



7 QUICK TIPS TO START MARKETING Dynamics 365 Right Now

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The introduction of Dynamics 365 has many Partners excited for the new opportunities it could bring to their own business as well as their customers' businesses. Other Partners are, well, a little nervous. As with any new solution, you've got to figure out how to market the darn thing, and, ready or not, that's going to take time, money, and a strategy.

Just about the time you feel confident in your marketing, Microsoft innovates...again. It could be changing a name or pricing, rebranding or restructuring, or adding or scrapping an entire product line. You know it's the nature of the business, but Dynamics 365 happens to be doing ALL of these at one time.

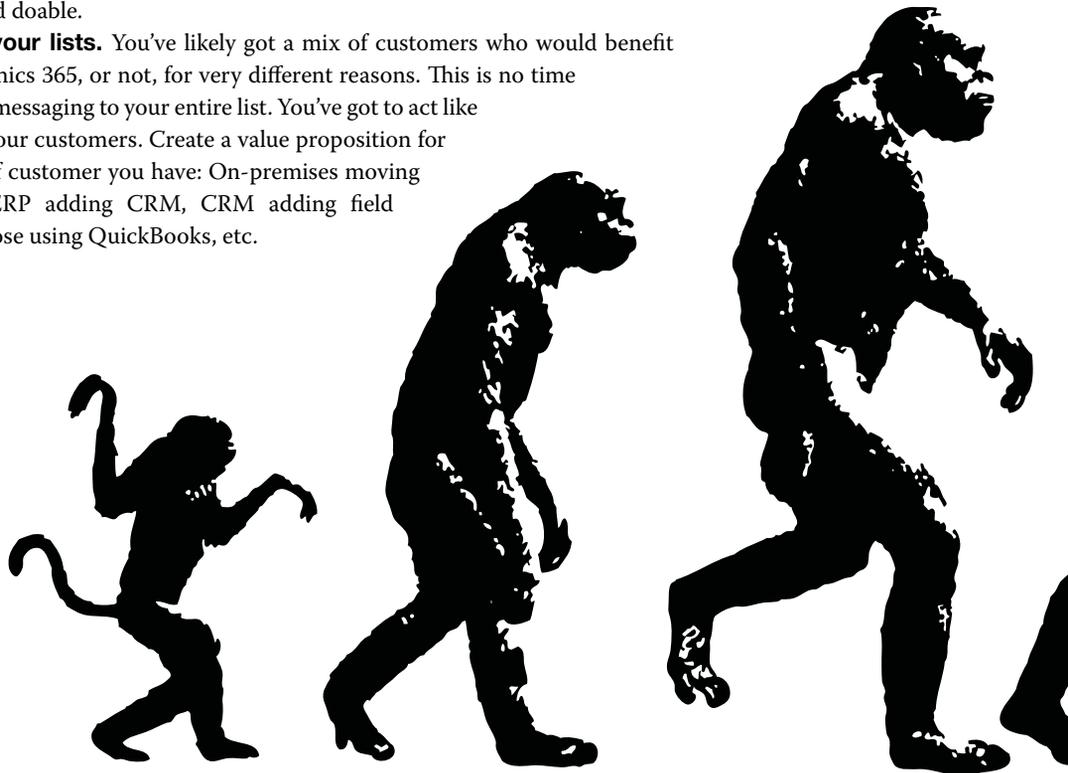
This isn't going to be like marketing just any other product.

This is an evolution.

And, for now at least, it feels extremely complicated.

The team at The Partner Marketing Group has spent our careers in this always-changing industry, and it's why we love helping Partners tackle marketing challenges like this. We've come together to give you seven quick tips that will help you start marketing Dynamics 365 right now.

- » **Stay focused.** Dynamics 365 swings the door wide open for a lot of new markets. To start, just concentrate on your existing customers and how you can market it to them. Keep it simple, realistic, and doable.
- » **Segment your lists.** You've likely got a mix of customers who would benefit from Dynamics 365, or not, for very different reasons. This is no time for blanket messaging to your entire list. You've got to act like you know your customers. Create a value proposition for each type of customer you have: On-premises moving to cloud, ERP adding CRM, CRM adding field services, those using QuickBooks, etc.



- » **Update your collateral.** With so many changes involved, particularly around product names, you'll need to make those changes to your website and collateral, too. Think about SEO and how to balance the old names with the new names so you don't lose traction. Inventory which items need updating and where you need new messaging. Look at your site map and find where Dynamics 365 messaging fits in.
- » **Educate your customers.** Everyone has a lot of questions about Dynamics 365 right now, and you want to be the one to provide the answers, especially for your customers, in words they understand. Put on a customer-only webinar with an open forum to ask questions. This is an excellent opportunity to show your thought leadership and personally engage with your customers. If you can't provide the answers yourselves right now, enlist the help of Microsoft employees whenever possible.
- » **Be honest.** Dynamics 365 is very new and being released in phases over the next year. It's not going to make sense for every customer to make the move right now. If it wouldn't, tell them that and reassure them so they know you are still there to support them. If it would, let them know exactly why and when it makes sense, and how you will help them through it.
- » **Get creative.** Before long, the web will be flooded with info about Dynamics 365. Want to stand out? Do something different! Downloadable pieces like infographics and eBooks are proven winners to drive traffic and engagement. Maybe create a comparison checklist or real-world example of what a move to Dynamics 365 would look like. Think outside the box.
- » **Have a plan.** Like any new marketing initiative, Dynamics 365 needs a detailed plan of action. Build a content calendar, determine your social strategy, create demand generation and nurture campaigns, and don't forget to establish your goals and key performance indicators (KPIs) early on so you can measure your progress along the way. 🚀

There are many things you can start doing right now to take advantage of the new opportunities Dynamics 365 is sure to bring. As always, we're rooting for you and are here to help when and how you need us. Contact us at Info@thepartnermarketinggroup.com or visit us online at www.thepartnermarketinggroup.com.

Let us know if you have any questions and, until then, happy marketing!

