



Marketing Services Catalogue

Go-To-Market with Microsoft





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About the Marketing Services Catalogue





The [Go-To-Market with Microsoft program](#) has everything you need to build a robust marketing engine: digital content for campaigns, marketing technology (martech) to amplify your solution, and the support and resources to help grow your business. Also available is a comprehensive list of additional specialized marketing options to meet your unique needs.

Our Marketing Services Catalogue is available to all partners and complements the Go-To-Market with Microsoft resources and offers with added depth and breadth.

Value to partners:

- Marketing services delivered by Microsoft-approved vendors at a negotiated price
- Great option for partners that do not have the bandwidth to execute in-house
- Most services are available globally

Available service categories

-  Consultations, training, workshops, and assessments
-  Demand generation
-  Event support
-  Global growth
-  Marketing strategy & planning
-  Sales & marketing collateral

Leads-in-a-Box Campaign

Kick-start your business-to-business (B2B) lead generation to promote a specific product or service through digital marketing channels.



About the service

Test new markets and products through a low-risk, high-return lead generation campaign to secure marketing qualified leads (MQLs) and guide future strategies. Executed for more than 50 Microsoft partners worldwide, this offering is a great place to start your demand generation. This 12-week program includes: campaign strategy, Microsoft partnership education and strategy, goal setting, target customer identification, localized messaging (multi-language capabilities available), pay-per-click ads on Google and/or LinkedIn, weekly optimization, reporting and insights.

Partner benefits

- **Quick and effective:** In just 90 days, you will have concrete evidence to suggest whether your GTM strategy is a success or requires adjustments
- **Usable assets:** Gain a suite of assets for use and repurpose in future campaigns and digital marketing activities
- **'New market' plan enhancement:** Receive recommendations for opportunities and GTM plan enhancements
- **Promote AppSource and Azure Marketplace listings**

Key results

- **25-200 leads** average depending on target market and desired lead maturity
- **Insights** into target market and customer to validate product-market fit
- Ability to test **proofs-of-concept** (POCs) quickly and get the results necessary to develop a more extensive lead generation or nurture strategy
- **5+ page report** plus weekly reporting with real insights from digital platforms like LinkedIn and Google Ads, key learnings and actionable recommendations
- **Multi-language capability** for local campaigns available

Pricing

- USD \$9,900 + USD \$2,500 minimum ad spend



Get in touch:

Ashleigh Vogstad: hello@transcends.ca



Learn more: <https://transcends.ca>
www.transcends.ca/leads-in-a-box

Account-based Marketing Campaign

Identify a list of target industries and accounts to build your pipeline and exceed your sales goals through a laser-targeted ABM campaign for sales enablement.



About the service

Our unique eight-week account-based marketing (ABM) campaign will accelerate the velocity of your market entry while helping you build your target list of ideal prospects. Execute highly-targeted marketing campaigns that appeal directly to the pain points and priorities of the decision-makers in your ideal organizations.

Partner benefits

- **Campaign strategy and implementation:** Develop audiences and build creative messaging that connects to a core value proposition and creative assets
- **Customer journey mapping:** Identify two key customer personas, including geography, industry, size, and job titles
- **Sales enablement:** Learn processes to increase points of contact, qualify leads, and accelerate handoff to the sales team to create more opportunities
- **Won deals:** We enable your sales team to win co-sell deals in targeted enterprise accounts.



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www.transcends.ca/abm-campaign

Key results

- On average, partners experience a 15:1 return on investment (ROI) upon completion of the campaign
- Highly-qualified, talk-ready leads in enterprise target accounts
- Horizontal and vertical stakeholder engagement: multiple roles and departments targeted

"The Transcends team has become a local extension to our global marketing team and have been delivering industry-leading MQLs during an immensely challenging time of the COVID-19 pandemic." - Katy, Informatica



Pricing

- USD \$24,400 + minimum ad spend of USD \$2,500 per month

Content Credits Subscription

Access an endless range of high-quality and technical business-to-business (B2B) marketing content to communicate your message, powerfully, to your target audience. We do content on an easy-to-use credit subscription service.



About the service

Wouldn't it be nice to outsource your content creation to a system that's easy, flexible and scalable to suit both your long-term and spur-of-the-moment needs?

At Transcends, we create powerful B2B content for technical business decision-makers on a simple 'Content Credits' subscription system.

Our team of writing and design experts produce persuasive marketing and sales enablement collateral that is beautifully designed to clearly communicate complex messages simply.

Partner benefits

- Simple subscription service to get the content you need, when you need it
- Local language capability — inquire for specific languages
- We know Microsoft — our team is skilled at writing for a Microsoft channel audience
- Extend the life of your past investments by refreshing and repurposing existing materials

Key results

- Demand generation and thought leadership content including eBooks, infographics, case studies, award submissions and sales enablement collateral
- Microsoft-specific assets like co-sell bill of materials (BOM) and Marketplace listings
- Localize messaging and materials for different markets and geo-locations

Pricing

Buy the package that fits your goals with the flexibility to use credits when and how you want.

- \$150 USD per credit
- STARTER PACKAGE: 25 credits/mo for 6 months USD \$3,375/mo *save 10%*
- GROW PACKAGE: 100 credits/mo for 6 months USD \$12,750/mo *save 15%*



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New Market Validation Workshop

Validate a new geographic opportunity and eliminate risk before going to market with an effective go-to-market (GTM) strategy and actionable insights.



About the service

In this two-part workshop, you will receive personalized recommendations to quickly and effectively build your lead generation pipeline in new global geographies. Get the knowledge and insights you need to take your business from planning to successful market expansion.

Partner benefits

- The first 90-min workshop will assess your readiness in each of eight core areas: GTM strategy, sales enablement assets, Microsoft co-sell strategy, account-based marketing plan, digital lead generation channels, P2P strategy, value-added web content, and GTM benefit activation
- In the second 90-min workshop you will receive recommendations on how to succeed in your new market and turn strategy into action in the 2-3 core areas with the largest opportunities

Key results

- Eliminate risk before heavily investing in new markets
- Understand how to localize your marketing message and assets to connect with a new geographic audience
- Identify how to adjust an existing marketing or sales strategy to fit a new geographic market

Pricing

- USD \$1,900



Schedule your session:

www.transcends.ca/new-market-validation-workshop

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