



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

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

Ashleigh Vogstad: hello@transcends.ca

Learn more: <https://www.transcends.ca/>



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 8-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 & 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

Key results

- On average, partners experience a 15:1 return on investment (ROI) upon completion of the campaign

"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



Schedule your session:

www.transcends.ca/abm-campaign

Ashleigh Vogstad: hello@transcends.ca

Learn more: <https://www.transcends.ca/>



Leads-in-a-Box Campaign

Land and expand in new markets. Kick-start your business-to-business (B2B) lead generation to promote a specific product or service through digital marketing channels.



About the service

With Leads-in-a-Box, test new markets through a low-risk, high-return campaign that will guide future strategies. This eight-week program includes value-added services like campaign strategy, goal setting, identification of target customers, localized messaging, and weekly reporting and insights.

Partner benefits

- **Quick and effective:** In just 60 days, you will have concrete evidence to suggest whether your GTM strategy is a success or requires adjustments
- **Usable assets:** You'll have a suite of marketing assets created for use and repurpose in future campaigns
- **"New market" plan enhancement:** Receive recommendations on opportunities and GTM plan enhancements that can be implemented in the future

Key results

- Insights into target market/target customer to validate geo-expansion efforts
- Ability to test proofs-of-concept (POCs) quickly and get the results necessary to develop a more extensive lead generation strategy for implementation

Pricing

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



Schedule your session:

www.transcends.ca/leads-in-a-box

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