**Practice Prompts – Go To Market: Marketing & Insights**

**Corporate Communications**

Copilot in Word:

* Draft a press release announcing a new company initiative. Include a compelling headline, key messages, and executive quotes. Structure the release for immediate publication.
* Write a crisis communication plan for potential data breaches. Outline notification steps, spokesperson roles, and messaging principles. Ensure the language is clear and reassuring.
* Create an editorial calendar for quarterly communications. List key messages, channels, and content deadlines. Organize the calendar for use by the entire team.
* Summarize media coverage from the past month. Highlight positive stories, recurring themes, and any negative press. Present the findings with charts or bullet points.
* Develop a template for internal communications to employees about organizational change. Include background, change rationale, and support resources. Use a supportive and informative tone.

Copilot in Excel:

* Track media mentions by outlet, date, and sentiment. Input data as new coverage appears and graph trends over time. Flag significant spikes for review.
* Create a contacts sheet for journalists and media partners. List names, roles, and preferred contact methods. Mark VIP contacts for priority follow-up.
* Use a Pivot Table to aggregate internal communication open rates by channel and time period. Visualize which channels are most effective. Present findings in a summary dashboard.
* Build an event calendar tracking communications milestones and deadlines. List events, responsible staff, and status. Use color coding for event status updates.
* Apply VLOOKUP to match campaign IDs to communication owners in a master list. Reference the Campaign Ownership tab and fill in missing owners as “Review Needed.”

**Marketing**

Copilot in Word:

* Write a product launch plan for a new offering. Cover launch objectives, key messages, and promotional channels. Include a timeline for execution.
* Draft a campaign performance report for the past quarter. Summarize goals, results, and lessons learned. Provide recommendations for future campaigns.
* Create a customer persona based on recent research. Outline demographic details, motivations, and pain points. Make the persona visually engaging for team presentations.
* Develop messaging guidelines for a new marketing initiative. Define tone, style, and approved terminology. Include do’s and don’ts for consistent messaging.
* Summarize feedback from the latest customer survey. Highlight strengths, improvement areas, and suggested next steps. Organize findings for the marketing team.

Copilot in Excel:

* Track campaign budgets and expenses by channel. List planned and actual spend, calculate variances, and summarize totals. Use color highlights for channels over budget.
* Build a lead generation dashboard. Input lead sources, quantities, and conversion rates. Visualize trends using line and bar charts.
* Create a Pivot Table to analyze campaign performance by region and audience segment. Compare reach, engagement, and results across segments. Present key findings in a summary tab.
* Use VLOOKUP to match customer emails to campaign response status. Reference the Response Status sheet and mark non-responders as “Follow Up.”
* Design a calendar for content releases and campaign milestones. List key dates, campaign owners, and completion status. Flag overdue tasks for urgent action.

**Insights**

Copilot in Word:

* Write a market insights report based on recent industry trends. Include data analysis, key findings, and strategic implications. Structure the report for C-suite review.
* Draft an executive summary of competitive intelligence findings. Focus on main threats, opportunities, and recommended responses. Use concise and impactful language.
* Create a monthly insights newsletter for internal stakeholders. Summarize important trends, data points, and actionable tips. Design the layout for quick reading.
* Develop a research brief on emerging market segments. Highlight growth potential, barriers to entry, and key players. Present recommendations for further exploration.
* Summarize feedback from the latest insights workshop. List participant suggestions, consensus themes, and follow-up actions. Organize the summary for easy reference.

Copilot in Excel:

* Build a competitor tracking sheet. List company names, products, market share estimates, and recent activities. Highlight notable changes in red.
* Create a survey response analysis dashboard. Input quantitative and qualitative results, calculate averages, and display findings with charts.
* Generate a Pivot Table to summarize customer insights by product and region. Aggregate scores and highlight products with high satisfaction. Present results in a summary view.
* Use VLOOKUP to match market segments to associated sales representatives. Reference the Rep Assignment sheet and fill in missing reps as “Assign.”
* Set up a trend analysis worksheet for key performance indicators. Track monthly values for each KPI and visualize changes over time.