

Proposed work-back schedule for assets within business intelligence for Office 365 campaign

Assets Included:

- 4 blogs (1 business intelligence/2 case studies/1 myanalytics)
- 4 marketing emails (1 business intelligence/2 case studies/1 myanalytics)
- 8 sales emails (2 business intelligence /2 case studies/2 myanalytics)
- 40 tweets (10 business intelligence /20 case studies/10 myanalytics)
- 1 sales presentation
- 2 case study powerpoint presentations
- Daily videos

Actions:

- Preview the following videos on Cloud Seller (this will only take 10~15 minutes in total)
-Introduction: Learn what your campaign is about and define how it aligns with your current or desired goals.
-General guidelines prior to starting campaign: Learn the abc's of campaigns and how to you use your campaign to reach your intended audience(s).
-Personalization: Leverage your content to make it unique to your business and to match your goals.
- On average, 30 minutes each day should be sufficient to perform the campaign activities in the table below.
 -If you do not schedule the time, campaign activities are less likely to happen.
- Place the Proposed Weekly Schedule (below) somewhere you will see it every day
 -Accessibility will help with awareness and fulfillment of the activities.
- Make sure to include a link to your corresponding blog post within your sales and marketing emails. You can simply add a hyperlink at the end of page that says "Link to article here"

Additional notes/resources:

- If you do not have a company blog or page to post your blog, here are some recommended sites to explore:
[Wordpress](#), [Blogger](#), [Penzu](#)

Proposed weekly schedule:

Day Zero: Includes content to help you start the initial launch of your campaign and provides resources for reference throughout the duration of your campaign.

Getting started video: A short, guided video to help you understand the purpose of running your campaign and instructions on how to effectively the use of your campaign to maximize customer acquisition potential.

Work back schedule (this document): A detailed account of suggested content to view, personalize, and deploy for each day of your campaign.

	Day 1 (Add date)	Day 2 (date)	Day 3 (date)	Day 4 (date)	Extra day (date)
Week 1	Video instruction A short, guided video for you to watch before you begin working on day 1 content personalization and deployment. BLOG-BI O365 Blog with broad overview of how Office 365 can propel the business intelligence of your business. TWITTER-BI O365 <u>Suggested tweet:</u>	Video instruction A short, guided video for you to watch before you begin working on day 2 content personalization and deployment. SALES EMAIL 1-BI O365 Gives focus to a couple main points from blog. TWITTER-BI O365 <u>Suggested tweet:</u> Make sense of your data. Make	Video instruction A short, guided video for you to watch before you begin working on day 3 content personalization and deployment. MARKETING EMAIL-BI O365 Expanded scope of info in sales emails from days 2 & 4. TWITTER-BI O365 <u>Suggested tweet:</u> Gain insight into personal productivity	Video instruction A short, guided video for you to watch before you begin working on personalizing and deploying content for the rest of the week. SALES EMAIL 2-BI O365 (optional) Gives focus to a couple main points from blog. TWITTER-BI O365 <u>Suggested tweet:</u> Customize your	Reserved time to review and/or customize next week's content. TWITTER-BI O365 (optional) <u>Suggested tweet:</u> Share published reports and interactive data with the whole team on #SharePoint for #Office365: bit.ly/2iRbaaQ

	Gather, visualize, and share your data with #Office365 #Enterprise analytics: bit.ly/2jHkGym TWITTER-BI O365 (optional) <u>Suggested tweet:</u> Bring the story of your company's data to life with #Office365 #Enterprise analytics: bit.ly/2jHkGym	the best decisions for your business. #Office365 #Enterprise analytics: bit.ly/2jHkGym TWITTER-BI O365 (optional) <u>Suggested tweet:</u> Organize all your data in a centralized location with #PowerBI for #Office365: bit.ly/2jHkGym	with #MyAnalytics for #Office365: bit.ly/2rMfUBx TWITTER-BI O365 (optional) <u>Suggested tweet:</u> Explore your data in fresh ways with #Office365 #Enterprise analytics: bit.ly/2jHkGym	data and generate reports with #Excel for #Office365 #Enterprise: bit.ly/2jHkGym TWITTER-BI O365 (optional) <u>Suggested tweet:</u> Promote organizational collaboration with #SharePoint #Online for #Office365: bit.ly/2iRbaaQ	TWITTER-BI O365 (optional) <u>Suggested tweet:</u> Monitor your data with in-depth analysis tools from #Enterprise E5 for #Office365: bit.ly/2j4IVH5
	Day 5 (Add date)	Day 6 (date)	Day 7 (date)	Day 8 (date)	Extra day (date)
Week 2	Video instruction A short, guided video for you to watch before you begin working on day 5 content personalization and deployment. BLOG-CS Meijer O365 Blog on case study which focuses on aspects of Office 365's business intelligence tools. TWITTER-CS Meijer O365 <u>Suggested tweet:</u> See how #Meijer uses #Office365 and #PowerBI to outshine competition: bit.ly/2s16QJ7 TWITTER-CS Meijer O365 (optional) <u>Suggested tweet:</u> Case Study: #Meijer analyzes, interprets and utilizes data better with #Office365 and #PowerBI: bit.ly/2s16QJ7	Video instruction A short, guided video for you to watch before you begin working on day 6 content personalization and deployment. SALES EMAIL 1-CS Meijer O365 Gives focus to a couple main points from blog. TWITTER-CS Meijer O365 <u>Suggested tweet:</u> #Meijer builds better BI with #Office365 and #PowerBI: bit.ly/2s16QJ7 TWITTER-CS Meijer O365 (optional) <u>Suggested tweet:</u> Find out how #Meijer got more data insight and access with #Office365: bit.ly/2s16QJ7	Video instruction A short, guided video for you to watch before you begin working on day 7 content personalization and deployment. MARKETING EMAIL-CS Meijer O365 Expanded scope of info in sales emails from days 6 & 8. TWITTER-CS Meijer O365 <u>Suggested tweet:</u> Be like #Meijer: Get access to data that drives results with #Office365 and #PowerBI: bit.ly/2s16QJ7 TWITTER-CS Meijer O365 (optional) <u>Suggested tweet:</u> Get #Meijer results: Keep the legacy of your business alive with #Office365 and #PowerBI: bit.ly/2s16QJ7	Video instruction A short, guided video for you to watch before you begin working on personalizing and deploying content for the rest of the week. SALES EMAIL 2-CS Meijer O365 (optional) Gives focus to a couple main points from blog. TWITTER-CS Meijer O365 <u>Suggested tweet:</u> Better access, more collaboration with #Office365 and #PowerBI. See the #Meijer case study: bit.ly/2s16QJ7 TWITTER-CS Meijer O365 (optional) <u>Suggested tweet:</u> #Meijer used #Office365 and #PowerBI to improve collaboration—you can too! bit.ly/2s16QJ7	Reserved time to review and/or customize next week's content. TWITTER-CS Meijer O365 (optional) <u>Suggested tweet:</u> Case Study: See how #Meijer gained insight and boosted profitability with #Office365 and #PowerBI: bit.ly/2s16QJ7 TWITTER-CS Meijer O365 (optional) <u>Suggested tweet:</u> #Meijer stays ahead of competition with #Microsoft #Office365 and #PowerBI: bit.ly/2s16QJ7

	Day 9 (Add date)	Day 10 (date)	Day 11 (date)	Day 12 (date)	Extra day (date)
Week 3	Video instruction A short, guided video for you to watch before you begin working on day 9 content personalization and deployment. BLOG-MyAnalytics O365 Blog with overview of how MyAnalytics can transform the business intelligence of your business. TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> Keep track of how you spend time on the clock with #Microsoft #MyAnalytics for #Office365: bit.ly/2rMfUBx TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> Set goals. Improve collaboration. Measure results. Add #MyAnalytics for Office365 to your team: bit.ly/2rMfUBx	Video instruction A short, guided video for you to watch before you begin working on day 10 content personalization and deployment. SALES EMAIL 1-MyAnalytics O365 Gives focus to a couple main points from blog. TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> Set new standards for productivity with #Microsoft #MyAnalytics for #Office365: bit.ly/2rMfUBx TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> Monitor goals against benchmarks. Identify how to best utilize time with #MyAnalytics for #Office365: bit.ly/2rMfUBx	Video instruction A short, guided video for you to watch before you begin working on day 11 content personalization and deployment. MARKETING EMAIL-MyAnalytics O365 Expanded scope of info in sales emails from days 10 & 12. TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> Work smart, accomplish more with #Microsoft #MyAnalytics for #Office365: bit.ly/2rMfUBx TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> The #MyAnalytics for #Office365 personal dashboard gives a broad view of how you spend time at work: bit.ly/2rMfUBx	Video instruction A short, guided video for you to watch before you begin working on personalizing and deploying content for the rest of the week. SALES EMAIL 2-MyAnalytics O365 (optional) Gives focus to a couple main points from blog. TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> #Microsoft #MyAnalytics for #Office365—collaboration that drives results: bit.ly/2rMfUBx TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> Know your top connections. Know who you might need to reconnect with. #MyAnalytics for #Office365: bit.ly/2rMfUBx	Reserved time to review and/or customize next week's content. TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> #Microsoft #MyAnalytics for #Office365 is sure to help you make a bigger impact at work: bit.ly/2rMfUBx TWITTER-MyAnalytics O365 (optional) <u>Suggested tweet:</u> Manage your time better and be more effective with #Microsoft #MyAnalytics for #Office365: bit.ly/2rMfUBx
	Day 13 (Add date)	Day 14 (date)	Day 15 (date)	Day 16 (date)	Extra day (date)
Week 4	Video instruction A short, guided video for you to watch before you begin working on day 13 content personalization and deployment. BLOG-CS NASCAR O365 Blog on case study which focuses on aspects of Office	Video instruction A short, guided video for you to watch before you begin working on day 14 content personalization and deployment. SALES EMAIL 1-CS NASCAR O365 Gives focus to a couple main points from blog.	Video instruction A short, guided video for you to watch before you begin working on day 15 content personalization and deployment. MARKETING EMAIL-CS NASCAR O365 Expanded scope of info in sales emails from days 14 & 16.	Video instruction A short, guided video for you to watch before you begin working on personalizing and deploying content for the rest of the campaign. SALES EMAIL 2-CS NASCAR O365 (optional)	Reserved time to review and/or customize next week's content. TWITTER-CS NASCAR O365 (optional) <u>Suggested tweet:</u> When it comes to logistics, #NASCAR only trusts #Office365 behind

	365's business intelligence tools. TWITTER-CS NASCAR O365 <u>Suggested tweet:</u> #NASCAR takes logistics to the winner's circle with #Microsoft #Office365: bit.ly/2sqzuXd TWITTER-CS NASCAR O365 (optional) <u>Suggested tweet:</u> Find out how #NASCAR relies on #Office365 to keep productivity on track: bit.ly/2sqzuXd	TWITTER-CS NASCAR O365 <u>Suggested tweet:</u> #NASCAR overhauled IT strategy with #Office365. Find out how in case study: bit.ly/2sqzuXd TWITTER-CS NASCAR O365 (optional) <u>Suggested tweet:</u> #SharePoint #Online and #NASCAR: a winning combination. See #Office365 case study: bit.ly/2sqzuXd	TWITTER- CS NASCAR O365 <u>Suggested tweet:</u> #NASCAR brings adrenaline-pumping action to fans all year long with #Office365: bit.ly/2sqzuXd TWITTER-CS NASCAR O365 (optional) <u>Suggested tweet:</u> #NASCAR employees fire on all cylinders through the finish line with #Office365: bit.ly/2sqzuXd	Gives focus to a couple main points from blog. TWITTER-CS NASCAR O365 <u>Suggested tweet:</u> #NASCAR uses cloud-based solutions from #Office365 to drive away inefficiencies: bit.ly/2sqzuXd TWITTER-CS NASCAR O365 (optional) <u>Suggested tweet:</u> #NASCAR's behind the scenes connection with #Office365 drives results behind the wheel: bit.ly/2sqzuXd	the wheel: bit.ly/2sqzuXd TWITTER-CS NASCAR O365 (optional) <u>Suggested tweet:</u> Productivity in overdrive: #NASCAR's team becomes more efficient with #Office365: bit.ly/2sqzuXd
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**Note about weekly schedule:* Each week includes assets for a 4-day rotation, as we suggest not posting content on either Monday or Friday. We also suggest sticking with the same rotation for the duration of the campaign (Monday-Thursday or Tuesday-Friday). We have supplied you with enough tweets to post 2 per day for 5 consecutive days in case you would like to post social media every day of the business week throughout your campaign. This content can also be posted over the course of two months if preferred.