



Content strategy overview

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**.

Business objectives

Market leadership

- Publish thought leadership, research, and insights that position us as the AI authority
- Highlight differentiated expertise and use cases to stand apart from competitors
- **Impact metrics:** Share of voice, organic traffic growth, analyst mentions

Demand generation

- Launch gated hero and supporting assets that convert interest into leads
- Drive a consistent flow of qualified opportunities into the sales and partner pipeline
- **Impact metrics:** Leads generated, MQLs, gated asset conversion rate

Sales acceleration

- Deliver proof points, ROI models, and case studies that eliminate buyer hesitation
- Arm sales teams with tailored content that advances deals faster
- **Impact metrics:** Pipeline velocity, influenced opportunities, win rate lift

Customer success and retention

- Enable adoption with onboarding guides, tutorials, and training resources
- Increase renewals, upsells, and advocacy through ongoing education and customer storytelling
- **Impact metrics:** Product adoption rate, renewal rate, expansion revenue

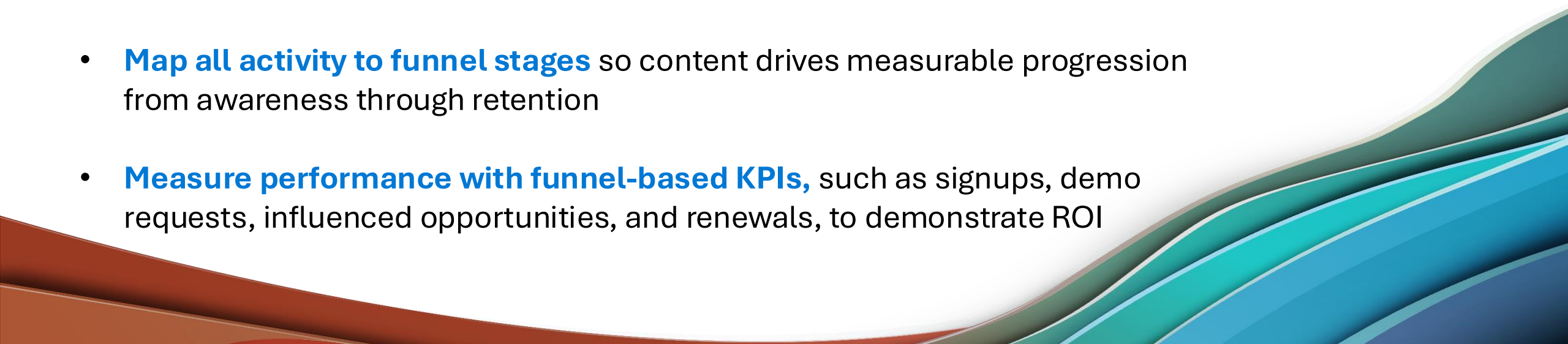
Brand trust and advocacy

- Strengthen credibility with analyst validation, customer proof, and responsible AI messaging
- Activate satisfied customers as advocates to expand reach and influence
- **Impact metrics:** NPS, referrals, advocacy program participation

Target audiences

Audience	Focus	Content Needs	Example Assets
Business Leaders	Strategy, outcomes, and market advantage	Market insights, competitive positioning, business value	Thought leadership articles, industry white papers, analyst briefs
Technical Leaders	Integration, scalability, readiness, ROI	Proof of technical fit, readiness tools, ROI justification	ROI calculators, readiness assessments, implementation guides, explainer videos
Buying Committees	Decision support, vendor proof points, cost and risk	Vendor comparisons, peer validation, cost/risk evaluation	Case studies, buyer's guides, testimonials, sales one-pagers, ROI models
Practitioners	Practical guidance, usability, and validation	Hands-on product knowledge, how-to guidance, validation	Webinars, product demos, tutorials, knowledge base articles

Storytelling approach

- **Develop flagship hero assets**, such as white papers, ROI tools, webinars, and product tours, that act as cornerstone demand drivers and set the foundation for pipeline growth
 - **Amplify hero assets with supporting content**, like blogs, social content, videos, and briefs, that extends reach, sustains engagement, and maximizes return on investment
 - **Time content launches with business moments**, like product releases, industry conferences, and annual reports, to maximize relevance and impact
 - **Map all activity to funnel stages** so content drives measurable progression from awareness through retention
 - **Measure performance with funnel-based KPIs**, such as signups, demo requests, influenced opportunities, and renewals, to demonstrate ROI
- 

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, and events.



Anchor strategic themes and storytelling around these triggers to ensure content stays timely, relevant, and connected to broader marketing motions.



Leverage product expert 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.

Building content that converts

Awareness

- SEO and GEO blogs → answer intent-driven questions
- Thought leadership → build authority and trust
- Social content (short videos, carousels, infographics) → expand reach
- Webinars/podcasts → engage and showcase expertise
- **Goal: email signups, follows, return visits**

Acquisition/Consideration

- Case studies → social proof, impact
- White papers/ebooks → gated deep dives
- Comparison and buyer guides → position best fit
- Nurture emails → personalized progression
- Interactive tools → data capture + engagement
- **Goal: demo requests, downloads, MQLs**

Decision

- Product demos/walkthroughs → show value
- Testimonials/reviews → peer trust
- ROI calculators/business cases → quantify impact
- Sales enablement → decision-support
- **Goal: contracts, purchases, activations**


Retention/Advocacy

- Onboarding guides/tutorials → seamless adoption
- Knowledge base/help content → self-serve support
- Newsletters → ongoing engagement
- Advanced training/webinars → product mastery
- Advocacy programs/stories → referrals, upsells
- **Goal: renewals, upsells, referrals**

Calendar

Month	Hero Asset (Gated)	Supporting Assets	Distribution Channels	Trigger / Moment	Audience	Funnel	KPIs
Jan	AI in Business 2026 White Paper	3 SEO blogs, 2 LinkedIn carousels, 1 webinar	Blog + social launch, nurture email, paid campaigns	Industry conference keynote (trends)	Executives, strategy leaders	Awareness → Consideration	Downloads, email signups, social engagement
Feb	ROI Calculator	2 video testimonials, 1 customer story, sales one-pager	Blog recap, nurture sequence, sales enablement package	Product milestone – new feature release	Buyers evaluating solutions	Consideration → Decision	Tool completions, demo requests, influenced pipeline
Mar	AI Readiness Assessment Tool	2 explainer videos, 3 blogs, 1 thought leadership article	Social campaign, nurture emails, gated download	Product roadmap briefing + mid-year update	IT and operations leaders	Consideration	Assessment completions, leads generated, MQLs
Apr	Webinar Series: AI for Competitive Advantage	4 social clips, 2 follow-up blogs, 1 analyst brief	Webinar promo via social + email, nurture sequences (recording repurpose)	Annual report release	Practitioners, analysts, mid-level decision-makers	Awareness → Consideration	Registrations, attendance, influenced opportunities

Content package examples



Tell us a little about yourself

* First name

* Last name

* Email

* Company name

* Company size

* Job role

* Phone

* Country Code *

* Country/Region


Your employees are ready for AI

75%

already use it at work

Get the e-book

The AI-Powered ERP for Autonomous Process Optimization



E-book

Accelerate Application Modernization

Reality:

87%

of CIOs say low-code helps modernize legacy applications

50%

50% reduction in professional developer app development time.*

25%

Up to 25% time savings per employee.*

85%

Up to 85% of total development time savings with Power Platform.*


Maximizing Business Outcomes with Agentic AI

AI-driven Growth and Innovation with Copilot Studio

The future of AI is here—and it's accessible to every team. See how Microsoft Copilot Studio uses low-code tools to help businesses build intelligent agents that drive innovation and agility.

Get the e-book to learn more: <https://mftf.ly/60439b2xx>

How are AI agents evolving business operations?



Templates, simplified prototyping, and out-of-box AI available in their apps.

Reimagined development with Copilot in Power Apps and plan designer

Power Apps have a success rate of 90% do not incorporate Copilot.*

Modernization can bring intelligent app experiences faster and drive business value with Power Platform.

Modernization | November 2024
Agentic | November 2024
Reimagined | November 2024
Done generally available | November 2024

Why AI Agents are Essential for Business Transformation

artificial intelligence (AI) is no longer a futuristic concept—it is actively reshaping industries, transforming how businesses operate, and redefining the human-technology relationship. AI agents, which function autonomously to analyze data, execute workflow, and enhance decision-making, are emerging as powerful drivers of efficiency, cybersecurity, creating new opportunities.

As AI agents become more capable, they are replacing human potential rather than replacing it.

What are AI agents

AI agents are software-driven entities that can perform tasks autonomously. Unlike traditional applications span across industries and use cases.

- **Conversational AI agents:** User interface, chatbots, and voice assistants.
- **Process automation agents:** Automating repetitive tasks and workflows.
- **Predictive AI agents:** Data analysis and forecasting.
- **Security AI agents:** Anomaly detection and threat response.

The convergence of AI agents with digital transformation—ones that operates with digital intelligence.

How AI Agents are

Transform Your Operations with an Autonomous ERP

In today's dynamic marketplace, the difference between leading and lagging often comes down to how quickly you can seize opportunities. This is where an autonomous ERP system comes into play. By leveraging advanced technologies such as AI and machine learning, an autonomous ERP automates routine tasks, enhances overall efficiency, and helps make data-driven decisions faster.

Microsoft Dynamics 365 transforms your ERP from a system of record into a system of insight—empowering the intelligence of Microsoft Copilot and AI agents to help you move faster and work smarter. Unlike its competitors, it's designed for its compatibility, connected, and cognitive—allowing you to adapt to evolving business needs, whether you're a growing organization or a global enterprise.

Agents transform every day in Dynamics 365. Agents are intelligent tools that work to streamline workflows and handle complex tasks. The AI agents are continuously available for you to build and customize your own agents.

Dynamics 365 agents in action

Supplier communication agent Manage collaboration with suppliers to confirm order delivery and prevent potential delays.	Time & expense agent Automatically enter, approve, and submit project time and expense reports.	Account reconciliation agent Are you leading or lagging when it comes to ERP? The good news is that leveraging an autonomous ERP system can make the difference. Harnessing AI and machine learning, an autonomous ERP streamlines routine tasks, boosts efficiency, and accelerates data-driven decisions. Get started: https://mftf.ly/6044u9xx
--	---	--

The leading ERP platform

Integration

- ✓ Unify your full ecosystem with Microsoft Dynamics 365, Microsoft Teams, and Microsoft Power Platform.
- ✓ Built on Copilot and autonomous app engineering, agents business process automation.

Customization

- ✓ Simple to customize with low-code, no-code, and code.
- ✓ Designed to scale and thrive with your growth and needs.

Scalability

- ✓ Enterprise-grade protection backed by Microsoft's global security and compliance.
- ✓ AI-ready-to-use, modern UI with best workflows and data analytics.

Security

- ✓ AI-ready-to-use, modern UI with best workflows and data analytics.

User experience

- ✓ AI-ready-to-use, modern UI with best workflows and data analytics.

Cost efficiency

- ✓ Designed to save costs with AI-driven process automation.

Dynamics 365: An autonomous ERP

To stay ahead, you need more than just an ERP system—you need an autonomous ERP. An autonomous ERP can automatically predict trends and deliver work from thought to action.

The power of an autonomous ERP

Connected

Dynamics 365 is highly customizable and lets businesses integrate with their existing systems. With the Microsoft Cloud ecosystem, Copilot Studio, businesses can quickly tailor their ERP to specific needs by leveraging AI agents to simplify development across the entire Microsoft Cloud ecosystem. This makes Dynamics 365 simple to customize, flexible, and easier to use than its competitors.

Cognitive

Copilot and intelligent agents enable autonomous business operations, optimizing workflows, and higher efficiency. These agents offer a level of simplicity unrivaled by other ERP systems. Workers receive effective insights, while agents manage complex tasks automatically and speed up decision-making. By helping automate processes, the autonomous ERP helps free up teams to put emphasis on strategic initiatives.

Unlock the future with Dynamics 365


The era of static, reactive ERP systems is over. Today's businesses need technology that doesn't just keep up—but helps them lead. With Dynamics 365, powered by AI, Microsoft is transforming the way businesses operate. By infusing AI, automation, and analytics into Dynamics 365, we're empowering organizations to optimize finance and supply chain processes, helping them stay competitive in an ever-evolving landscape of shifting customer expectations.

Start building your autonomous ERP system today with Microsoft Dynamics 365

... with Microsoft Copilot and AI agents, helping you

MOVE FASTER AND WORK SMARTER

The CFO's Guide to Generative AI



Operations: The CFO's Guide to Generative AI

Microsoft Dynamics 365

Get the e-book

Tell us a little about yourself

* First name

* Last name

* Email

* Company name

* Company size

* Job role


* Phone

* Country Code *

* Country/Region

Intelligent Operations

The CFO's Guide to AI-Powered ERP



Service Reimagined

A Blueprint for Customer Service Leaders

AI-driven business transformation

- Invest in customer engagement
- Bend the curve on innovation
- Reshape business processes

THE STRATEGIC ROLE OF CUSTOMER SERVICE

The new front line for enhancing brand perception

Customer service is being reimagined with the help of AI. Engage customers with personalized and connected experiences across voice, chat, email, SMS, and social media. Read the e-book to learn more: <https://mftf.ly/6044u9xx>