

FULL STACK DIGITAL MARKETING AGENCY

CXGS

DIGITAL MARKETING CONSULTANTS



Microsoft

SAN JOSE, CR

MACOMB, MI

SÃO PAULO, BR

ROME, IT

SEATTLE, WA

HOW TO APPLY FOR CO-OP FUNDING

Creation of a partner website/Microsoft or content hosted on a partner-owned website or a partner's social media site. Includes e-commerce activities to promote solutions or set up storefronts to drive sales of Microsoft products and solutions and mobile e-commerce efforts such as the development of a mobile-friendly website (web responsive design) or mobile application. Search Engine Optimization (SEO) includes website optimization to help attract customers, lower customer acquisition costs, and increase content relevancy to website.

Activity Guidelines

- The complete activity, including website or microsite being claimed and any associated web content, must meet the core requirements as a whole.
- Services for search engine optimization must be acquired through Digitalstride (<https://digitalstride.cxglobals.com>)
- Activities must be completed in the period the claim is filed
- Paid promotion/advertising on a social media site should be claimed under Social Media marketing activity

Core Requirements:

As part of Partner Incentives Co-Op, demand generation and market development activities must include the two core requirements, unless otherwise specified in the activity.

1. Company/Brand Name and Contact Information: Company/brand and contact information must be included in all demand generation and market development activities including at least one of the following: 1) Your company street address or email address and/or 2) Company website URL or phone number. Invoices only need a company name (not contact information).
2. Content must fulfill a minimum percentage of Microsoft-related content relative to the activity it is being used for.

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Proof of Execution

- Third party invoice or certification statement and report (CSR) PLUS
- Screenshot with URL (if available) and data visible – showing the keyword results and/org OR
- Copy of ad or Screen shot of ad with URL (if available) with dates visible

Eligible Expenses:

- **Fee-agency:** Marketing services, including agency fees
- **Development:** Content development fees
- **Fee-SEO:** Optimization and maintenance fees

Best Practices

- Key product pages help create value by showing additional benefits to products; include an “Add to Cart” or “Buy Now” link to drive sales
- Place banners on key pages, including the home page, that link to product pages to foster better measurements of results while expanding communication opportunities.
- Create up-sell or cross-sell opportunities by configuring drop-down menus with Microsoft products.
- Do not limit your SEO to just keywords
- Set measurable goals before execution to gauge effectiveness.

Did you know?

Partners can now use co-op funds to enhance C3 funds they receive from Microsoft!

Click here to book a call and leverage your co-op funds now!