Microsoft Co-Funded Lead Generation Campaign Packages with Neural Impact (DRAFT)

August 2022

# Eligibility for Participation

1. Partner must have completed Marketing Neural Impact workshops.
2. Partner must have SMB standard offering with a plug & play or other accelerated implementation package, with pricing transparency.
3. Partner must have vertical industry GTM strategy.\*
4. Partner must have SMB offer in AppSource (Dynamics app, Power Platform-based solution, ISV add-on, consulting offer).\*
5. Partner must have a Support Subscription offering (instead of hourly).

# Campaign Criteria

1. Campaign must be focused on direct lead generation via: Pay-Per-click (Google and/or Bing), Google Display Network, or LinkedIn; or other regional/industry digital channel – directed towards a target landing page OR AppSource listing page.
2. Partner must match level of funds provided by Microsoft (min $5,000 up to $12,000 each).
3. Campaign should be focused tightly based on persona and/or vertical industry.
4. Partner must execute campaign within Sept 2022 – March 2023 and report results in March – June 30, 2023.
5. Results/Metrics must be reported: # landing page hits, # leads, # opportunities, # customers won (# in progress, # lost), $ revenue won.

\* Criteria may be waived if Partner does not or cannot meet this criteria, at the discretion of Microsoft and/or Neural Impact.

# Campaign Execution & Funding Packages

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| **Package** | **Self Service  We have a Good Marketing Team, Help Us Optimize** | **Guided Service  We Can Execute but Would Love Guidance** | **Full Service  Please Help! We Don’t Have the Resources, Time or Expertise** |
| **Available for Partners In** | Europe, Australia, US, Canada | Europe, Australia, US, Canada | US, Canada for hosted landing/registration page  Other regions: must host own landing/registration page |
| **Campaign Brief (Neural Impact template)** | Partner provide, Neural review | Partner provide, Neural review | Partner provide, Neural review |
| **Display Graphics (Banner Ad)** | Partner create, Neural review | Partner create, Neural review | Odigo create, Neural review |
| **Campaign Set-Up in Google, Bing and/or LinkedIn** | Partner implement | Partner implement, Neural review | Odigo implement |
| **Campaign Landing Page:**  Must be unique for this campaign | Partner create on own site, Neural review | Partner create on own site with Neural guidance & collaboration | Odigo create and host, Neural review |
| **Ungated Asset:**  <30-second video, case study, or industry brief | Partner has or will create asset (Neural review) | Partner create asset with Neural guidance & collaboration | Video: Neural remotely directs and or produces |
| **Gated Asset:**  Interactive assessment/benchmark tool (results), ROI calculator (results), 20-45-min recorded webinar /video (customer or how-to), or eBook/white paper | Partner has or will create asset (Neural review) | Partner has; or will create asset with Neural guidance & collaboration | Video: Neural  eBooks: Odigo  Other assets: Partner has; or will create with Neural guidance & collaboration |
| **Lead Follow-Up Strategy & Sequence** | Partner create, Neural review | Partner create with Neural guidance & collaboration | Partner create with Neural guidance & collaboration |
| **Analytics Required:** Channel, Landing Page, Lead & Opportunity Tracking | Partner implement | Partner implement | Odigo: channel, landing page  Partner: lead & opportunity tracking |
| **Advanced Analytics (Optional):**  Heat Map (Microsoft Clarity or LuckyOrange), LeadFeeder | Partner implement | Partner implement with Neural review of data and recommendations | Partner implement with Neural review of data and recommendations |
| **Microsoft Funds** | Min $5k up to $10k USD | Min $5k up to $10k USD | Min $8k up to $12k USD |
| **Partner Investment** | Min $5k up to $10k USD:   * $2k Neural marketing review * Remainder on ad spend | Min $8k up to $14k USD:   * $5k Neural marketing guidance & collaboration * Remainder on ad spend | Min $18k up to $24k USD:   * $2,000 Neural marketing review * $11k Odigo agency services (see below) * Remainder ad spend |
| **Optional Neural Video remote direction, guidance and/or editing and production** | $2,500-$3,500 | $2,500-$3,500 | $2,500-$3,500 |

# Odigo Agency Services:

**Content Creation:**

* 3x – Google/LinkedIn Display graphics (animated)
* 1x – Banner graphic for your site to promote campaign
* 1x – Gated landing page

**Digital Campaign Management:**

* Partner to provision subdomain for landing page
* 6-week campaign
* Digital Execution Management (1 campaign) –
* Digital ads management and reporting (1 campaign)