



Microsoft Copilot For Marketers Course Outline





Duration: 3 Days

Related Courses:

Microsoft 365, Copy.ai,
MarketMuse, Canva, Grammarly,
HubSpot, Persado, Dynamic Yield,
Google Analytics, Mailchimp
Hootsuit, Cortex

Course Overview and Objectives:

This course is designed for marketing professionals looking to harness the power of Microsoft Copilot to enhance their productivity, streamline marketing processes, and drive better results.

This course will cover various features of Microsoft Copilot, practical applications in marketing, and how to integrate AI-driven insights into everyday marketing activities. By the end of the course, participants will be equipped well enough to use Microsoft Copilot effectively in their marketing strategies.

Pre-requisites:

A basic to intermediate knowledge of marketing and software

Microsoft Copilot for Marketers Course Outline

Introduction to Microsoft Copilot

- Overview of Microsoft Copilot and its capabilities
- The role of AI in marketing workflows
- Key benefits of integrating Copilot into marketing strategies

Getting Started with Microsoft Copilot

- Creating compelling blog posts, articles, and social media content
- Crafting effective email marketing campaigns with AI-generated copy

Enhancing Creativity with AI

- Marketing campaigns and content strategies idea generation
- Brainstorming and creative ideation

Optimising Content for SEO

- Optimising content for search engines
- Integrating AI-driven keyword research and placement

Content Creation and Optimisation

- AI-powered writing
- Content research and optimisation
- AI design assistance for design market visual content
- AI editing and proofreading

Personalization and Customer Engagement

- AI-Powered CRM
- AI-Generated Messaging for personalised marketing
- Automated follow-ups and customer outreach with AI

Market Research

- Conducting market research
- Competitor strategies and market conditions analysis

Data Analysis and Insights

- AI-powered customer data and marketing metrics
- AI-driven Data Visualization

Predictive Analysis

- Predicting trends and consumer behaviour
- Predictive Analytics for marketing strategies

Social Media Management

- AI Social Listening
- Analytics for social media performance, audience demographics and engagement metrics
- Content Creation for social media



Streamlined Task Management
 Copilot assists in scheduling, prioritising tasks, and managing deadlines, enabling marketers to focus on strategic activities.



Customer Interactions
 Copilot can assist in managing customer inquiries, generating personalized responses, and automating follow-ups, leading to improved customer satisfaction and engagement



Efficient Collaboration
 Copilot facilitates real-time collaboration within teams by generating meeting summaries, suggesting action items and tracking progress within Teams.

Email Marketing

- AI-powered email automation
- AI-driven Marketing Automation

Advertising and Campaign Management

- AI-driven ad optimisation
- Managing and optimising digital marketing campaigns
- Automated campaign planning, scheduling, and execution
- AI-powered content marketing Analyses

Streamlining Team Collaboration and client communication

- Marketing teams collaboration facilitation
- AI-driven project management and task delegation

Improving Client Communication

- Automating client communication with AI-generated responses
- Enhancing client presentations and proposals

AI Marketing Ethics

- Understanding the ethical implications of using AI in marketing
- Ensuring transparency and fairness in AI-driven marketing strategies

We offer online support to clients on content covered on our courses.