



Developing and publishing Microsoft Dynamics 365 Business Central Add-on Apps

White Paper
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Build your business on Dynamics 365 Business Central

Microsoft Dynamics 365 Business Central is a business management solution that helps companies connect their financials, sales, service and operations to streamline business processes, improve customer interactions and make better decisions. With this modern business platform, you can easily and quickly tailor, extend and build applications so they fit your specific needs — with little to no code development.

AppSource is Microsoft's marketplace for your Dynamics 365 Business Central offerings and there are several reasons why going to market with Microsoft AppSource is a great idea. For example, it allows you to promote your brand, expand your reach, accelerate the customer journey and upsell your solutions and it connects you with millions of Office 365 & Dynamics 365 business users.

You can bring two types of offerings to Microsoft AppSource: Individual Apps (where you bring your industry expertise to market) or Packaged Consulting services (where you bring ready-made packaged engagements to market). Find more information about which opportunities you have as a partner at: <http://aka.ms/BusinessCentralApps>

How to get started with your Business Central add-on apps

To ease your journey, from the initial object request to the final publication of your app, we have created a set of guidelines on how to build and publish an app for Business Central. We recommend that you use these guidelines throughout the process of bringing your app to AppSource.

To bring your Business Central Add-on app(s) to AppSource you need to go through the following steps:

- **Getting you started**
It describes how to set up the necessary agreements, accounts, licenses and tools you need to have in place.
- **Developing and publishing your app**
This document outlines how to develop the technical and marketing aspects of your App. It also explains the process you need to follow to publish your app.

You can find these guidelines on: <http://aka.ms/BusinessCentralAddOnApps>

This document is focusing on **Developing and publishing your app**.

If you have questions or feedback on this paper, don't hesitate to reach out to Dyn365BEP@microsoft.com

The development processes

There are several things to keep in mind in building an Add-on App.

We suggest you consume the materials which are built for you in the “Ready to Go” online Learning library or get coached by an ISV Development Centers.

Learn more at <http://aka.ms/ReadyToGo>

Registering your add-on app with Microsoft AppSource

To list your app, you need to register it on Microsoft AppSource. List your app here:

<https://appsource.microsoft.com/en-us/partners/list-an-app>

When listing your app you need to specify the following:

- Contact Info (first name, last name, email, role, location)
- Company Info (company name, website, contact person at Microsoft)
- App Info (app name, industry your app will serve, description, which Microsoft Product your app is built for, app authentication method, URL for the trial version of your app, and how you heard about Microsoft AppSource)

The publication process and its validation process

You start the validation and publication process by creating a “new offer in the Cloud Portal

<https://cloudpartner.azure.com/>.

the documentation at <https://cloudpartner.azure.com/#learn> will guide you through how to create an offer for Dynamics 365 Business Central.

To ensure that your app is of a quality that meets Microsoft’s standards we conduct two types of validations when you publish your app, cf. a technical validation and a marketing validation. These validations run in parallel during the publishing process. You need to pass both validations.

Therefore, to help you pass validations quickly, we have made two checklists of mandatory requirements that you must follow, as well as have listed our recommendations and examples of best practices that you can use as inspiration, while developing your app.

The technical validation checklist

The following checklist sums up all the technical requirements that you **must meet before submitting** an app for validation. If you do not meet these mandatory requirements, your app will fail validations. See the requirements of the [Technical validation here](#)

The marketing validation checklist

The following checklist sums up all the marketing requirements that you **must meet before submitting** an app for validation. If you do not meet these mandatory requirements, your app will fail validation.

There is guidance available for you in the appendix:

- Appendix A: The marketing validation checklist
- Appendix B: Best practices on developing the marketing aspects of your app
- Appendix C: Guideline on creating an effective Sales Landing page for your app
- Appendix D: How to make compelling videos

Appendices:

Appendix A: The marketing validation checklist

When submitting your offer information in the cloud portal you should keep these points in mind:

1. **Refer to the correct brand name throughout all your communications**
 - a. Based on the new Microsoft Dynamics 365 branding guidelines, the full name, Microsoft Dynamics 365 or Microsoft Dynamics 365 Business Central, must be used at first mention. Subsequent mentions can drop "Microsoft" and use just Dynamics 365 or Dynamics 365 Business Central. Please reference [Microsoft Dynamics 365 branding rules documentation](#) on Microsoft Collaborate.
 - b. Do not make any references to "NAV", "for financials", "for Finance and Operations" and "FOBE" in text, screenshots, title bars, Webclient, spoken language in videos, documentation, app landing pages etc.
2. **Summary**
 - a. The summary should summarize the aim of the app in one sentence.
3. **Description**
 - a. Make an elaborate description that outlines the benefits and usage scenarios of your Dynamics 365 Business Central app.
 - i. Describe WHY customers would need your product and the value they get from purchasing it – instead of just writing WHAT your product does.
 - b. Address your customers' pain points (cf. pain is the most compelling motivator of driving prospects to take action). To induce a call to action it is recommendable to add a link to your app's landing page at the bottom of the description.
 - c. Structure your description into small "easily readable" sections.
 - i. Use simple html tags in your text – this makes the description more appealing to read.
4. **State which edition(s) your app supports** (Essentials or Premium edition)
 - a. E.g. *"This app requires the Premium edition of Microsoft Dynamics 365 Business Central"*.
5. **State in which countries your app will be available** (Note: Dynamics 365 Business Central is available in 14 countries - cf. AT, BE, CA, CH, DE, DK, ES, FI, FR, IT, NL, SE, UK, US)
 - a. E.g. *"This app is available in: the US, Canada and Denmark"*
6. **Include a minimum of 3 screenshots (cf. max 5).**
 - a. Your screenshots should show what the app is doing, how it looks like in Dynamics 365 Business Central and if possible, what problem it is solving (cf. choose screenshots includes realistic demo data and tell a compelling story.
 - b. Don't include screenshots from the Winclient – only use from the Webclient and the Dynamics 365 Business Central user experience.

7. Include at least one video

- a. We recommend that you at least have one video that demos your app. You can find the guidelines on how to best structure videos (and why it is crucial to incorporate them) in appendix D.
- b. Note: make sure that all references (spoken and written) are to either Microsoft Dynamics 365 or Microsoft Dynamics 365 Business Central.

8. Provide 4 links that customers can access from AppSource (cf. License agreement, Privacy policy, Help and Support)

- a. These links must direct users to specific locations, not just to the overall website.
- b. There needs to exist a Privacy policy and a license agreement.
- c. We require a clear distinction between the support and the help site (the link cannot be the same):
 - i. Support = different contact options
 - 1. Provide different contact options (email, phone and live-chat if possible) and defined service level agreements (SLAs).
 - ii. Help = online product help.
 - 1. It is best practice to include instructions on set up/how to get started, links to existing videos and documentation and links to the most frequently asked questions.

9. Create a unique landing page for your app

- a. Ideally, include all your app marketing messaging, pricing, and detailed information on your dedicated "App Engagement Partner Landing Page", which includes proper technical documentation and explains:
 - i. Why customers should buy the app.
 - ii. Who should buy the app.
 - iii. Who it is designed for and what business problem it solves.
 - iv. How much it costs.
 - v. Who to contact for potential support questions.
 - vi. The Microsoft AppSource badge
- <https://appsourc.microsoft.com/blogs/promote-your-app-s-availability-on-microsoft-appsource>

Appendix B: Best practices on developing the marketing aspects of your app

Simply listing your app's features and functionality will not convert prospects to buyers. You need to capture attention and drive buying behavior from the get-go. To help you in this regard we have created a set of guidelines that will help you to create a complete and compelling offer that has the means to engage prospects and convey your value proposition quickly.

The image below is an example of an AppSource offering, where the marketing is completed according to best practices. We highly recommend that you market your app like this.

Microsoft

Cloud

Mobility

Productivity

Search Microsoft AppSource

Sign in

AppSource

Apps

Partners

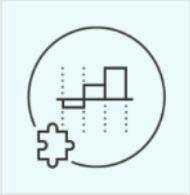
List on AppSource

Blog

How it works

Apps > Sales and Inventory Forecast

1.



2. Products

Dynamics 365 for Financials

3. Publisher

Microsoft

4. Version

1.0.0.0

5. Categories

Operations + supply chain

Sales

6. Support

Support

Help

7. Legal

License Agreement

Privacy Policy

Canada and US

8.

Sales and Inventory Forecast

Microsoft

9.

Increase revenue and profits through better insights into sales forecasts and inventory management

GET IT NOW

Are stock outs costing you customers? 10.

Managing inventory is a delicate balancing act. Carry too little and you lose orders (and customers). Carry too much and you tie up much needed working capital. Carry far too much and you end up discounting, or worse, writing off obsolete product.

Making procurement decisions without having accurate and reliable customer demand forecasts inevitably leads to your company losing revenue, incurring excessive shipping costs and experiencing brand damage.

Our app uses historical data to predict future demand. So now you will be able to free up needed cash and know exactly when to replenish stock so that you always have inventory on hand to satisfy every customer order.

Stop relying on basic spreadsheets to manage this critical business process. Turn your anxiety into proactive control.

Buy now and start aligning your inventory replenishment with your customer demand like a pro. Your customers and sales team will love you for it.

Its simpler than you can imagine. Pricing starts at \$x/user/month.

Quote: "Within 6 months of buying the app our forecasting went from taking hours to minutes and we were able to reduce stock outs to zero."
John Smith, CFO ABC Company"

11.

Learn More Now

[App Landing Page Link](#)

[Increase Forecasting Insight \(Case Study 1 Link\)](#)

Why Marketing Video



12.

How & What Product Video



Getting Started Video or Customer Testimonial Video



Differentiation Visual

Before: 3 hours

After: 2 minutes

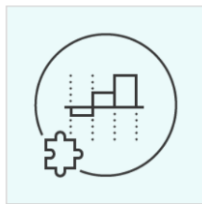



13.

Proof Screen Shots



In the following section, we explain how to best market your app in AppSource. Please review the recommendations on the different content elements (as numerated above) and develop your app listing accordingly.

Cloud Partner Portal reference	Required Criteria	Example	Remarks
App Offer Logo	<p>Your logo should be designed and optimized for a digital medium, not a traditional print based logo. Color calibration across devices can affect your look and feel. Monitors emit light and paper absorbs light. All colors can be achieved by merging RGB (red, green, and blue) light, but monitors display only a limited range of the visible spectrum at a low-medium resolution, usually 72-75 dots per inch. Print production usually requires a four-color process CMYK (cyan, magenta, yellow, black) in high resolution of at least 300 dpi. Make sure you change the format, as you don't want to end up with weird, inaccurate color representation. If possible your logo should visually demonstrate the value delivered.</p> <p><i>Please note – all references to NAV are required to be replaced with Dynamics 365 Business Central in all text, logos, descriptions, title bars, and so on</i></p>	 <p>Logo today</p>  <p>Possible logo, including the value deliver</p>	<p>You are required to provide two offer logos: one in 48x48 pixels and one in 216x216 pixels</p>
Products	You do not have to select anything – this field is completed automatically because you are developing an app for Dynamics 365 Business Central.	Dynamics 365 Business Central	
Publisher	Company name	Your company name	This must be the same company as the one that requested the object range.
Version	Provide the latest version	Version 1.0.0.2	

Cloud Partner Portal reference	Required Criteria	Example	Remarks
Categories	<p>Select 1-3 areas of business that you provide value to:</p> <ul style="list-style-type: none"> • Analytics • Collaboration • Customer Service • Finance <hr/> <ul style="list-style-type: none"> • Human resources, IT & Admin • Marketing • Operation & supply chain • Productivity • Sales 	Operations & supply chain	You must select at least one category. Choose carefully because customers can search on AppSource based on the categories.
Support	<ul style="list-style-type: none"> • There must be a specific support page that provides customers with different contact options. • Include support via phone, email message, web (knowledge base, questions and answers), and ideally live chat, if possible. 	Partner best practice: "Sana Commerce"	
Help Link for Your App	There must be an active help link that guides customers to online product help. It is best practice to include instructions about set up, links to existing videos and documentation, and to the most frequently asked questions.	Click here for best practices.	
Privacy Policy	There must be an active page about privacy	Click here for best practices.	

Cloud Partner Portal reference	Required Criteria	Example	Remarks
App name	<p>Moving to a new name – Dynamics 365 Business Central – provides an opportunity for you to rebrand. We recommend moving away from technology specific messaging as your core product name component, as well as avoiding acronyms that are emotionally meaningless. Do not rely on features and functionality to sell your product, instead focus on the value you deliver. Use industry specific vocabulary or benefit-based wording in your product name if possible.</p> <p>When choosing a new app name, key questions to ask include:</p> <ul style="list-style-type: none"> • Does my product name convey anything to my prospect? Does it capture the essence of the product and the value it delivers? • Is it appropriate and appealing to our target audience? Is it short? • Does the name connect with what our business is about? • Is it interesting and memorable? • Does it limit us in any way? How easily will it translate into other languages/cultures? • Is it too much like another product and will it cause market confusion? <p>Benefit-based names are always more effective than descriptive names. Your app name should ideally communicate the core value customers will receive and it should not be tied to a specific product. It is a requirement that you do not include 'NAV' or 'GP' in your product name. Adding an industry specific reference or indicator will increase relevance and conversion rates.</p>	Sales and inventory forecast	The title of your app must be the same as the name you specified in the app manifest.

Cloud Partner Portal reference	Required Criteria	Example	Remarks
Summary - Key Product Value Statement	<p>Clearly state your primary Dynamics 365 Business Central value proposition. The value proposition is a statement of the unique benefits your product delivers to the customer. Do not describe WHAT your product does. Instead, communicate WHY prospects need it, along with the value they will realize when they purchase it. The value proposition is the promise you make. The benefit should far outway the cost.</p> <p>The core components of your value proposition should include:</p> <ul style="list-style-type: none"> • What is the product? • Who will gain from it the most? • What need or pain does it address? • What benefit does it provide? • How is it differentiated from competitors? <p>Engage prospects by speaking directly to them using second person "you" language.</p> <p>Pain is the most compelling motivator of action. If you state your benefit in a negative way (pain) vs positive (benefit) it will more effectively drive prospects into action. Avoid describing how your product does it, unless it is core to your differentiation.</p> <p>Recommendation: 25 words or 100 characters including spaces, or less.</p>	<p>Example:</p> <p>Increase revenue and profits through better insights into sales forecasts and inventory management</p> <p>If you need help formulating a positioning statement, try the value proposition generator located here</p>	

Cloud Partner Portal reference	Required Criteria	Example	Remarks
Description	<p>General recommendations</p> <p>When describing your solution, do not focus on the underlying technology or operational features. Prospects can learn about the details later. Your primary objective is conversion, which means motivating prospects into action. The optimal approach is to remind them of the pain they are likely experiencing and reference the benefits they will experience once they start using your solution. Clearly articulate a compelling desired outcome and result. If possible, use industry specific language and vocabulary to deeply resonate with your prospect. Choose a specific persona to speak to directly. Options include a 'Why' persona (leadership team), 'How' persona (business line manager), or a 'What' persona (end-user or IT). It is best practice to target the 'How' persona with your AppSource messaging. Once again, your copy should be written in first person.</p>	<p>Dynamics 365 Business Central</p> <p>This app is available in the US, CA and UK.</p> <p>This app requires the Premium edition of Microsoft Dynamics 365 Business Central</p>	<p>Requirement: only refer to Dynamics 365 Business Central.</p> <p>Requirement: Please add a sentence to your description on which countries your app is available.</p> <p>Requirement: state which editions your app supports</p>

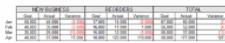


Cloud Partner Portal reference	Required Criteria	Example	Remarks
	<p>Use provocative questions to get a mental YES! Create curiosity and a positive mental acknowledgement by asking prospects a question they either do not know the answer to or can relate to. The question should stimulate a strong emotional response. Speak to a core pain they are likely experiencing that has a negative measurable impact</p> <p>Write a pain-based paragraph to create tribal resonance Clearly demonstrate to your prospects that you genuinely understand their industry and unique business problems. Describe the business challenges they are facing now (pain) and the ways their revenue growth, margins, productivity (desire), and so on are being negatively impacted by not taking action now. Most importantly, call out the fears that are likely holding them back. Remind them of the cost (higher risk, lower margins, lost sales) they are experiencing by putting off a decision.</p> <p>Paint a desirable picture of what is possible This paragraph describes the most important benefits and rewards that your prospect will realize. Avoid the temptation to simply list features and app functionality.</p>	<p>Example to mental YES: Are stock outs costing you customers?</p> <p>Example to pain -based paragraph: Managing inventory is a delicate balancing act. Carry too little and you lose orders (and customers). Carry too much and you tie up much needed working capital. Carry far too much and you end up discounting, or worse, writing off obsolete products.</p> <p>Making procurement decisions without having accurate and reliable customer demand forecasts inevitably leads to your company losing revenue, incurring excessive shipping costs, and experiencing brand damage.</p> <p>Example desirable picture: Our app uses historical data to predict future demand. So now you will be able to free up needed cash and know exactly when to replenish stock so that you always have inventory on hand to satisfy every customer order</p>	

Cloud Partner Portal reference	Required Criteria	Example	Remarks
	<p>Describing the potential value in specific, measurable business terms appeals to both desire and greed. You do not need to tell them how you do it, just what they will gain.</p> <p>If you make strong claims, make sure you support them with proof. Quantify impacts and gains. The more specific and concrete your promise of value, the better. Abstract concepts such as “more efficiency, more productivity, transform your business” are not emotionally impactful or convincing, and they do not compel a prospect to act. Paint a picture of a possible experience that the prospect will immediately desire.</p> <p>Develop a one sentence call to action Urge the prospect to take a definite step towards gaining the benefit desired.</p> <p>One sentence price indication To increase conversion and build trust, indicate a price range or an entry level price point. For example: Get <insert benefit> today, starting at \$150/user/month.</p> <p>Customer testimonial quote Social proof is the most credible evidence of your claims. Include a short, impactful quote from a client. Three key aspects of an effective testimonial: Specific: Customer testimonials are useless unless your prospect resonates with and desires to experience the same value and benefit that your reference customer gained. Vague quotes such as “buying Microsoft Dynamics 365 helped us take advantage of the cloud</p>	<p>Stop relying on basic spreadsheets that take hours of valuable time to complete, and manage this critical business process in minutes. Turn your anxiety into proactive control.</p> <p>Example: Click Get it now and start aligning your inventory replenishment with your customer demand like a pro. Your customers and sales team will love you for it.</p> <p>It is simpler than you can imagine. Pricing starts at \$x/user/month.</p> <p><i>Quote: “Within six months of buying the app, our forecasting went from taking hours to minutes and we were able to reduce stock outs to zero.” John Smith, CFO ABC Company”</i></p>	

Cloud Partner Portal reference	Required Criteria	Example	Remarks
	<p>does not provide any specific or tangible value to the prospect and is not emotionally compelling. Your quote should tell prospects exactly what is in it for them when they buy your app. They should be able to easily connect the benefit that your customer gained to the their own business environment.</p> <ol style="list-style-type: none"> 1. Quantifiable: The more tangible and measureable the benefit stated (or pain reduced) by the customer, the better. Add meaning and urgency by quantifying the benefit and results you claim. Add hard numbers whenever possible. Saving time and money is not enough. State exactly how much they saved. 2. Authentic: Prospects need to believe that the testimonial is real and possible. Include the name and title of the individual you are quoting and ideally a picture so that there is no doubt in the mind of the prospect regarding the authenticity of the quote. Use the customer's actual words, don't have a marketer re-write it so it sounds like an advertisement. <p>We furthermore suggest you to add a link to your app landing page at the end of the description.</p> <p>Recommendation: Less than 200 words or 1,200 characters.</p>		

Cloud Partner Portal reference	Required Criteria	Example	Remarks
Learn More	<p>Include supporting sales and marketing assets under "Learn more", for example, white papers, brochures, check lists, PowerPoints, and so on. All files should be in PDF format. Don't sell, educate the prospect.</p> <p>We recommend you to add the link to your app landing page to all your documents.</p>		
Videos	It is strongly recommended that you upload at least one video. Up to a total of four videos are permitted.		The video URL must be either a YouTube or Vimeo link and be able to be played using an embedded experience.
Why Marketing Video (1)	<p>Technology providers have historically relied far too heavily on "features" to acquire new customers. Your video should clearly communicate WHY prospects need to buy your solution now. A client/customer speaking about the benefits they received from your app is far more credible and compelling than anyone from your organization. Make sure the prospect is the hero of the story, not you or your company. Prospects are not interested in hearing about your company at this stage. They are simply trying to determine if what you offer is of value to THEM. Your video should speak to the principal challenges and goals of your core decision-maker persona. Describe the desired end state they will achieve by purchasing your app.</p> <p>Recommended length: 60-90 seconds</p>	See Appendix D for video best practice recommendations	

Cloud Partner Portal reference	Required Criteria	Example	Remarks
How & What Product Video	<p>This video goes into greater depth communicating the main benefits of your app as well as HOW you solve your prospects' problems. You can include some WHAT content. Demonstrating the proof of your claims is critical during this video. Show very specific dashboards or visually show how you address prospect challenges. If possible, use contrast to create desire and a sense of urgency. For example, you could show a complex, ugly data-filled forecast spreadsheet next to a beautiful visual dashboard stating "your sales forecast before and after."</p> <p>Recommended length: Up to 3 minutes.</p>	See Appendix D for video best practice recommendations	
Getting Started Video (3)	<p>This video should prove it is quick and easy to get up and running with your app.</p> <p>Recommended length: 2–3 minutes maximum.</p>	See Appendix D for video best practice recommendations	
Customer Testimonial Video (4)	<p>Customer stories are the strongest possible proof of gain. A story coming directly from your client in the form of a testimonial is stronger than having your prospects take your word for it. The law of social reinforcement states that if prospects see that other similar people or companies have already purchased your solution, then their natural response will be to more readily accept it as a solution for themselves.</p> <p>Recommended length: Up to 2 minutes.</p>	See Appendix D for video best practice recommendations	
Screenshots	A minimum of 3 screenshots is required, up to a maximum of 5 are permitted.		

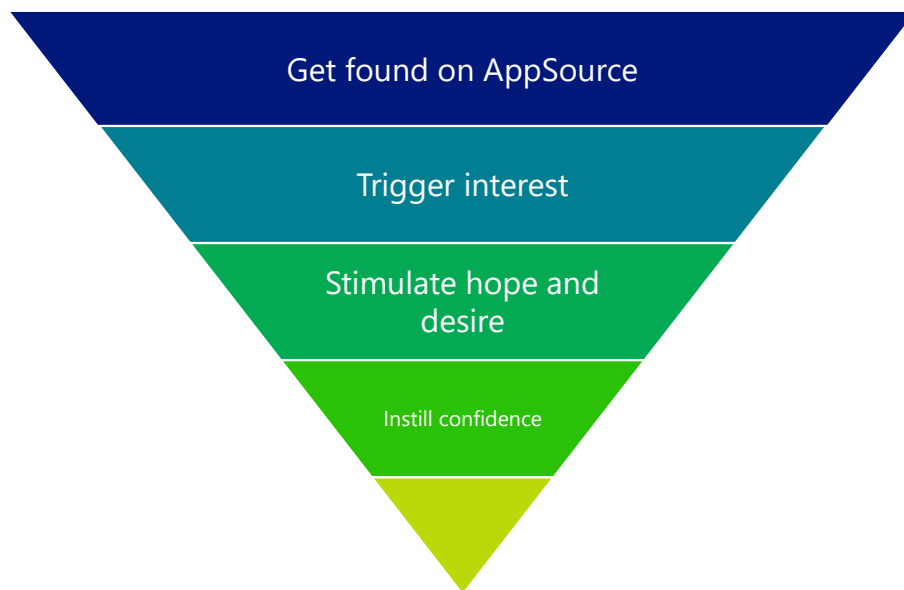
Cloud Partner Portal reference	Required Criteria	Example	Remarks
Visual Differentiation Contrast Image	Pictures speak more directly to our brain than words. Include an infographic, table, chart, dashboard, or other visual image that highlights and demonstrates the key competitive differential between your product and others. Our brains love contrast, so use comparisons if you can.	<p>Before: 3 hours</p>  <p>After: 2 minutes</p> 	Visual Differentiation Contrast Image
Three or More Compelling Proof Screen Shots	<p>Visually demonstrate claims made. Graphic dashboards are optimal. Zoom in on differentiation aspects. Screen portraits can be more effective than screen shots because you can design annotations in them. Screen shots require super-imposing, which can be clumsy and confusing. Also, screen shots lose readability when reduced in size. Small fonts that require squinting stimulate frustration rather than desire. Choose key visual elements to highlight rather than including a full screen of distracting, irrelevant content.</p> <p>It is recommended that you choose screen shots that include realistic demo data and tell a compelling, engaging story.</p>		Three or More Compelling Proof Screen Shots

Appendix C: Guideline on creating an effective Sales Landing page for your app

Creating a good landing page will help you capture attention, accelerate your customer acquisition process, and drive buying behavior. The recommendations in appendix C will help you do so. To provide the Microsoft community of customers with a consistent buying experience across publishers, we urge you to review and implement these best practices on your landing page accordingly.

Microsoft will drive qualified traffic to AppSource. Once a prospect becomes aware of your app, it will be your job to guide them through to a successful buying transaction. Deliberately mapping and architecting the buying journey is critical to ensure a high level of engagement and conversion. Only presenting your app's features and functionality, or just providing a free trial, will not ensure prospects will become buyers.




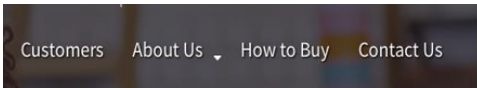
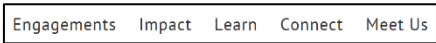
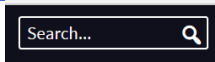
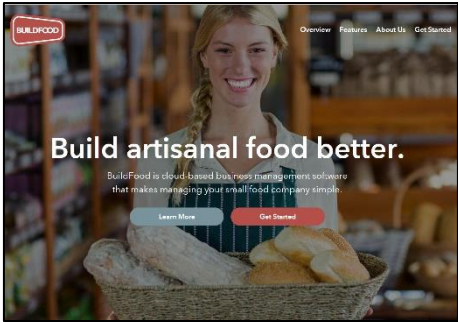
Your app landing page should effectively move prospects through the following stages

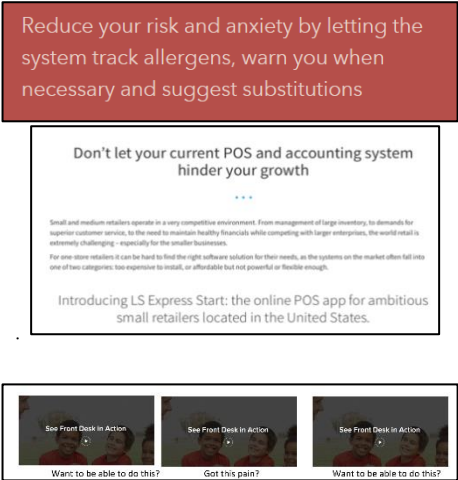




In the following section we have identified best practices on design and messaging, as well as have provided specific recommendations to help you to increase conversion and maximize the effectiveness of your product sales page.

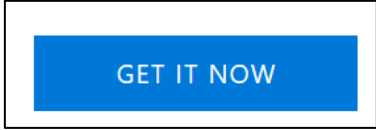



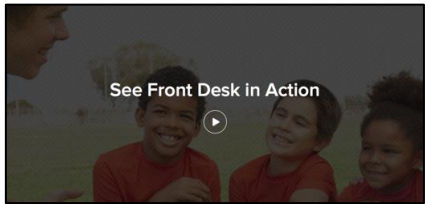

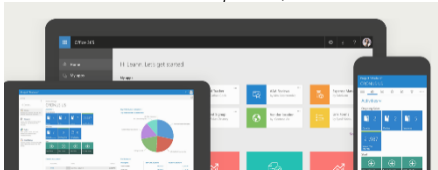
To inspire you, two of our valued partners, LS Retail and IndustryBuilt, have offered to provide a sample of what a best practice landing page for a Microsoft Dynamics 365 Business Central partner could look like.

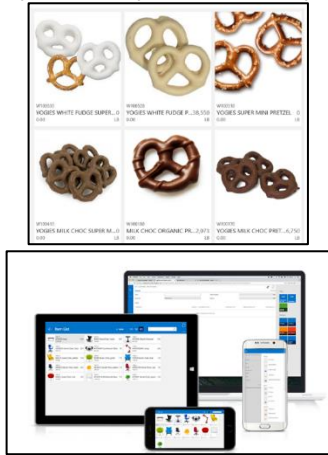



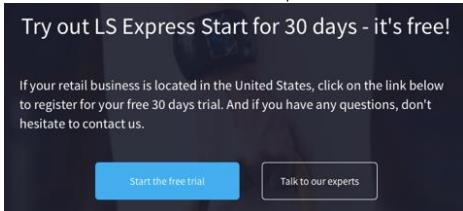
Have a look at their app landing pages, and use them as inspiration to build your own landing page: <https://www.l retail.com/products/ls-express-start/> and <http://www.buildfood.cloud/>.





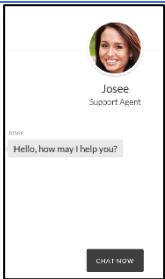

Element	Explanation	Example
Company logo	The upper-left corner of the landing page is the most valuable section of the entire landing page. Place your company logo in this location.	
App name / logo	Include a visual logo of your product name. Ideally, this will also include a one-sentence positioning statement. If you need help formulating a positioning statement, try the value proposition generator located at http://neuralimpact.ca/valueproposition/	 <div> Food software for small business. BuildFood is cloud-based business management software that makes managing your small food company simple. </div>
Top menu choices	Use clean, straightforward and descriptive menu options. There should ideally be 5 or fewer choices; do not include more than seven options. The brain is easily overwhelmed; the fewer the menu options, the better. The menu text should state what the prospect <u>gains</u> if they click on the menu item and it should be written from their perspective, not yours. For example, instead of “blogs” (descriptive) you could write “learn” (benefit), or instead of “About Us” you could write “Why Us.” Recommended menu items include, How to Buy, Benefits Gained, Why Us, and Contact.	  
Search box	Include a search box so visitors can quickly find what they are looking for. The upper-right corner of the page is usually an ideal spot.	
Emotional tribal anchor photos	Visuals create an emotional connection. The brain skims over non-emotional photos. Try not to use stock photos of people or objects. Faces evoke more emotion than landscapes or machines, and so on. Include a happy customer that looks similar to your prospect in terms of age, demographic, and industry, and which shows them dealing with the issues that your prospect can relate to.	


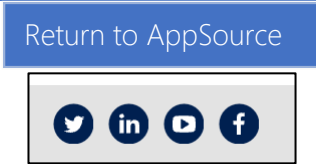
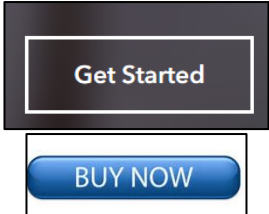
Element	Explanation	Example
Include a headline question	Get your prospects' attention by asking them a compelling pain-based question that they can relate to. In general, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest. Your questions should be intriguing and customer-centric. For example, "Want to reduce your payment collection time by 20%?" You want the prospect to mentally say YES as often as possible and to peak their curiosity enough to read more.	<i>Struggling to manage your ingredient inventory and fretting over allergens?</i>
Microsoft Dynamics 365 product description	Somewhere on the landing page, make sure you include the standard Microsoft Dynamics 365 Business Central product description provided by Microsoft, because your product is adding value to and building on this foundational solution.	<p>Insert this paragraph:</p> <p>Microsoft Dynamics 365 Business Central is a comprehensive business management solution for small and medium-size businesses (SMBs) that have outgrown their basic accounting software. From day one, this new application makes ordering, selling, invoicing, and reporting easier and faster. Dynamics 365 Business Central is deeply integrated with Office 365 and includes built-in intelligence, so it is easy to use and helps users make better business decisions.</p>
Messaging – unveil pain	<p>Pain is a strong motivator of action. Identify 1-3 key sources of the client's most prominent pain early on the page. Your landing page text and messaging should predominantly focus on the pain the prospect is experiencing, and NOT the features of your product or service. Clearly demonstrate to your prospects that you genuinely understand their industry and unique business problems. Describe the business challenges they are facing now and the ways their revenue growth, margins, productivity (desired), and so on, are being negatively impacted by not taking action now. Most importantly, call out the fears that are likely to be holding them back. Focus on the issues your customers are experiencing in their business, not what you are selling to solve them.</p>	

Element	Explanation	Example						
Messaging – product benefits	<p>Once you have identified the core pains your prospect is facing, paint a clear, visual and desirable picture of what is possible. Describe the most significant benefits and rewards that your prospect will realize after purchase. For example, “Save time and money (benefits) by having a system that does all the tracking and calculations for you (features).”</p> <p>Engage prospects by speaking directly to them using first person “you” language. Don’t only list features and app functionality, start with the benefit first, then you can follow with the features.</p> <p>If you make specific claims, support your claims with proof, if possible. Quantify impacts and gains. The more specific and concrete your promise of value is, the better. Abstract concepts such as “more efficiency, more productivity, transform your business” are not emotionally impactful or convincing and do not compel a prospect to act. Paint a picture of a possible experience the prospect will immediately desire.</p> <p>Clearly articulate a compelling desired outcome and state. If possible, use industry-specific language and vocabulary to resonate with your prospect deeply. Choose a particular persona to speak to directly.</p>	<div> Food production made easy. <p>Experiment with new formulas or create one-off recipes without lengthy or complicated software setup</p> </div> <div> <p>Your workday is easier with LS Express Start</p>  <p>Easy to run and maintain Setting up LS Express Start takes less than 10 minutes – and you are ready to sell.</p> <p>Familiar business environment It's very easy to learn for anyone used to Microsoft products, such as Office.</p> <p>Always up to date The system will update automatically at every new release.</p> <p>Your business, anywhere, anytime Access your data safely any time you need to, wherever you are.</p> </div> <div> <p>Still not convinced? Here are even more benefits</p> <table border="1"> <tr> <td> Receipt management Print receipts and sales invoices, or email them to your customers. </td> <td> Item return Offer product replacements, refunds, vouchers or store credit for returned products. </td> <td> Customizable POS look Set up shortcuts and lookups to easily access the features you need most. </td> </tr> <tr> <td> Various payment combinations Accept cash, vouchers, store credits, cards, coupons, or a combination of them as payment. </td> <td> Suspend and retrieve transactions Temporarily suspend and resume sales transactions in the Point of Sale. </td> <td> Rich item search function To search and sell items, scan the barcode or type in: item name, item number or barcode number. </td> </tr> </table> </div>	Receipt management Print receipts and sales invoices, or email them to your customers.	Item return Offer product replacements, refunds, vouchers or store credit for returned products.	Customizable POS look Set up shortcuts and lookups to easily access the features you need most.	Various payment combinations Accept cash, vouchers, store credits, cards, coupons, or a combination of them as payment.	Suspend and retrieve transactions Temporarily suspend and resume sales transactions in the Point of Sale.	Rich item search function To search and sell items, scan the barcode or type in: item name, item number or barcode number.
Receipt management Print receipts and sales invoices, or email them to your customers.	Item return Offer product replacements, refunds, vouchers or store credit for returned products.	Customizable POS look Set up shortcuts and lookups to easily access the features you need most.						
Various payment combinations Accept cash, vouchers, store credits, cards, coupons, or a combination of them as payment.	Suspend and retrieve transactions Temporarily suspend and resume sales transactions in the Point of Sale.	Rich item search function To search and sell items, scan the barcode or type in: item name, item number or barcode number.						
Prove your claims	<p>Don’t make general and abstract claims. Use data as often as possible to support your statements. The brain focuses on tangible, quantifiable returns and ignores or disbelieves vague statements.</p>	<p><i>“Reduce how long it takes to set up your recipes in the morning from 1 hour to 10 minutes.”</i></p> <div> <div>20% Increase in Production</div> <div>10% Decrease in Cost</div> <div>15% Growth in Revenue</div> </div>						
Target market	<p>If you support multiple countries or languages, this is a key selling feature. Find a way to show this visually.</p>	<div>  <p>Currently available only for businesses located in the USA</p> </div>						

Element	Explanation	Example
Compelling call-to-action	Include specific calls-to-action on your app page. This can be your free trial; a time-limited special price; a scheduled walk-through demonstration; and so on. Use bright colors, such as orange, yellow, or red, to call attention to your buttons. Button text should use benefit language rather than descriptive language. For example, instead of "Download" write "Click here to start saving money now." The words "free" and "save" are highly emotional words in the English language, so they should be used. Try not to send prospects away from your page – always have an embedded next step in your call to action that brings them back to your landing page.	  
Tell your story using videos not text	Rather than writing it all in text, include as many videos as possible. Videos have a much higher level of engagement and viewing time, and they convey much more than you can ever say with words. Include at least one customer testimonial video on your app landing page. Your client should speak specifically about the pains they had before and the benefits they gained after, not product features. It should be all about your customers, not you. Include one product demonstration video. See the video best practices provided in this guide.	 
Differentiation comparison images	Find a way to show the before and after state. This is a visual image of how your prospects do things now versus how they will be able to do it in the future. You are not telling them but showing them using a visual.	<p><i>Your recipes now</i></p>  <p><i>Your recipes after</i></p> 

Element	Explanation	Example
Compelling proof screen shots	Visually demonstrate all the claims that you are making. Graphic dashboards are the most effective method. Zoom in on the main benefit-related features. Make sure it is readable, and the benefit is obvious. Include a caption. Data should be industry specific so that it resonates with the viewer. You want prospects to see how their data/process would look in your system.	Quickly and easily view inventory items 
Customer testimonials	Don't sell your product; let your customers do that for you. Social proof is much more credible and trustworthy to prospects. The purpose of testimonials is to reduce the buyer's anxiety and fear. Your testimonials should answer the following questions: <ul style="list-style-type: none"> - "Will this work for my situation?" - "What benefit will I really get if I buy this?" - "Is this going to be too hard?" - "How long is this going to take?" - "Can I trust this company?" 	 
Reduce risk	Prospects are afraid of being scammed and taken advantage of on the internet. They are naturally cautious and highly suspect. You want to convert prospects to buyers. Make it easy for them to buy, while reducing their anxiety. Transparency is the key to building trust. Make sure that you include a link to a BUY NOW page, which includes full pricing details. Give them a compelling offer they cannot refuse. Offer a time-limited trial or special pricing discount if they buy in 30 days. Use scarcity to compel action. Offer a 100% money-back guarantee. We recommend providing three offerings, optimized for three different customer segments. For more recommendations on pricing, see the pricing guide located at https://mbspartner.microsoft.com/BFI/Topic/64	 <p>Source: Microsoft.com</p> 

Element	Explanation	Example
Teach prospects	Help your prospect gain a sense of urgency to buy by teaching them one thing about how they can be more efficient or profitable now. Show them how their performance in one key business area is below that of their competitors. You could provide a quick online self-assessment, a top-10 tips blog post, and much more.	 <p>Your bakery profitability will decrease over the next five years due to an increase of 3% in the cost of key inputs, such as wheat and sugar. Want to know five key strategies that can help you mitigate this challenge?</p> <p>Click here to find out how to preserve your profit margin</p> 
Visual engagement	Make your page easy to scan, with lots of strong visual imagery. Too much text forces the brain to skim, skip, and exit. Text engages the logical, analytical brain, but not the emotional brain. Keep it clean and straightforward in terms of design and layout. Use lots of pictures, graphs, and screen shots to enhance engagement.	 
Live chat	At an appropriate time, such as when a prospect clicks the back button on your pricing page, include live chat, with a photo of one of your team members smiling. Include their name if possible to build trust. This will increase conversion.	
SHORT lead capture form	Most lead capture forms are way too long, demanding, and intimidating, and have low completion rates. You do not want to get a prospect all the way to the point of raising their virtual hand, only to lose them. Nobody has the time or is willing to fill out an annoying form, which is of no value to them, especially if it is purely self-serving from your standpoint. Only ask for their name and email address, you can get the rest later.	

Element	Explanation	Example
Contact	Provide prospects with different contact options based on their readiness to interact with you. Ideally, include a phone number and an email address with an employee photo. This alone could double your conversion rate. Your forms should not have more than 4 or 5 fields to fill out. You have not yet earned the right or enough trust to ask for too much information at this point.	 <p>A banner for Microsoft Technical Support featuring the Microsoft logo, a woman on a headset, and the text 'Technical Support Phone Number', 'Call now: 1-877-632-9994', and 'Call 24x7 Toll Free Technical Support Number'.</p>
AppSource app page link & social share	Include a link back to your listing on AppSource, so the prospect can return when ready. Also, enable visitors to share and forward your app with others!	 <p>A blue button labeled 'Return to AppSource' and a row of four social media icons: Twitter, LinkedIn, YouTube, and Facebook.</p>
Close them! Add a get started button	Include a very specific call-to-action button with the option to buy or try.	 <p>A dark grey button labeled 'Get Started' and a blue button labeled 'BUY NOW'.</p>

Appendix D: How to make compelling videos

Why Use Video?	<p>Video online is no longer just for entertainment purposes. It is taken seriously in a business environment and offers a very rich, stimulating communication medium that engages multiple senses. Video engages the mind and triggers emotions, which makes it more compelling than text-based content. Our brains have an easier time processing visual stories than bullet points or straight facts. It is well worth investing time and resources to create marketing videos for your app.</p> <p>A recent Demand Gen survey indicated that 58% of B2B buyers consume video content, while Kapost research shows 76% of executives say they watch content-marketing videos on a weekly basis. Hyperfine media states that 59% of executives would rather watch video than read text. Also, 50% of executives look for more information after seeing a product/service in a video.</p>
Content Structure and Flow	<p>To maximize sustained engagement, use the following structure for your video:</p> <ol style="list-style-type: none">1) Gain immediate attention in the first 10 seconds of the video by stimulating curiosity. Include a hook phrase/comment that will elude to solving a pain point. Ask questions about the prospects' core business challenges or ask about something they would like to do but can't accomplish today.2) Highlight the prospects' problems. Use an empathetic approach when describing their current situation and demonstrate that you understand their current business challenges. They must relate to this if they are to continue watching.3) New learning. Teach them something they don't know. Demonstrate you have expertise and knowledge about their business or industry that they might not. Show you can offer strategic value to them.4) Paint a picture of a desired outcome they would love to have or state they crave to experience. Highlight the benefits, rewards, and value they will enjoy after they purchase from you. Include both what it looks like and how it will feel.5) Prove what you're saying is true. Prospects don't trust us when we say our products are great. Include objective and credible proof in the form of data, charts, graphs, quotes, statistics, or testimonials as evidence of your claims.6) Ask them to take action. Tell them what to do next and include an interactive link to the next step in the buying cycle. Use scarcity to compel them to action. Provide a time-limited offer or, for example, say it is "only for the first 20 customers".

**Emotional
Engagement
Maximizing
Content**

- Make your video tribal. Use a lot of industry specific vocabulary, terminology, and visuals. If possible, film onsite at a customer's location rather than in your office or in a studio.
 - Speak directly to prospects in the second person. Do not talk about them in the third person, and avoid using terms like "our clients" and "companies"; instead, use "you" language as often as possible.
 - Do not speak about you and your company; the prospect should be the hero of the story.
 - Speak to a particular persona; do not try to appeal to everyone at once, as you may not fully engage anyone with this approach.
 - Ask rhetorical questions that stimulate pain and anxiety in your prospects in order to demonstrate that you understand their business problems. (Pain is the most compelling motivator for action.) For example: Are your margins decreasing? Having cash flow problems because you can't collect payments sooner than 90 days? Had another large write off? Lost an important customer recently due to a late delivery?
 - Use visual and auditory language to help the prospect imagine a new possible future. For example: "imagine seeing", "picture yourself", or "how would you like to hear your clients say..." and so on.
 - Use contrast whenever possible. Compare prospects' experience now versus what it could be after the implementation of your solution.
 - Surprise and delight them. Use humor to make them smile. We take ourselves and our problems too seriously. Be warm, memorable, and unique.
 - Call out your competitive differentiators while anchoring your solution in prospects' minds so that they can compare all others against the bar you set.
 - The brain is on alert at the beginning of the video and at the end. In between, we gear down in mental focus and often tune out. Make sure the first and last ten seconds are compelling, memorable, and interesting.
 - Where possible, use tangible, concrete language. Include quantifiable proof in the form of data or visual pictures. No vague claims like "transform your business with the cloud". This is an emotionless statement.
 - Providing customer references and testimonials is much more compelling and effective than selling your company or product yourself.
 - Give your product and company a personality. Your prospects are real people and they want to see, hear, and interact with other real people. Don't use actors. To build trust, you need to be authentic and genuine. The connection to your company becomes much more emotional if prospects connect with someone in your organization. Don't just offer a cold, objective, and emotionless product demo video like everyone else does.
 - Create content, not ads. Inform and educate, rather than sell.
 - Let others speak for you. A customer testimonial video will always be more believable and compelling than a video of you saying the same thing.
- Lead with a story, not with your app or the technology. Your narrative should have a beginning, middle, and end. As B2B marketers with limited resources, we think we need to turn our videos into thinly veiled product pitches. Resist that urge. You'll build more brand affinity and trust by shedding light on a problem your prospects care about rather than by pitching your solutions to them directly.

Speak to Specific Personas

Wasting a prospect's time by requiring him/her to listen to irrelevant data or information will only create frustration and lead him/her to form a negative bias towards your company. You should create a video for each of the three core personas: Why, How, What. A horizontal generic message that attempts to speak to everyone will likely not reach anyone in an emotionally engaging way.

WHY persona: (owner/executive/leadership):

The question you must answer beyond a doubt is WHY should they invest the time and money to buy your app? What will they get out of it? They have limited time and financial resources as well as many competing priorities and resource requirements. Why should they spend money on a new system now? Can't they put it off? You need to elevate the discussion to a strategic level, where you highlight market share, competitiveness, profitability, differentiation, revenue loss, and more. The WHY messaging teaches people something and it is industry specific and results oriented, as well as being memorable. It engages the emotional/limbic brain and leads to meaningful action.

HOW: (Business line manager)

Speaking to the HOW persona starts to separate you from the pack. HOW focuses on the operational benefits your solution will provide and HOW your organization will support the implementation.

HOW messaging begins to appeal to the limbic brain because it is focused primarily on emotional business pains and problems. HOW content is VISUAL in nature and ACTION oriented. It allows your prospects to identify with you at a FUNCTIONAL business level and to connect with you. It provides evidence that your organization has relevant industry experience. Tribal acceptance increases, while risk decreases.

WHAT: (IT buyer, User)

You need to survive the WHAT inquisition and provide information about product-related features, functionality, and data so that prospects clearly understand your solution offering. However, this will seldom trigger an emotional response and, therefore, it is likely there will be little or no emotional engagement with your content. Logical WHAT content is a necessary evil because many prospects initially go looking for it, but stopping here means remaining relevant only to WHAT personas. WHAT content is binary. WHAT content is a commodity. WHAT content is boring. WHAT people are often tasked with finding a solution and are important influencers in the decision, but they are not the financial decision makers, and their opinions are easily overturned by HOW and WHY people in the organization. Therefore, don't invest all of your marketing time, money, and effort into providing content just for them.

**Style and
Production Best
Practices**

- Keep your delivery casual and authentic to instill trust. Speak directly to the prospect as if you were having a fireside chat.
- Highly polished/overproduced videos can generate skepticism or lack of empathy.
- Make your video easily shareable through email messages or LinkedIn, or post it on YouTube.
- Our attention span has decreased from 12 to 8 seconds in the last 5 years alone. The ideal length of video is 90 seconds (minimum 30 seconds/maximum 2 minutes).
- Make sure your audio is high quality.
- Add interactivity where possible, overlay text, charts, animation, questions, and so on. Visually call out key messages.
- Include a call to action at the end of all videos. When viewers watch your videos, they should feel inspired to take the next step towards purchasing. Make sure to indicate what that should be.

Track views and attention span. Observe and measure viewer patterns so that you can learn from prospects' actual behaviors and then improve future content.