AI+ Microsoft 365 Copilot Marketing Specialty™(M365CMS)

ID M365CMS **Prix** CHF 995,– (Hors Taxe) **Durée** 1 jours

A qui s'adresse cette formation

- **Marketing Professionals:** Those who want to use Microsoft 365 Copilot to improve campaign planning, content creation, and performance analysis.
- **Digital Marketers:** Those who create ads, blogs, social media posts, email campaigns, and presentations across multiple channels.
- **Content Creators and Copywriters:** Those who want to generate, refine, and scale marketing content while maintaining brand tone and consistency.
- **Campaign Managers:** Those who want to streamline workflows, create data-driven messages, and improve campaign execution speed.
- **Marketing Analysts:** Those who work with campaign data, customer insights, market trends, and reporting dashboards.
- **Brand and Communication Teams:** Those who need to maintain consistent messaging, brand guidelines, and compliant content across teams.
- **Marketing Operations Professionals:** Those who want to explore Copilot Studio for automating content requests, approvals, and brand-related queries.
- **Responsible AI and Compliance Professionals:** Those who want to apply safe, ethical, and compliant AI practices in marketing workflows.

Pré-requis

- **Basic understanding of AI concepts, Microsoft 365 tools:** Familiarity with marketing workflows, content creation functions and customer engagement.
- **Familiarity with core marketing content formats:** Comfortable using different formats, including ad copy, campaign messages, presentations, blogs, and social media content.
- **Understanding marketing personalization:** Basic understanding of A/B testing, email campaigns, segmentation, and basic market trend analysis.
- **Basic understanding of workflow automation:** Awareness about brand guidelines, content request processes, and how low-code tools can support marketing operations.
- **Familiarity with prompt writing:** Knowledge on tone refinement, campaign analytics, and basic dashboard tools such as Excel or Power BI.
- **Understanding responsible AI basics, data protection:** Basic knowledge of compliance, bias, hallucination risks, and the importance of human review in AI-generated marketing content.
- **Comfortable using Microsoft 365 Copilot:** Basic Understanding of Excel, Word, PowerPoint, and Outlook to analyze data.

Objectifs

- **Build a Strong Foundation in AI for Marketing:** Understand how AI and Microsoft 365Copilot transform marketing workflows, campaign planning, content creation, analytics,and customer engagement.
- **Use Copilot for Core Marketing Tasks:** Apply Microsoft 365 Copilot to create ad copy,campaign messages, presentations, blogs, and social media content with improved speedand consistency.
- **Leverage AI for Advanced Campaign Optimization:** Use Copilot for A/B testing,personalized email campaigns, audience segmentation, market trend analysis, and data-driven performance improvement.
- **Design AI-Powered Marketing Agents:** Create Copilot Studio agents to support content requests, brand guideline queries, workflow automation, approvals, and marketing knowledge management.
- **Optimize Prompts and Connect Analytics Tools:** Refine prompts for tone, clarity, and messaging while integrating Copilot with tools like Excel and Power BI for campaign insights.
- **Apply Responsible AI in Marketing:** Use responsible AI principles to protect data, reduce bias and hallucination risks, support compliance, and maintain human oversight in AI-generated marketing content.

Contenu

Module 1: Introduction to Microsoft 365 Copilot & AI in Marketing

As marketing evolves, AI-driven tools like Microsoft 365 Copilot are transforming how teams approach campaign planning, content creation, and performance analysis. Understanding these changes is essential for staying competitive in the fast-paced marketing

landscape, ensuring that teams can leverage AI to enhance efficiency, personalization, and data-driven decisions.

In this module, you will learn how AI is reshaping marketing workflows. You'll explore the key features of Microsoft 365 Copilot, including its role in campaign ideation, execution, and analysis. You will gain practical insights into how to use Copilot across tools like Word, Excel, PowerPoint, and Teams to streamline marketing processes and create data-driven outcomes.

Module 2: Core Copilot Skills for Marketing

Mastering the core skills of Microsoft 365 Copilot is crucial for marketers to unlock the full potential of AI in their workflows. By understanding these tools, you can streamline repetitive tasks, enhance creativity, and optimize the efficiency of your marketing team, ultimately achieving more impactful campaigns with fewer resources.

This module will teach you how to use Microsoft 365 Copilot to create effective marketing content, such as ad copy, campaign messages, presentations, and blogs. You'll also learn how to leverage Copilot to refine content, maintain brand consistency, and optimize your messaging across multiple platforms.

Module 3: Advanced Copilot Applications in Marketing

As marketing strategies become more sophisticated, advanced AI applications can help you stay ahead of the competition. Understanding how to use Copilot for tasks like A/B testing, personalized campaigns, and market analysis will ensure that you can execute more targeted, high-performing strategies that deliver measurable results.

In this module, you'll dive into advanced features of Microsoft 365 Copilot, such as generating multiple variations for A/B testing, creating personalized email campaigns, and analyzing market trends. You'll also learn how to apply data-driven insights to improve marketing performance and campaign effectiveness.

Module 4: Copilot Studio Agent for Marketing

The ability to design AI-powered agents is a game-changer for marketing operations. By understanding how to build these agents, you can automate tasks, streamline workflows, and enhance collaboration across teams, leading to more efficient and scalable marketing operations.

This module will teach you how to use Copilot Studio to design intelligent agents for content requests, brand guidelines, and approval of workflows. You will also learn how to build agents that enhance collaboration, improve marketing knowledge management, and ensure compliance with organizational standards.

Module 5: Optimizing Copilot in Marketing

To maximize the impact of AI on marketing, it's crucial to refine how you interact with Copilot. Optimizing prompts and integrating Copilot with analytics tools allows you to generate better content and actionable insights, improving overall marketing decision-making and campaign effectiveness.

In this module, you will learn how to refine prompts for content creation, ensure consistent tone and messaging, and integrate Copilot with analytics tools like Power BI and Excel. You'll gain hands-on experience in optimizing Copilot's outputs and using data-driven insights for more strategic marketing decisions.

Module 6: Responsible AI with Copilot, Policy, Safety & Trust

As AI continues to play a central role in marketing, it's vital to ensure that it is used responsibly and ethically. Understanding the principles of responsible AI helps maintain trust, safeguard customer data, and prevent biases in marketing campaigns, ensuring long-term success and compliance.

In this module, you will learn about Microsoft's Responsible AI principles and how to apply them in marketing. You'll explore best practices for data privacy, ensuring fairness in AI-generated content, and implementing compliance checks. You will also learn to mitigate biases and hallucinations through human oversight and review processes.

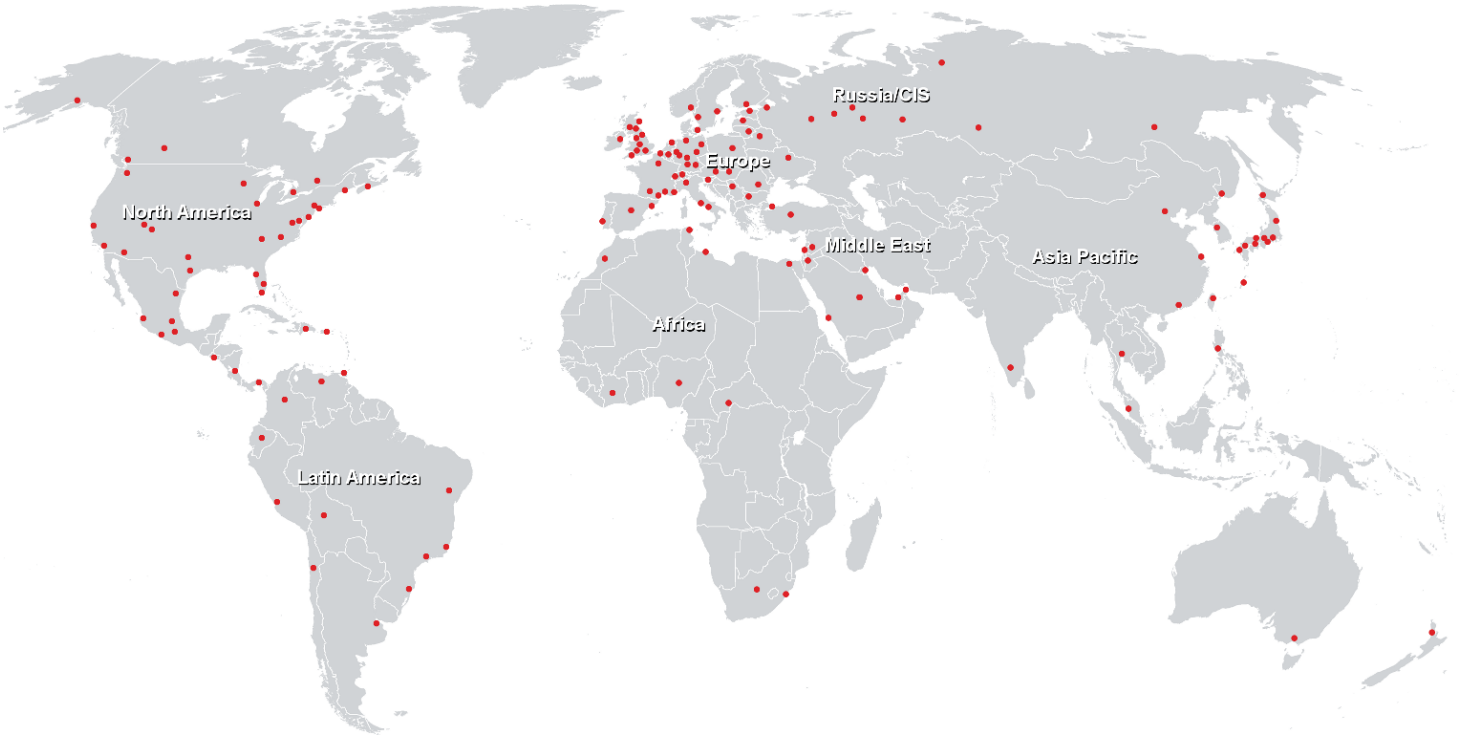
Module 7: Capstone Project, End-to-End Marketing with Copilot

The capstone project brings together all the skills and tools you've learned throughout the course, allowing you to apply them in a real-world scenario. This practical experience is key to mastering Microsoft 365 Copilot and demonstrating your ability to drive marketing success through AI-driven solutions.

In this final module, you will gain hands-on experience by working through an end-to-end marketing workflow using Microsoft 365

Copilot. You'll analyze campaign data, create reports, generate presentations, and communicate insights all while applying the tools and techniques you've learned to deliver a comprehensive marketing strategy.

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