WESTCOAST CLOUD

EVERYTHING YOU NEED TO KNOW ABOUT THE BIG PITCH

Got a brilliant idea for a Microsoft campaign, but feeling held back by budget restrictions? Pitch us your big marketing idea! If we think it's a hit, we'll part-fund your campaign to bring it to life.

WHAT IS THE BIG PITCH?

As a Westcoast Cloud partner, you know the types of Microsoft products and services your customers are interested in. But you might not always have the budget to promote them. This is where The Big Pitch comes in.

All you need to do is pitch us your Microsoft-focused marketing activity. Tell us what you want to do, how much it will cost and the return on investment you're aiming for. Then, once the campaign has finished, simply show us what you've done and we'll give you back 50% of the investment.

One thing to stress, which we delve into more below: you'll need to give us the Proof of Execution (POE), which shows us (and Microsoft!) that you've spent the funding we've sent you.

READY? GOOD. LET'S GET STARTED

Here's how the Big Pitch works, from start to finish.

01 PITCH YOUR BIG IDEA

Send us your pitch – elevator style! What you want to do, who you're aiming at and what you hope to get out of it. No need to go too in-depth – we're just after the key details.

02 APPROVE

If we think your idea's got potential, we'll green-light part-funding for the campaign and you can get started straight away.

If it's not quite there yet, don't worry – we'll share clear feedback so you can fine-tune it with your account manager and give it another go.

03 EXECUTE

Get your campaign started – create, post, host and whatever else you need to do. Just make sure you're all done by the agreed timeframe.

04 PROOF

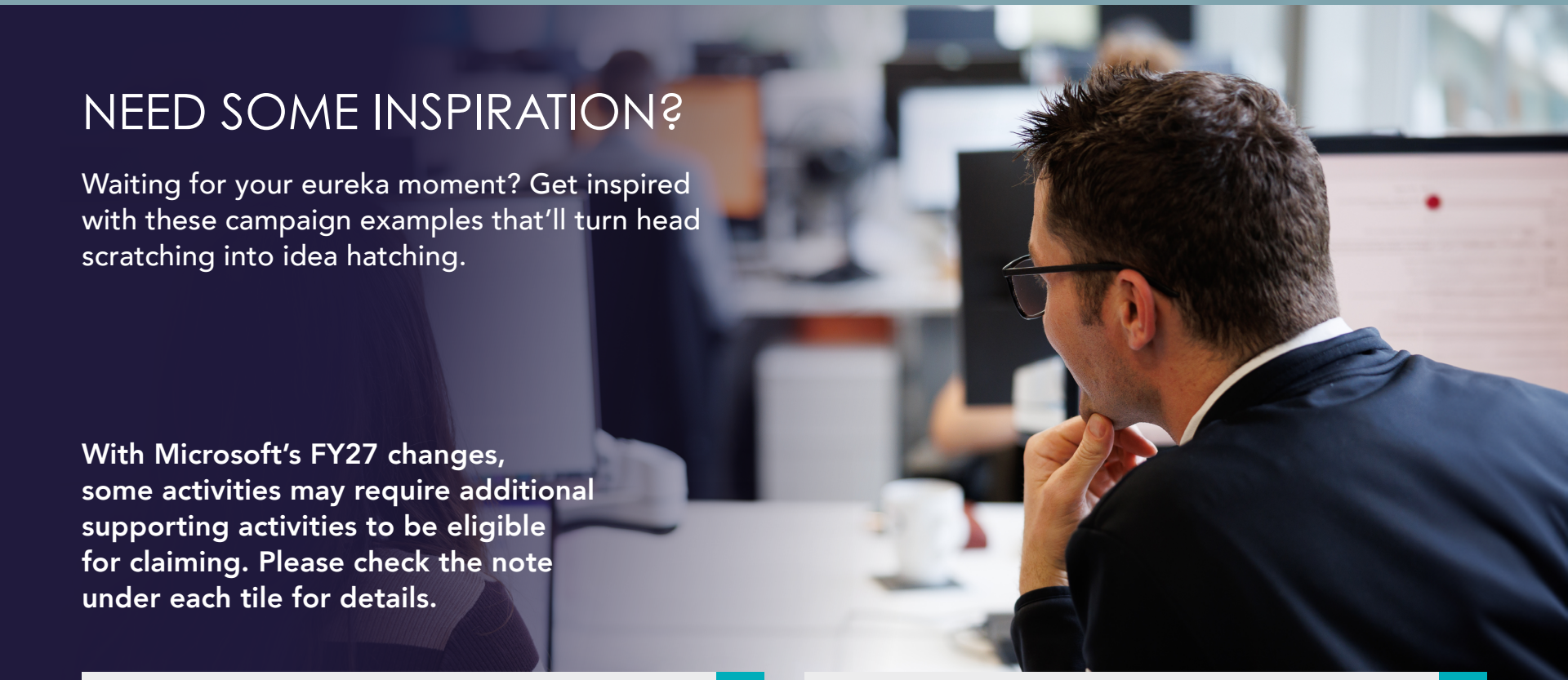
Once you've finished your Microsoft campaign, send us the Proof of Execution (POE) by the agreed deadline. Make sure it ticks all the boxes in Microsoft's guidelines and don't forget to include dates to show when it all took place.

05 REPORT

So we can track this funding's impact on your winning idea and help you close the leads it creates, we'll need a post-campaign report one-to-two months after your POE submission. This should include your own defined KPIs and ROI.

06 PAYMENT

Once we receive the required POE, we'll send over the agreed payment amount. Congratulations, you've just ran a successful Microsoft campaign for half the price!



NEED SOME INSPIRATION?

Waiting for your eureka moment? Get inspired with these campaign examples that'll turn head scratching into idea hatching.

With Microsoft's FY27 changes, some activities may require additional supporting activities to be eligible for claiming. Please check the note under each tile for details.

TRADESHOWS

EVENTS (CUSTOMER) & CONFERENCES

Sales fairs. Exhibitions. Lemonade stand. Whatever you call them, these events are a great way to promote yourself, Microsoft and any other vendors you work with.

INTERNAL TRAINING

INTERNAL PARTNER SKILLING

Whether it's Internal sales kick offs, call out days or general training, why not host sessions by Microsoft professionals to help people get to know Microsoft software like Dwayne Johnson knows action movies?

POE requirements

- Third party invoice.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Event agenda, programs, presentations, printed materials, a description of the event and its focus.

POE requirements

- Third party invoice.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Training agenda, event program, screenshot of On-Demand training module.

CUSTOMER SEMINARS

CUSTOMER WORKSHOPS

Rise to fame as 'that Westcoast Cloud person' by hosting workshops, webinars and seminars giving customers the latest on all things Microsoft.

POE requirements

- Third party invoice.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Event invite and agenda, or a quick overview of the event including its focus or audience.

MICROSOFT EXAMS AND CERTIFICATIONS

MAICPP AUDIT, FEES & CERTIFICATIONS

Invite people to complete official exams to become Microsoft-certified experts with industry-recognised credentials, helping them understand Microsoft so deeply that it could be their go-to Mastermind subject.

POE requirements

- Third party invoice, including course code and date of examination.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Certification of completed course, including course code and date of completion.

WEBSITE CONTENT

Give your online presence a polish with more Microsoft content on your own site. Give your online presence a glow-up with fresh Microsoft content. Think slick new pages, snazzy web banners, and engaging info that actually makes people want to scroll.

SOCIAL MEDIA

Clicks, views, likes, shares, retweets get them engaging

POE requirements

- Third party invoice.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Screenshot with URL (if available) and date visible, show the keyword and results and org, copy of advert, screenshot of advert with URL with dates visible.

EMAILS

Spread the good word of Microsoft to just about anyone by planning and running your own demand generation email campaign, with extra brownie points for including your own marketing materials!

POE requirements

- Third party invoice.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Copy of final communication piece with program-specific core requirements.

in Pay Per Click advertising or your own LinkedIn social campaigns.

POE requirements

- Third party invoice.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Screenshot of social media landing page with URL of landing page, showing program-specific core requirements.

TELEMARKETING

TARGETED PROSPECTING

Bolster cold calls and keep contacts warm by developing scripts with telemarketing agencies for your callers to use when talking over the phone.

POE requirements

- Third party invoice.
- Invoice must show what activity was performed, when it occurred and where it took place.

Materials

- Copy of script, summary of results, duration of calls.

TOP TIPS

THE BIGGEST ONE OF ALL

Read the terms and conditions. It's crucial you understand what you're getting into, especially when failure to comply can void your campaign and, consequently, your funding. No one wants that, so make sure you're fully on board with the terms by heading to westcoastcloud.co.uk/marketing-development-fund/

READ THE OFFICIAL GUIDEBOOK

For more info, such as the full details of what each campaign type needs, check out the Microsoft Partner Incentives Co-Op Guidebook, which you can get from us at thrive@westcoastcloud.co.uk

DON'T FORGET THE DATE

That is, dates of events on the POE – Seriously. Microsoft needs them to accept campaign claims. This could be proving a claim for: an email campaign with a screenshot of an email with its send date, a webpage screenshot with your monitor's date from your taskbar, or an email invite screenshot that includes its all-important start date.

DON'T BE AFRAID TO MIX THINGS UP

Why limit yourself to just one event or chain of emails? This funding covers 50% of your campaign, so make the most of it. Link different activities together and – as long as it's all within the right dates and follows Microsoft guidelines – it'll count as one activity.

MAKE SURE MICROSOFT IS THERE

We don't necessarily mean physically. But seeing as they're paying for this exposure, you'll need to make them the focus and name-drop them. Basically, Microsoft should be the main character of your marketing materials – ideally the only vendor you promote, but if others must be included then it's crucial to keep it at least 80/20 in Microsoft's favour.

ALL SET? LET'S GO

If you're now feeling ready to go, simply visit our website, familiarise yourself with the T&Cs via the link in our Top Tips section, and get applying.

And if you're still feeling a bit unsure, our team is here to help. Simply reach out to your account manager and they'll walk you through all the details.

GET STARTED

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