



## Why Choose Copilot?

- **Effortless Productivity:** Copilot streamlines tasks, allowing your marketing team to focus on what matters most—creating impactful content.
- **Seamless Collaboration:** Bridge the gap between marketing, sales, and product teams. Copilot facilitates cohesive strategy development.
- **Smarter Insights:** Gather market research data, brainstorm ideas, and create new offerings—all with Copilot's assistance.

### Scenarios Where Copilot Shines

- **Collect and Share Product Feedback:** Copilot helps you gather valuable insights from users and stakeholders. Use it to streamline feedback collection and improve your offerings.
- **Conduct Market Research:** Leverage Copilot to extract relevant data, analyze trends, and gain a deeper understanding of your target audience.
- **Create a New Offering:** Use Copilot in Loop to brainstorm ideas and incorporate them into your marketing plan. Effortlessly draft compelling content with Copilot in Word.
- **Product Launch:** Gather intel about your customers using Microsoft 365 Chat. Copilot accelerates your first draft, streamlines collaboration, and ensures a successful launch.



Marketing Roles Empowered by Copilot

- **Product Marketing Manager:** Craft persuasive messaging and accelerate content creation.
- **Content Creator:** Enhance your writing process with Copilot's assistance.
- **Pricing Analyst:** Prepare detailed responses to RFP questions effortlessly.

Make your marketing efforts smarter, faster, and more impactful with Microsoft Copilot.

**Copilot enhances collaboration and productivity within individual apps like Word, PowerPoint, Teams, Excel, and Outlook.**

**To use Microsoft Copilot for Microsoft 365, you need to meet the following prerequisites:**

**1. Base License:** Ensure that the user has one of the following base licenses assigned:

- Microsoft 365 E5
- Microsoft 365 E3
- Office 365 E3
- Office 365 E5
- Microsoft 365 Business Standard
- Microsoft 365 Business Premium
- Microsoft 365 A5 for faculty
- Microsoft 365 A3 for faculty

**2. Microsoft 365 Apps Deployment:** Make sure that Microsoft 365 Apps is deployed. You can follow the setup guide in the Microsoft 365 admin center to deploy it.

**3. Entra IDs (Azure Active Directory):** Users must have Microsoft Entra IDs (formerly known as Azure Active Directory accounts). You can add or sync users using the onboarding wizard in the Microsoft 365 admin center.

**4. OneDrive Account:** Some features in Microsoft Copilot (such as file restore and OneDrive management) require users to have a OneDrive account. Enable OneDrive for your users using the OneDrive setup guide in the Microsoft 365 admin center.

**5. Outlook Compatibility:** Microsoft Copilot works with the new Outlook (for Windows and Mac), which is currently in preview. Users can switch to the new Outlook by selecting "Try the new Outlook" in their existing Outlook client. To have Copilot appear in the new Outlook, sync your Microsoft 365 settings.

**6. Microsoft Teams Configuration:** Configure popular Teams settings (including external access, guest access, team creation permissions, etc.) using the Microsoft Teams setup guide in the Microsoft 365 admin center. Copilot in Teams is available on Windows, Mac, web, Android, and iOS..