

# AppSource & Azure Marketplace

## Marketing best practice guide

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Version 2.1



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# Chapter 1

## Introduction to the guide

In recent years, many business leaders have turned to online marketplaces to find new corporate technology solutions. Microsoft has made digital marketplaces such as "AppSource" and "Azure Marketplace" available to its community of customers and partners. These digital "storefronts" allow customers to find, try, and buy applications and services that accelerate their Digital Transformation, and help publishers like you grow businesses, thanks to an increased access to Microsoft's customer and partner ecosystem. Microsoft invites you to take advantage of this opportunity and has created this guide to help you get the most out of your online marketing efforts.

An optimized marketplace listing can help you accelerate your customer acquisition growth, and thus can play a significant role in your cloud business strategy and engine. Get ready to list offers, provide customer trials, and connect with Microsoft customers and the partner community.

### So where do you begin?

You will need to determine how best to leverage and market your new marketplace listing or "storefront". This *Best Practice Guide* serves as a supplement to the [Azure Marketplace and AppSource Publishing Guide](#). It is designed to provide you with marketing strategies and ideas that can help you draw more traffic to your listing, and engage with online prospects in more meaningful ways.

AppSource is the preferred online marketplace for business customers to find, try, buy, and deploy leading cloud applications that support business workflows and drive productivity. Azure Marketplace is the preferred online marketplace for IT professionals and cloud developers to find, try, buy, and deploy leading IT management, support, and development solutions.

# Chapter 2

## Optimizing your marketplace listing

Microsoft will drive qualified visitors to AppSource and Azure Marketplaces. Your responsibility is to ensure the messaging and supporting content in your listing is differentiated and stands out among other offerings, while being secure. Simply listing your solution's features and functionality in a bulleted list is not very compelling. Focus on communicating more than just **what** your solution does or looks like by articulating **why** prospects need it. Effectively communicating the core value proposition and return on investment is paramount.

### 10 benefits of optimizing your marketplace listing

1. Gain new leads
2. Easily provide free trials during the buying cycle
3. Convert prospects to buyer faster
4. Lower cost of selling
5. Reach global markets
6. Leverage Microsoft's investment in marketing and brand recognition
7. Make it easy for Microsoft team members to share your solutions with others
8. Showcase your core competencies and vertical domain expertise
9. Gain increased credibility
10. Test and validate new product or service offerings and market opportunities

## Listing best practices

Below is a sample marketplace listing with content best practice recommendations, which will help you optimize your listing and maximize results. The key is customer relevancy. Each word read must resonate with the customer and inspire them to engage with your app.

Create an icon or logo that reflects the value proposition of your solution

Get your prospects' attention by asking a compelling benefit-based question they can relate to

Identify **who** your app is for

Trials and test drive call-to-actions increase engagement

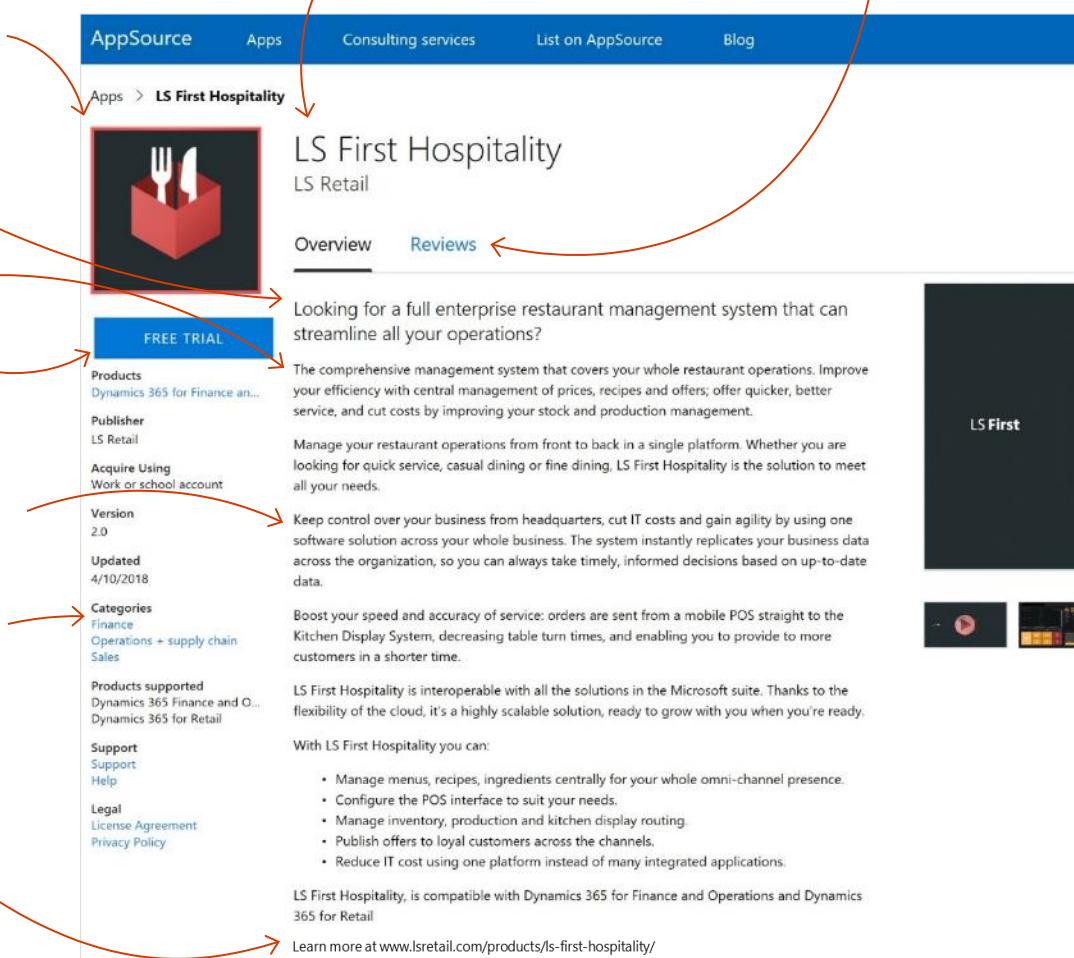
Describe why someone should try/buy your solution. Explain how you can help. Speak to benefits. Avoid long lists of features.

Select your primary product categories carefully. Too many selections can dilute relevancy. Include a 3<sup>rd</sup> party proof statement, statistic, or testimonial

To move prospects beyond interest and a free trial, take them to an optimized sales landing page on your website

Branding is important. Take time to consider what your app name will be

Customers often make buying decisions based on the information they read in peer reviews. Monitor this section closely



**AppSource** Apps Consulting services List on AppSource Blog

Apps > LS First Hospitality

**LS First Hospitality**  
LS Retail

**Overview** **Reviews**

Looking for a full enterprise restaurant management system that can streamline all your operations?

The comprehensive management system that covers your whole restaurant operations. Improve your efficiency with central management of prices, recipes and offers; offer quicker, better service, and cut costs by improving your stock and production management.

Manage your restaurant operations from front to back in a single platform. Whether you are looking for quick service, casual dining or fine dining, LS First Hospitality is the solution to meet all your needs.

Keep control over your business from headquarters, cut IT costs and gain agility by using one software solution across your whole business. The system instantly replicates your business data across the organization, so you can always take timely, informed decisions based on up-to-date data.

Boost your speed and accuracy of service: orders are sent from a mobile POS straight to the Kitchen Display System, decreasing table turn times, and enabling you to provide to more customers in a shorter time.

LS First Hospitality is interoperable with all the solutions in the Microsoft suite. Thanks to the flexibility of the cloud, it's a highly scalable solution, ready to grow with you when you're ready.

With LS First Hospitality you can:

- Manage menus, recipes, ingredients centrally for your whole omni-channel presence.
- Configure the POS interface to suit your needs.
- Manage inventory, production and kitchen display routing.
- Publish offers to loyal customers across the channels.
- Reduce IT cost using one platform instead of many integrated applications.

LS First Hospitality is compatible with Dynamics 365 for Finance and Operations and Dynamics 365 for Retail

Learn more at [www.lsretail.com/products/ls-first-hospitality/](http://www.lsretail.com/products/ls-first-hospitality/)

**Products**  
Dynamics 365 for Finance and O...  
**Publisher**  
LS Retail  
**Acquire Using**  
Work or school account  
**Version**  
2.0  
**Updated**  
4/10/2018  
**Categories**  
Finance  
Operations + supply chain  
Sales  
**Products supported**  
Dynamics 365 Finance and O...  
Dynamics 365 for Retail  
**Support**  
Support  
Help  
**Legal**  
License Agreement  
Privacy Policy

## Optimizing your solution listing content

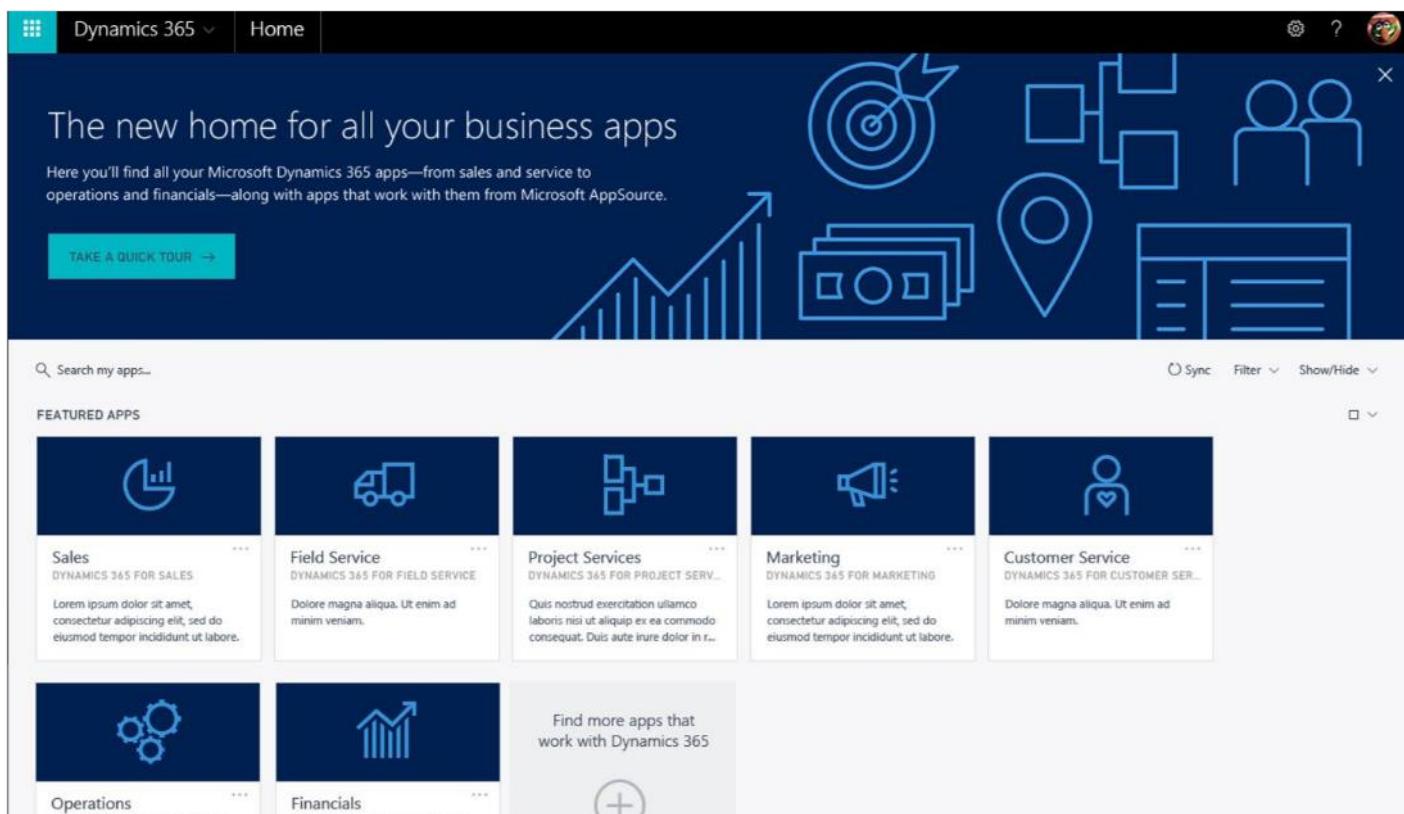
First impressions matter. Hook the reader by listing your top benefit(s) within the first sentence or two. Research shows it takes only seconds for a prospect to accept or reject your solution during the selection process. It is critical that you make your listing appealing so that it resonates immediately with your target audience.

## Branding is important

Choosing a name for your solution is a key decision. Avoid using technology-specific terms in your product name or acronyms that are emotionally meaningless. If you plan to offer more products in the future, consider branding implications and how you might expand the name to include a family of products or solutions. For example, the Microsoft Dynamics 365 brand includes a family of individual products targeting different market segments and business needs.

Benefit-based solution names are always more effective than descriptive ones. Ideally, your solution name will communicate the core value customers will enjoy. Adding an industry-specific reference or indicator can increase relevance as well as conversion rates.

Microsoft Dynamics 365 family of products:



*Example of industry specific relevant product name and logo from IndustryBuilt Software Corp.*



# BuildFood Recipes

IndustryBuilt Software Corp.

Overview [Reviews](#)

Manage recipes, create ingredient declarations, track allergens and calculate nutrients.

[GET IT NOW](#)

Example of extended product line from AXtension®

 <b>AXtension® Kitting</b> By AXtension Dynamics 365  Enhance the process of combining separate but related items with AXtension® Kitting.	 <b>AXtension® Invoice Processing</b> By AXtension Dynamics 365  Accounts payable invoice processing has never felt more comfortable within Microsoft Dynamics 365	 <b>AXtension® Content Gate</b> By AXtension Web apps  A unique solution to manage (un)structured content related to your business processes (ERP/CRM).	 <b>AXtension® Project Cost Control</b> By AXtension Dynamics 365  Maximize profit, optimize capital and get paid for everything you do.	 <b>AXtension® Visual Planning for Projects</b> By AXtension Dynamics 365  Optimize resource utilization, maximize project profitability.
<a href="#">Contact me</a>	<a href="#">Contact me</a>	<a href="#">Free trial</a>	<a href="#">Contact me</a>	<a href="#">Contact me</a>

## When choosing a name for your solution, keep the following questions in mind

- Does my product name convey anything meaningful to my prospects?
- Does it capture the essence of the product and indicate the value it delivers? Is it appropriate and appealing to my target audience?
- Is it short and memorable?
- Does it convey something relevant to my target customer's business? Does my app name reflect what my business is about?
- Does it limit us in any way? How easily will it translate into other languages/cultures?
- Is it too similar to another product name, thereby potentially causing market confusion?

## Positioning your product for success

### Product overview and description

In the product "Overview" section of your listing, we recommend you include the following components:

#### Clearly stated product value proposition

Before jumping into describing WHAT you are selling, in the main headline of your listing, tell prospects HOW your solution can positively impact their business. The core components of your value proposition should be conveyed in the first headline and should answer the following:

- ✓ What is the product?
- ✓ Who will gain from it the most?
- ✓ What need or pain does it address?

For assistance in defining your value proposition, see [here](#).

#### 1. Pique their curiosity

8 out of 10 people will read headlines, but only 2 out of 10 will read the accompanying text. If you immediately ask a relevant question, you will attract prospects and pique their curiosity. This results in increased engagement. The best questions to ask are those that are benefit or pain based. For example, you could ask, "Tired of wasting valuable time and money manually processing invoices?" or "Want to reduce your invoice processing time by 20%?"

#### 2. Identify pain points before benefits and features

If you want to list features on your solution listing, begin your statement by identifying the **pain**, followed by the **benefit**, and then conclude with the **features**.

For example, "**Is production downtime costing you money?**" (**pain**) Now you can automatically determine the primary reason for production gaps and high related costs (**benefit**). Our solution offers full maintenance management and preventative maintenance functionality (**feature**).

#### Emotional Messaging Structure

	Approach	Messaging example
<b>Weak</b>	Non-emotion-generating feature	We offer inventory management.
<b>Better</b>	Somewhat emotionally appealing benefit	Increase your revenue and decrease your costs with more efficient inventory management.

<b>Best</b>	Emotionally compelling and action-driven statement	Stop losing revenue and customers due to stock outs and poor inventory management.
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## Target customers

Indicate who your solution is geared for, so prospects know right away if it is designed for them. Is your solution suited best for small businesses or large enterprises? Is it optimized for a specific type of company such as a franchise or restaurant business? In which regions is it available? Be clear and descriptive.

## What countries does Shopify Connector support?

This app is available in: the US, UK, Belgium, Netherlands, France, Canada and Denmark.

### 3. Don't forget proof testimonials

Include a quote, customer testimonial, or quantitative statistic confirming the benefit of your solution. Prospects want proof of any claims that you make.



Hitachi Solutions Commerce Suite

Hitachi Solutions

Overview    Reviews

**User Reviews**

**Write a review**

Rating	Review Title	Author	Date	Content
★★★★★ (2)	Vice President	Fri, Sep 1, 2017	1-2	Robust integrations with D365 Finance and operations Enterprise edition along with a good feature set for both B2C and B2B Ecommerce.
★★★★★	Dir. Business Development	Mon, Jun 26, 2017		Very responsive. Solid offering.

**CONTACT ME**

**Products**  
Dynamics 365 for Finance an...

**Publisher**  
Hitachi Solutions

**Acquire Using**  
Work or school account

**Updated**  
5/26/2016

## Supporting content

### Screen shots and videos

When scanning text, the brain quickly tires and moves on. Include images and videos to show rather than tell users about potential benefits and impact. What can you include that effectively demonstrates your key value proposition in pictures rather than text? More effective than text are dashboards, solution screen shots, charts/graphs, customer stories and product demonstrations.

Videos generate a much higher level of engagement and viewing time, while conveying more than you can ever say with words. Microsoft marketplaces allow you to add images and video to your listing, so be sure to maximize this opportunity.



The CRM solution for the LifeSciences industry, based on Dynamics 365

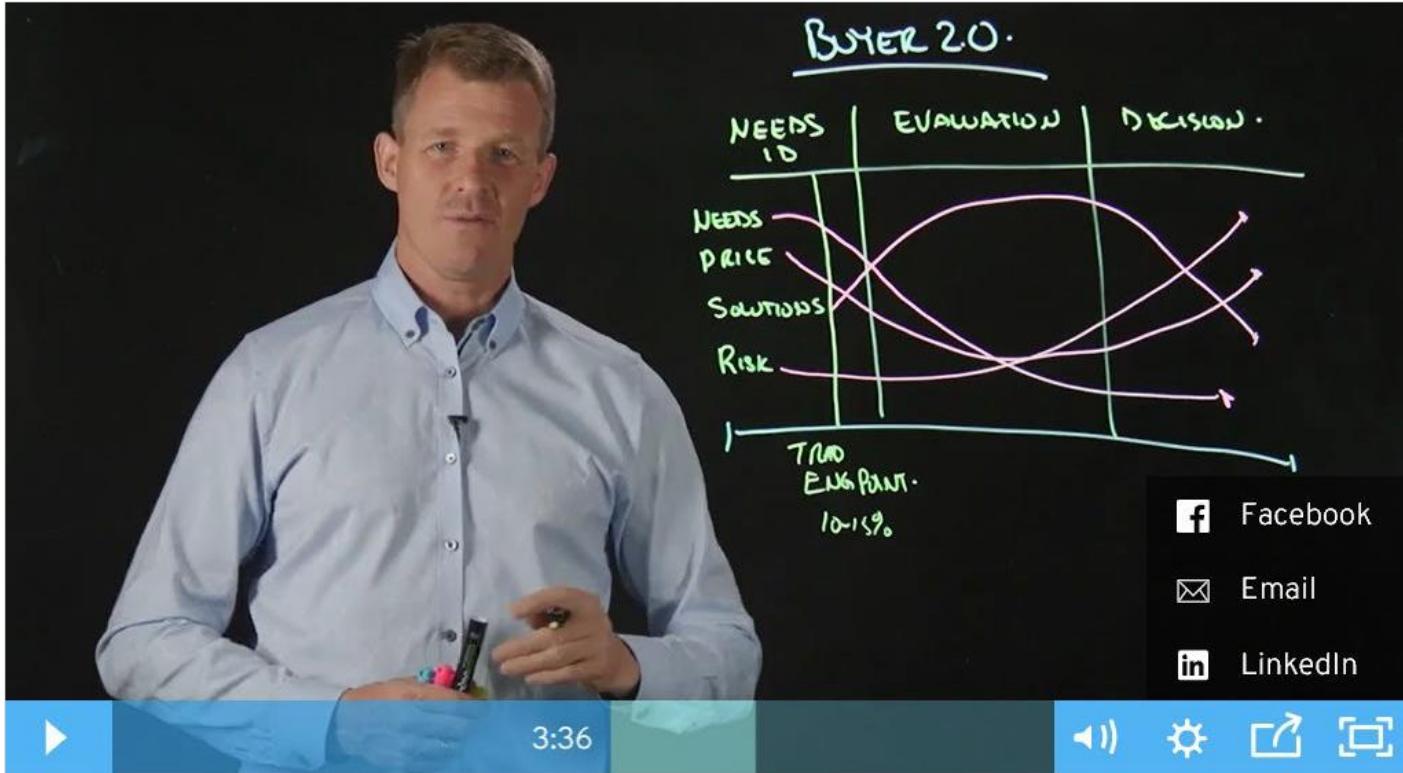
Sycor.LifeSciences is a solution that extends Dynamics 365 Sales with common features for companies in the LifeSciences industry. The extended capabilities includes the master data model for the healthcare market, territory management, products, call management and pre-built dashboards.

Sycor.LifeSciences can be easily adapted to your organizational needs:

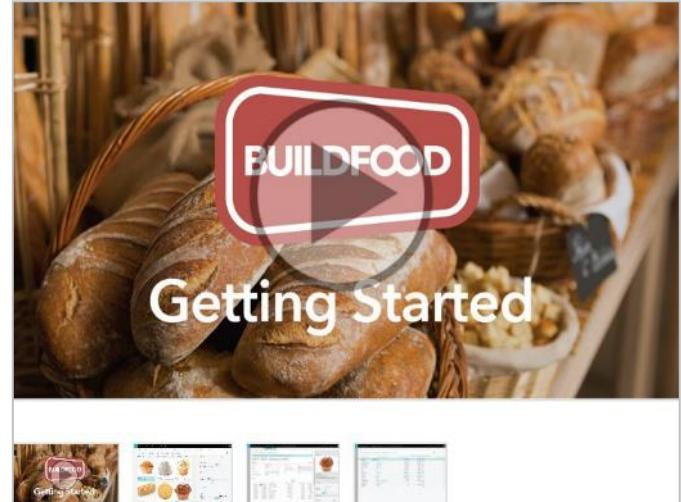
- Data Model for the Healthcare Market
- Custom Entity for healthcare organizations incl. types, subtypes
- Custom Entity for healthcare professionals, types and subtypes, therapeutic areas, roles
- Manage affiliations between organizations and contacts

### Style and production best practices for videos

- Speak directly to your prospects, using "you" rather than third person language such as "customers" or "they"
- Reference your product detail page as a primary call to action
- Create a 30 second or less video that can be shared in social posts
- Make sure you underscore your visuals with high quality audio
- Add interactivity wherever possible, linking to text, charts, animation, etc.



- Include a call to action at the end of all videos. Viewers should feel inspired to take the next step toward purchasing.
- Track views and measure viewer patterns so that you can learn from prospects' actual behaviors and identify preferences in order to improve future content.
- Let prospects view what they are most interested in seeing; keep product demos at less than 3 minutes.
- Videos featuring a customer as the hero are more powerful than those in which you tell your own story.



## Help your audience learn

Keep the overview section of your listing simple and use this space to provide additional resources and information. Also, deliver a concise, engaging message about **why** your prospects need your solution, **how** you can help them, and **what** your product does to meet their needs. Provide a direct link to your own website's conversion landing page to convert more viewers into buyers.

*Sample Dynaway A/S learning resources:*

## Learn more

[Dynaway EAM Brochure](#)  
[Enterprise Asset Management White Paper](#)  
[Customer Case Story - Kent Corporation](#)

## Leverage ratings and reviews

Customer advocacy can be the biggest driver of sales, as prospects tend to consider peer reviews before making a buying decision. Having multiple, strong customer reviews helps bump up your offer in search results. Invite new customers to try your solution and leave a review. Make sure to check your reviews frequently!

 EXCELLENT
Tue, Jan 9, 2018 Report abuse
 Great Great Experience.....Keep it up. Report abuse
 Power BI Very good graphics and easy to use. Report abuse

## Provide a tangible experience

Customers like to try before they buy. Many marketplace visitors will quickly filter publishers by "free trial" or "test drive". The stronger your trial experience, the more interested your prospects will be. Consider offering a "Test Drive" or other type of trial.

Free software trial ^

All

Free software trial

Azure Marketplace    Browse    Sell    Learn    [Search Marketplace](#)     Joseph    

Products > System Center Configuration Manager Analytics



**GET IT NOW**

**TEST DRIVE**

What's Test Drive?

Categories

Support

Legal

License Agreement

Privacy Policy

**System Center Configuration Manager Analytics**  
Microsoft

Stand up a scalable and extensible System Center Configuration Manager dashboard in a few hours.

The System Center Configuration Manager (SCCM) Power BI dashboard provides detailed information of your SCCM instance including client and server health, malware protection, software updates, and software inventory across your organization. You can:

- Compare key System Center Configuration Manager metrics to personalized targets and see how they trend over time
- Identify trouble spots and get the information you need to understand what needs to be done
- Find software installed anywhere in your organization

The expertly designed Power BI reports satisfy all skill levels. Summary pages are targeted at managers and executives and detail pages are designed for experts to drill down and take action.

The solution template is scalable and extensible. You can add information about your users and computers or create data mashups with data already collected. This means additional requirements, such as checking deployment status for operating system or identifying machines with 3rd party license agreements, can be achieved by either engaging our partners who are fully skilled up in the SCCM solution template or tweaking things yourself!

All our code is open sourced on [github](#) so you can see how things work or even contribute back with your own changes.



## Consider product positioning

Customers often compare solutions, so it is important to differentiate yours from competitors, to hold a clear and unique position. Before you finalize your listing, benchmark your messaging and content against that of competitors.

## Differentiation checklist

- ❑ Is the messaging on our listing different from that of competitors?
- ❑ Have we clearly highlighted the value we offer customers?
- ❑ Have we identified key compelling business pains and benefits rather than just listing features?
- ❑ Have we articulated what we are best at?
- ❑ Have we mentioned who will benefit most from our solution?
- ❑ Do we offer prospects a self-driven buying journey?
- ❑ Does our messaging and language speak to a specific buyer persona?
- ❑ Have we carved out a unique position in the market?

# Chapter 3

## Sales landing page

Once you have successfully optimized your Microsoft marketplace listing, you will want to drive prospects to a dedicated sales landing page. The Microsoft brand is powerful and compelling and will attract buyers; however, you will need to engage visitors further to convert them into customers.

Instead of sending prospective customers to your corporate website where they may get lost, create a dedicated sales conversion page. Be sure to provide a link to this page under the overview/description area on your Microsoft marketplace listing. Perform ongoing testing to optimize interaction levels on this landing page.

Apps > Dynaway EAM for Manufacturing

The screenshot shows the Microsoft Marketplace listing for Dynaway EAM for Manufacturing. It includes the Dynaway logo, product name, publisher information, and tabs for Overview and Reviews. The Overview section contains a summary, a video player showing a factory floor, and a grid of screenshots illustrating various features like work orders and dashboards. A call-to-action button 'Try the Dynaway EAM for Manufacturing solution today' is present at the bottom.

Dynaway EAM for Manufacturing

Dynaway A/S

Overview    Reviews

Enterprise Asset Management/CMMS for Manufacturing

Dynaway EAM for Manufacturing is the de facto standard for Enterprise Asset Management for Microsoft Dynamics 365 for Finance and Operations. Its seamless integration to the Dynamics 365 platform enables efficient, continuous planned maintenance of your production equipment. Using Dynaway EAM for Manufacturing cuts costs by helping reduce the risk of machine downtime and minimize unplanned production interruptions, improving overall production performance.

Dynaway EAM for Manufacturing Enables:

- Improved machine effectiveness with preventive maintenance capabilities
- Insight into downtime with intelligent business reporting
- Optimized uptime and extended equipment life expectancy
- Improved visibility regarding production performance
- Automated management of maintenance processes and assets
- Optimized work order scheduling
- Efficient spare parts management, ensuring complete overview of item consumption on assets
- Advanced work order management
- Preventive, predictive, and reactive maintenance
- Reduced production costs via enhanced visibility of assets across sites and departments
- Visibility into real-time asset costing information
- Advanced cost control on assets, locations, faults, work hours, and work orders
- Reduction in maintenance overtime, labor, and contractor costs
- Online and offline access to information and management of processes via the Mobile Client
- Service portal on the Mobile Client for efficient request handling
- Planning board on the Mobile Client for quick scheduling and rescheduling of work orders
- Kanban board on the Mobile Client, optimized for completing work orders in teams

Try the Dynaway EAM for Manufacturing solution today

- The Maintenance Worker solves maintenance tasks, completes work orders, creates requests
- The Maintenance Planner manages planning and scheduling of work orders
- The Maintenance Supervisor manages work orders and requests, maintains asset master data
- The Maintenance Manager is in charge of the maintenance organization and the related budget

Click here to learn more about EAM on Microsoft's Manufacturing Sales Accelerators website:  
Dynaway EAM - Built on Microsoft Cloud technology

Click here to learn more about EAM on our website: Dynaway EAM solution

Learn more

Dynaway EAM Brochure  
Enterprise Asset Management White Paper

## Sales landing page best practices

Review the following sample sales landing pages and recommended approaches and determine which elements will help you become more successful.

Leverage your company brand to give your new app credibility



Visuals create an emotional connection. Paint a desirable picture of your customers' future situation.



Do not give prospects too many menu choices. Narrow the scope of the buying journey. Use simple and descriptive menu options such as "pricing," "demo," or "buy now."

Include a visual product logo.



State your value proposition early on the page.

Pain leads to action. Identify 1-3 of your prospects' most prominent challenges.

Shopify Connector  
The painless way to connect your Shopify B2C webshop with Dynamics 365 Business Central

Sell more      Don't miss out!      100% protected

Would you like to sell more, without working harder?  
With the Shopify connector you are adding an extra sales channel to your business.

Are your competitors selling online and you are not?  
Don't get left behind, make sure your customers are able to order online 24/7.

Scared of online payment protocols and security?  
Your data is safe. All pages, content, credit card and transaction information are 100% protected.

Ask a provocative pain-based question to capture interest

Include videos to tell your story.



Connect your Shopify store with Microsoft Dynamics 365 Business Central  
Shopify is a complete e-commerce solution that allows you to set up an online store to sell your goods. It lets you organize your products, customize your storefront, accept credit card payments, track and respond to orders — all with a few mouse clicks.

Focus on growing your business  
It's never been easier to start with e-commerce. Shopify handles everything from marketing and payments, to secure checkout. The Shopify Connector combined with your back-end system Dynamics 365 Business Central takes care of the business processes such as order picking, shipping & invoicing. Now you can focus on what you love most: growing your business.

## Sales landing page best practices cont.

Visually engage prospects.  
Use pictures, graphs and screen shots to enhance engagement.

Don't be afraid to use humor.

Highlight the most significant benefits and rewards your customers will gain if they choose your solution.

Use bright, contrasting colors to call attention to buttons.

Offer options to try now: view a self-running demo, plan a scheduled walkthrough, or take advantage of a time-limited special price, etc.

Make sure you include a very specific next step, such as a call-to-action button with the option to try or buy.



### Quick and easy

Are you a small business selling to consumers, looking for a way to sell more? Have you let your fear that setting up an online store is going to be too hard, complicated, expensive or technical stop you from getting more revenue? Well, don't lose out any longer. It's actually very quick and easy.

### +600.000 sellers on Shopify

The e-commerce platform Shopify has already empowered +400 000 entrepreneurs worldwide to grow their business with the launch of their online shop. And it's not difficult at all, the wizard helps you step-by-step with the setup. So you can start selling online in no time. Don't get left behind!

### Start selling online now!

The Shopify connector is getting even better, because your webshop is linked directly to your back-end system. All the business process flows are managed directly from Microsoft Dynamics 365 for Financials. Shopify handles everything from payment to secure checkout. So don't miss out, and start selling online now!

[More info on the setup wizard](#)

[Ready to discover? Ask your demo!](#)

[Ready to download & try? It's free!](#)

### Get the complete Scapta Shopify Connector Factsheet

The complete feature documentation is a PDF file containing specific features so it helps you with the support of the Scapta Shopify Connector.

 [Download the Scapta Shopify Connector factsheet for free](#)

### 6 easy steps to setup your online store with the Shopify Connector

#### ④ Be up and running in minutes with our easy setup

Installing a webshop with the Shopify Connector is quick and easy. Follow the step by step installation guide to get started with your webshop.

#### ⑤ Save time, simply upload your product list

Upload your existing products from Microsoft Dynamics 365 Business Central into your Shopify webshop in a few steps. After this upload, the Dynamics 365 Business Central information of all your products is available in the Shopify store.

#### ⑥ Customize your store just the way you want it

With Shopify, you have complete control over the look and feel of your online store. Products are centrally managed in the backend systems Microsoft Dynamics 365 Business Central. You can easily add pictures, an detailed item description, ... in Shopify to customize your store.

#### ⑦ No extra order processing needed

Orders coming in from the online store are automatically transferred into the back-end system (Microsoft Dynamics 365 Business Central) where the Dynamics 365 Business Central order handling process of order picking, stock management, invoicing, ... is taking over.

#### ⑧ Instant payment status in Dynamics 365 Business Central

No matter which external payment gateway you opt for, Shopify offers a seamless checkout experience. With the Shopify Connector, all payments, successful and failed, are always up to date in Dynamics 365 Business Central.

#### ⑨ Automatic e-mail confirmation

Once the order is flagged as "shipped" in the back-end system, automatically an e-mail confirmation with tracking code will be sent to your customer.

## Sales landing page best practices cont.



Include proof of value and benefits using customer quotes or testimonials.

"This connector is really a life save for me. Before, I had to manually transfer every order into the system myself."

Christopher D Gates  
President & COO  
Quantico Boot LLC

Quantico Boot LLC

Don't make general and abstract claims. Use data as often as possible to support your claims.

Reduce prospect frustration by indicating where your app or services are offered.

Include a link back to your listing on AppSource and the Azure Marketplace

15 % Worldwide revenue via e-commerce platforms is increasing with 15%\*, year over year

38 % 38% of buyers are using online sales channels exclusively to do their purchases \*

15 % Customer satisfaction is increased by 15%, when you have a webshop online 24/7 \*

What are the growth figures of your company?

\* Statistics from Gartner

Are you selling these online? Or are you missing out?

\* Source: "Mastering Omnichannel B2B Customer Engagement", Forrester

Selling online improves more than just your turnover. An integrated web store leads to happier clients

Ready to start playing with your own webshop?

Find us on Microsoft Appsource

Available in: 

Other countries?  
[Contact us](#)

# Chapter 4

## Go-to-market campaigns

Having an optimized solution listing and sales landing page enables you to leverage the marketplace opportunity to gain traction. However, you will also want to conduct your own marketing campaigns, which will create greater awareness and drive ongoing demand for your solution. Listed below are critical, foundational steps that must be taken prior to executing your marketing campaigns. Take time to complete each step to ensure your campaign investment yields a high return.

### 1. Define your target market

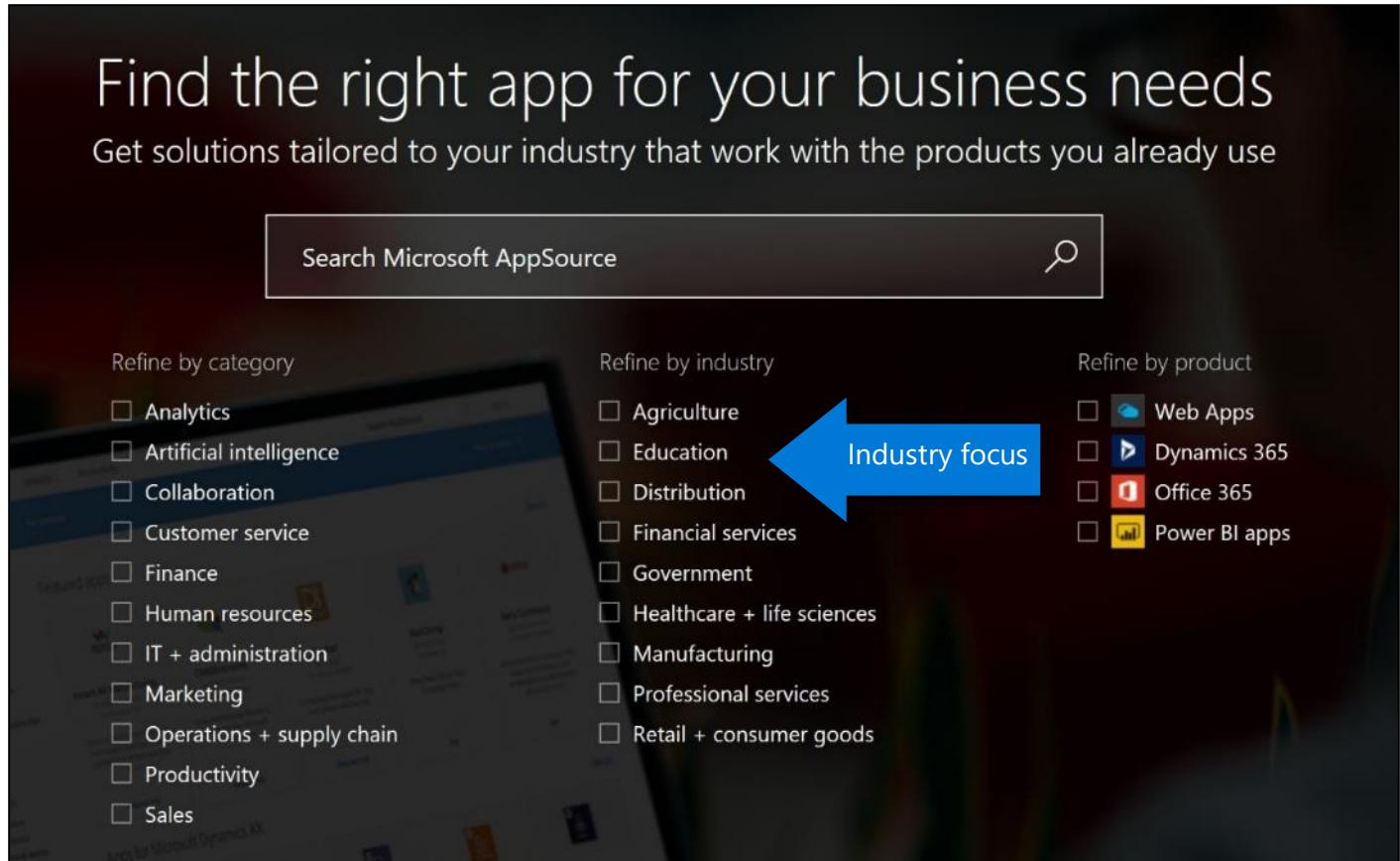
To effectively drive traffic to your solution listing, focus your marketing campaign efforts. Begin by defining high potential target market segments. A segment refers to a group of potential customers who share common characteristics, needs, and buying behaviors. Each market segment is unique; therefore, you will need to refine your content so that you can both engage your target prospects' emotions, as well as provide relevant emails, blogs and other content that speak directly to these prospects while addressing their particular business challenges. Examples of market segments could include small businesses, emerging mid-size companies, or large enterprises.

#### Know your key decision makers

- ✓ What are their primary pains and challenges?
- ✓ What do they most want to achieve?
- ✓ What drives their decision making?
- ✓ Who influences them?
- ✓ What is most important to them?

### 2. Be specific about the industries you serve

Prospects want to know if your solution is optimized specifically for their business needs. Make sure to demonstrate your domain expertise by creating and sharing industry-specific case studies, by providing industry specific landing pages, and writing blogs that highlight key challenges facing your target industries.



The AppSource marketplace has an industry-related search box. Take advantage of this filter if you have industry expertise that customers are searching for.

### 3. Speak to a specific persona

Drafting an email, blog, advertisement or other marketing asset that appeals to a broad mass- market can be quite challenging. We often try to create content that resonates with all prospective buyers, but in doing so, we don't reach any one prospect in a meaningful way. The needs of an IT Manager are different from those of a Marketing VP or CEO.

Prospects will only spend a few seconds scanning your Marketplace listing or landing page, or reading your email. Identify WHO your solution is for at the top of your page, so that visitors can immediately know they have come to the right place, and you have a solution just for them.

	AppSource	Azure Marketplace
Target audience	Line of business decision makers (specialist roles include procurement, manufacturing, accounting, etc.)	IT professionals, developers (specialist roles include DBAs, SecOps, DevOps, etc.)

#### 4. Have a well-defined content strategy

Your prospects are very busy. In addition to fulfilling their many responsibilities, they are overwhelmed with daily emails pertaining to sales and marketing offers from outside firms. Most importantly, they also don't trust the content of sales materials or advertisements as much as they used to. This means you want to focus less on selling and more on educating. All of your campaign content should teach prospects during the buying cycle, rather than focus solely on product features and functionality.

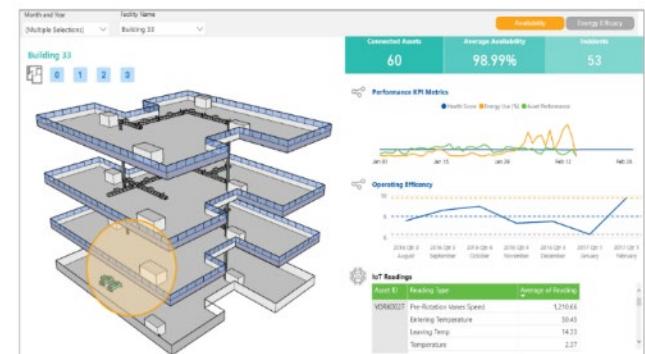
You earn trust by providing information that is valuable to them. This can include the sharing of:

- ✓ Interesting industry data or research
- ✓ Summaries of key trends
- ✓ Case studies and success stories
- ✓ Checklists, guides and self-assessments
- ✓ Educational blogs on important industry specific topics
- ✓ Other informative content



#### 5. Avoid using too much emotionless text

Most vendors use too much text in their marketing materials and communications. Adding an image to an email has been proven to increase open rates. Provide a link to a video or demo to encourage prospects to move to the next step in the buying journey. Include a link to your marketplace on all your marketing assets. Attract buyers' attention, show them something they won't want to miss, stand out from the rest! Include dashboards, images and other graphics in campaign content to deepen visual interest and increase consumption time.



*Sample compelling image, courtesy of Hitachi Solutions*

## 6. Make video the hero of your campaigns

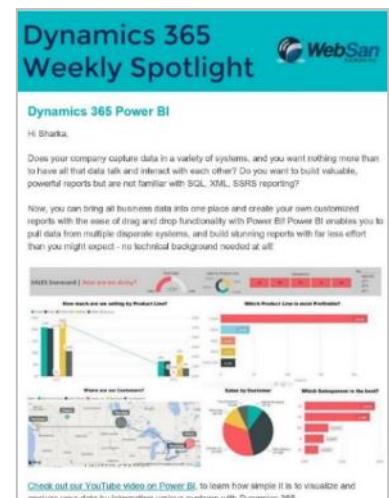
As discussed earlier, online video is the future of content marketing. Why? In our world of information overload, video is easy to engage with. Your campaign strategy should include video content. Even if you operate a small business, you can inexpensively create authentic customer stories, educational videos, employee video blogs and more. Share your videos on your website, embed links in your email campaigns, and post your videos on social media. Include a direct link to your marketplace listing at the end of all your videos.



*Sample video, courtesy of K3 Retail*

## 7. Keep your campaign content simple

Keep your messaging clear and to the point. Use language your customers would use themselves to describe their needs or challenges, rather than using polished marketing verbiage. An abundance of text will be largely ignored. On your listing page, conversion landing pages, and in campaign emails, try eliminating everything that isn't compelling or important.



*Sample email, courtesy of WebSan Solutions Inc.*

## How to engage and not overwhelm the buyer's mind

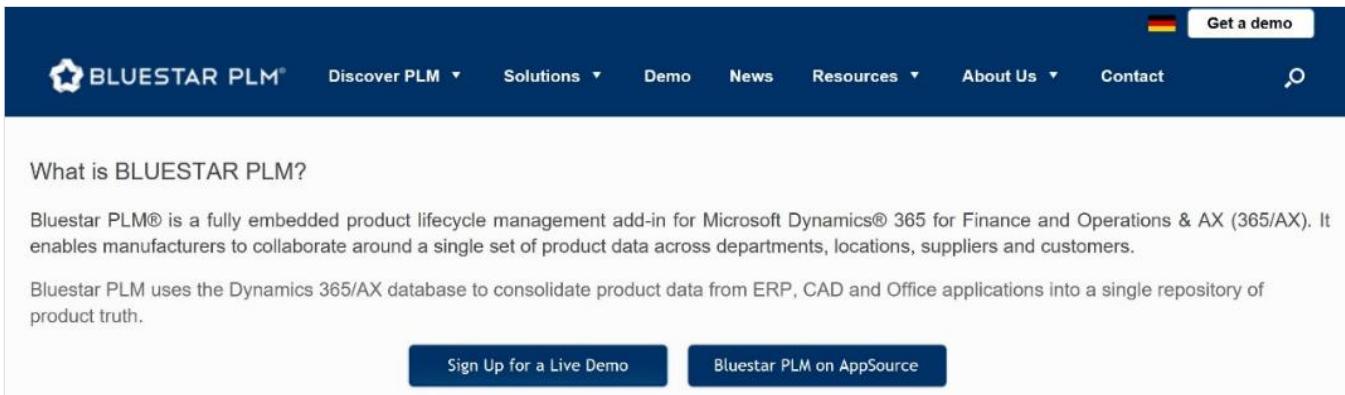
- 
- ✓ Include lots of white space, cut text
- ✓ Use simple, descriptive, ordinary language
- ✓ Avoid emotionless stock photos
- ✓ Tell your story in infographic form
- ✓ Incorporate videos, trials, demos, and interactive content
-

# Chapter 5

## 5 Techniques for driving traffic to your listing

Now that you understand the critical steps required to launch marketing campaigns that engage viewers and bring results, here are some quick tips on how to draw greater traffic to your solution listing and sales landing page:

1. Indicate on your website and other marketing communications that your product or solution offering is available on Microsoft's cloud marketplace, and that customers can easily access a trial offer there. Include social media share buttons on online pages and provide a link back to the marketplace from your landing pages.



The screenshot shows the Bluestar PLM website. At the top, there is a dark blue header bar with the Bluestar logo, a language selection (German), a "Get a demo" button, and a search icon. Below the header, the main content area has a white background. It features a section titled "What is BLUESTAR PLM?" which describes the product as a fully embedded product lifecycle management add-in for Microsoft Dynamics® 365 for Finance and Operations & AX (365/AX). It enables manufacturers to collaborate around a single set of product data across departments, locations, suppliers and customers. Below this text, there are two buttons: "Sign Up for a Live Demo" and "Bluestar PLM on AppSource".

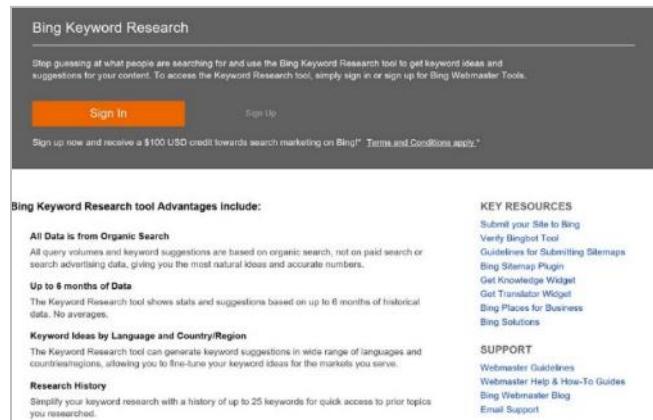
2. Utilize trusted, well-researched, and targeted industry terms to increase PDP search engine optimization. Take advantage of keyword planning tools to choose your words more effectively.

### Visit Bing:

<https://advertise.bingads.microsoft.com/en-us/solutions/tools/keyword-planner>

### Visit Google:

<https://adwords.google.com/home/tools/keyword-planner/>



The screenshot shows the Bing Keyword Research tool interface. At the top, there is a header with the title "Bing Keyword Research" and a sub-header about stopping guessing and using the tool to get keyword ideas and suggestions. Below the header, there are "Sign In" and "Sign Up" buttons, and a note about receiving a \$100 USD credit. The main content area is divided into sections: "Bing Keyword Research tool Advantages include:" (listing "All Data is from Organic Search", "Up to 6 months of Data", and "Keyword Ideas by Language and Country/Region"), "KEY RESOURCES" (links like "Submit your Site to Bing", "Verify Bingbot Tool", etc.), and "SUPPORT" (links like "Webmaster Guidelines", "Webmaster Help & How-To Guides", etc.).

3. Interact with those in your target segment. Make your presence known at industry events and conferences so that you can position your organization as a thought leader. Attempt to have links to your marketplace listing page posted on industry blogs, newsletters and other relevant online publications. Show that you are an active member in your prospects' community. Cross links will help increase your search engine rankings as well

4. Adopt the “conversational marketing” trend by engaging in two-way communication, creating a customer community, and aiming to provide customers and prospects with more than just a product experience. Create and post shareable educational videos. Help your customers gain recognition for their innovative implementations and showcase their successes. Leverage the power of referrals and focus on nurturing customer advocates.



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Enjoy this opportunity to network with other LS Retail and Microsoft Dynamics users, see LS Retail software systems in action and learn about their latest features and updates. Get answers to tough questions from LS Retail experts, and find new ways to stay ahead of your competition.



Get inspired and expect the unexpected

Participate in an exceptional program including a variety of speakers and detailed product demonstrations. Hear from retail and hospitality experts sharing their insights, learn about trends and strategies and have plenty of interactive sessions with our specialists.

5. Create links between channels (i.e. from your marketplace listing to your website, LinkedIn, YouTube, Twitter etc.). Whatever platforms you are using, if you create a network between all of your touchpoints, you will be sure to gain an increase in traffic flow.

# Chapter 6

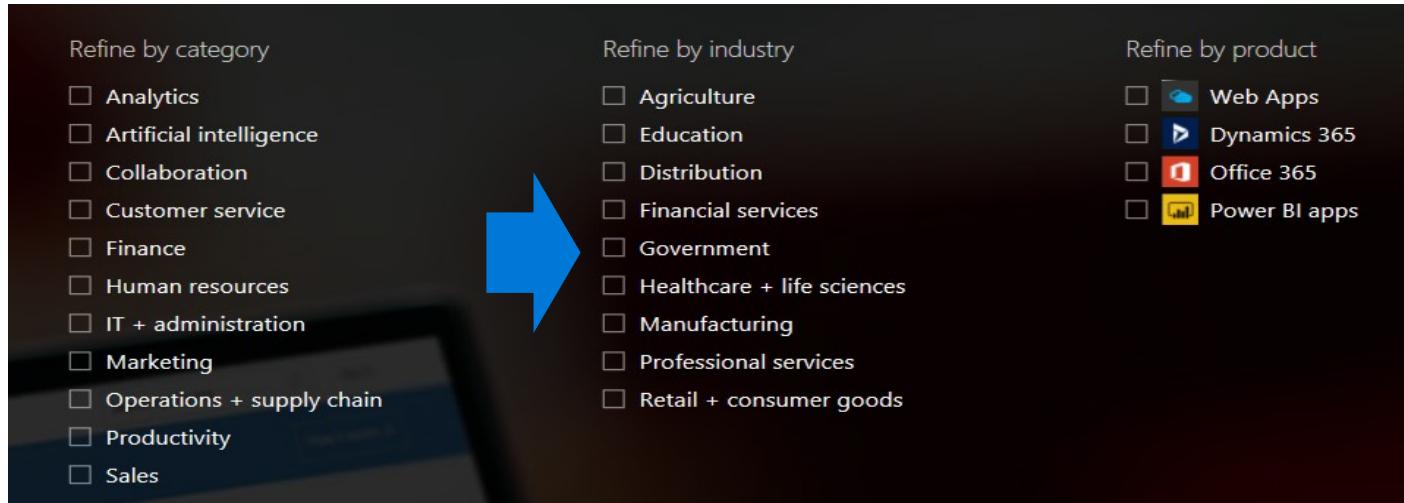
## Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

To increase the chances that your listing will be found on the Microsoft marketplaces, you should also apply search engine optimization (SEO) best practices. SEO refers to the process of optimizing your listing or sales conversion page so that it will appear high in the organic search results. Search engines regularly send automated, web-surfing software called "crawlers" out into the web to review and analyze URLs (such as your Microsoft marketplace listing or sales landing page), searching for any updates and changes. These crawlers are gatekeepers to a search engine's ranking system. The more relevant your landing page updates are, the more frequently these crawlers re-analyze your listing, which benefits you.

*Example of how Tribridge links its 3 inputted keywords into its AppSource listing and lets bots crawl throughout the listing allowing the company to slowly make its way up in search rankings.*

The screenshot displays two side-by-side browser windows. On the left, the developer tools' Elements tab is open, showing the HTML code for a page. A specific section of the code is highlighted, containing meta tags for site verification, canonical URL, viewport, description, and keywords. The keywords meta tag is set to "Care Coordination Software, Care Management Software, Healthcare CRM software". Below this, other meta tags like og:title, og:url, og:image, og:description, og:locale, and og:site\_name are listed, all pointing to "Health360 Care Coordination". On the right, a search results page from a search engine is shown for the query "healthcare crm software". The top result is a link to Tribridge Health360, described as "Population Health Management CRM" and "Award-winning Population Health Management (PHM) cloud software powered by CRM. Patient-centric care management software for personalized healthcare". Other results include links to Tribridge's pricing, reviews, alternatives, and competitor information, as well as descriptions of their ERP sales, healthcare industry, and custom software offerings.

The AppSource Marketplace also lets prospects find your app using specific category filters. Be sure to align with these key search terms if you have industry domain expertise or workload specialization.



Refine by category

- Analytics
- Artificial intelligence
- Collaboration
- Customer service
- Finance
- Human resources
- IT + administration
- Marketing
- Operations + supply chain
- Productivity
- Sales

Refine by industry

- Agriculture
- Education
- Distribution
- Financial services
- Government
- Healthcare + life sciences
- Manufacturing
- Professional services
- Retail + consumer goods

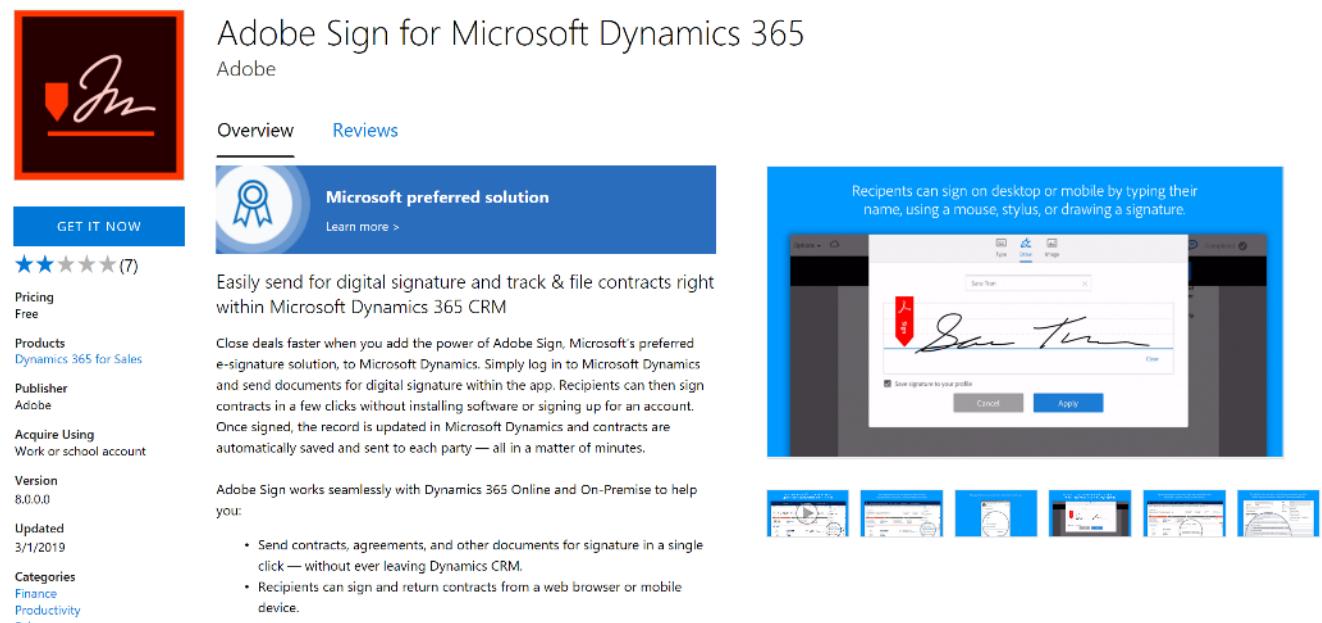
Refine by product

-  Web Apps
-  Dynamics 365
-  Office 365
-  Power BI apps

Here's a checklist of the steps you can take to get a boost in your search ranking:

### 1. Make your content fresh and relevant

First, your content should be specific on a given topic and be kept up to date. Modify your listing and sales conversion pages regularly. Update screen shots, videos, text, and more. Search engines demand that you keep your listing current.



Adobe Sign for Microsoft Dynamics 365

Adobe

Overview    Reviews

**Microsoft preferred solution**

Easily send for digital signature and track & file contracts right within Microsoft Dynamics 365 CRM

Close deals faster when you add the power of Adobe Sign, Microsoft's preferred e-signature solution, to Microsoft Dynamics. Simply log in to Microsoft Dynamics and send documents for digital signature within the app. Recipients can then sign contracts in a few clicks without installing software or signing up for an account. Once signed, the record is updated in Microsoft Dynamics and contracts are automatically saved and sent to each party — all in a matter of minutes.

Adobe Sign works seamlessly with Dynamics 365 Online and On-Premise to help you:

- Send contracts, agreements, and other documents for signature in a single click — without ever leaving Dynamics CRM.
- Recipients can sign and return contracts from a web browser or mobile device.
- Merge data from Dynamics entities into contracts and push data from

**GET IT NOW**

★★★★★ (7)

Pricing  
Free

Products  
Dynamics 365 for Sales

Publisher  
Adobe

Acquire Using  
Work or school account

Version  
8.0.0.0

Updated  
3/1/2019

Categories  
Finance  
Productivity  
Sales

A red curved arrow points from the 'Reviews' section of the listing to the bottom of the page, indicating where user reviews are located.

## 2. Add outbound and inbound links

Search engine developers understand the internet is a place of sharing. The more a URL is shared by relevant and quality websites, the more merit it receives relative to others. Reach out to industry analysts, bloggers, partners, or other technology consultants for a review, a mention, or even just a quick link (within context of course) to your listing. It's also imperative to create outbound links as well. On your Marketplace landing page, nest resources within your page to optimize the customer experience. Nested content could include industry research or other educational content your prospects can benefit from.

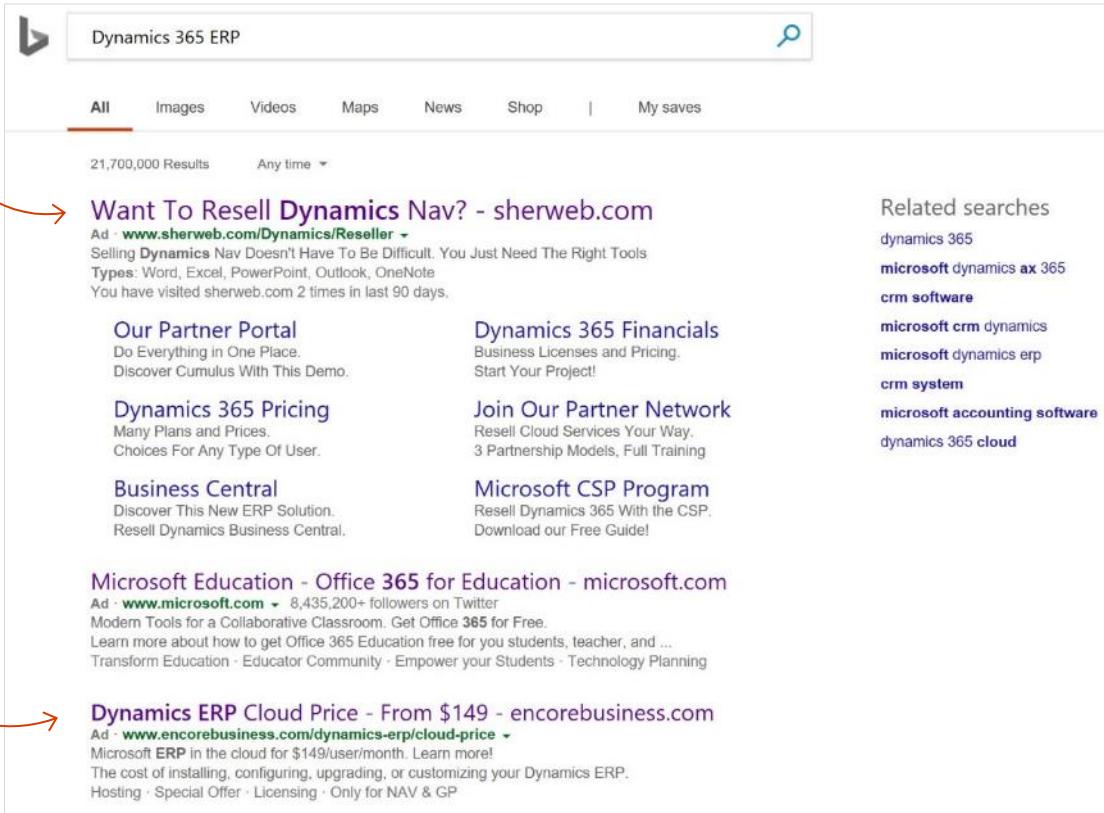
## 3. Optimize keyword placement and metadata headers

Search engines will default to reading your body text if you don't force them to read your site's metadata first. Metadata includes page headers and descriptions of the page's content found within its code (max 155 characters). Where possible, ensure your listing has a page header or title that includes keywords your users will typically search for. Every site has a meta description that is displayed on a search engine's results page. Do not talk about product features and functionality in your meta description if that isn't what your prospects are looking for. Make sure to research the words and terms that are typed the most within your prospects' industry. This may be one of the most valuable, high return activities you can do. Finally, avoid keyword stuffing. Many search engines penalize you (or even remove your ranking altogether), if they find you've been adding a slew of completely unrelated but over-optimized words or terms.

## 4. Search Engine Marketing (SEM)

You may also choose to invest funds into promoting your Microsoft marketplaces listing and sales conversion page to increase their visibility in search engine results. In other words, your page can achieve a higher ranking in search engine results and appear above the organic search results, thereby increasing your

chances of click-through. This is referred to as search engine marketing (SEM) or pay-per-click (PPC)



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Discover Cumulus With This Demo.

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Choices For Any Type Of User.

**Business Central**  
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Resell Dynamics Business Central.

**Dynamics 365 Financials**  
Business Licenses and Pricing.  
Start Your Project!

**Join Our Partner Network**  
Resell Cloud Services Your Way.  
3 Partnership Models, Full Training

**Microsoft CSP Program**  
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Microsoft ERP in the cloud for \$149/user/month. Learn more!  
The cost of installing, configuring, upgrading, or customizing your Dynamics ERP.  
Hosting · Special Offer · Licensing · Only for NAV & GP

**Related searches**

- dynamics 365
- microsoft dynamics ax 365
- crm software
- microsoft crm dynamics
- microsoft dynamics erp
- crm system
- microsoft accounting software
- dynamics 365 cloud

## 5. Digital media advertising

There are also many paid options to gain increased awareness and attract higher visitor volumes using targeted display or banner advertising. Because of the complexity involved, we recommend working with a media buying agency or expert who can help you target and optimize your initial media plan in order to yield the highest return on investment. Hiring an expert will help you learn best practices and avoid mistakes. Important steps include choosing the right medium, defining your target buyer, assessing costs, identifying goals, designing effective advertisements, optimizing campaigns, and measuring and tracking results.

In summary, search (both paid and SEO) is one of the most powerful mediums for creating and capturing demand for your solution. However, it can be expensive to maintain over the long term.

## Digital media advertising examples

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The Challenge Every Tech Company Is Facing Right Now... [Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)

Based on the recent Best Workplaces in Technology list findings, there are some key factors that the very best tech organizations utilize to develop a high-performance, high-trust organization. But what about the thousands of other tech companies that cannot boast such incredible workplace cultures? Truth be told, they should be worried. Whether they're in Boston, Chicago, San Francisco, or Austin, non-tech companies are aiming to snatch their most important resource: their people. So what can a company do to limit the potential brain drain?

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1. Have a clear path for advancement and growth in the organization

It sounds simple and fairly obvious, yet the number of companies that don't have career paths and opportunities for ongoing development is astonishing. Almost more than any other field, it is imperative that tech professionals are able to see where their careers might take them and how they might learn whatever the next great skill or language might be. Don't think you have the time to spend on career development conversations? Imagine how much time you *won't* have if your critical tech staff leaves.

1. Have a defined point of view on compensation

Technology employees, generally, are higher-paid. But the answer to keeping them isn't just to raise salaries across the board. That is a zero-sum game. There is always going to be someone that pays more.

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# Chapter 7

## Converting visitors into prospects

### Give prospects control

After you are successful in drawing attention to your listing, it is important to provide prospects with the next immediate step that will move them along the buying journey. Purchasers want control throughout their decision-making process; they decide when and how they get the information they need. It is therefore critical to provide as many engagement options as possible, so that they can plan their own buying journey. Trials should be customer-led and require no purchase or configuration.

For more detailed guidance on offering trials within the Azure Marketplace, click on the link, [here](#).

### The strategic purpose and value of a free trial

When you offer a free trial and a competitor does not, you immediately have an emotional advantage. You appear more trustworthy and transparent, leaving your prospect with a positive bias towards your company. The aim of offering a trial is to drive the visitor from interest to desire. A trial can help you demonstrate your solution's value and nudge a prospect toward commitment and activation.

### Trial options

Offering prospects a trial experience increases engagement as well as exposure to your solution. Letting buyers try before purchasing also increases your chances of being found on the Microsoft Marketplaces.

There are different "trial" offer options and each has its pros and cons. By providing more than one option to visitors, you allow them to choose their own experience, based on where they are in the buying journey. Below are several types of trial options that you can offer prospects:

	Key benefits	Choose this option if...
Free trial	Enables customers to try your product before they buy, and includes an automatic method to convert to paid use. Also provides proofs of concept for the customer and joint engagement with Microsoft sales teams.	Your solution is a virtual machine or solution template. Your solution is a SaaS offering, and you offer a multitenant SaaS product. You have a first-run experience to get a customer up and running quickly. You have a single tenant but are adding customers as guest users.
Test drive	Enables customers to try your product before they buy. Also provides a guided experience of your solution on a pre-configured setup.	Your solution is a virtual machine, solution template, or SaaS app with a single tenant, or is difficult to provision. You don't have a method to convert your trial to a paid offer.
Inter-active demo	Allows customers to see your product in action without the complexity of setup.	Your solution requires a complex setup that would be hard to achieve in the trial period.

A **customer led free trial** provides prospects with the most control over their trial experience. They can chart their own paths and self-determine their interactions on their own schedules. You may be able to limit how long a prospect can interact with the trial environment to a single visit, to a number of single visits, or to the full length of a trial period. By keeping your trial short, you encourage prospects to increase engagement and you create a sense of urgency, which can also compress your sales cycle. Include a call-to-action to accelerate conversion to paid use of your solution.

A **test drive** can be used when your solution is deployed via one or more Virtual Machines via IaaS or SaaS Apps. The benefit of this approach is the automated provisioning of a virtual appliance or entire solution environment, couched in a partner-hosted “guided tour” of the solution for customer evaluation, at no additional cost. The prospect does not need to be an existing Azure customer.

## Benefits of an Azure Marketplace test drive

- ✓ 27% of search engine results are refined to only show offers with test drives
- ✓ Offers with test drives generate 38% more leads than offers without
- ✓ 6% of new customer acquisitions on Azure Marketplace stem from test drives by prospective buyers
- ✓ Enables Microsoft field sellers to better assess your product for Co-Sell efforts

A **partner-led interactive demo** requires prospects to identify themselves and to wait for you to contact them to arrange a demonstration or trial. While this allows you to uncover more information, qualify prospects, and provide a more tailored and customized trial experience, it takes control away from prospects. It may also add an unnecessary hurdle in the buying process and increase your sales costs. The benefit of this option is you can provide a trial experience without provisioning for complex solutions. This option allows prospective customers to see the key features of your solution that they are most interested in, while in turn providing you with valuable leads that can be nurtured. Demonstrate sensitivity by providing other viewing options in addition to your partner-led demo.

If you are not ready to offer a free trial or test drive, or in addition to offering an interactive partner led demo, consider making **self-running demos available on your sales landing page**. These can provide prospects with a quick preview of your offering before they start a trial, test drive or while they are waiting for their interactive demo. However, while self-running demos can depict visually rich, simulated user

experiences, they offer limited interactive opportunity. If you do offer automated demos, it's better to have a few that are 3-5 minutes long instead of having one single extended demo. Prospects want to be able to dive in and out as they explore what is relevant to their specific needs. You can also offer a Chat option on your sales landing page that allows prospects to get answers to their questions throughout the buying process.

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Sample Jet Global Demo Landing Page

Regardless of which type of trial you offer, structure it in a way that speaks to a specific buyer persona. Offer use case scenarios if possible. As outlined earlier, determine who your target buyers are and what is driving them to look for a solution. Then ensure your trial guides them through what is most important to them and addresses their concerns. Each buyer type will be interested in different capabilities and benefits, so your trial should reflect these variances in focused and compelling ways.

Sample guided tour provided by Dynaway:

The screenshot shows the Dynaway Getting started page. At the top, there are links for Request management and Work order management. Below that is a large blue 'Getting started' section with a question mark icon. It lists four steps: 1. Object view, 2. Object, 3. Request, and 4. Work order. A calendar for February 2018 is displayed, with the 5th highlighted. To the right, a 'Welcome to Dynaway Enterprise Asset Management' message is shown, followed by a 'Dive in!' button and a 'Show more' link.

The screenshot shows the Dynamics 365 Finance and Operations interface with the 'Work ORDER' screen open. The left sidebar has 'Edit', '+ New', and 'Delete' buttons. The main area shows a table of active work orders with columns for Work order, Work order type, Description, Lines, Priority, and Criticality. A guided tour overlay on the right provides step-by-step instructions for interacting with the work order list, such as selecting a row and clicking the 'Checklist' button in the object ribbon.

Work order	Work order type	Description	Lines	Priority	Criticality
WO-000001	Corrective	Replace oil pressure gauge. The glass cover is cracked.	1	2	
WO-000002	Corrective	Silo 002 has a stress crack on the first safety steps	1	2	
WO-000003	Corrective	Air Knife 201 has an air leak on the air inlet fitting	1	2	
WO-000004	Corrective	Repair coupling cover. It has a dent in it that could interf	1	2	
WO-000005	Corrective	Weld small stress crack on Waterbath 006	1	2	
WO-000006	Corrective	Replace Knives on Pelletizer for Line 2	1	2	
WO-000008	Preventive	Extruder Line Weekly PM	1	3	
WO-000009	Preventive	Emergency Generator Weekly PM	1	3	
WO-000013	Corrective	Line 2 Extruder has a barrel guard coming loose	1		

# Chapter 8

## Effective trial nurture process

Once you have captured prospects' interest on the Microsoft marketplace and they have started a trial, it is essential to have a clearly defined trial nurture process. Your goal during the trial is to help them understand how your solution can address their business concerns and challenges, which will trigger a deeper level of interest.

Whatever the duration of your trial, the nurture focus period should kick in immediately from the onset of customer explorations.

### Define a marketing nurture process

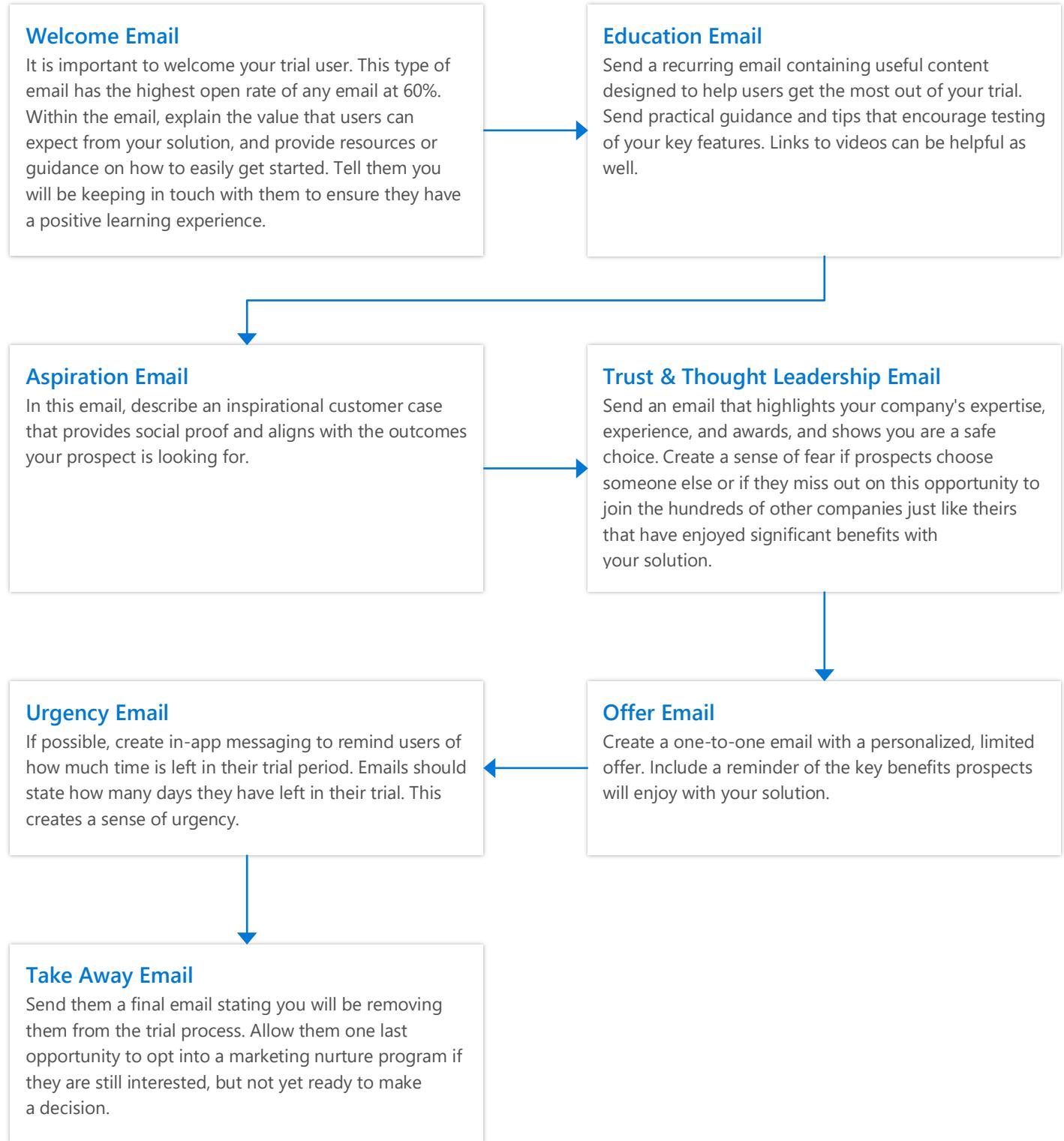
Trial users should be nurtured and monitored along a deliberate evaluation path and nurture process. Touchpoints for trial users must be well thought out — both during and after signups. For best results, you will need to monitor, guide, and nurture users along a path that actively removes obstacles while encouraging a high level of engagement and interest.

Your nurture tracks will vary based on whether or not you have in-app intelligence to monitor trial user behavior throughout interaction with your application. If you have these insights, you can trigger an action-based email sequence that gently nudges users towards a desired outcome. If your users are overlooking key features, offer them auto-resources, tips, guides, tutorials, and other documentation, all of which will help them use the product more effectively while deepening their understanding of your solution.

If you cannot monitor trial user behavior, you should plan your nurture track based on a timed sequence of pre-determined nurture emails. Striking a balance between staying top-of-mind and being aggressive is important. Don't encourage users to buy until the end of this sequence, after you have educated them and earned their trust.

## Nurture cycle

Regardless of the nurture track, the following types of emails are effective during the nurture cycle:



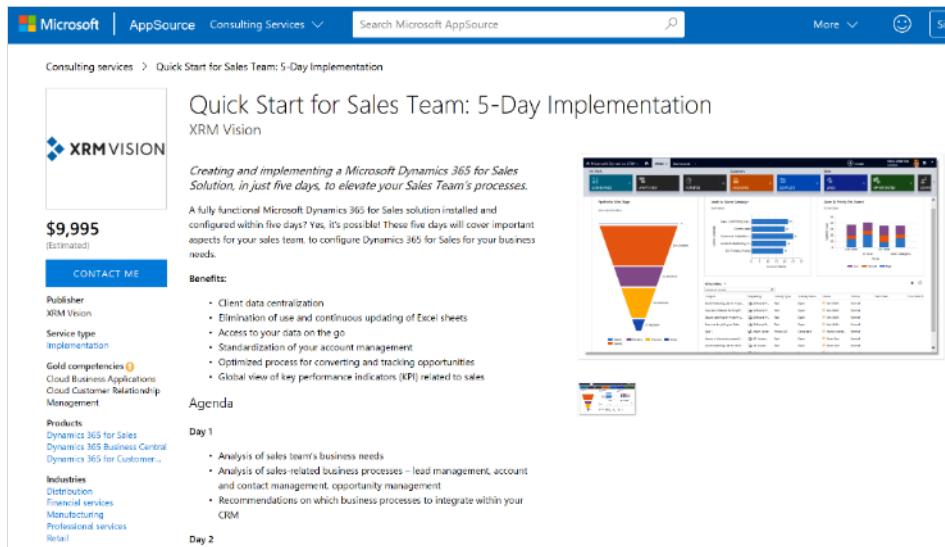
## Tracking leads

To receive leads from AppSource and Azure Marketplace, you must enable your CRM (Marketo, Microsoft Dynamics, or Salesforce) to accept lead data.

## Pricing

The Azure Marketplace allows you to transact. You have Pay-As-You-Go and Bring-Your-Own- License billing options. When the Pay-As-You-Go Transact publishing option is used, your usage-based software licensing revenue is shared 80% / 20% between you and Microsoft respectively. A single offer can be priced at both Pay-As-You-Go and Bring Your Own License billing models, and can co-exist at the offer level as separate SKUs. This can be configured in your Offer in the Cloud Partner Portal.

If directly transacting with customers on the Marketplace is not available to you, and your prospects have completed a free trial, test drive or interactive demo, they will want to know if they can afford your solution. However, they may not yet be ready to engage with a salesperson to get a quote or proposal. Provide prospects with pricing information on your sales landing page and if possible, present them with sample packaged offers; this will allow them to get started with your solution right away. Shorten your sales cycle by giving prospects the opportunity to buy immediately after a trial.



The screenshot shows a service listing on the Microsoft AppSource platform. The service is titled "Quick Start for Sales Team: 5-Day Implementation" offered by "XRM VISION". The price is listed as "\$9,995 (Estimated)". The service is categorized under "Consulting Services" and "Cloud Business Applications". It includes "Gold competencies" such as Dynamics 365 for Sales, Dynamics 365 Business Central, and Dynamics 365 for Customer Engagement. The service is also associated with "Industries" like Manufacturing, Professional services, and Retail. The listing includes a brief description of the service, a list of benefits, and an agenda for the implementation process over two days. The agenda details tasks such as analyzing business needs, managing leads, and integrating business processes.

*Sample packaged implementation services from XRM Vision*

On AppSource you can also offer services. This is a great opportunity to showcase your domain expertise and move the prospect from interest to purchase.

To accelerate the buying decision, provide 3 or 4 different tiered packages to choose from. Your middle offering should be your highest-margin, most popular option. A low entry package will encourage a quick buying decision and remove barriers to purchasing. A high-priced package will make the middle option more attractive and also allow you to provide a premium option for more complicated implementations. In addition, consider offering fixed price, “quick start” 30 day or less deployment packages or a pilot project to speed up purchasing decisions.

## LS Express pricing

No upfront fees, just pay as you go.

Basic	Standard <small>Most popular</small>	Premium
\$79	\$199	\$449
Billed in USD per month	Billed in USD per month	Billed in USD per month
<a href="#">Buy now</a>	<a href="#">Buy now</a>	<a href="#">Buy now</a>
Single outlet 1 Point of Sale (POS) Unlimited staff login on POS Free login for External Accountant Unlimited products Free onboarding	Single outlet 2 Point of Sale (POS) Unlimited staff login on POS Free login for External Accountant Unlimited products Free onboarding 1 Full Financials user	Single outlet 5 Point of Sale (POS) Unlimited staff login on POS Free login for External Accountant Unlimited products Free onboarding 2 Full Financials users 2 Office 365 Business Premium users
<b>Additional users and POS</b> Point of Sale (POS) \$79 Full Financials user \$40 O365 Business Premium \$12.5		

Sample pricing page from LS Retail

# Chapter 9

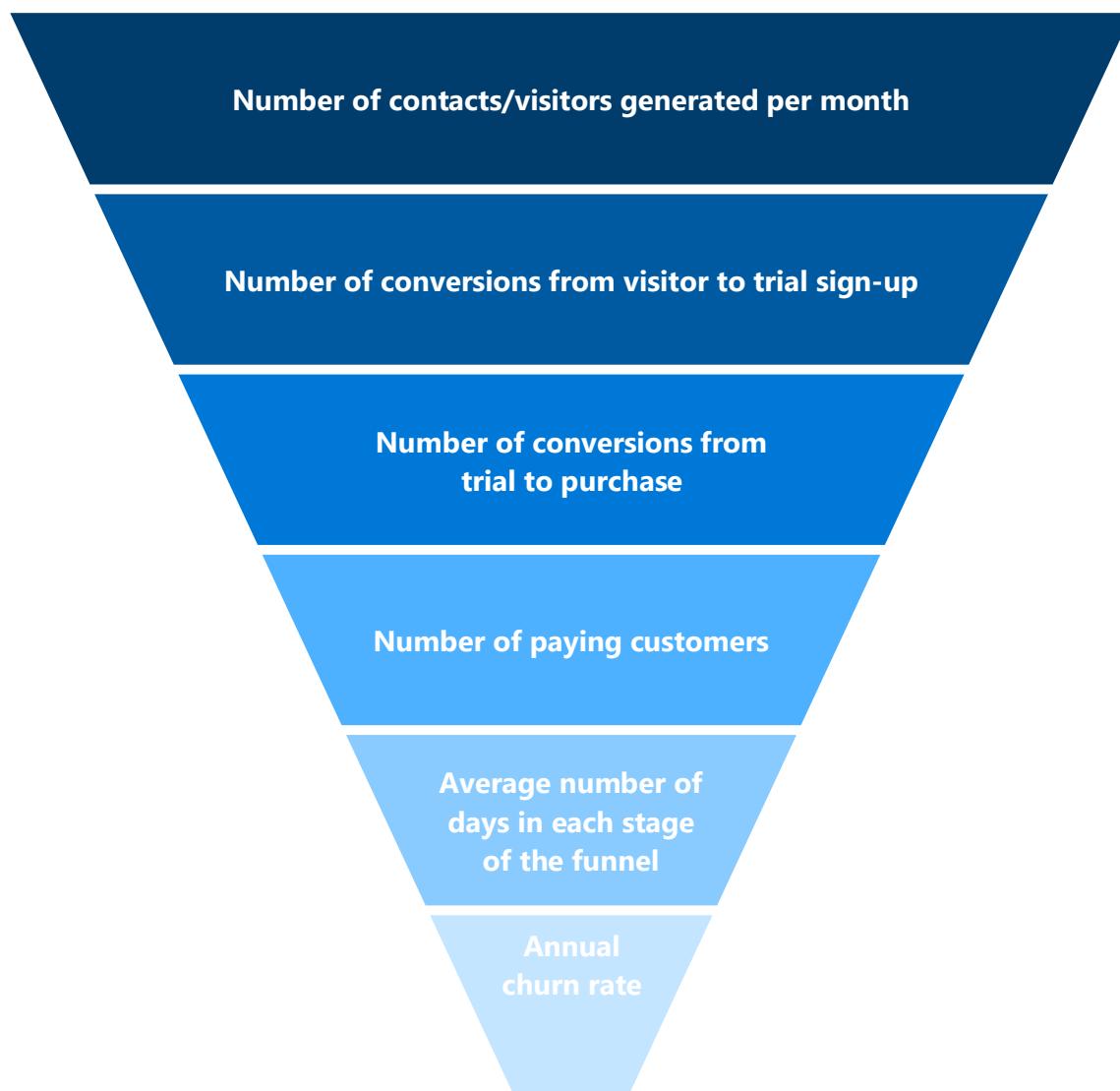
## Reporting and analysis

### Measure and optimize

Marketing is both an art and a science. Know what you want to achieve in terms of revenue generation and new customer acquisition. Set objectives and Key Performance Indicators (KPIs) for all your campaigns. Benchmark your monthly results and assess the impact of changes you make to your solution listing, landing page or trials along the way.

Set targets and regularly measure the following KPIs to gain insight and improve your listing, landing page and campaigns:

#### Sales funnel efficiency



## Track traffic source performance

You will utilize many different marketing mediums to promote your new solution, including your Microsoft marketplace listing, SEO, possibly paid advertising, social medial campaigns, targeted email campaigns, and more. Tracking prospects by lead source will be important to ensure marketing effectiveness. Closely track and measure your results by medium and lead source in relation to your goals in order to ensure a high return on your marketing investment, and to further refine your messaging when necessary.

Your success is our success. You can visit the [Cloud Partner Portal](#) to uncover your analytics. Here you will gain insight into your Microsoft marketplace listing performance, identify the leads you have generated, and learn how to maximize your campaign activities.

In the Insights section of the Cloud Partner Portal, you will also see a high-level overview of your offer's performance. The reports included in this section are:

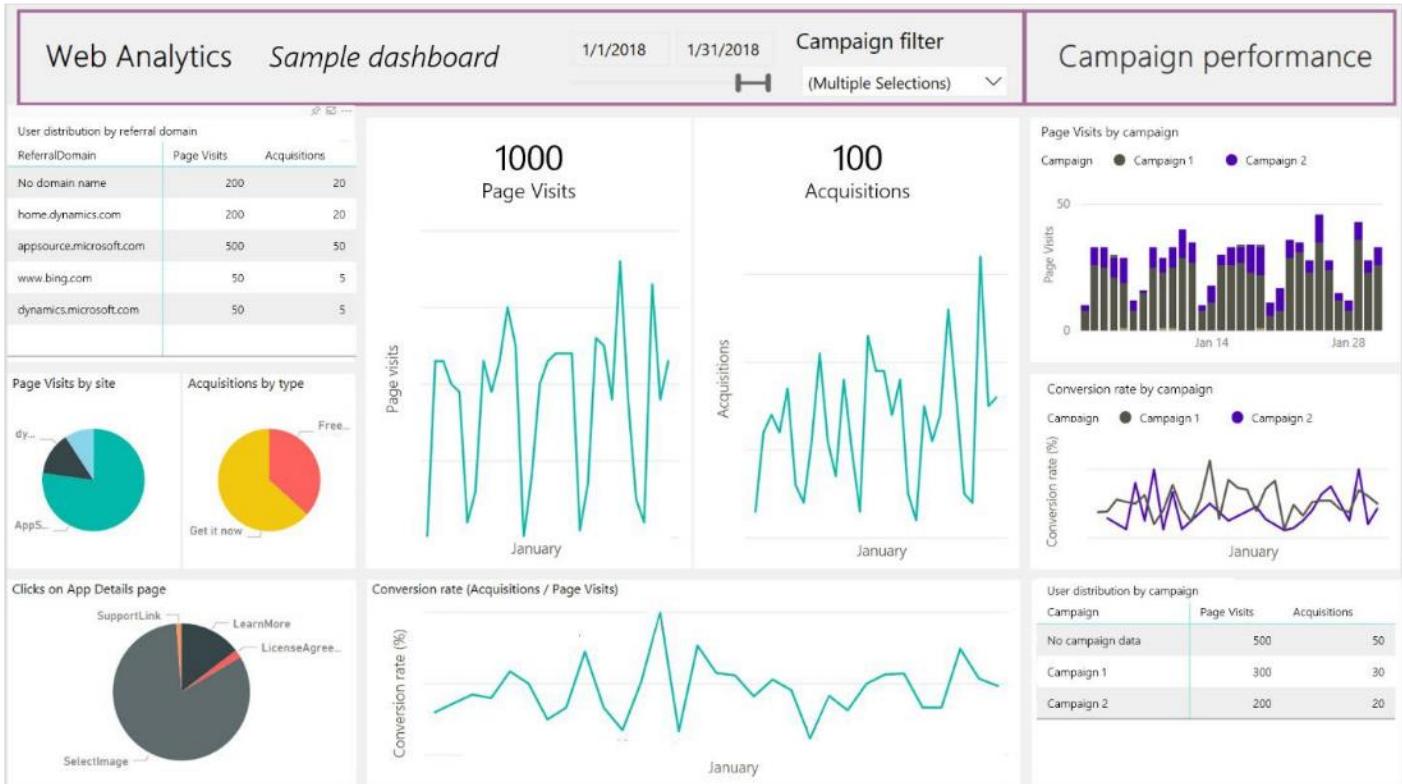
- Summary snapshot of orders
- Usage
- Deployments
- Customer trends
- Detailed orders, usage, and customer data
- Orders and usage listed in a monthly summary or as a six-month trend view
- Usage/orders categorized based on several criteria
- Detailed reports showing customer information, including company name and geographic location down to the zip/postal code, so you can compare your customers and compensate your sellers

Here are the specific attributes we provide about your page visitors and trial users:

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Reseller</li><li>• First Name</li><li>• Last Name</li><li>• Email</li><li>• Company Name</li><li>• Transaction Date</li><li>• Subscription name</li></ul> | <ul style="list-style-type: none"><li>• Azure Subscription Id (PAY customers only)</li><li>• Cloud Instance Name</li><li>• Order Count</li><li>• Customer Country Region</li><li>• Customer City</li><li>• Customer Communication Culture</li><li>• Customer Zip/Postal Code</li></ul> |
|---|--|

You can make optimal use of the information in these reports by reconciling it with your own internal data and by using it to better prioritize your marketing campaign actions.

The Analytics section of Cloud Partner Portal Insights provides a rich dashboard based on Power BI, which enables you to monitor traffic on your solution detail page. New features for this dashboard are constantly emerging. Also, within the Cloud Partner Portal, you can learn about the Microsoft Campaign, a mechanism by which you can set up campaigns and track them within the portal.



## Map prospect interactions

Knowing how many interactions (e.g. emails, demonstrations, content downloads, blog visitations etc.) it takes before a customer will sign up for a trial and convert to a buyer will enable you to plan and tailor your marketing efforts accordingly. This may take some time to determine, but the insight gained will be priceless in the end.

## Marketing budget forecasts

Most vendors under-invest in marketing. Business to business firms typically spend between 7%-10% of their gross revenue on marketing. Allocate adequate budget to (a) ensure you have the marketing resources to follow up and qualify leads, (b) drive marketing nurture programs and campaigns, and (c) develop marketing content that educates prospects.

## Questions to ask when making marketing investment decisions and establishing budget control measures

- ✓ What is my allowable cost to acquire a new customer?
- ✓ What is the customer's estimated lifetime value?
- ✓ What can I expect the average monthly value of each new customer to be?
- ✓ What is the average acquisition timeframe for each customer in months?
- ✓ What is the expected annual churn rate?

*Track the above in one place and stay on top of performance with a simple marketing key performance indicator dashboard.*

# Appendix

## Additional resources

Microsoft Azure Marketplace	<a href="https://azuremarketplace.microsoft.com/en-us">https://azuremarketplace.microsoft.com/en-us</a>
Microsoft AppSource	<a href="https://appsource.microsoft.com/en-us/">https://appsource.microsoft.com/en-us/</a>
Azure Marketplace and AppSource Publishing Guide	<a href="https://docs.microsoft.com/en-us/azure/marketplace/marketplace-publishers-guide">https://docs.microsoft.com/en-us/azure/marketplace/marketplace-publishers-guide</a>
Publishing a Test Drive on Azure Marketplace	<a href="https://azuremarketplace.microsoft.com/en-us/sell">https://azuremarketplace.microsoft.com/en-us/sell</a> see <a href="https://azure-marketplace-test-drive-program.pdf">azure-marketplace-test-drive-program.pdf</a>
Microsoft Azure Resources	<a href="https://azure.microsoft.com/en-us/resources/">https://azure.microsoft.com/en-us/resources/</a>
Microsoft Partner Network	<a href="https://partner.microsoft.com/en-US/">https://partner.microsoft.com/en-US/</a>
Partner Marketing Center	Go to market faster, reach the right customers, and increase your profit with customizable materials: <a href="https://partner.microsoft.com/en-us/reach-customers/tools-and-services">https://partner.microsoft.com/en-us/reach-customers/tools-and-services</a>
Launch and grow your business with the support of the Microsoft GTM Services team	<a href="http://www.microsoftgotomarket.com">www.microsoftgotomarket.com</a>

This is a living document as marketplace marketing best practices are continually evolving.

Be sure to check back for new ideas and updates to this guide.



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