



A day in the life of a Marketing Manager

Maximize marketing potential with AI-powered experiences.



Discover how Microsoft 365 Copilot can streamline the day of a Marketing Manager and help them launch a stronger campaign for their latest product. **Learning Tree International** can help you accelerate Copilot adoption to drive more marketing-generated leads as you grow your business.

8:00 AM

David works on a lean team of four in his company's fast-paced marketing department. The team must present on website performance based on optimizations they made last month. Using Copilot, he aggregates the website analytics and creates visualizations with charts and graphs.

Copilot in Excel

Using our most recent website analytics, please build a line chart demonstrating page views, users, and average time on page. Plot them over the last week using six-hour increments.



10:00 AM

David has received the design specs for their newest product from the engineering team and needs to pivot this technical information into a customer-facing presentation for an upcoming release.

Copilot in PowerPoint

Create a customer-facing presentation for the new product using the design document from engineering.



2:00 PM

David needs to create a series of social media posts for the new product for his team to review by the end of the week. He uses Copilot to start brainstorming and drafting ideas.

Microsoft Copilot

Copilot, create a series of LinkedIn posts based on the new product description and customer-facing PowerPoint presentation.



4:00 PM

David needs to catch up on email before he heads out for the day. Copilot reduces the time spent on this by summarizing email threads and preparing draft responses so his primary focus can remain on the campaign to promote the new product.

Copilot in Outlook

Summarize all the emails received today highlighting the primary asks and open items, then draft responses.



There are so many opportunities to integrate Microsoft 365 Copilot tools you use every day to support campaign development. Contact Learning Tree International to learn more about how we can help you take advantage of Copilot to streamline the marketing process. Interested in seeing more ways Microsoft 365 Copilot can assist with everyday tasks across your business? Check out the [Microsoft Copilot Scenario Library](#).