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

**Corporate Communications**

Copilot in PowerPoint:

* Create a presentation outlining recent communications campaigns. Use visuals to highlight reach, engagement, and results. Summarize feedback received from stakeholders.
* Design slides showcasing crisis communication strategies. Use timelines and infographics to illustrate steps taken. Highlight outcomes and lessons learned.
* Present an overview of internal communication initiatives. Use charts to depict participation and engagement. Summarize areas for improvement.
* Generate a summary of external media coverage. Include graphics showing mentions, sentiment, and trends. Highlight positive stories and challenges encountered.
* Develop a dashboard tracking key communication metrics. Use visual indicators for message effectiveness and audience response. Summarize recommendations for future campaigns.

Copilot Analyst:

* Analyze communication campaign performance metrics. Identify patterns driving higher engagement and reach. Recommend adjustments to strategy for improved outcomes.
* Evaluate feedback from stakeholders on crisis communication efforts. Quantify satisfaction and areas for improvement. Advise on refinement of protocols.
* Review participation rates in internal communication initiatives. Assess drivers and barriers to engagement. Suggest enhancements to increase involvement.
* Assess sentiment trends in external media coverage. Benchmark against industry norms and historical data. Recommend actions to address negative perceptions.
* Examine effectiveness of messaging across audience segments. Analyze response rates and feedback. Propose solutions for more targeted communication.

Copilot Researcher:

* Research best practices in corporate communications management. Summarize lessons from leading organizations. Highlight strategies for building trust and engagement.
* Explore trends in digital communications platforms. Compile data on adoption and outcomes. Suggest options for our teams.
* Review literature on crisis communication approaches. Synthesize key findings and recommendations. Advise on improvements to current strategies.
* Investigate stakeholder engagement in communications campaigns. Gather insights from successful initiatives. Relate findings to our context.
* Collect information on measuring communication effectiveness. Summarize assessment methods and impact metrics. Recommend implementation for ongoing evaluation.

**Marketing**

Copilot in PowerPoint:

* Create a presentation showcasing recent marketing campaigns and results. Use visuals to illustrate reach, conversion rates, and key achievements. Summarize lessons learned and next steps.
* Design slides highlighting brand positioning strategies. Include charts and infographics to depict audience perception. Emphasize competitive advantages.
* Present an overview of digital marketing performance. Use graphs to show engagement, click-through, and ROI metrics. Highlight areas for optimization.
* Generate a summary of content marketing initiatives. Illustrate formats used and feedback received. Summarize impact on brand awareness.
* Develop a dashboard tracking key marketing KPIs. Use visual indicators for campaign status and outcomes. Highlight recommendations for future improvements.

Copilot Analyst:

* Analyze campaign performance metrics across channels. Identify top-performing strategies and areas needing improvement. Recommend enhancements for next cycle.
* Evaluate audience segmentation effectiveness. Compare engagement and conversion rates by segment. Advise on refining targeting approaches.
* Review feedback on brand messaging and perception. Interpret sentiment and recurring themes. Suggest messaging adjustments for increased resonance.
* Assess ROI of digital marketing efforts. Benchmark against industry standards and historical data. Propose strategies to optimize resource allocation.
* Examine content strategy outcomes for different formats. Analyze impact on brand awareness and customer engagement. Recommend content types to prioritize.

Copilot Researcher:

* Research current trends in digital marketing and advertising. Summarize approaches with high ROI. Highlight strategies suitable for our audience.
* Explore studies on brand positioning and competitive analysis. Synthesize lessons learned and recommendations. Relate insights to our campaigns.
* Review literature on audience segmentation and targeting. Compile best practices and success stories. Recommend refinements for future initiatives.
* Investigate tools for measuring marketing effectiveness. Gather data on usage and outcomes reported. Advise on adoption for our teams.
* Collect information on influencer marketing strategies. Summarize impact and challenges from recent case studies. Suggest applicability for our brand.

**Insights**

Copilot in PowerPoint:

* Create a presentation summarizing insights from recent business analyses. Use visuals to highlight key findings and trends. Summarize implications for decision-making.
* Design slides outlining research methodologies and data sources. Use flowcharts to illustrate steps taken. Emphasize transparency and rigor.
* Present an overview of stakeholder feedback and engagement metrics. Include charts showing patterns and outcomes. Highlight areas for further exploration.
* Generate slides tracking progress on insight-driven initiatives. Use timelines and milestones to visualize growth. Summarize lessons learned and future directions.
* Develop a dashboard displaying key business insights. Use visual indicators for action items and priorities. Summarize recommendations for leadership.

Copilot Analyst:

* Analyze data sets from recent business initiatives. Identify patterns and significant correlations. Recommend actions based on insights generated.
* Evaluate feedback from stakeholders on business decisions. Interpret sentiment and common themes. Advise on communication strategies and follow-up actions.
* Review effectiveness of insight-driven initiatives. Compare outcomes to initial objectives. Suggest refinements for ongoing programs.
* Assess data quality and reliability in recent analyses. Quantify impact on findings and recommendations. Propose steps to strengthen future analyses.
* Examine barriers to insight adoption across teams. Identify root causes and consequences. Recommend solutions for better integration.

Copilot Researcher:

* Research frameworks for generating actionable business insights. Summarize best practices and case studies. Highlight recommendations for our teams.
* Explore trends in data visualization and storytelling. Compile data on adoption rates and effectiveness. Suggest tools for our context.
* Review literature on stakeholder engagement in insight generation. Synthesize key findings and lessons learned. Recommend methods to increase participation.
* Investigate barriers to using business insights for decision-making. Gather solutions reported in recent studies. Advise on implementation strategies.
* Collect information on measuring insight impact. Summarize effective assessment methods and examples. Recommend application for our organization.