

Meet Rachel. She is a marketing manager.

# A day in the life of a Marketing Manager

From developing strategic marketing plans to collaborating with the product managers and composing copy, Rachel manages and executes marketing campaigns end-to-end.

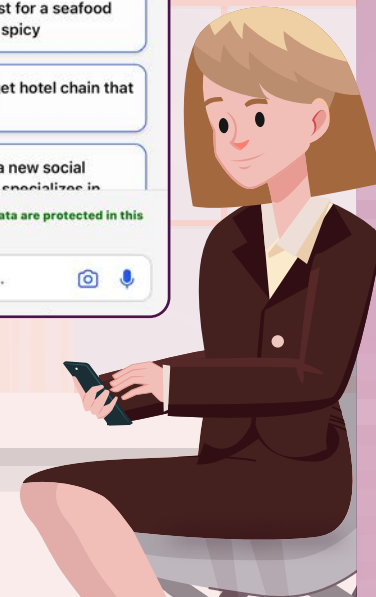
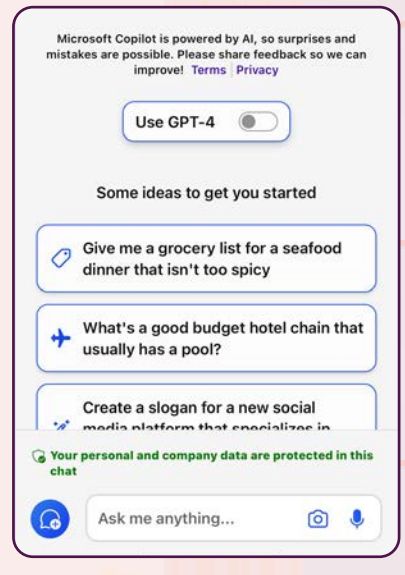
Here's how she's using AI to do more with less – so that delivering on tight timelines and focusing on turning ideas into qualified revenue opportunities are a breeze.



## 8:00 AM

### It's a work-from-home day for Rachel

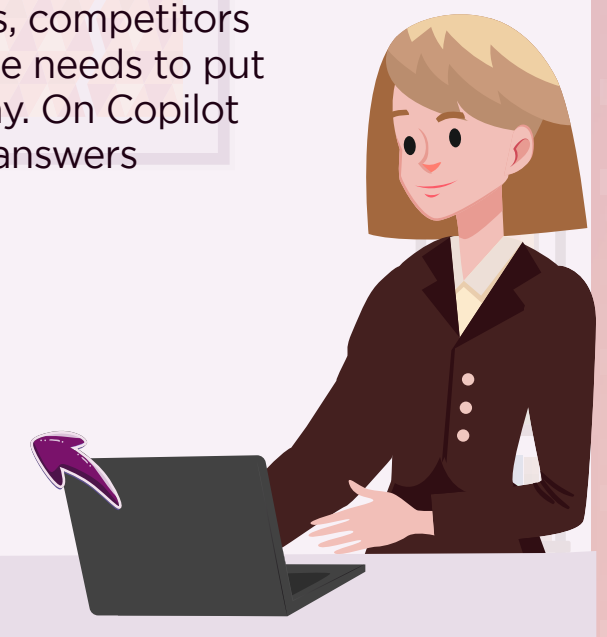
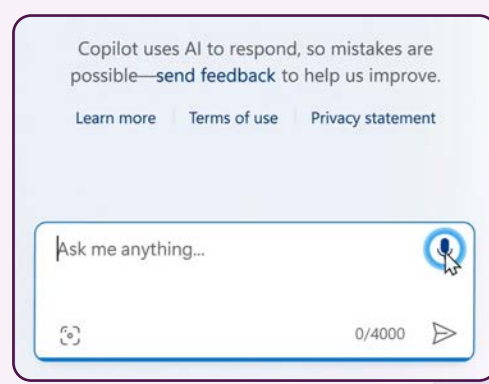
During her morning coffee run to a nearby cafe, she receives an email from her CMO on an upcoming product launch. Rachel immediately asks Copilot on her mobile phone for some ideas for the new marketing campaign that she'll be leading.



## 9:15 AM

### Conducting research

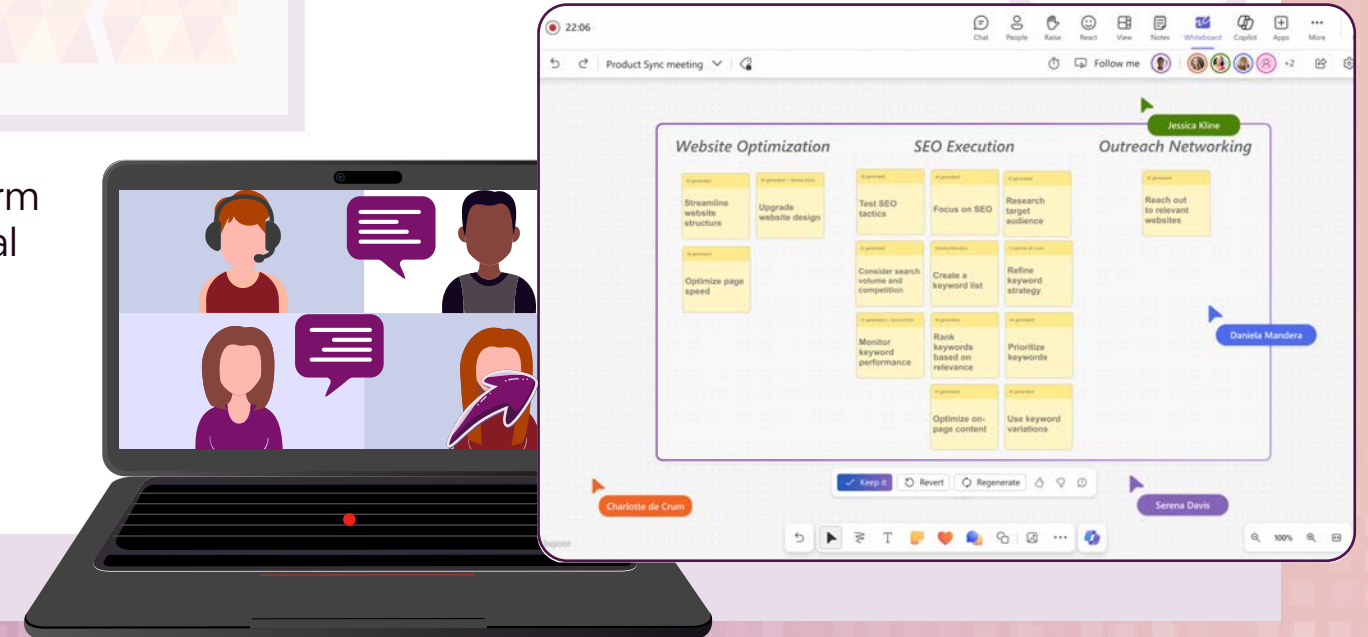
Rachel asks Copilot in Windows to gather more information about industry trends, competitors and other relevant information she needs to put together a proposal for later today. On Copilot in Windows, she was able to get answers fast and ask follow-up questions.



## 10:30 AM

### Kickoff meeting with team

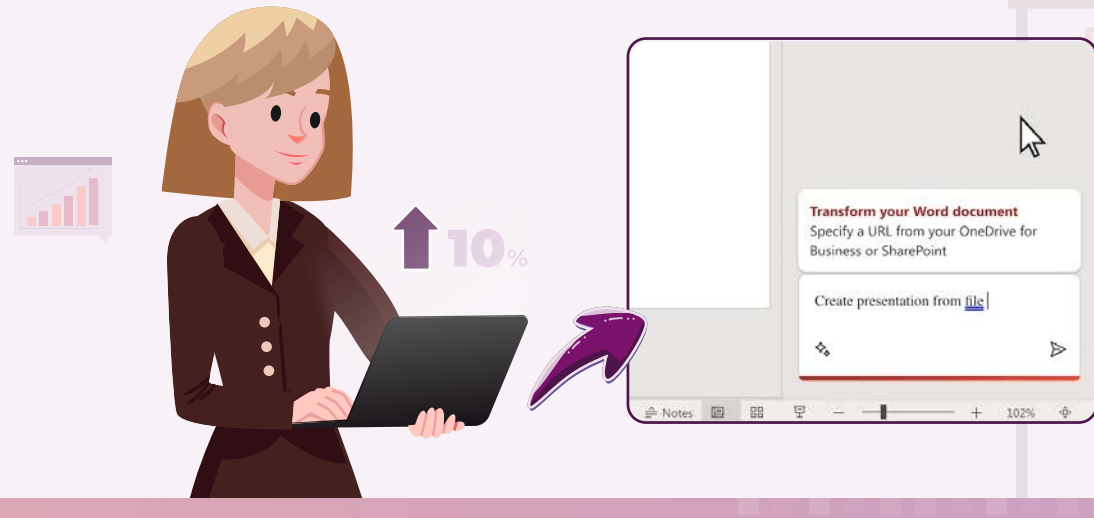
Rachel hops on a virtual meeting with her hybrid team to brainstorm ideas for the new marketing campaign. As they come up with initial ideas, Copilot in Whiteboard helps to expand, refine, or rephrase their ideas, and even generate new ones.



## 12:00 PM

### Working on a proposal

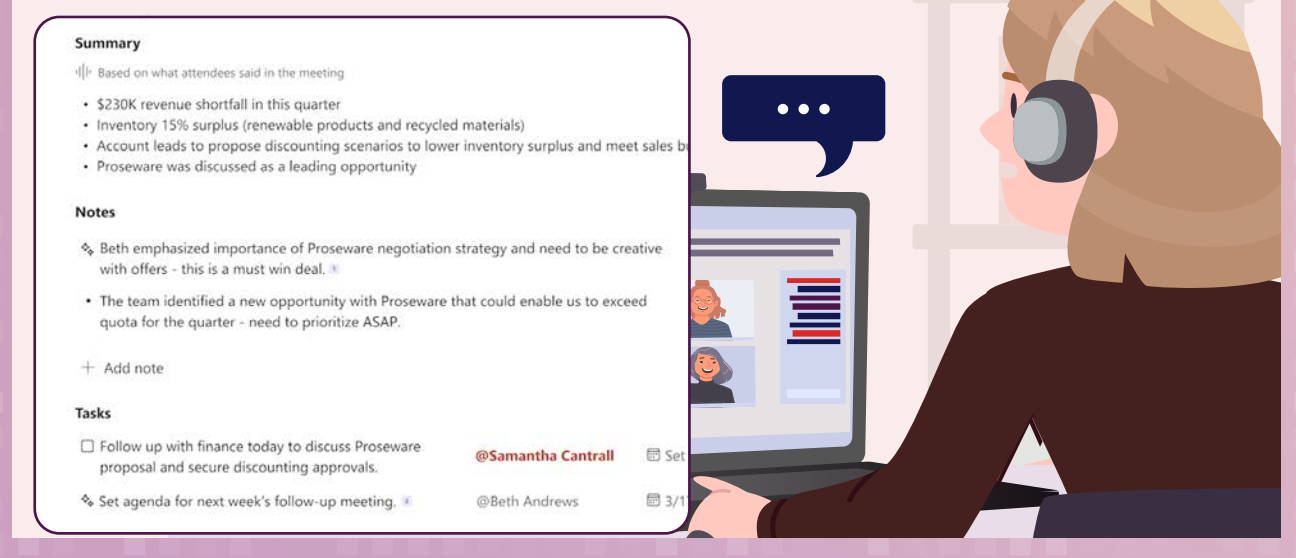
Rachel asks Copilot in Word to craft a targeted marketing plan based on the brainstorming session and her research. Then, she prompts Copilot in PowerPoint to create slides based on the new marketing plan. She wants the proposal to have visual appeal, so she asks Copilot in PowerPoint to shorten the copy and add illustrations.



## 2:00 PM

### Presenting to the CMO

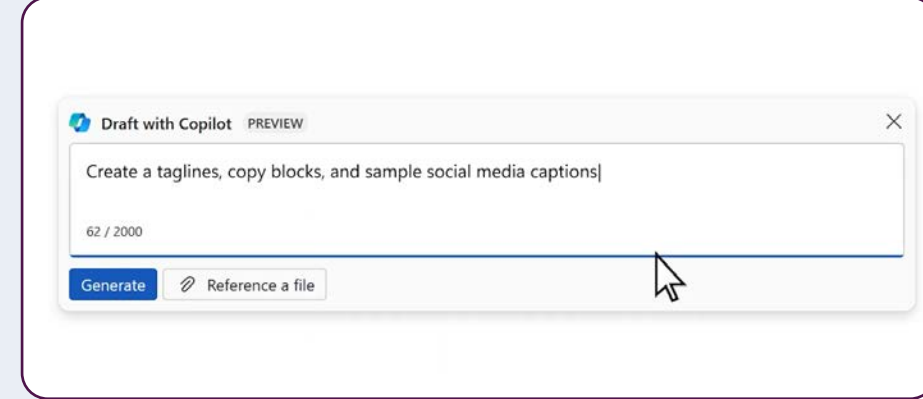
Rachel leads the campaign presentation in Teams. Copilot in Microsoft Teams captures and summarizes the discussion in real-time. It then shares the key points, action items and outcomes to share a summary with all attendees after the meeting.



## 3:00 PM

### Creating a messaging guide

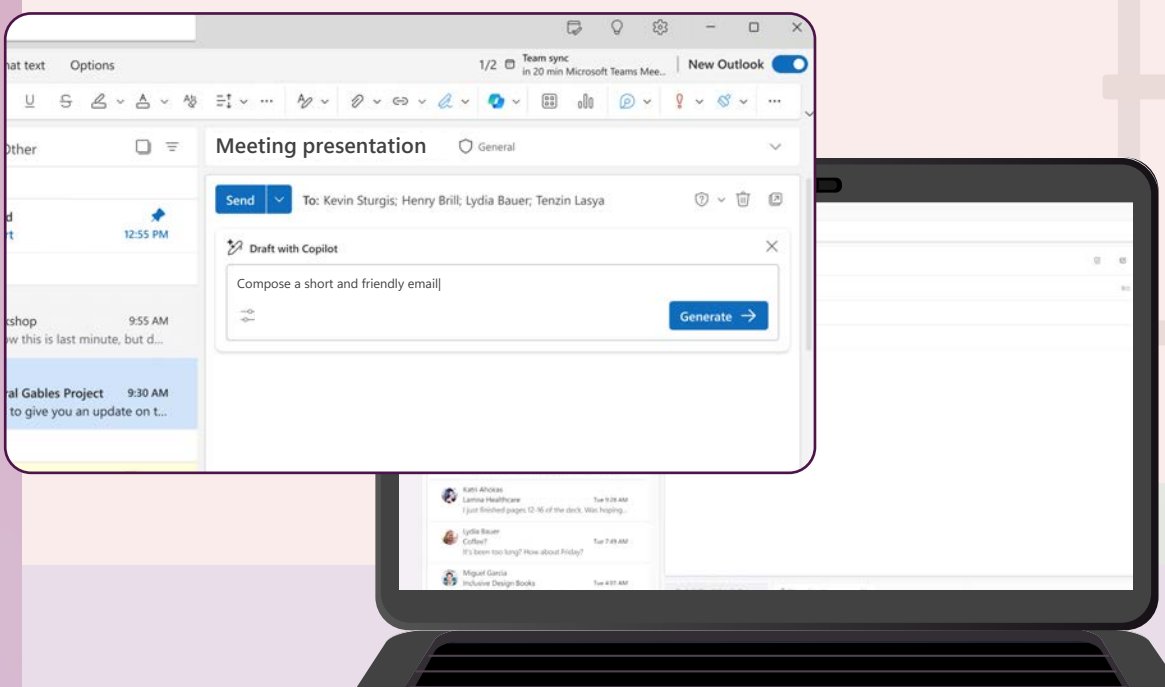
Rachel asks Copilot in Word to create taglines, copy blocks for a wide range of assets – ranging from technical briefs to social media captions – based on the agreed messaging framework during the earlier meeting.



## 4:00 PM

### Sharing the presentation

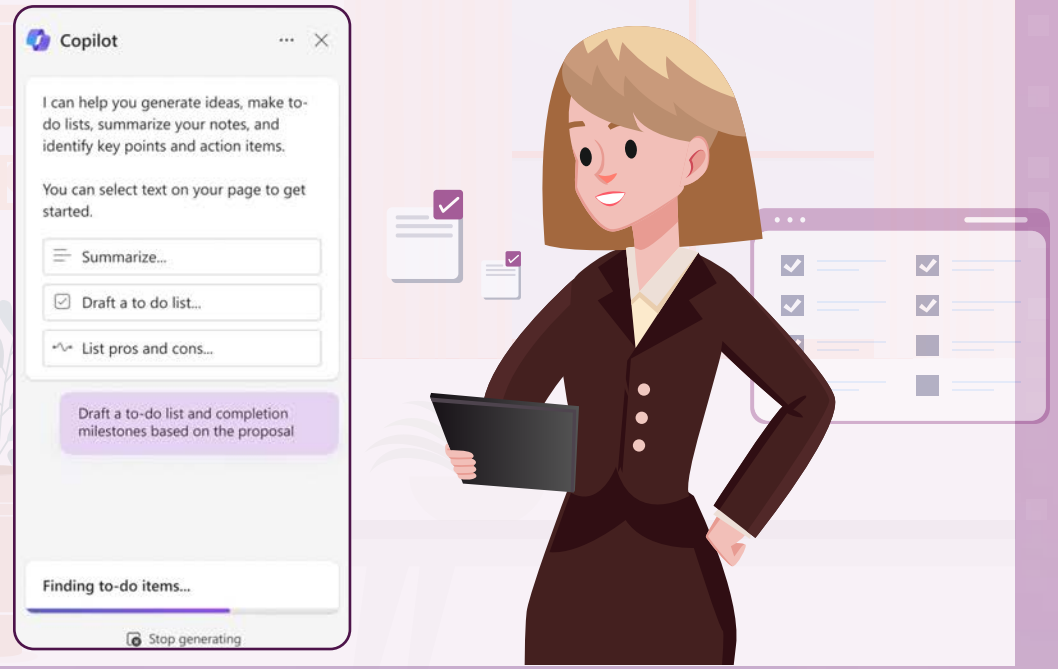
The proposal is ready to be sent for executive review. Rachel knows busy execs like her CMO don't have a lot of time to read emails, so she asks Copilot in Outlook to compose a short, friendly email to go with the attachment and sends it off.



## 5:00 PM

### Time to knock off

Before heading off, Rachel wants to plan out her timeline for the new marketing campaign. She uses Copilot in OneNote to create actionable to-do lists and completion milestones for herself and teammates based on the proposal, and shares it with them via Loop.



Find out how Rachel sped up communications and jump started her creative process easily with Copilot for Microsoft 365 from Lenovo

[Learn more >](#)



of early Copilot users say it improved the quality of their work<sup>1</sup>

<sup>1</sup>What can Copilot's earliest users teach us about Generative AI at work?