FY 2026

Q1			
July	Aug	Sep	Oct
Themes and Moments:			Themes and Moments:

Content calendar – H1 FY 2026

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# Planning template example – high-level

Month	Hero Asset	Supporting Assets	Distribution	Trigger/Moment
Jan	AI in business 2026 white paper (gated)	3 SEO blogs, 2 LinkedIn carousels, 1 webinar	Blog + social launch, nurture email, gated asset via paid campaigns	Industry conference keynote (tie-in with trends)
Feb	ROI calculator (gated)	2 video testimonials, 1 customer story, sales one-pager	Blog recap, nurture sequence, enablement package for sales	Product milestone – new feature release
Mar	AI readiness assessment tool (gated)	2 explainer videos, 3 blogs, 1 thought leadership article	Social campaign, nurture emails, gated download	Product roadmap briefing + mid-year update
Apr	Webinar series launch: <i>AI for competitive advantage</i> (gated)	4 social clips, 2 follow-up blogs, 1 analyst summary brief	Webinar promo via social + email, recording repurposed in nurture	Annual report