

# NBN CONNECTS WITH MICROSOFT 2.0



A large, solid blue circle is positioned on the left side of the slide. A second, lighter blue circle is partially visible behind it, overlapping its left edge.

# **Steve Testar**

Chief Executive Officer and Co-Founder  
Showcase SA

**INSPIRE**

---

**CONNECT**

---

**THRIVE**



# UPCOMING EVENTS

**GATHER ROUND LUNCH**  
EBONY MARINOFF  
BRAD EBERT  
SHANE CRAWFORD  
**10 APRIL**



**CHANGEMAKER  
LUNCH**

JAMIE MCCLURG  
**7 MAY**



**EXCLUSIVE  
NETWORKING**  
2KW BAR &  
RESTAURANT  
**14 MAY**



**PSYCHOLOGICAL  
SAFETY MASTERCLASS**

KRISTEN RAISON  
SAM YOUNG  
-HUMN GLOBAL  
**20 MAY**



**JOIN AS A SHOWCASE SA  
MEMBER OR SPONSOR**

*GET YOUR BRAND IN FRONT OF LEADERS IN BUSINESS &  
MAKE CONNECTIONS WITH IMPACT.*



A portrait of Jack Withinshaw, a man with dark hair and light eyes, wearing a light blue button-down shirt. He is looking directly at the camera with a neutral expression. A small lapel microphone is clipped to his shirt. The background is a plain, dark grey.

**JACK WITHINSHAW**  
CO-FOUNDER & CCO, AIRSPEEDER



**CHECK YOUR  
ADDRESS**

**[www.nbnco.com.au](http://www.nbnco.com.au)**



# Microsoft AI for Every Business in Australia



Shraddha Limaye

Asia Skilling Lead – Small, Medium Enterprises  
and Channel (SME&C)

# Our Ambition, **Collective Opportunity**

Empower every user with a secure Copilot.  
Transform every business process with an agent.

**How do you  
empower  
your team  
to thrive in  
the AI era?**

**70%**

of the skills used in most jobs  
will change by 2030, with  
AI emerging as a catalyst.

# Frontier success framework

## Enrich

employee  
experiences




## Reinvent

customer  
engagement



## Reshape

business  
processes



## Bend the curve

on innovation



# Microsoft Agents

Automate tasks with pre-built agents by Microsoft that are designed for work



## Researcher

Advanced reasoning  
Generally available



## Analyst

Advanced reasoning  
Generally available



## Surveys

End-to-end survey mgmt.  
Generally Available



## Interpreter

Multi-lingual translation  
Generally available



## Facilitator

Teams meeting moderation  
Generally available



## Knowledge

Content mgmt. & organization  
Public preview



## Channels

AI teammate  
Public preview



## Project Manager

Automate project mgmt.  
Public preview



## Communities

Community mgmt.  
Public preview



## Workforce Insights

Organizational insights  
Frontier Program



## Word

Document creation  
and iteration  
Frontier Program



## Excel

Data visualizations  
and insights  
Frontier Program



## PowerPoint

Build and iterate on  
presentations  
Frontier Program



## People

Colleague connector &  
collaboration planner  
Frontier Program



## Learning


Curated AI skill building  
resources  
Frontier Program

Gain agent best practices at our AI Agent Hub [AI agents – Microsoft Adoption](#)



Copilot for Microsoft 365 empowers  
**every functional area**

How will AI reinvent how each team achieves their goals?



**Marketing**

Jumpstart the creative process and generate ideas while writing



**Sales**

Stay focused on closing deals with an AI assistant for email



**Customer Service**

Stay coordinated as a team to resolve more customer issues



**Finance**

Quickly search across all your data to solve your most complex problems




**Legal**

Simplify legal reviews and contract clarity



**Data and IT Pros**

Effectively manage shared projects and track progress



**HR**

Store, access, and prioritize notes in a fraction of the time

# Introducing AI Skills Navigator



An agentic learning space that helps individuals build career skills and organizations worldwide accelerate their business.



## Rich, multimodal content

Curated content and credentials from Microsoft, LinkedIn and GitHub—all in a single place.



## Skilling playlists

Personalized AI generated multimodal learning plans.



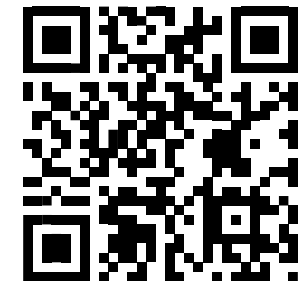
## Skilling sessions

Live-like training available anytime with agentic support.



## AI-generated podcasts

An engaging audio format that can be instantly generated from complex material.



[AISkillsNavigator.microsoft.com](https://AISkillsNavigator.microsoft.com)

A thick yellow diagonal line starts from the top left and extends towards the center of the slide.

# Microsoft 365 Copilot Workshop: Sales and Marketing

**Akkodis Academy Tech Talk**

**Featuring**



**RISHONA ELIJAH**  
Technology Evangelist,  
Microsoft Business Applications MVP  
**Expert Speaker**



# Agenda

## Akkodis Academy presents:

- AI Foundations
- M365 Copilot: Basics
- M365 Copilot in your flow of work
  - Quick wins with Copilot
  - Research market trends
  - Create campaign brief and presentation
  - Turn a presentation into a video
  - Report on campaign results
  - Prepare for customer presentation
  - Identify sales opportunities from data
  - Create a sales enablement agent
- Prompting best practices
- Making Copilot work for you

## Questions & Answers

# Akkodis Academy



Academies in 10  
dedicated countries



>150 learning  
professionals

AKKODIS



>50,000 up- / re-skilled  
in 2024

Country led catalogue of >300 trainings in selected  
Industries & Tech Practices

## GLOBAL INDUSTRIES

## GLOBAL TECH PRACTICES



**Tech, Business & Method  
Skills** to support our  
strategy



Automotive & Transportation



Product & System Development



Aerospace & Defence



Validation & Verification



Information & Communication  
Technology



Manufacturing & Operations



**Hands-on training**  
with our own Tech Experts



Manufacturing & Logistics



Digital & Software



Data Analytics & AI

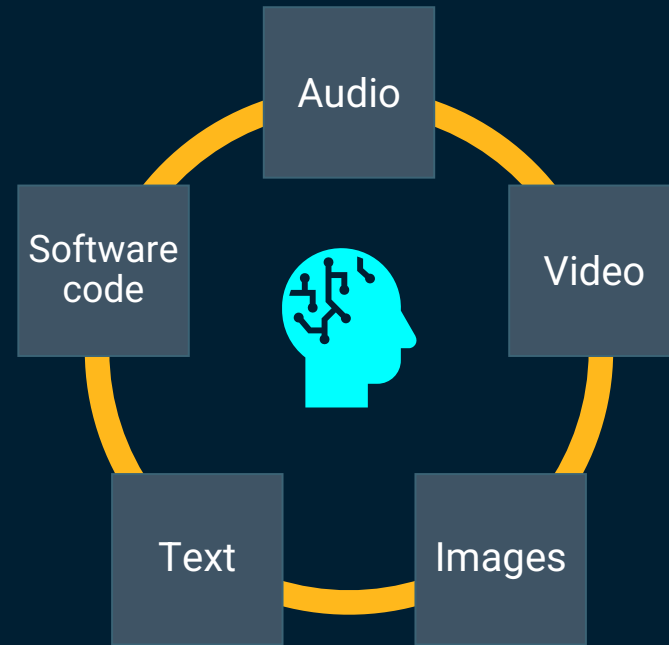


Cloud, Infrastructure & Security

A thin, solid orange diagonal line pointing from the top-left towards the bottom-right.

# AI Foundations

Generative AI (GenAI) is a form of artificial intelligence capable of producing new content.



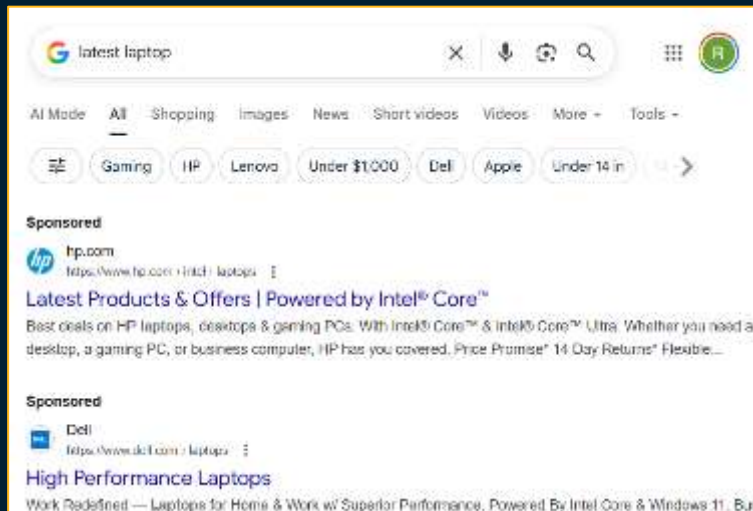
You use “Prompts” (instructions) to communicate

# Search: keyword vs natural language

## Keyword Search

You type short words or phrases, and the system looks for matches.

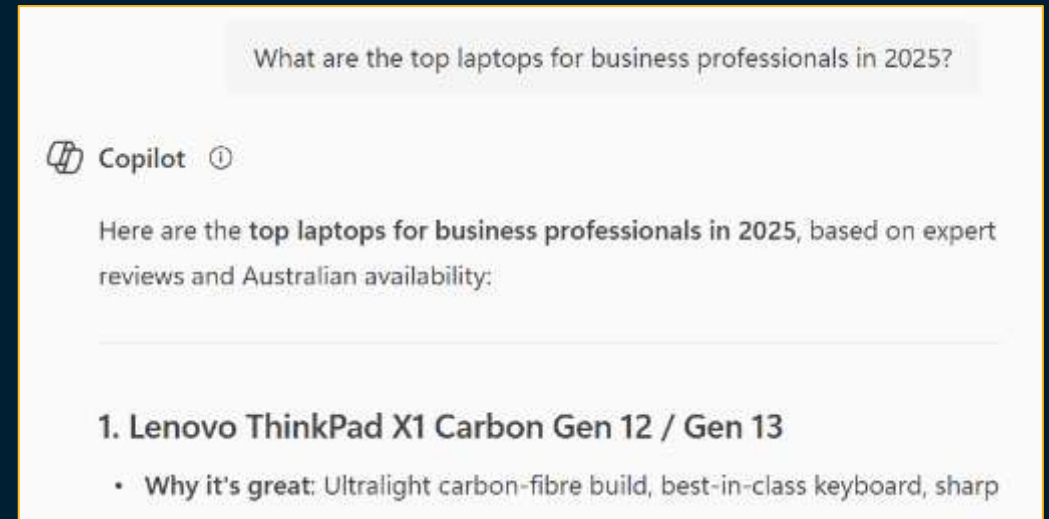
Use quick, simple terms like “latest laptop” or “weather Sydney”.



## Copilot Conversation: “Prompts”

You ask questions the way you would speak to a person.

Use full sentences like “What are the best laptops for business in 2026?”



# Try it out: Natural language

How can a *[enter your job title]* use M365 Copilot at work?



<https://shorturl.at/wNJg9>

M365 Copilot Tech Talk

Hello 🙋

Welcome to NBN Connects with Microsoft! We hope you are enjoying the event so far.

What can I assist you with?

Just now

how can an executive assistant use M365 Copilot at work?

Just now

**Top 10 Ways Executive Assistants Can Use Microsoft 365 Copilot**

- **Summarise Meetings (Teams, Copilot Chat)**
  - Prompt: "Summarise the meeting and list action items for each attendee."
- **Draft Professional Emails (Outlook, Copilot Chat)**
  - Prompt: "Draft a follow-up email to the board summarising today's meeting and next steps."
- **Create Executive Briefings (Word, Teams, Copilot Chat)**
  - Prompt: "Turn this bullet list into a one-page briefing for the CEO."
- **Customise Tone and Style (Word, Outlook)**
  - Prompt: "Rewrite this itinerary in a more formal tone for a C-level audience."

Type your message

0/2000

# Uses for Copilot: Sales



## **Customer self-service**

*“Create a simple FAQ customers can use on our website”*

## **Lead generation**

*“Draft an email to introduce our services to cold leads”*

## **Customer engagement**

*“Draft talking points for a check in call with [Customer X]”*

## **Post-sale follow-up & upsell**

*“Suggest upsell ideas based on recent purchases”*

## **Sales analysis & forecasting**

*“Identify early trends in my sales spreadsheet”*

## **Negotiations & closing**

*“Draft a closing email for a warm prospect”*

# Uses for Copilot: Marketing



## **Customer insights & strategy**

*“Suggest target audience segments based on this data”*

## **Demand generation**

*“Suggest channels to reach small business owners”*

## **Content creation**

*“Draft a blog outline on this topic”*

## **Campaign execution**

*“Draft a two-week promotional calendar”*

## **Personalisation**

*“Create personalised email variations for three customer types”*

## **Sales enablement & recommendation**

*“Create a simple product one pager for sales”*

# What are some misconceptions about Generative AI?

1

GenAI can think like humans

2

GenAI is always accurate

3

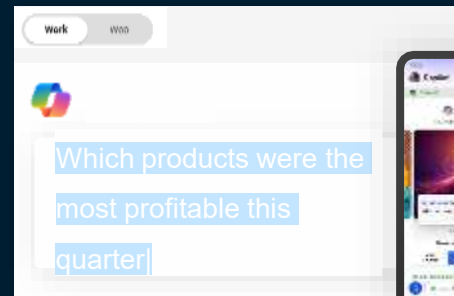
GenAI is a threat to all jobs

A thin, solid orange diagonal line pointing from the top-left towards the bottom-right.

# M365 Copilot: Basics



## M365 Copilot is your AI assistant for work



Single chat  
destination for  
web and work

+

Microsoft 365  
Apps

Enterprise-grade security, privacy, and compliance

# Accessing M365 Copilot



## M365 Chat

Multi-purpose chat, which can reference organisational data



## Teams

Recap meeting, capture follow up actions, meeting preparation



## Word

Recap meeting, capture follow up actions, meeting preparation



## Excel

Identify trends, create visualisations, or ask for recommendations to drive different outcomes



## PowerPoint

Convert written documents into slide decks, including speaker notes and references



## OneNote

Summarising, rewriting, formatting, and adding visual context



## Outlook

Summarising and drafting emails, scheduling meetings



## Whiteboard

Brainstorming ideas



## Microsoft Forms

Generate surveys and quizzes

# Where does the information come from?

- Base general knowledge and the web
- **Microsoft Graph:** Organisational information like emails, files and MS Teams
- Additional data sources used in your organisation (e.g. CRM data)

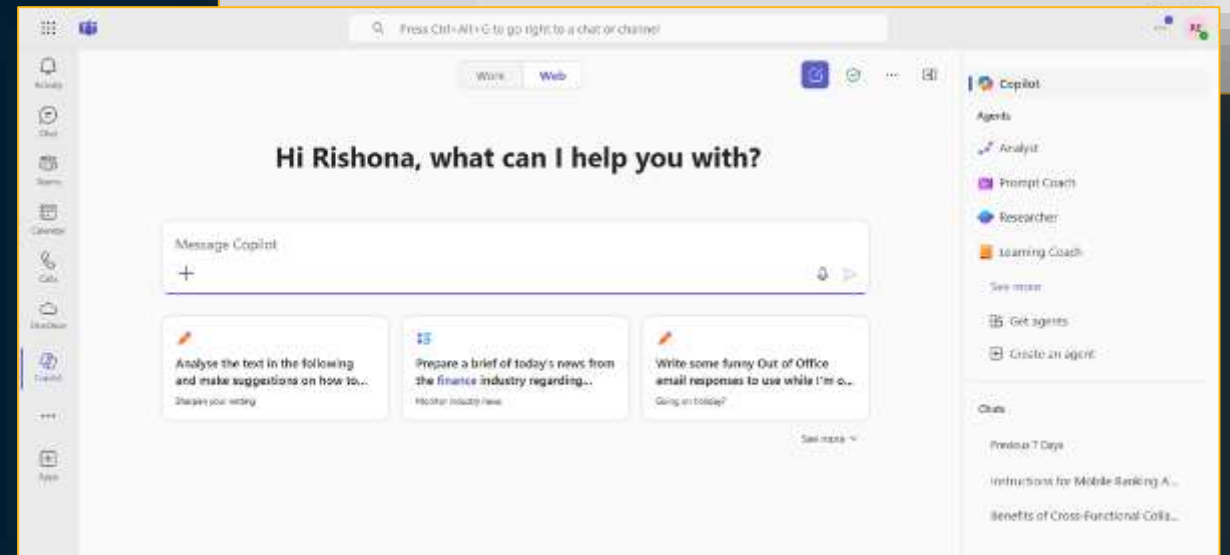
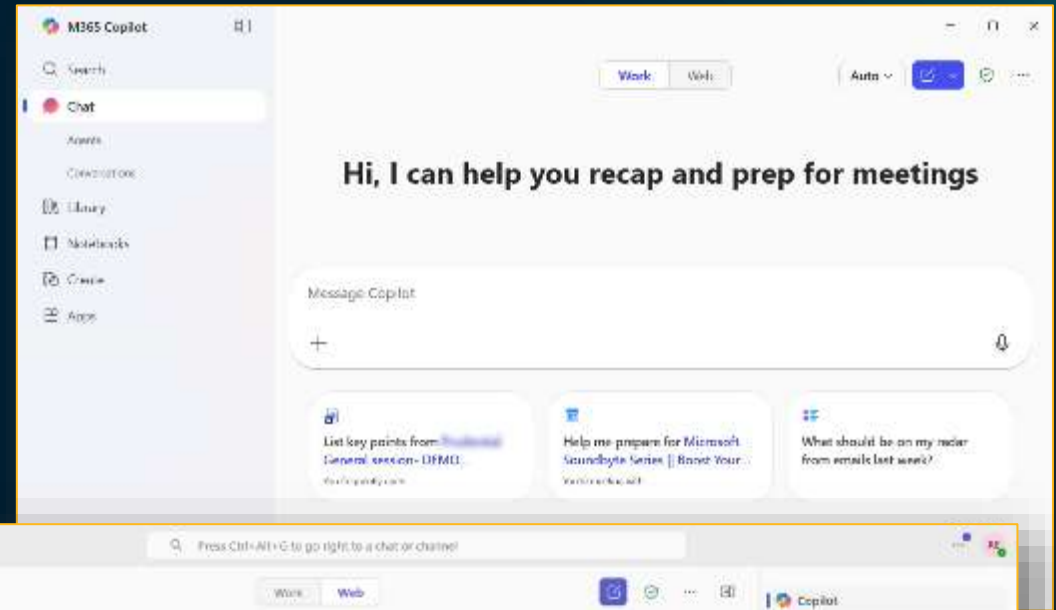


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# M365 Copilot: Basics

# Where to find M365 Copilot Chat

- <https://m365.cloud.microsoft/>
- Microsoft Teams Copilot app
- M365 Copilot desktop app
- Sign in with your work email





Work

Web

Auto



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Apps

Rishona Elijah

M365 Copilot

# What can I help you with?

Enter your prompt

Update meeti... X

Recap my meeting Update meeting

+ Tools



MA

What's the latest from **Microsoft Power Apps**, organised by...

Is a close collaborator



List key points from **Financial\_Analysis\_Workbook.xlsx**

You edited



What time zone does **person** work in?



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Apps

Rishona Elijah

M365 Copilot

Work

Web

Auto



# What can I help you with?

Type “ / ” to search your work content

Recap my meeting / Start typing to search

+ Tools



People

Files

Meetings

Emails

3 more

Search



Speech for Fabrikam Stakeholders 1

Created 6 hours ago



Rishona Elijah

rishona@rishonamvp.onmicrosoft.com



Financial\_Analysis\_Workbook

Opened by you 6 hours ago



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

...

Apps

RE Rishona Elijah



M365 Copilot

Work

Web

Auto



Today

Recap my meeting [Update meeting](#)

Copilot

Here's a clear, structured recap of your meeting [Update meeting](#) held on 13 January 2026, 3:30-4:00 pm AEDT, based entirely on the transcribed discussion.

This meeting *was* transcribed. [Update meeting](#)

Continue the conversation



Draft an email to the team summarizing...

Write it as an email I can send to the attendees

+ Tools



AI-generated content may be incorrect



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Apps

RE Rishona Elijah



M365 Copilot

Today

Or start a new topic



Recap my meeting [Update meeting](#)

Copilot ⓘ

Here's a clear, structured recap of your meeting [Update meeting](#) held on 13 January 2026, 3:30–4:00 pm AEDT, based entirely on the transcribed discussion.

**This meeting was transcribed.** Update meeting

Draft an email to the team summarizing the meeting

Prepare a project plan for the milestones















Write it as an email I can send to the attendees

+ Tools



AI-generated content may be incorrect

**Work toggle**  
“grounds” answers  
in work content,  
e.g. files, emails

- 
-  New chat
-  Search
-  Library
-  Create
-  Frontier
  
- Agents
  -  Researcher
  -  Analyst
  -  Prompt Coach
  -  Skills (Frontier)
-  Apps
-  Rishona Elijah



M365 Copilot

 Copilot ⓘ

Here's a clear, structured recap of your meeting [Update meeting](#) held on 13 January 2026, 3:30–4:00 pm AEDT, based entirely on the transcribed discussion.

**This meeting was transcribed.**  Update meeting

Write it as an email I can send to the attendees

  Tools

AI-generated content may be incorrect

Work

Work

Auto



Recap my meeting [Update meeting](#)



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Apps

RE Rishona Elijah

M365 Copilot

Create images  
and videos

# What do you want to create?



Create an image

PowerPoint

Word

Excel

Create a video

More...

Describe what you want to create

+ Add a file

Brand and colour

Create →

## Create videos with Copilot

My videos





Agents

- Researcher
- Analyst
- Prompt Coach
- Skills (Frontier)
- Microsoft 365 Admin
- Learning (Frontier)
- New agent
- All agents



Notebooks

- Apps
- Rishona Elijah

**Agents  
handle  
specialised  
tasks**

What are some quick insights about the data from the uploaded file?  
Analyst demo sales\_data\_Q1\_2025.csv

Calculating average price per unit

Ask Analyst to analyse your data and generate insights

- All
- Favourites
- Shared with you
- Recommended

- Skills (Frontier)
- Health Day Support Bot
- Microsoft 365 Admin
- New agent
- All agents
- Notebooks
  - Financial Wellness App
  - Performance Review



**Notebooks  
group Copilot  
chats and  
files**

All notebooks

- Chats
  - Update Meeting Recap Summary
  - Presentation on Speech for Fabri...
  - Excel Workbook for Data Analysis...
  - Strategic Planning Document wit...
- Apps
- Rishona Elijah

Notebooks

- Financial Wellness App
- Performance Review
- All notebooks

Financial Wellness App  
Just now

gns

3 References

Strategic Report 2025





## Microsoft 365 Copilot is built on trust

- Microsoft secures your data at rest and in transit
  - You control your data
- Your data is not used to train or enrich foundation models
- You're protected against AI security and copyright risks

A thin orange diagonal line pointing downwards and to the right.

# Quick wins with Copilot

# Quick wins with Copilot

- **Obtain a daily briefing**
- Meeting recaps
- Schedule and prepare for a meeting with team



Work

Web

Auto



# Begin in Copilot Chat (Work)

Hi, what can I help you with?

Give me a daily briefing. Summarise my unread priority emails, list today's meetings with attendees and linked files, and highlight any overdue actions from recent meetings.

+ Tools



Give me a daily briefing. Summarise my unread priority emails, list today's meetings with attendees and linked files, and highlight any overdue actions from recent meetings.

See more

Apps

Rishona Elijah



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Financial Wellness App

Performance Review

All notebooks

Chats



Daily Briefing: Emails, Meetings...

Apps

Rishona Elijah



Copilot

Here's your **daily briefing**, based strictly on what was found in your enterprise data. Search returned **multiple unread emails**, **1 meeting today**, and **no transcribed meetings in the past 7 days**, which means **no overdue actions could be identified**.

## Unread Priority Emails

*(Search returned several unread emails; here are the relevant ones.)*

### 1. Mobile App Project – Weekly Update

From Avery Blake

Summary: Development progress, UI/UX updates, API integration 70% complete, risks around third-party authentication.

Mobile App Project - ...

*No other unread emails were marked as high-priority or recently sent.*

## Today's Meetings

Total results: **1 meeting** returned by search.

### Team Daily Stand Up

Include team-wide updates in the briefing

Provide more details on today's meeting



Message Copilot



Tools



- New chat
- Search
- Library
- Create
- Frontier
- Agents
  - Researcher
  - Analyst
  - Prompt Coach
  - Skills (Frontier)
  - Microsoft 365 Admin
  - Learning (Frontier)
  - New agent
  - All agents
- Notebooks
  - Financial Wellness App
  - Performance Review
  - All notebooks
- Chats
  - Daily Briefing: Emails, Meetings...
- Apps
  - Rishona Elijah

### Team Daily Stand Up

Time: 9:00–9:30 AM

Organiser: Rishona Elijah

Attendees:

- Avery Blake
- aaronunderwood@pincove-demo.com

Location: Microsoft Teams Meeting



No attached or linked files were returned for this event.

## 🕒 Overdue Actions from Recent Meetings (past 7 days)

Search returned past 7 days' meetings, but none were transcribed, and no action items appeared in the available metadata.

Meetings retrieved:

- [Team Daily Stand Up](#) (Sunday → Today, 7 days of stand-ups)  
All non-transcribed, meaning no action items in system-searchable form.



→ Result: No overdue actions could be identified.

Include team-wide updates in the briefing

Provide more details on today's meeting



Message Copilot

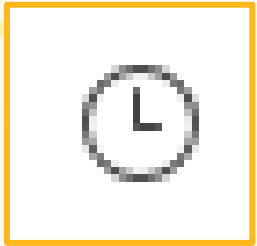
+ [Tools] [Microphone] [Speaker]

- New chat
- Search
- Library
- Create
- Frontier
  
- Agents
  - Researcher
  - Analyst
  - Prompt Coach
  - Skills (Frontier)
  - Microsoft 365 Admin
  - Learning (Frontier)
  - New agent
  - All agents
  
- Notebooks
  - Financial Wellness App
  
- Apps
  - Rishona Elijah

Today



Give me a daily briefing. Summarise my unread priority emails, today's meetings with attendees and linked files, and highlight overdue actions from recent meetings.



Schedule the prompt to run automatically

Copilot ⓘ

Here's your **daily briefing**, based strictly on what was found in your mailbox and calendar.

## Daily Briefing

### 1. Unread Priority Emails

Your search returned *several emails*, but **none were marked as unread** and im  
Below are the emails that appeared in the results, but they **do not meet the criteria of both unread and priority**:

- Mobile App Project - Weekly Update from Aveny Blake

Try it with **Researcher** Include chat summaries in the briefing

Message Copilot

+ Tools [microphone] [volume]



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Financial Wellness App

Apps

Rishona Elijah

Today



Schedule a prompt



Give me a daily briefing. Summarise my unread priority emails, list today's meetings with attendees and linked files, and highlight any overdue actions from recent meetings.

Repeat this prompt every week on Monday, Tuesday, Wednesday, Thursday, Friday at 08:00 until Monday 25 May

Starts 16/02/2026 At 08:00

Every Week M T W T F S S

Run 15 times

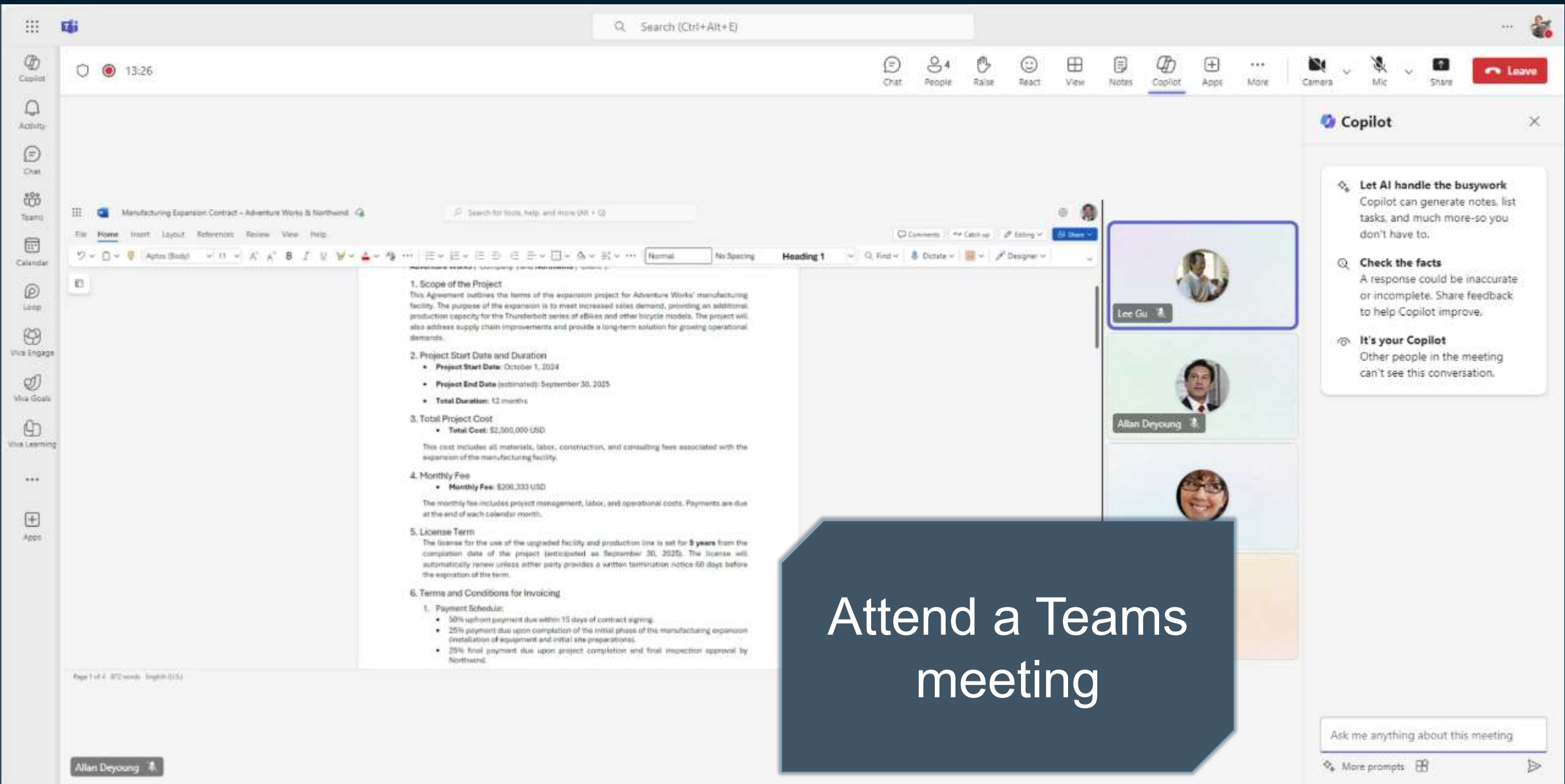
Receive an email when responses are ready

Save



# Quick wins with Copilot

- Obtain a daily briefing
- **Meeting recaps**
- Schedule and prepare for a meeting with team



Search (Ctrl+Alt+E)

13:26

- Chat
- People 4
- Raise
- React
- View
- Notes
- Copilot
- Apps
- More
- Camera
- Mic
- Share
- Leave

Manufacturing Expansion Contract - Adventure Works & Northwind

Search for tools, help, and more (Alt + Q)

File Home Insert Layout References Review View Help

Normal No Spacing Heading 1 Find Dictate Designer

**1. Scope of the Project**  
This Agreement outlines the terms of the expansion project for Adventure Works' manufacturing facility. The purpose of the expansion is to meet increased sales demand, providing an additional production capacity for the Thunderbolt series of eBikes and other bicycle models. The project will also address supply chain improvements and provide a long-term solution for growing operational demands.

**2. Project Start Date and Duration**

- Project Start Date: October 1, 2024
- Project End Date (estimated): September 30, 2025
- Total Duration: 12 months

**3. Total Project Cost**

- Total Cost: \$2,500,000 USD

This cost includes all materials, labor, construction, and consulting fees associated with the expansion of the manufacturing facility.

**4. Monthly Fee**

- Monthly Fee: \$208,333 USD

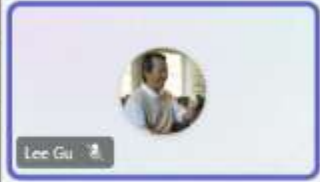
The monthly fee includes project management, labor, and operational costs. Payments are due at the end of each calendar month.

**5. License Term**  
The license for the use of the upgraded facility and production line is set for 5 years from the completion date of the project (anticipated as September 30, 2025). The license will automatically renew unless either party provides a written termination notice 60 days before the expiration of the term.

**6. Terms and Conditions for Invoicing**

**1. Payment Schedule:**

- 50% upfront payment due within 15 days of contract signing.
- 25% payment due upon completion of the initial phase of the manufacturing expansion (installation of equipment and initial site preparations).
- 25% final payment due upon project completion and final inspection approval by Northwind.



Copilot

- Let AI handle the busywork  
Copilot can generate notes, list tasks, and much more-so you don't have to.
- Check the facts  
A response could be inaccurate or incomplete. Share feedback to help Copilot improve.
- It's your Copilot  
Other people in the meeting can't see this conversation.

Attend a Teams meeting

Ask me anything about this meeting

More prompts



### Copilot

It's your Copilot  
Other people in the meeting can't see this conversation.

Today  
Summarize this meeting so far and provide key points and action items.

Copilot 4:14 PM

Here's a summary of the key points and action items from the meeting:  
**Key Points:**

- The meeting focused on reviewing the Northland contract for the new manufacturing expansion project.
- Alex suggested adjusting payment terms to milestone-based payments to reduce cash flow strain.
- Lee supported the idea for more flexibility in managing project phases.
- Megan raised concerns about the tight timeline for the manufacturing expansion, suggesting

AI-generated content may be incorrect

Generating a response ●●●

Ask me anything about this meeting

More prompts

Manufacturing Expansion Contract - Adventure Works & Northwind

1. Scope of the Project  
This Agreement outlines the terms of the expansion project for Adventure Works' manufacturing facility. The purpose of the expansion is to meet increased sales demand, providing an additional production capacity for the Thunderbolt series of eBikes and other bicycle models. The project will also address supply chain improvements and provide a long-term solution for growing operational demands.

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Summarise this meeting so far and provide key points and action items

**Chat**

Copilot

Activity

Chat

Teams

Calendar

Loop

Viva Engage

Viva Goals

Viva Learning

App

**Pinned**

Alex Wilber (You)

**Recent**

Pradeep Gupta 4:26 PM  
Does Finance have the budget for next year ready?

Diego, Johanna, and Joni 4:25 PM  
You: You all want to meet up today after work?

Manufacturing Expansion Contrac... 4:16 PM  
Recording is ready

Customer Support Metrics Deep Dive 9/19  
Recording is ready

Adele Vance 9/18  
You: Absolutely. I can start working on that and ca...

Contract Review Meeting: MOU with ... 9/17  
Recording is ready

Nestor Wilke 9/13  
You: Hey Nestor, I wanted to bring something to y...

Debra, Isaiah, Johanna, +3 9/13  
You: Thanks for creating this group chat Debra Be...

Research sync: smart tech in next gen... 9/11  
Recording is ready

Debra Berger 9/11  
Awesome insights, Alex. The report you put toget...

**Manufacturing Expansion Contr...** Chat Shared Recap Speaker Coach Q&A

Sep 20, 2024 4:00 PM - 4:30 PM

Open in Stream Copilot



**Content**  
No files were shared.

Notes AI notes Mentions (4) Transcript

- Manufacturing Expansion Co... payment structure.
- Review the timeline again, based on Megan's concern. Probably needs more thought.
  - Follow up on potential risks with Lee.
  - Will send updated contract to Northwind after i circle back with the team on these adjustments.

**Follow-up tasks**

Task	Assign...	Due
1 Review Payment Terms with Finance and Legal	Allan ...	Mon, S...
2 Reassess Project Timeline with the Operations Team	Allan ... Mega...	Mon, S...
3 Evaluate Risk Mitigation Strategy with Lee Gu	Allan ... Lee Gu	Tue, S...
4 Review Contract Payment Terms and Timeline	Alex ...	Mon, S...

**Copilot**

- See suggestions on how to have flexibility in managing project phases.
  - Megan raised concerns about the tight timeline for the manufacturing expansion, suggesting it might lead to operational risks.
  - Allan agreed to look into extending the timeline and to discuss adjusting payment terms to milestone-based payments with Northland's legal and financial team.
- Action Items:**
- Payment Terms Adjustment** - Allan to discuss with Northland's legal and financial team about adjusting to milestone-based payments. 1
  - Timeline Extension** - Allan to explore extending the project timeline to mitigate operational risks. 2
- These adjustments aim to protect both parties and smooth out cash flow issues while aligning the expansion with sales forecasts and marketing efforts.
- AI-generated content may be incorrect

Ask me anything about this meeting

More prompts

# Quick wins with Copilot

- Obtain a daily briefing
- Meeting recaps
- **Schedule and prepare for a meeting with team**

Go to Calendar

March, 2026

In office



- Add calendar
- Go to my booking page
- My calendars
  - Calendar
- Show all

6	7	8	
13	14	15	
20	21	22	
27	28	29	
30	31	1	
2	3	4	5

Day	Event
Tuesday	
8	Project Meeting Microsoft Teams Meeting Rishona Elijah
9	Team Daily Stand Up Microsoft Teams Meeting Rishona Elijah
10	Interview for Customer Service Rep role
11	
12	
13	Lunch Break
14	

Open Copilot

March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Today < > 31 March, 2026 In office

31 Tuesday

- Project Meeting Microsoft Teams Meeting Rishona Elijah
- 8
- 9 Team Daily Stand Up Microsoft Teams Meeting Rishona Elijah
- 10 Interview for Customer Service Rep role
- 11
- 12
- 13 Lunch Break
- 14



Copilot

### Find recent key emails

Message Copilot

+ 🔊 🔊

What are the top three things I should focus on right now?

Find my next one-on-one with [person](#)

I want to stay connected with my top collaborators. Who haven't I met with recently?

See more

March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Today < > 31 March, 2026 In office

31	Tuesday
8	Project Meeting Microsoft Teams Meeting Rishona Elijah
9	Team Daily Stand Up Microsoft Teams Meeting
13	Lunch Break
14	

Send prompt

AB Avery Blake X

Schedule a 30 minute check in with Avery Blake in the morning to discuss the latest on the mobile app project

Copilot

Find recent key emails

AB Avery Blake X

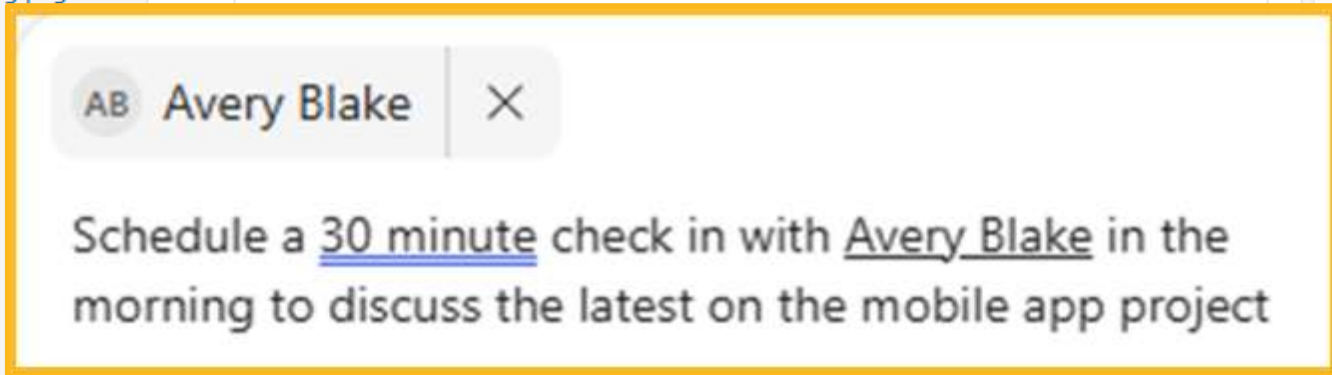
Schedule a 30 minute check in with Avery Blake in the morning to discuss the latest on the mobile app project

What are the top three things I should focus on right now?

Find my next one-on-one with person

I want to stay connected with my top collaborators. Who haven't I met with recently?

See more



March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Add calendar

Go to my booking page

My calendars

- Calendar

Show all

Today < > 31 March, 2026 In office

31 Tuesday

Project Meeting Microsoft Teams Meeting Rishona Elijah

8

9 Team Daily Stand Up Microsoft Teams Meeting

10 Interview for Customer Service Rep role

11

12

13 Lunch Break

14

Review the suggestions

Copilot

Schedule a 30 minute check in with [Avery Blake](#) in the morning to discuss the latest on the mobile app project

Copilot ⓘ

I've found some suitable morning options for your 30-minute check-in with Avery Blake to discuss the latest on the mobile app project.

Here's what stands out about the recommended times:

- All top suggestions fall squarely within the morning period you asked for.
- Both you and [Avery Blake](#) are free for each of the suggested slots.

Please choose the option that works best for you from the available times shown.

If you'd like, I can also book a room and refine the meeting

Summarize recent updates on the mobile app project

Message Copilot

AI-generated content may be incorrect

New event

Day Work week Week Month Split view Filter applied Share Print

Copilot

March 2026

M	T	W	T	F	S
23	24	25	26	27	28
2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
30	31	1	2	3	4

Add calendar  
Go to my booking page

My calendars  
Calendar

Show all

**Check in to discuss the latest on the mobile app project**

RE AB

3/31 Tuesday  
09:30 - 10:00

3/31 Tuesday  
11:00 - 11:30

3/31 Tuesday  
11:30 - 12:00

**Send invite for option 3**

In office

Calendar view showing event bars

Copilot

**Check in to discuss the latest on the mobile app project**

RE AB

3/31 Tuesday  
09:30 - 10:00

3/31 Tuesday  
11:00 - 11:30

3/31 Tuesday  
11:30 - 12:00

**Send invite for option 3**

... the my availability on 31st March

AI-generated content may be incorrect

**Send invite**



March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Add calendar

Go to my booking page

My calendars

- Calendar

Show all

Today < > 31 March, 2026 In office

31 Tuesday

Project Meeting Microsoft Teams Meeting Rishona Elijah

8

9 Team Daily Stand Up Microsoft Teams Meeting Rishona Elijah

10 Interview for Customer Service Rep role

11

Check in to discuss the latest on the mobile app project Online Meeting Rishona Elijah

12

13 Lunch Break

14

Copilot

Send invite for option 3

Copilot ⓘ

Your meeting has been scheduled for 31 March 2026 from 11:30 to 12:00 (AUS Eastern Standard Time) with Avery Blake. The subject is "Check in to discuss the latest on the mobile app project."

Provide the meeting agenda

Find recent emails about the mobile app project

Show me Avery Blake's availability next week

Message Copilot

AI-generated content may be incorrect


March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Today < > 31 March, 2026

31	Tuesday
8	
9	Team Daily Stand Up Microsoft Teams Meeting
10	
11	
12	
13	☕ Lunch Break
14	

Meeting prep



**Prepare for this meeting**

**Check in to discuss the latest on the mobile app project**

**Join** Chat

Tue 31/03/2026 11:30 - 12:00

Online Meeting

**RE** You're the organiser.  
Avery Blake accepted.

**Prepare for this meeting**

Setting up some time to meet and discuss. This invite was sent by Copilot on behalf of Rishona Elijah

Edit Cancel

Help me draft a smart prompt question I can ask in the meeting

Identify any concerns raised in this meeting

What pre-reads should I review?



Help me prepare for this meeting: Check in to discuss the latest on the mobile app project, time: Tue 31/03/2026 11:30 - 12:00

# Meeting prep

Copilot ⓘ

I found your meeting details and some related updates. Here's a comprehensive prep:

## Meeting Details

- Title: [Check in to discuss the latest on the mobile app project](#)
- Date & Time: Tuesday, 31 March 2026, 11:30 AM – 12:00 PM
- Location: Online (Microsoft Teams)
- Organiser: Rishona Elijah
- Invitee: Avery Blake
- [Join the meeting](#) Check in to discuss th...

## Recent Updates on Mobile App Project

From Avery Blake's recent email:

- Core functionality completed: User onboarding and account setup are done.
- Testing: Initial internal testing shows these features are working as expected. Mobile App Project

## Suggested Talking Points

1. Progress Review: Confirm completion of onboarding and account setup features.
2. Testing Feedback: Discuss any issues or improvements from internal testing.
3. Next Steps: Identify upcoming milestones—e.g., UI enhancements, beta release timeline.
4. Risks & Dependencies: Check if there are any blockers or resource needs.

Would you like me to draft a quick agenda for this meeting or prepare a summary email to share with Avery Blake before the call?

Copilot

Today

Help me prepare for this meeting: Check in to discuss the latest on the mobile app project, time: Tue 31/03/2026 11:30 - 12:00

Copilot ⓘ

I found your meeting details and some related updates. Here's a comprehensive prep:

## Meeting Details

Try it with **Researcher**

Draft a quick agenda for the meeting

Prepare a summary email to share with Avery Blake

Message Copilot

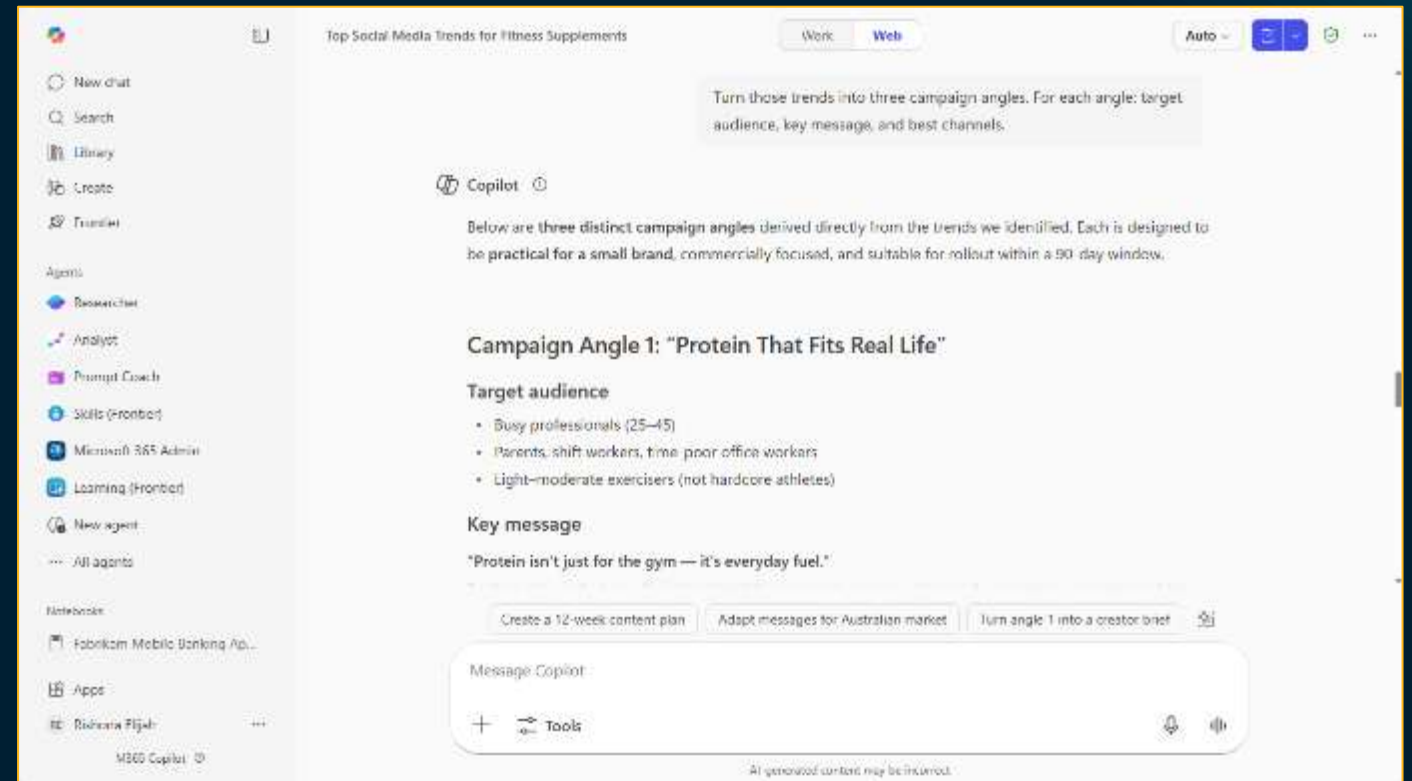
A thin orange diagonal line pointing towards the top right.

# Research market trends

# Research market trends

You are the Director of Marketing at Fabrikam. A protein shake product is gaining attention.

You need to propose a practical campaign for next quarter.



New chat

- Search
- Library
- Create
- Frontier

- Agents
- Researcher
  - Analyst
  - Prompt Coach
  - Skills (Frontier)
  - Microsoft 365 Admin
  - Learning (Frontier)

- Apps
- Rishona Elijah

Begin in Copilot Chat (Web)

Hi, try asking me to recap a

Research current social media and marketing trends for protein shakes and fitness supplements. Summarise the top 5 trends and include source links. Then suggest how a small business brand should respond in the next 90 days.

Research current social media and marketing trends for protein shakes and fitness supplements. Summarise the top 5 trends and include source links. Then suggest how a small business brand should respond in the next 90 days.



Work

Web

Auto



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah



M365 Copilot

Research current social media and marketing trends for protein shakes and fitness supplements. Summarise the top 5 trends and include source links. Then suggest how a small business brand should respond in the next 90 days.

Copilot

Below is a **current (2025–early 2026) overview of social media and marketing trends for protein shakes and fitness supplements, with direct source links, followed by a practical 90-day response plan for a small business brand.**

Australian English is used, with a commercially realistic lens suitable for SME operators.

## Top 5 Social Media & Marketing Trends (Protein Shakes & Fitness Supplements)

### 1. TikTok-Led Discovery + In-App Commerce Is Now Core

Create a 90-day content calendar

Map trends to Australia/NZ market



Message Copilot



Tools



- New chat
- Search
- Library
- Create
- Frontier
- Agents
  - Researcher
  - Analyst
  - Prompt Coach
  - Skills (Frontier)
  - Microsoft 365 Admin
  - Learning (Frontier)
  - New agent
  - All agents
- Notebooks
  - Fabrikam Mobile Banking Ap...
  - Apps
- RE Rishona Elijah

Highly curated fitness advertising is losing effectiveness. Consumers respond more strongly to **micro-influencers and everyday users** sharing honest routines, taste reactions and long-term use. Trust is driven by **relatability, not aesthetics**.

influencermarketinghub +1

← → 1 of 2

Top Supplements & Vitamins Influencer Marketing Campaigns

Web | influencermarketinghub.com



**Check the sources**

### 3. Clean Label, Transparent Commercial Drivers

"Clean label" is no longer a nice-to-have. Consumers demand **proof of purity**, particularly following heightened scrutiny. Brands communicating **independent testing** and "natural" claims.

cleanlabelproject +1

influencermarketinghub +1

← → 1 of 2

Top Supplements & Vitamins Influencer Marketing Campaigns

Web | influencermarketinghub.com

Message Copilot

+ Tools



- New chat
- Search
- Library
- Create
- Frontier
- Agents
  - Researcher
  - Analyst
  - Prompt Coach
  - Skills
  - Micro
  - Learn
- New agent
- All agents
- Notebooks
  - Fabrikam Mobile Banking Ap...
  - Apps
- Rishona Elijah

## Strategic Takeaway

Winning brands in protein and fitness supplements are no longer the loudest or most polished. They are:

- **Relatable rather than aspirational**
- **Transparent rather than glossy**
- **Community-led rather than campaign-led**

If you'd like, I can:

- Translate this into a **board-ready briefing**
- Build a **90-day content calendar**
- Map this specifically to **Australia/NZ regulatory constraints**

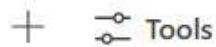
Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

Drill down into the research



Create a 90-day content calendar

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.





New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah



Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

Copilot

Below are **three distinct campaign angles** derived directly from the trends we identified. Each is designed to be **practical for a small brand**, commercially focused, and suitable for rollout within a 90-day window.

### Campaign Angle 1: "Protein That Fits Real Life"

#### Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light-moderate exercisers (not hardcore athletes)

#### Key message

"Protein isn't just for the gym — it's everyday fuel."

*Protein is the most important nutrient for muscle growth, recovery, and overall health.*

- Create a 12-week content plan
- Adapt messages for Australian market
- Turn angle 1 into a creator brief

Message Copilot

+ Tools

Microphone icon | Volume icon



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah



## How These Angles Work Together

These campaigns are **complementary, not competing**:

- *Protein That Fits Real Life* builds relevance
- *Nothing to Hide* builds trust
- *Real People, Real Routines* builds momentum and scale

Run them in parallel, with different creators and content pillars feeding into the same core product story.

If you want, I can:

- Map these into a **12-week content plan**
- Adapt the messaging for **Australian regulatory constraints**
- Turn one angle into a **creator brief or pitch deck**

Just tell me how far you want to take it.

Sources >



Edit in Pages

Create a 12-week content plan

Australian market

Turn angle 1 into a creator brief

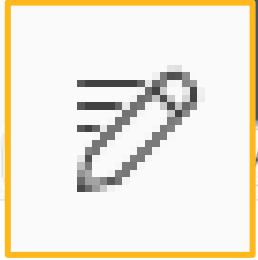


Message Copilot

+ Tools



# Add results to a Page



A thin, solid yellow diagonal line that starts from the left edge and points towards the text.

Create campaign brief and  
presentation

Work Web

- Build a 90-day content calendar
- Map this specifically to Australia/NZ regulatory constraints

Just say the word.

Sources

Turn those trends into content ideas for each angle: target audience, best channels.

Copilot

Below are three distinct angles directly from the trends analysis, designed to be practical for a small brand.

Create a 12-week content plan

Message Copilot

AI-generated content may be incorrect

The team collaborates on the Page for the campaign brief

Top Social Media T...

RE

Create

## Campaign Angle 1: "Protein That Fits Real Life"

### Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light–moderate exercisers (not hardcore athletes)

### Key message

"Protein isn't just for the gym — it's everyday fuel."

Position the product as a *functional habit* that supports energy, satiety and consistency, not extreme body transformation.

This directly aligns with the shift away from performance-only sports nutrition toward **mainstream functional wellness** and lifestyle integration.

### Creative expression


- "What I actually eat on a workday"
- "My 3pm crash fix"
- "Protein for people who don't meal prep"
- Simple routines: breakfast shakes, desk smoothies, post-school-pickup snacks

### Best channels



Tag and share with colleagues

## Campaign Angle 1: "Protein That Fits Real Life"

 **Avery Blake** help with adding your research below and vote on the campaign angle

### Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light–moderate exercisers (not hardcore athletes)

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### Creative expression

- "What I actually eat on a workday"
- "My 3pm crash fix"
- "Protein for people who don't meal prep"
- Simple routines: breakfast shakes, desk smoothies, post-school-pickup snacks

- Build a 90-day content calendar
- Map this spec to your content strategy and constraints

Just say the word.

Sources 

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

### Copilot

Below are **three distinct campaign angles** derived directly from the trends we identified. Each is designed to be practical for a small brand.

Create a 12-week content plan 

Message Copilot



- Build a 90-day content calendar
- Map this specifically to Australia/NZ regulatory constraints

Just say the word.

Sources



Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

Copilot

Below are three distinct campaign angles derived directly from the trends we identified. Each is

Create a 12-week content plan

Message Copilot



AI-generated content may be incorrect

## Campaign Angle 1: "Protein That Fits Real Life"

+ Avery Blake help with adding your research below and vote on the campaign angle



### Voting table

#### Grant access



These recipients don't have access to this item. They will not be able to see or reply to your mention unless you give them access.

Share and notify

Share and notify

Pros	Cons
• Add pros	• Add cons
• Add pros	• Add cons

#### Target a

- Busy p
- Parents, shift workers, time-poor office workers
- Light-moderate exercisers (not hardcore athletes)

#### Key message


"Protein isn't just for the gym — it's everyday fuel."



Work Web

- Build a **90-day content calendar**
- Map this specifically to **Australia/NZ regulatory constraints**


Just say the word.

Sources 

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

**Copilot**

Below are **three distinct campaign angles** derived directly from the trends we identified. Each is designed to be practical for a small brand.

Create a 12-week content plan 

Message Copilot

AI-generated content may be incorrect

Top Social Media T... RE

## Campaign Angle 1: "Protein That Fits Real Life"

**Avery Blake** help with adding your research below and vote on the campaign angle

Just start typing...

Templates

- Task list
- Voting table
- Progress tracker
- Calendar
- Kanban board
- Team retrospective
- Q&A Session

Communication

- Person
- Emoji picker
- Label

office workers  
hardcore athletes)  
everyday fuel."  
habit that supports energy, satiety and consistency, not  
y from performance-only sports nutrition toward mainstream  
gration.

### Creative expression

- "What I actually eat on a workday"
- "My 3pm crash fix"
- "Protein for people who don't meal prep"
- Simple routines: breakfast shakes, desk smoothies, post-school-pickup snacks

Work Web

- Build a 90-day content calendar
- Map this specifically to Australia/NZ regulatory constraints

Just say the word.

Sources

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

**Copilot**

Below are **three distinct campaign angles** derived directly from the trends we identified. Each is designed to be practical for a small brand.

Create a 12-week content plan

Message Copilot

+

AI-generated content may be incorrect

Top Social Media T...

Create

- Document
- Presentation
- PDF

## Campaign Angle 1: "Protein That Fits Real Life"

**Avery Blake** help with adding your research below and vote on the campaign angle

## Voting table

	Idea	Pros
1	What's your idea?	• Add pros
2	What's your idea?	• Add pros

+ New

## Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light-moderate exercisers (not hardcore athletes)

## Key message

"Protein isn't just for the gym — it's everyday fuel."

## Campaign Angle 1: "Protein That Fits Real Life"

**AB Avery Blake** help with adding your research below and vote on the campaign angle



Ready to create your presentation

Continue

Cancel

Create a presentation

Key message

"Protein isn't just for the gym — it's everyday fuel."

Pros

Cons

Add pros

• Add cons

Add pros

• Add cons

Turn those trends into three campaign angles each angle: target audience, key message, and best channels.

Copilot ⓘ

Below are three distinct campaign angles derived directly from the trends we identified. Each is designed to be essential for a small brand.

Create a 12-week content plan

Message Copilot



AI-generated content may be incorrect



Hi, how can I help?

Create a presentation about [Top Social Media Trends for Fi](#)

 Top Social Media... 

58 / 2000

 Reference files



Create a presentation

Create a presentation about Top Social Media Trends for Fi

Copilot will create a new presentation using your current theme but will replace any content. Save a copy to avoid losing your work.

### Top Social Media Trends for Fitness Supplements

#### Overview of Social Media Trends in Fitness Supplement

Current Landscape and Key Shifts

Add new topic



#### Campaign Strategies for Fitness Supplement Brands

- Protein That Fits Real Life: Targeting Everyday Consumers
- Creative Approaches and Channel Selection
- Nothing to Hide: Building Trust Through Transparency
- Creative Tactics and Best Platforms for Transparency
- Real People, Real Routines: Leveraging Authenticity

Review presentation plan and add new topics





Select your template

### Presentation style

Recommended

Your organization



Suggested



Quick study



Square harmony



New century modern



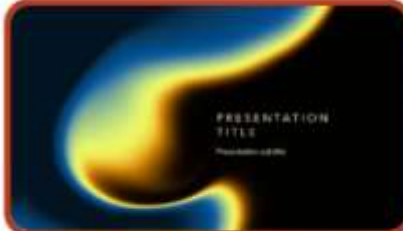
Stock overprint



Modern serenity



Pitch black



Northern lights

Show all

> Image settings

Recommended

Your organization



Suggested



Quick study



Square harmony



New century modern



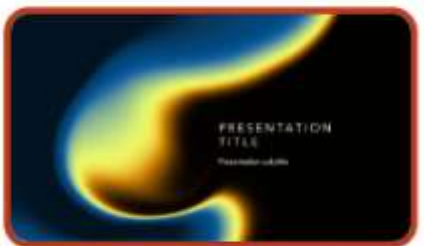
Stock overprint



Modern serenity




Pitch black



Northern lights

Show all

> Image settings

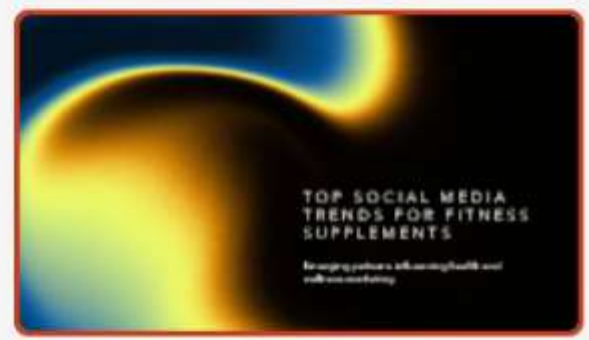
 **Generate slides**

 **Generate slides**

Estimated number of slides: 23 (maximum)



### Top Social Media Trends for Fitness Supplements



1 ☆



2 ☆

### Overview of Social Media Trends in Fitness Supplements

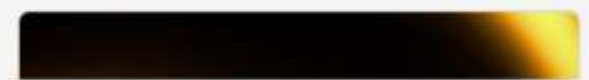


3 ☆



4 ☆

### Campaign Strategies for Fitness Supplement Brands





### Strategic Takeaways for Fitness

23



24



### Conclusion: Harnessing Social

25




## KEY SUCCESS FACTORS AND NEXT STEPS

**Winning Brand Traits**

Successful protein and fitness brands focus on reliability, transparency, and community engagement over polish and loudness.

**Strategic Support Offers**

Offers include board-ready briefings, 90-day content calendars, and regulatory mapping for Australia and New Zealand.

Presentation title

Turn a presentation into a video

Turn the presentation into a video

## What do you want to create?

New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Workforce Insights (Frontier)

EcoSense sales assistant

New agent

All agents

Notebooks

Construction Project for Clie...

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah

M365 Copilot

Create an image

PowerPoint

Word

Excel

Create a video

Design an infographic

More...

Describe what you want to create

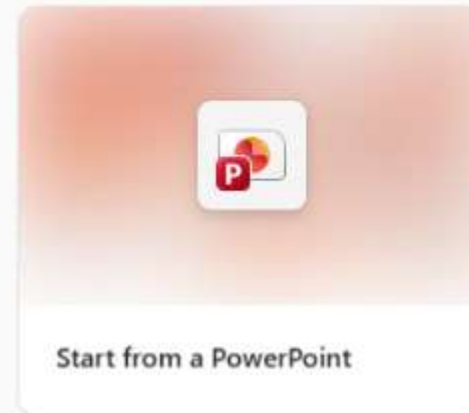
+ Add a file

Brand and colour

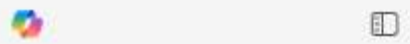
Create →

Create videos with Copilot

My videos



Generate A Clip



New chat

Search

Library

**Create**

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Workforce Insights (Frontier)

EcoSense sales assistant

New agent

All agents

Notebooks

Construction Project for Clie...

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah

M365 Copilot

# What do you want to create?

Create an image

PowerPoint

Word

Excel

**Create a video**

Design an infographic

More...

Describe what you want to create

+ Add a file

Brand and colour

**Create a video**

Create →

## Create videos with Copilot

My videos



Generate clip



Create a video project



Start from a PowerPoint



Start from a document

Generate A Clip

Attach the  
presentation

What do you want to create?

Create an image

PowerPoint

Word

Excel

Create a video

Design an infographic

More...


Describe what you want to create

+ Add a file

Brand and colour

Create →

Files

Cre  Top Social Media Trends for Fitness Supplements

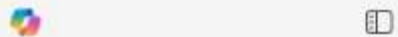
Opened by you January 25th

My videos

PowerPoint

Start from a document

Generate A Clip ⓘ



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

HR Self-Service Assistant

Workforce Insights (Frontier)

New agent

All agents

Notebooks

EcoSense

Construction Project for Clie...

...

Apps

Rishona Elijah



M365 Copilot

# What do you want to create?

Create an image

PowerPoint

Word

Excel

Create a video

Design an infographic

More...

Top Social Media... X

Create a video from this document

+ Add a file  and colour

Create →

## Create videos with Copilot ⓘ

My videos



Generate clip



Create a video project



Start from a PowerPoint



Start from a document

## Generate A Clip ⓘ

- New chat
- Search
- Library
- Create**

Frontier

Agents

- Researcher
- Analyst
- Prompt Coach
- Skills (Frontier)
- HR Self-Service Assistant
- Workforce Insights (Frontier)
- New agent
- All agents

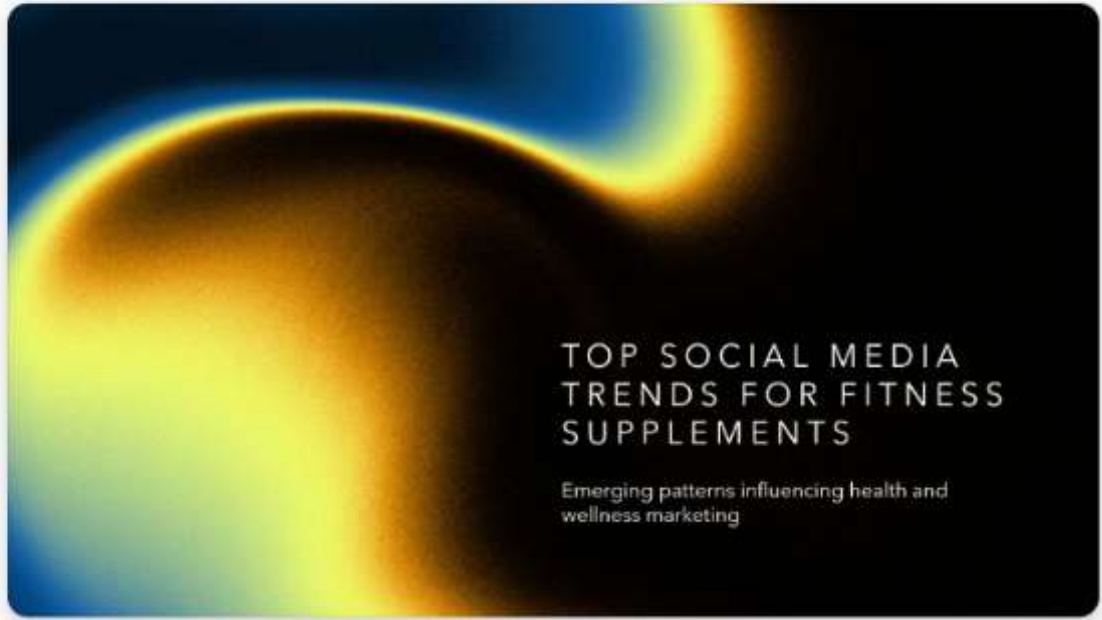
Notebooks

- EcoSense
- Construction Project for Clie...

Apps

Rishona Elijah

Replace media



0:00 / 6:31

Transcript

Edit this transcript to make changes to the voiceover.

Top Social Media Trends for Fitr

Welcome to Top Social Media Trends for Fitness Supplements. In this presentation, we'll examine the emerging patterns that are shaping health and wellness marketing today.

Agenda Highlights

Here's what we'll cover: an overview of social media trends in fitness supplements, campaign strategies for supplement brands, integrating campaign angles for maximum impact, the top five social media and marketing trends for 2025 to 2026, a 90-day action plan for small fitness supplement brands, and key strategic takeaways.

Overview of Social Media Trend

Let's start with a broad overview of the current landscape and key shifts affecting social media trends in the fitness supplements industry.

Current Landscape and Key Shif

- Transform
- Transcript
- Adjust

- New chat
- Search
- Library
- Create**

Frontier

Agents

- Researcher
- Analyst
- Prompt Coach
- Skills (Frontier)
- HR Self-Service Assistant
- Workforce Insights (Frontier)
- New agent
- All agents

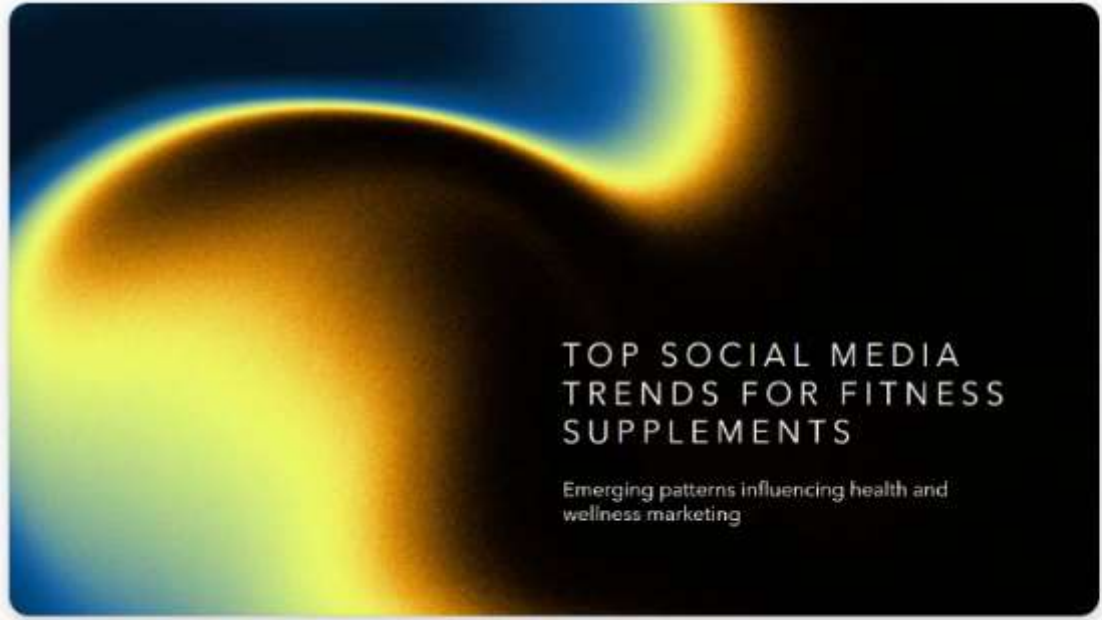
Notebooks

- EcoSense
- Construction Project for Clie...

Apps

Rishona Elijah

Replace media



0:00 / 6:31

### Adjust

Make changes to your current video.

- Music** - Select background music
- Voice** - Emma
- Brand and color** - Select a brand or palette

**Select from brand kits**

- Manage brand kits
- Rishona

**Use other colors**

Grid of 24 color palette options.

- Transform
- Transcript
- Adjust



Report on campaign results



File Home Insert Draw Page Layout Formulas Data Review View Automate Help Acrobat

Clipboard: Paste, Cut, Copy, Format Painter

Font: Aptos Narrow, 11, Bold, Italic, Underline, Color, Background Color

Alignment: Wrap Text, Merge & Center

Number: General, Currency, Percentage, Decimals

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Sensitivity: Sensitivity

Add-ins: Add-ins, Copilot

Adobe Acrobat: Create a PDF

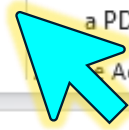
Comments, Share

G17

	A	B	C	D	E	F	G	H
1	Campaign Owner	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users Targeted	Engaged Users
2	Halima, Yakubu	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	5,278	1,029
3	Halima, Yakubu	Feb email - North	11-Feb	Digital marketing	\$ 500	\$ 12,423	4,205	902
4	Halima, Yakubu	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	3,687	673
5	Cartier, Christian	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	2,500	496
6	Halima, Yakubu	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	4,205	465
7	Glazkov, Ilya	Product review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	35,000	5,418
8	Smith, Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	10,000	362
9	Kovaleva, Anna	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732	2,000	500
10	Barden, Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	950	618
11	Connors, Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	55,000	1,470
12	Macedo, Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	2,000	367
13	Lawson, Andre	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	10,000	285
14								
15								
16								
17								
18								
19								

Clipboard Font Alignment Number Styles Conditional Formatting Format as Table Cell Styles Insert Delete Format Editing Sensitivity Add-ins Copilot Create a PDF Acrobat

Open Copilot



	C	D	E	F	G	H
1	Launch Date	Campaign Type	Budget	Revenue		Ad Users
2	23-Feb	Customer Experience	\$ 600	\$ 4,540	950	618
3	3-Jan	Brand marketing	\$ 800	\$ 8,703	2,500	496
4	6-Feb	Customer Experience	\$ 635	\$ 2,208	55,000	1,470
5	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	35,000	5,418
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10	29-Jan	Brand marketing	\$ 250	\$ 4,732	2,000	500
11	5-Mar	Digital marketing	\$ 5,800	\$ 136	10,000	285
12	25-Feb	Digital marketing	\$ 800	\$ 788	2,000	367
13	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	10,000	362

Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Copilot Adobe Acrobat

Clipboard: Paste, Copy, Cut, Paste with styles, Paste as plain text, Paste as picture, Paste as link, Paste as unformatted text and picture

Font: Aptos Narrow, 11, Bold, Italic, Underline, Text color, Background color

Alignment: Left, Center, Right, Justify, Merge cells, Unmerge cells

Number: Custom, Currency, Percentage, Decimals, Thousands separator, Rounding

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Sensitivity: Editing, Sensitivity




Add-ins: Add-ins

Copilot: Copilot





Adobe Acrobat: Create a PDF

G13 10000

	B	C	D	E	F	
1	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users
2	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	
3	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	
4	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	
5	Product review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	
6	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	
7	Feb email - North	11-Feb	Digital marketing	\$ 500	\$ 12,423	
8	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	
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10	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732	
11	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	
12	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	
13	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	
14						
15						
16						

Edit with Copilot  Auto   

## Let's edit together

Show data insights    

Show data insights

Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Copilot Adobe Acrobat

K6 =SUM(Table1[Revenue])

	H	I	J	K	L
1	Engaged Users		<b>DATA INSIGHTS</b>		
2	950	618			
3	2,500	496	<b>SUMMARY STATISTICS</b>		
4	5,000	1,470	Total Campaigns	12	
5	5,000	5,418	Total Budget	\$18,135	
6	5,278	1,029	Total Revenue	\$77,453	
7	4,205	902	Net Profit	\$59,318	
8	3,687	673	ROI %	\$3	
9	4,205	465	Avg Budget/Campaign	151125.0%	
10	2,000	500	Avg Revenue/Campaign	\$6,454	
11	0,000	285	Total Users Targeted	\$134,825	
12	2,000	367			
13	0,000	362	<b>ENGAGEMENT METRICS</b>		
14			Total Engaged Users	12,585	
15			Avg Engagement Rate	9.33%	
16			Highest Engagement	5,418	
17			Lowest Engagement	285	
18					
19			<b>TOP PERFORMERS</b>		
20			Highest Revenue Campaign	Feb email - West	

Edit with Copilot Auto

### Key Insights

- Excellent ROI:** Revenue exceeds budget by \$59,318 (327% return!)
- Revenue per user targeted: \$0.57
- Cost per engaged user: \$1.44
- Revenue per engaged user: \$6.15
- 9 unique campaign owners managing 12 campaigns

**Notable Finding:** Digital marketing campaigns

Describe what you'd like to create or edit

AI-generated content may be incorrect

Clipboard: Paste, Copy, Cut, Paste as Pictures

Font: Aptos Narrow, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Left, Center, Right, Indent, Decrease Indent, Increase Indent, Wrap Text, Merge & Center

Number: Currency, Percentage, Thousand Separator, Comma Separator, Negative numbers in parentheses, Zero as zero

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Sensitivity: Sensitivity, Add-ins

Other: Copilot, Create a PDF (Adobe Acrobat)

K6 =SUM(Table1[Revenue])

	A	B	C	D	E	F	G
1	Campaign Owner	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users Ta
2	Barden, Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	
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13	Smith, Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	
14							
15							
16							
17							
18							
19							
20							

Edit with Copilot

Auto

**Notable Finding:** Digital marketing campaigns are your powerhouse, generating 60% of total revenue with half of all campaigns. Halima, Yakubu's email campaigns are particularly effective!

All formulas are live in columns J-L so you can explore the data further!

Create a pivot table to analyse the total revenue generated by each campaign type

Create a pivot table to analyse the total revenue generated by each campaign type



Clipboard: Paste, Copy, Paste with styles, Paste as plain text, Paste as picture, Paste as picture with background.

Font: Aptos Narrow, 14, Bold, Italic, Underline, Text color, Background color, Font color.

Alignment: Left, Center, Right, Justify, Merge cells, Unmerge cells, Wrap text, Indent, Decrease indent, Increase indent, Link and unlink.

Number: General, Currency, Percentage, Thousands separator, Accounting, Fraction, Date, Time, Text, Custom.

Styles: Conditional Formatting, Format as Table, Cell Styles.

Cells: Insert, Delete, Format.

Editing: Find, Replace, Undo, Redo.

Sensitivity: Inspect, Show details.

Add-ins: Add-ins, Copilot, Create a PDF.

A1 Total Revenue by Campaign Type

Row Labels	Sum of Revenue
Brand marketing	\$19,067
Customer Experience	\$12,424
Digital marketing	\$45,962
<b>Grand Total</b>	<b>\$77,453</b>

Edit with Copilot Auto ✕

### Key Insights:

- Digital marketing is the top performer, generating \$45,962 (59% of total revenue)
- Brand marketing comes second with \$19,067 (25% of total revenue)
- Customer Experience contributes \$12,424 (16% of total revenue)

The pivot table is now on the new "PivotTable\_Revenue" sheet and is fully interactive. You can:

Describe what you'd like to create or edit

✕ 🌐

AI-generated content may be incorrect

Clipboard: Paste, Copy, Paste with styles, Paste as plain text

Font: Aptos Narrow, 14, Bold, Italic, Underline, Text color, Background color

Alignment: Left, Center, Right, Indent, Decrease indent, Increase indent, Wrap text

Number: General, Currency, Percentage, Decimals, Thousands separator

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Sensitivity: Editing, Sensitivity

Add-ins: Add-ins

Copilot

Adobe Acrobat: Create a PDF

A1: Total Revenue by Campaign Type

Row Labels	Sum of Revenue
Brand marketing	\$19,067
Customer Experience	\$12,424
Digital marketing	\$45,962
<b>Grand Total</b>	<b>\$77,453</b>

Edit with Copilot Auto

"PivotTable\_Revenue" sheet and is fully interactive. You can:

- Expand/collapse rows
- Add more fields (like Campaign Owner or Campaign Name)
- Apply filters
- Refresh the data if your source table changes

Create a chart to visualise the data

Create a chart to visualise the data

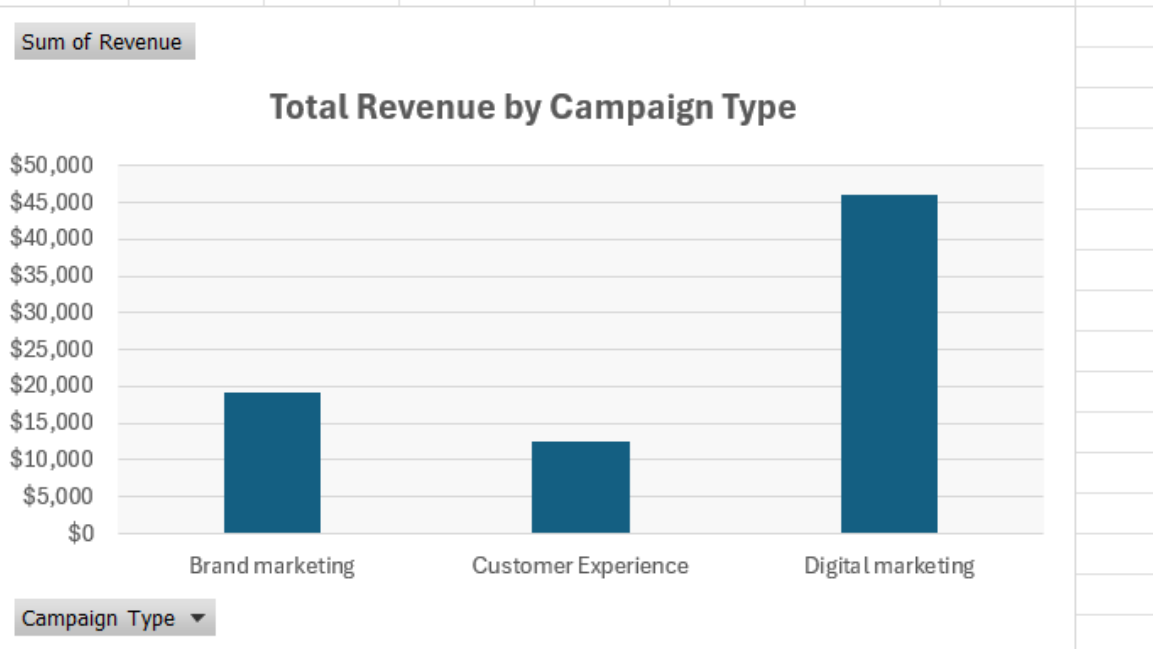


File Home Insert Draw Page Layout Formulas Data Review View Automate Help Acrobat

Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Copilot Adobe Acrobat

A1 Total Revenue by Campaign Type

	B	C	D	E	F	G	H	I	J	K	L
1											
2											
3		<b>Sum of Revenue</b>									
4		\$19,067									
5		\$12,424									
6		\$45,962									
7		<b>\$77,453</b>									



Edit with Copilot Auto

### Chart Created: Total Revenue by Campaign Type

The chart is now displayed on the "PivotTable\_Revenue" sheet next to your pivot table data.

**Chart Details:**

- Chart Type: Clustered Column Chart
- Data Displaved:

Describe what you'd like to create or edit

AI-generated content may be incorrect

File Home Insert Draw Page Layout Formulas Data Review View Automate Help Acrobat

Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Copilot Adobe Acrobat

K6 =SUM(Table1[Revenue])

	A	B	C	D	E	F	
1	Campaign Owner	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total U
2	Barden, Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	
3	Cartier, Christian	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	
4	Connors, Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	
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8	Halima, Yakubu	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	
9	Halima, Yakubu	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	
10	Kovaleva, Anna	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732	
11	Lawson, Andre	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	
12	Macedo, Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	
13	Smith, Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	
14							
15							
16							
17							
18							
19							
20							

**Edit with Copilot** Auto

with about \$19K

3. **Customer Experience** contributes the least at approximately \$12K

The chart is positioned to the right of your pivot table data (columns D-K) so you can see both the numbers and the visual representation side by side. You can resize, move, or customize the chart further by clicking on it in Excel!

Separate the Campaign Owner column into First Name and Last Name

Separate the Campaign Owner column into First Name and Last Name



Clipboard Font Alignment Number Styles Cells

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Editing Sensitivity Add-ins Copilot Create a PDF

	A	B	C	D	E	F
1	Campaign Owner	Last Name	First Name	Campaign Name	Launch Date	Campaign Type
2	Barden, Malik	Barden	Malik	Industry Conference	23-Feb	Customer Experience
3	Cartier, Christian	Cartier	Christian	Billboards small	3-Jan	Brand marketing
4	Connors, Morgan	Connors	Morgan	Product mention 5x	6-Feb	Customer Experience
5	Glazkov, Ilya	Glazkov	Ilya	Product review 3x	16-Jan	Customer Experience
6	Halima, Yakubu	Halima	Yakubu	Feb email - West	22-Mar	Digital marketing
7	Halima, Yakubu	Halima	Yakubu	Feb email - North	11-Feb	Digital marketing
8	Halima, Yakubu	Halima	Yakubu	Feb email - South	13-Mar	Digital marketing
9	Halima, Yakubu	Halima	Yakubu	ate Jan Email	27-Jan	Digital marketing
10	Kovaleva, Anna	Kovaleva	Anna	Billboards small	29-Jan	Brand marketing
11	Lawson, Andre	Lawson	Andre	argeted - Group 1	5-Mar	Digital marketing
12	Macedo, Beatriz	Macedo	Beatriz	argeted - Group 2	25-Feb	Digital marketing
13	Smith, Avery	Smith	Avery	Billboards large	3-Feb	Brand marketing

Edit with Copilot

### Formulas Used

The new columns use Excel formulas so they update automatically:

- Last Name (Column B):** =TRIM(LEFT(A2, FIND(",", A2) - 1))
- First Name (Column C):** =TRIM(MID(A2, FIND(",", A2) + 1, LEN(A2)))

The existing columns have been shifted to the right to accommodate the new columns. The

Describe what you'd like to create or edit

AI-generated content may be incorrect

Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Adobe Acrobat

	A	B	C	D	E	F	
1	Campaign Owner	Last Name	First Name	Campaign Name	Launch Date	Campaign Type	Bud
2	Barden, Malik	Barden	Malik	Industry Conference	23-Feb	Customer Experience	\$
3	Cartier, Christian	Cartier	Christian	Billboards small	3-Jan	Brand marketing	\$
4	Connors, Morgan	Connors	Morgan	Product mention 5x	6-Feb	Customer Experience	\$
5	Glazkov, Ilya	Glazkov	Ilya	Product review 3x	16-Jan	Customer Experience	\$
6	Halima, Yakubu	Halima	Yakubu	Feb email - West	22-Mar	Digital marketing	\$
7	Halima, Yakubu	Halima	Yakubu	Feb email - North	11-Feb	Digital marketing	\$
8	Halima, Yakubu	Halima	Yakubu	Feb email - South	13-Mar	Digital marketing	\$
9	Halima, Yakubu	Halima	Yakubu	Late Jan Email	27-Jan	Digital marketing	\$
10	Kovaleva, Anna	Kovaleva	Anna	Billboards small	29-Jan	Brand marketing	\$
11	Lawson, Andre	Lawson	Andre	Targeted - Group 1	5-Mar	Digital marketing	\$
12	Macedo, Beatriz	Macedo	Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$
13	Smith, Avery	Smith	Avery	Billboards large	3-Feb	Brand marketing	\$

Edit with Copilot

```
...  
FIND(",", A2) - 1))  
• First Name (Column C): =TRIM(MID(A2,  
FIND(",", A2) + 1, LEN(A2)))
```

The existing columns have been shifted to the right to accommodate the new columns. The original "Campaign Owner" column (A) is preserved in case you need it for reference.

Calculate the ROI for each campaign.

Calculate the ROI for each campaign

Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Adobe Acrobat

Clipboard: Paste, Copy, Cut, Paste with formatting, Paste as plain text, Paste as link, Paste as picture

Font: Aptos Narrow, 11, Bold, Italic, Underline, Text color, Background color

Alignment: Left, Center, Right, Justify, Merge cells, Wrap text, Indent, Decrease indent, Increase indent

Number: Percentage, Currency, Accounting, Decimals, Thousands separator, Fraction, Scientific, Date, Time, Text, Error

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Sensitivity: Editing, Sensitivity

Add-ins: Add-ins, Copilot, Create a PDF

K6 =([@Revenue]-[@Budget])/[@Budget]

	G	H	I	J	K	L
1	Budget	Revenue	Total Users Targeted	Engaged Users	ROI %	
2	\$ 600	\$ 4,540	950	618	656.67%	
3	\$ 800	\$ 8,703	2,500	496	987.88%	
4	\$ 635	\$ 2,208	55,000	1,470	247.72%	
5	\$ 2,750	\$ 5,676	35,000	5,418	106.40%	
6	\$ 500	\$ 16,342	5,278	1,029	3168.40%	
7	\$ 500	\$ 12,423	4,205	902	2384.60%	
8	\$ 500	\$ 9,293	3,687	673	1758.60%	
9	\$ 500	\$ 6,980	4,205	463	1296.00%	
10	\$ 250	\$ 4,732	2,000	500	1792.80%	
11	\$ 5,800	\$ 136	10,000	283	-97.66%	
12	\$ 800	\$ 788	2,000	367	-1.50%	
13	\$ 4,500	\$ 5,632	10,000	362	25.16%	
14				Total Engaged Users		
15				Avg Engagement Rate		
16				Highest Engagement		
17				Lowest Engagement		
18						
19				<b>TOP PERFORMERS</b>		
20				Highest Revenue Campaign		

Edit with Copilot Auto

I've added a new ROI % column to calculate the Return on Investment for each campaign. Here's the result:

**ROI % Column Added (Column K)**

Campaign Name	Budget
Industry Conference	\$600

Describe what you'd like to create or edit

AI-generated content may be incorrect

Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Copilot Adobe Acrobat

Clipboard: Paste, Copy, Paste as Pictures, Paste as Plain Text, Paste as Unformatted Text with Merge Formatting, Paste as Unformatted Text with Link, Paste as Unformatted Text with Merge Formatting and Link

Font: Aptos Narrow, 11, Bold, Italic, Underline, Text Color, Background Color, Font Color

Alignment: Left, Center, Right, Justify, Indent Left, Indent Right, Decrease Indent, Increase Indent, Merge and Center, Unmerge Cells, Wrap Text, Merge Down

Number: Percentage, Currency, Accounting, Thousands Separator, Commas, Parentheses, Fractions, Decimals, Percentages, Scientific Notation, Custom

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Sensitivity: Sensitivity

Add-ins: Add-ins

Copilot: Copilot

Adobe Acrobat: Create a PDF

K6 =([@Revenue]-[@Budget])/[@Budget]

	C	D	E	F	G	H	
1	First Name	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users
2	Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	
3	Christian	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	
4	Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	
5	Ilya	Product review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	
6	Yakubu	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	
7	Yakubu	Feb email - North	11-Feb	Digital marketing	\$ 500	\$ 12,423	
8	Yakubu	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	
9	Yakubu	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	
10	Anna	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732	
11	Andre	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	
12	Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	
13	Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	

Edit with Copilot Auto

- Customer Experience has the lowest ROI at 211.77%, though still very profitable
- Overall portfolio ROI is an impressive 327.09%

All campaign types are profitable, but Digital marketing (primarily email campaigns) delivers nearly **double** the ROI of other campaign types!

Add data bars to the revenue column and sort by revenue in descending order.

Add data bars to the revenue column and sort by revenue in descending order.



Clipboard Font Alignment Number Styles Cells Sensitivity Add-ins Copilot Adobe Acrobat

K6 =([@Revenue]-[@Budget])/[@Budget]

Sign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users Targeted	Engaged Users
Mail - West	22-Mar	Digital marketing	\$ 50	\$ 16,342	5,278	
Mail - North	11-Feb	Digital marketing	\$ 50	\$ 12,423	4,205	
Mail - South	13-Mar	Digital marketing	\$ 50	\$ 9,293	3,687	
Ads small	3-Jan	Brand marketing	\$ 80	\$ 8,703	2,500	
Email	27-Jan	Digital marketing	\$ 50	\$ 6,980	4,205	
Review 3x	16-Jan	Customer Experience	\$ 2,75	\$ 5,676	35,000	
Ads large	3-Feb	Brand marketing	\$ 4,50	\$ 5,632	10,000	
Ads small	29-Jan	Brand marketing	\$ 25	\$ 4,732	2,000	
Conference	23-Feb	Customer Experience	\$ 60	\$ 4,540	950	
Mention 5x	6-Feb	Customer Experience	\$ 63	\$ 2,208	55,000	
Ad - Group 2	25-Feb	Digital marketing	\$ 80	\$ 788	2,000	
Ad - Group 1	5-Mar	Digital marketing	\$ 5,80	\$ 136	10,000	

Edit with Copilot Auto

### 1. Data Bars Added to Revenue Column

- Visual data bars have been added to all revenue values in column H
- The bars are displayed in blue color
- Longer bars indicate higher revenue values, making it easy to visually compare performance

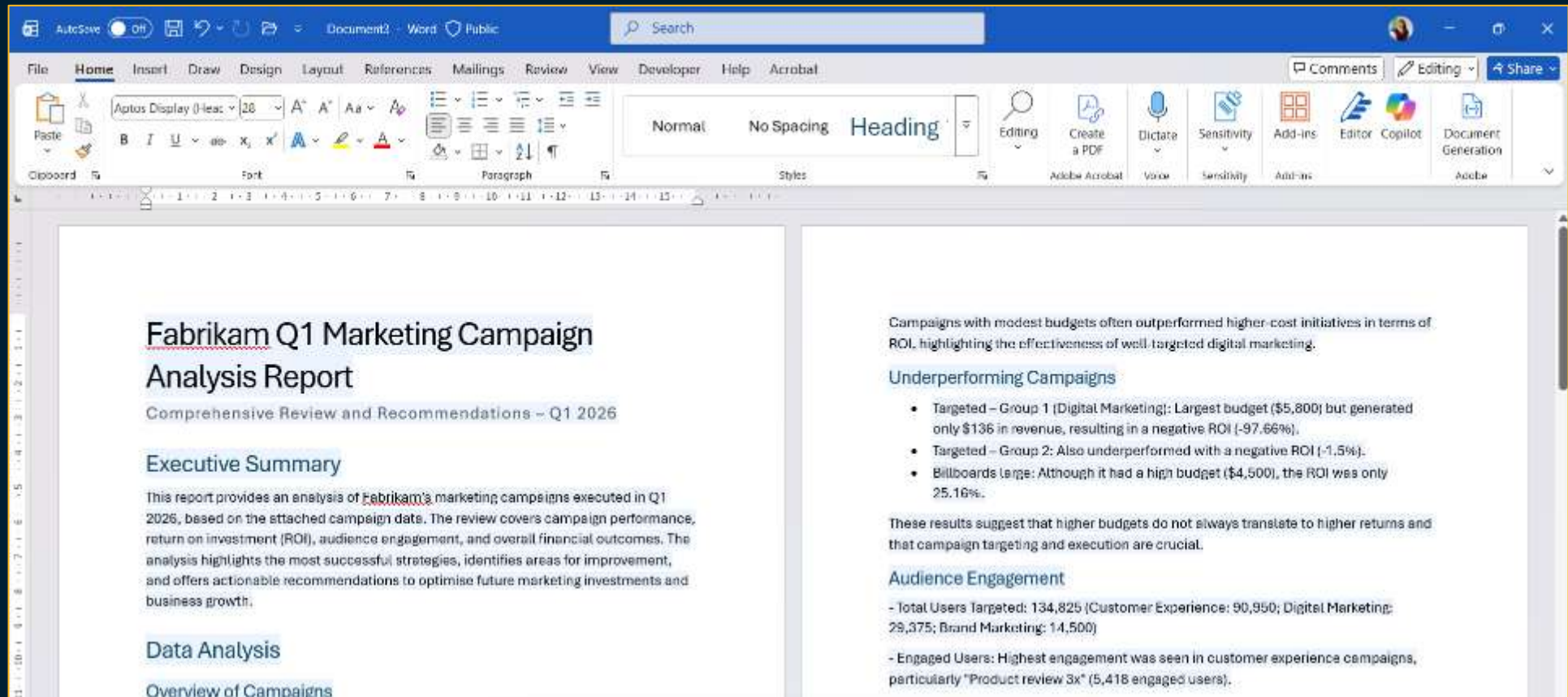
### 2. Sorted by Revenue

Describe what you'd like to create or edit

AI-generated content may be incorrect

# Report on campaign results

You now need to write a report on the marketing campaigns results



I am the Director of Marketing for Fabrikam. Please create a Q1 Marketing Campaign Analysis report based on the attached file, which provides data on our Q1 marketing campaigns. Include the following sections in the report: Executive Summary, Data Analysis, and Recommendations.

/Fabrikam

All Files Meetings Emails



- Speech for **Fabrikam** Stakeholders
- Fabrikam** Q1 marketing campaign data
- Speech for **Fabrikam** Stakeholders
- Fabrikam** stakeholder briefing.pptx
- Speech for **Fabrikam** Stakeholders.pptx

Open a new Word document and reference an existing file

# Fabrikam Q1 Marketing Campaign Analysis Report

Comprehensive Review and Recommendations – Q1 2026

## Executive Summary

This report provides an analysis of Fabrikam's marketing campaigns executed in Q1 2026, based on the attached campaign data. The review covers campaign performance, return on investment (ROI), audience engagement, and overall financial outcomes. The analysis highlights the most successful strategies, identifies areas for improvement, and offers actionable recommendations to optimise future marketing investments and business growth.

## Data Analysis

### Overview of Campaigns

During Q1, Fabrikam ran a diverse mix of campaigns including digital marketing, and customer experience initiatives. The campaigns had various goals and objectives, targeting a broad audience through billboards, and product reviews.

Campaigns with modest budgets often outperformed higher-cost initiatives in terms of ROI, highlighting the effectiveness of well-targeted digital marketing.

### Underperforming Campaigns

- Targeted – Group 1 (Digital Marketing): Largest budget (\$5,800) but generated only \$136 in revenue, resulting in a negative ROI (-9.5%).
- Targeted – Group 2: Also underperformed with a negative ROI (-1.5%).
- Billboards large: Although it had a high budget (\$4,500), the ROI was only 25.16%.

These results suggest that higher budgets do not always translate to higher returns and that campaign targeting and execution are crucial.

### Audience Engagement

- Total Users Targeted: 134,825 (Customer Experience: 90,950; Digital Marketing: 29,375; Brand Marketing: 14,500)

- Engaged Users: Highest engagement was seen in customer experience campaigns, particularly "Product review 3x" (5,418 engaged users).

### Budget Allocation Insights

Insights from the data point to "Targeted – Group 1" and "Billboards large", but also highlight the success of lower-budget campaigns like "Feb" which delivered outstanding ROIs.

1 of 1 I'm the Director of Fi... AI-generated content may be incorrect

Keep it For example, "Make it formal"

# Change a section



## Overview of Campaigns

During Q1, Fabrikam ran a diverse mix of campaigns, including digital marketing, and customer experience initiatives. The campaigns varied in budget and objectives, targeting a broad audience through different channels like billboards, and product reviews.

## Financial Performance

- Total Revenue Generated: \$77,453
- Total Budget Allocated: \$17,435
- Overall Average ROI: 1,027.09%

Digital marketing campaigns accounted for the majority of revenue (\$45,962), followed by brand marketing (\$19,067) and customer experience (\$12,424). Digital marketing also delivered the highest average ROI (1,418.07%), outperforming brand marketing (935.28%) and customer experience (336.93%).

## Top Performing Campaigns

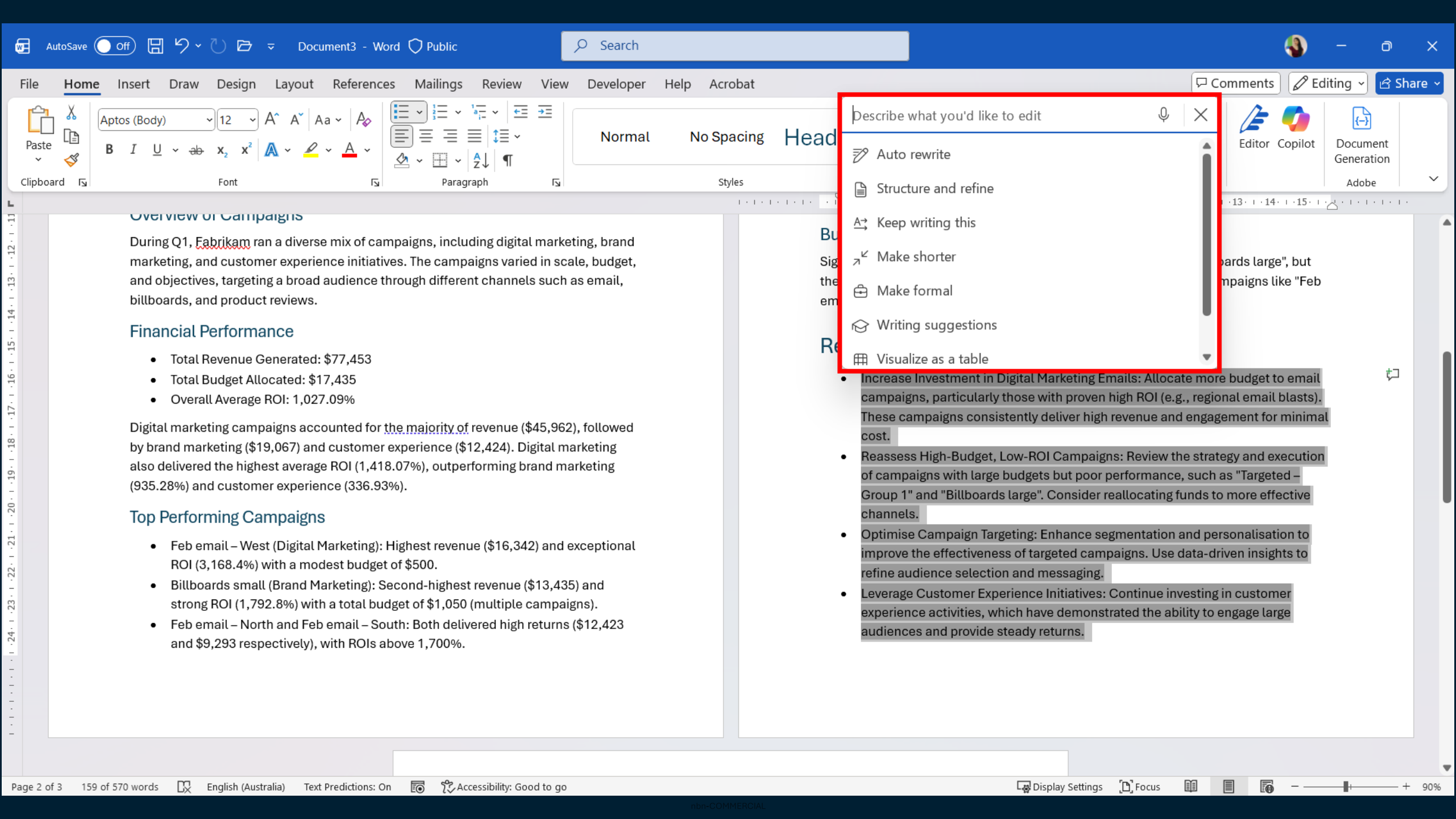
- Feb email – West (Digital Marketing): Highest revenue (\$16,342) and exceptional ROI (3,168.4%) with a modest budget of \$500.
- Billboards small (Brand Marketing): Second-highest revenue (\$13,435) and strong ROI (1,792.8%) with a total budget of \$1,050 (multiple campaigns).
- Feb email – North and Feb email – South: Both delivered high returns (\$12,423 and \$9,293 respectively), with ROIs above 1,700%.

## Recommendations



- Increase Investment in Digital Marketing Emails: Allocate more budget to email campaigns, particularly those with proven high ROI (e.g., regional email blasts). These campaigns consistently deliver high revenue and engagement for minimal cost.
- Reassess High-Budget, Low-ROI Campaigns: Review the strategy and execution of campaigns with large budgets but poor performance, such as "Targeted – Group 1" and "Billboards large". Consider reallocating funds to more effective channels.
- Optimise Campaign Targeting: Enhance segmentation and personalisation to improve the effectiveness of targeted campaigns. Use data-driven insights to refine audience selection and messaging.
- Leverage Customer Experience Initiatives: Continue investing in customer experience activities, which have demonstrated the ability to engage large audiences and provide steady returns.





## Overview of Campaigns

During Q1, Fabrikam ran a diverse mix of campaigns, including digital marketing, brand marketing, and customer experience initiatives. The campaigns varied in scale, budget, and objectives, targeting a broad audience through different channels such as email, billboards, and product reviews.

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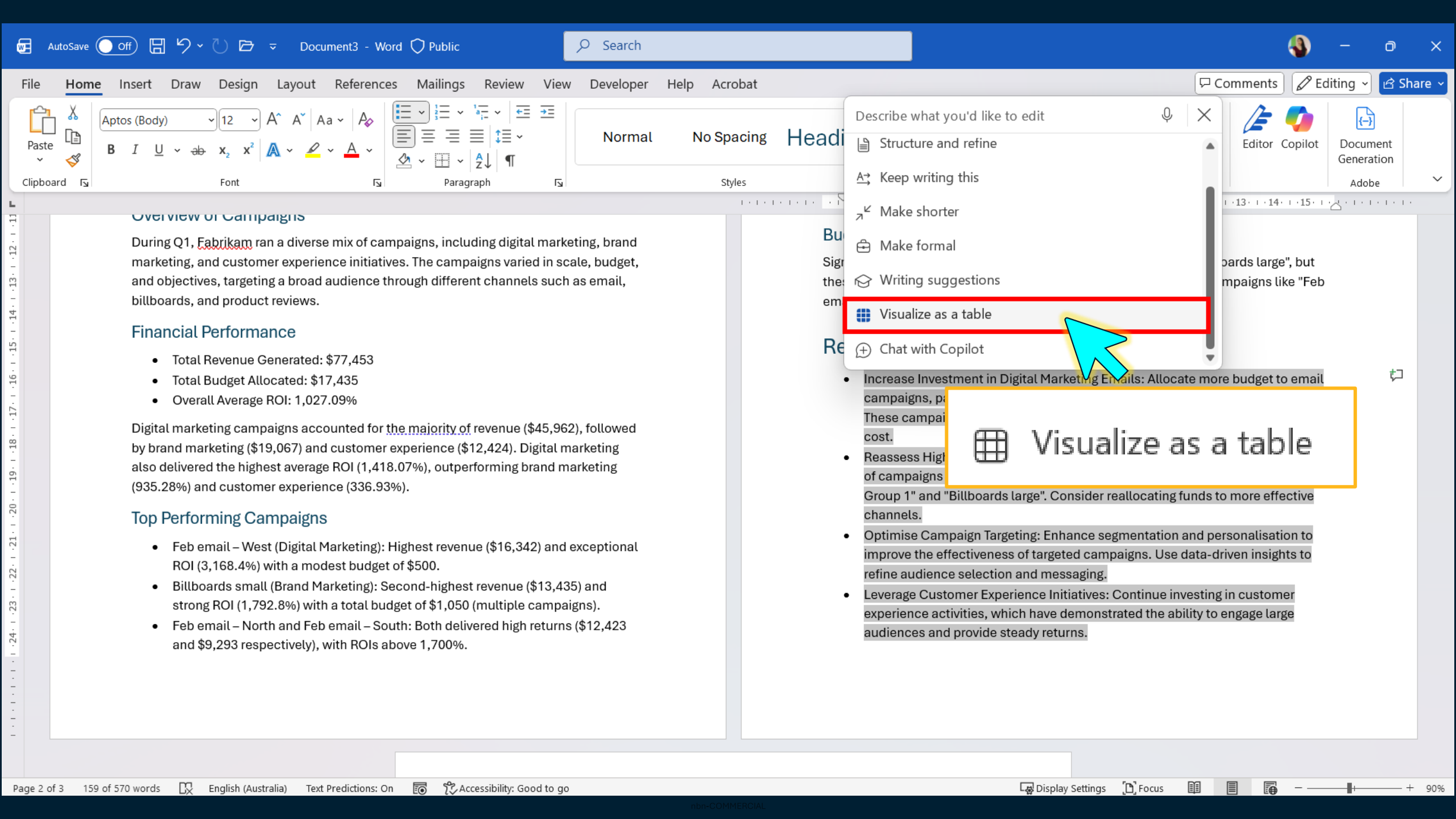
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Describe what you'd like to edit

- ✎ Auto rewrite
- 📄 Structure and refine
- ↺ Keep writing this
- ↶ Make shorter
- 📁 Make formal
- 👉 Writing suggestions
- 📊 Visualize as a table

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### Overview of Campaigns

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Describe what you'd like to edit

- Structure and refine
- Keep writing this
- Make shorter
- Make formal
- Writing suggestions
- Visualize as a table**
- Chat with Copilot

 Visualize as a table

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Normal No Spacing Heading

performance tracking to enable rapid adjustments during campaigns, maximising ROI and engagement.

- Further Analyse Engagement Metrics: Explore engagement patterns to identify what drives higher user interaction, especially in campaigns with high user targeting but variable engagement rates.

Recommendation	Details
Increase Investment in Digital Marketing Emails	Allocate more budget to email campaigns, particularly those with proven high ROI (e.g., regional email blasts). These campaigns consistently deliver high revenue and engagement for minimal cost.
Reassess High-Budget, Low-ROI Campaigns	Review the strategy and execution of campaigns with large budgets but poor performance, such as "Targeted - Group 1" and "Billboards large". Consider reallocating funds to more effective channels.
Optimise Campaign Targeting	Enhance segmentation and personalisation to improve the effectiveness of targeted campaigns. Use data-driven insights to refine audience selection and messaging.

< 1 of 1 > Visualize as a table AI-generated content may be incorrect

Keep it Replace For example, "Remove the row about..."

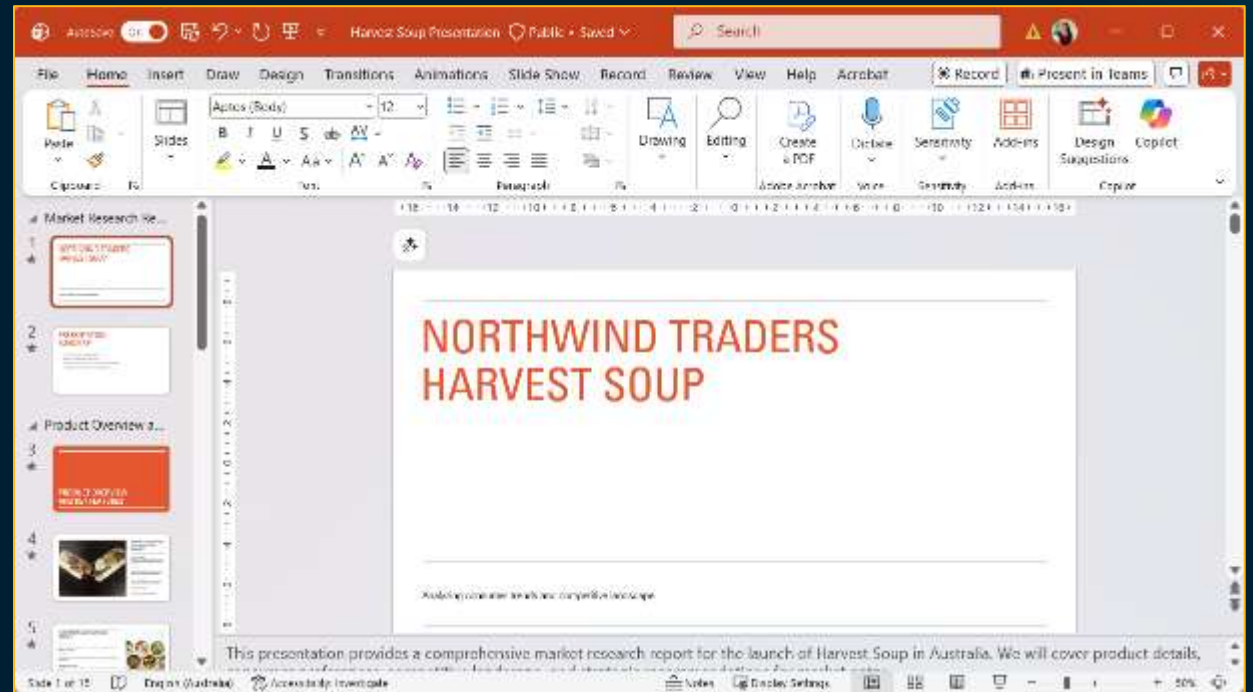


Prepare for a customer  
presentation

# Prepare for a customer presentation

You have an upcoming presentation to a customer about one of your products.

The presentation deck has already been created.



File Home Insert Draw Design Transitions Animations Slide Show Record Review View Help Acrobat Record Present in Teams

Paste Slides Clipboard

Aptos (Body) 12

B I U S AV Font Paragraph Drawing Editing Adobe Acrobat Voice Sensitivity Add-ins Design Suggestions Copilot

Market Research Re...

1 NORTHWIND TRADERS HARVEST SOUP

2 PRESENTATION ROADMAP

Product Overview a...

3 PRODUCT OVERVIEW AND KEY FEATURES

4

5

16 14 12 10 8 6 4 2 0 2 4 6 8 10 12 14 16

8 6 4 2 0 2 4 6 8 10 12 14 16

# NORTHWIND TRADERS HARVEST SOUP

Analyzing consumer trends and competitive landscape

Open the presentation in PowerPoint

This presentation provides a comprehensive market research report for the launch of Harvest Soup in Australia. We will cover product details, competitive landscape, and strategic recommendations for product entry.

Clipboard Font Paragraph Adobe Acrobat Voice Sensitivity Add-ins Copilot

1 NORTHWIND TRADERS HARVEST SOUP

2 PRESENTATION ROADMAP

3 PRODUCT OVERVIEW AND KEY FEATURES

4 ANALYZING CONSUMER TRENDS AND COMPETITIVE LANDSCAPE

5 SECURITY AND PACKAGING DETAILS

Obtain a summary

- Create a new presentation
- Create a new presentation with file
- Add a slide
- Summarize this presentation
- Translate this presentation
- Ask Copilot

Analyzing consumer trends and competitive landscape

This presentation provides a comprehensive market research report on consumer preferences, competitive landscape, and strategic recommendations for product entry.

Product details, features, and benefits.

- Market...
- 1
- 2
- Product...
- 3
- 4
- 5
- Analysis...
- 6
- 7
- 8
- Compet...
- 9

116 114 112 110 108 106 104 102 100 98 96 94 92 90 88 86 84 82 80 78 76 74 72 70 68 66 64 62 60 58 56 54 52 50 48 46 44 42 40 38 36 34 32 30 28 26 24 22 20 18 16 14 12 10 8 6 4 2 0 2 4 6 8 10 12

# NORTHWIND TRADERS HARVEST SOUP

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☰ 🛡️ 📁 🌐 ✍️ ⋮ ✕

Summarize this presentation

Copilot 🛡️

You asked for a summary of the "Harvest Soup Presentation" for Northwind Traders, which analyses consumer trends and the competitive landscape for launching Harvest Soup in Australia. I'll use the content from the presentation to provide a concise overview.

Provide a shorter summary

Highlight the key action items

Draft an email summarizing this

Message Copilot

+ ⚙️ 🎤

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Clipboard Slides

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- Strategic Recomme...
- 12 STRATEGIC RECOMMENDATIONS FOR MARKET ENTRY
- 13 MARKETING AND PROMOTIONAL STRATEGIES
- 14 DISTRIBUTION CHANNEL STRATEGIES
- Conclusion
- 15 CONCLUSION



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- Summarize this presentation
- Translate this presentation
- Ask Copilot

Add a slide for Q&A

- Create a new presentation
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- Add a slide
- Summarize this presentation
- Translate this presentation
- Ask Copilot

Paste Slides Clipboard

Strategic Recomm... 12 STRATEGIC RECOMMENDATIONS FOR MARKET ENTRY 13 MARKETING AND PROMOTIONAL STRATEGIES 14 DISTRIBUTION CHANNEL STRATEGIES Conclusion 15 CONCLUSION

Add a slide with Copilot Add a slide about Question and Answer (Q&A) 44 / 800 Reference a file Start with a prompt ...the pros and cons of [topic] from file ...key terms from file ...benefits of a mentorship program



Ensure wide availability of Harvest Soup through multiple distribution channels:

Clipboard Slides 66

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Strategic Recomme...

12 ★ STRATEGIC RECOMMENDATIONS FOR MARKET ENTRY

13 ★ MARKETING AND PROMOTIONAL STRATEGIES

14 ★ DISTRIBUTION CHANNEL STRATEGIES

15 Q&A

Conclusion

16

Q&A

Paste New Slide with Copilot

Clipboard Slides

Create a list of 10 questions about this presentation that might be asked by viewers. I am delivering this presentation to our customer, Fabrikam. Consider any meetings, emails, or Teams messages regarding this customer from the last 3 months for additional context. For each question, provide a suggested response.

Dictate Sensitivity Add-ins Design Suggestions Copilot

9 10 11 12 13 14 15 16

COMPETITIVE LANDSCAPE FOR THE AUSTRALIAN MARKET

STRATEGIC RECOMMENDATIONS FOR MARKET ENTRY

CONCLUSION

Q&A

Suggest Q&A

Need insights or images? Just ask.

Create a list of 10 questions about this presentation that might be asked by viewers. I am delivering this presentation to our customer, Fabrikam. Consider any meetings, emails, or Teams messages regarding this customer from the last 3 months for additional context. For each question, provide a suggested response.

Clipboard Slides

Paste New Slide with Copilot

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Copilot Design Suggestions Copilot

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Strategic Recomme...

CONCLUSION

Click to add notes

Q&A

Copilot

Thanks Rishona — here are ten questions that viewers from Fabrikam might ask about your **Harvest Soup Market Entry** presentation, with suggested responses.

These questions draw on the content of your presentation and the broader context of your Fabrikam-related work, including recent files and Teams interactions where Fabrikam strategy emphasises **AI, cloud, innovation, customer centricity and sustainable growth.**

Fabrikam stakeholder ...

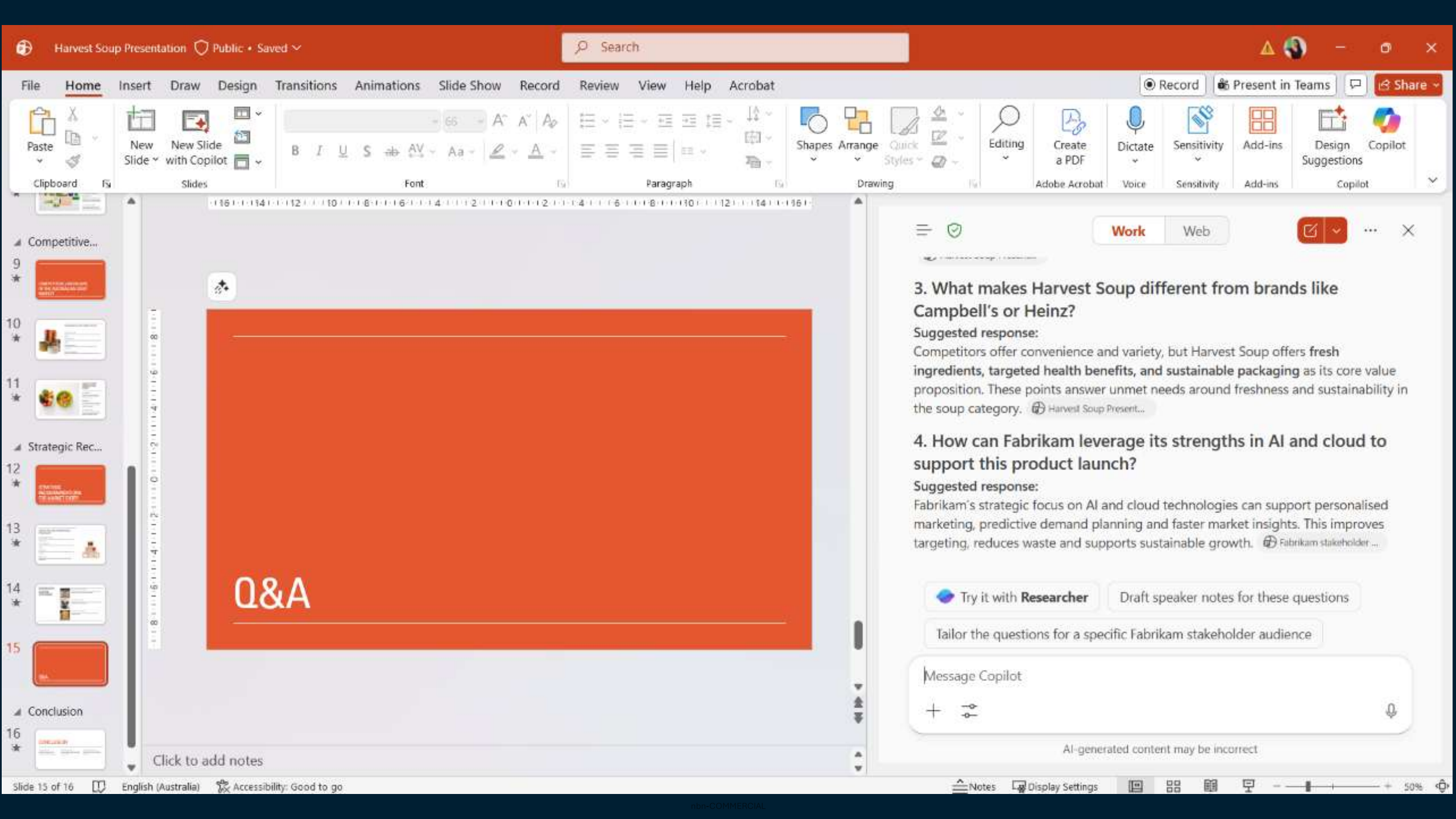
Try it with **Researcher**

Draft speaker notes for these questions

Tailor the questions for a specific Fabrikam stakeholder audience

Message Copilot

AI-generated content may be incorrect



Clipboard Slides Font Paragraph Drawing Editing Adobe Acrobat Voice Sensitivity Add-ins Design Suggestions Copilot

- Competitive...
- 9
- 10
- 11
- Strategic Rec...
- 12
- 13
- 14
- 15
- Conclusion
- 16

Q&A

Work Web

3. What makes Harvest Soup different from brands like Campbell's or Heinz?  
Suggested response: Competitors offer convenience and variety, but Harvest Soup offers fresh ingredients, targeted health benefits, and sustainable packaging as its core value proposition. These points answer unmet needs around freshness and sustainability in the soup category. Harvest Soup Present...

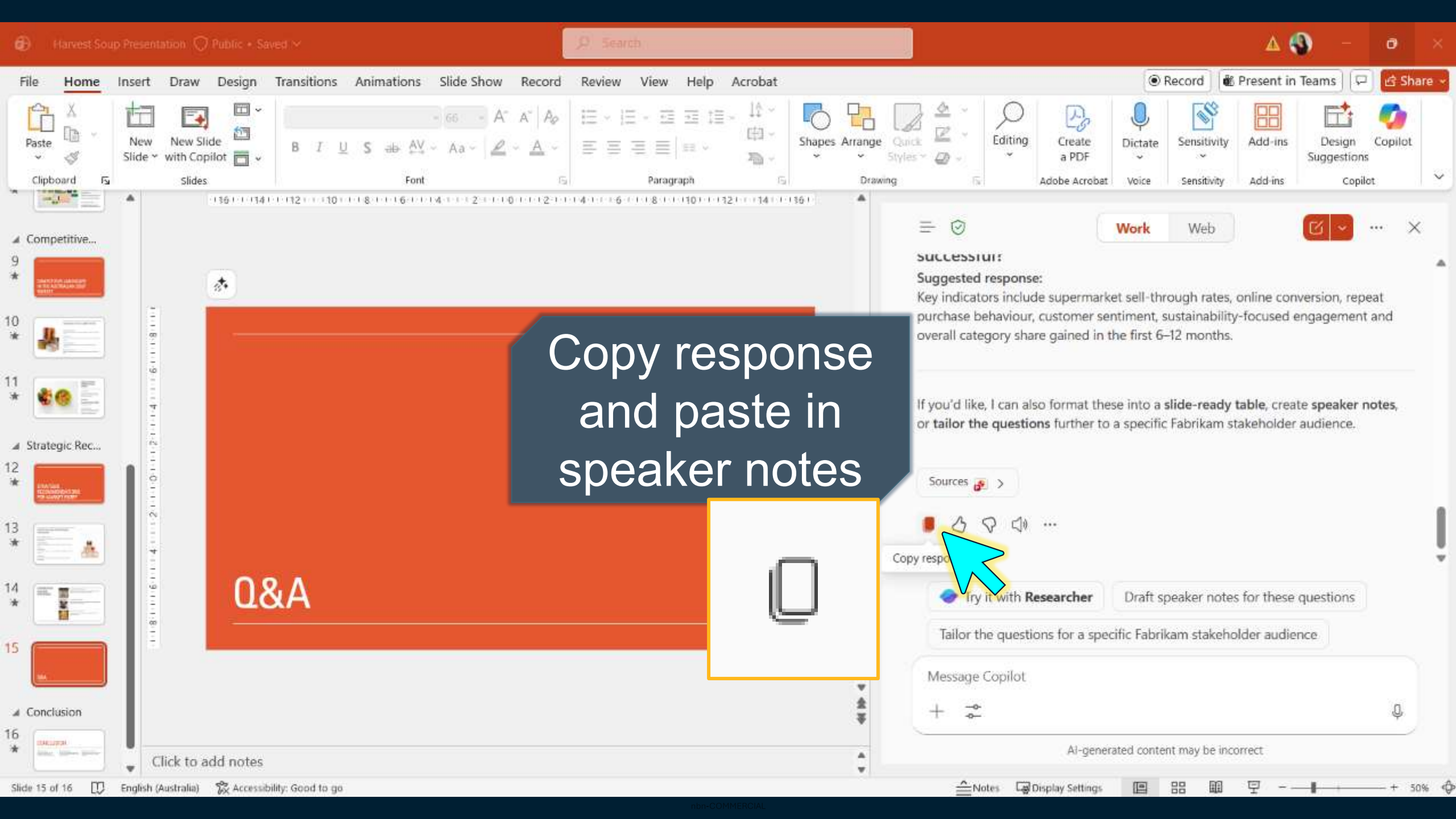
4. How can Fabrikam leverage its strengths in AI and cloud to support this product launch?  
Suggested response: Fabrikam's strategic focus on AI and cloud technologies can support personalised marketing, predictive demand planning and faster market insights. This improves targeting, reduces waste and supports sustainable growth. Fabrikam stakeholder ...

Try it with Researcher Draft speaker notes for these questions

Tailor the questions for a specific Fabrikam stakeholder audience

Message Copilot

AI-generated content may be incorrect



Copy response  
and paste in  
speaker notes



Work Web

**SUCCESSFUL:**  
**Suggested response:**  
Key indicators include supermarket sell-through rates, online conversion, repeat purchase behaviour, customer sentiment, sustainability-focused engagement and overall category share gained in the first 6-12 months.

If you'd like, I can also format these into a **slide-ready table**, create **speaker notes**, or **tailor the questions** further to a specific Fabrikam stakeholder audience.

Sources >

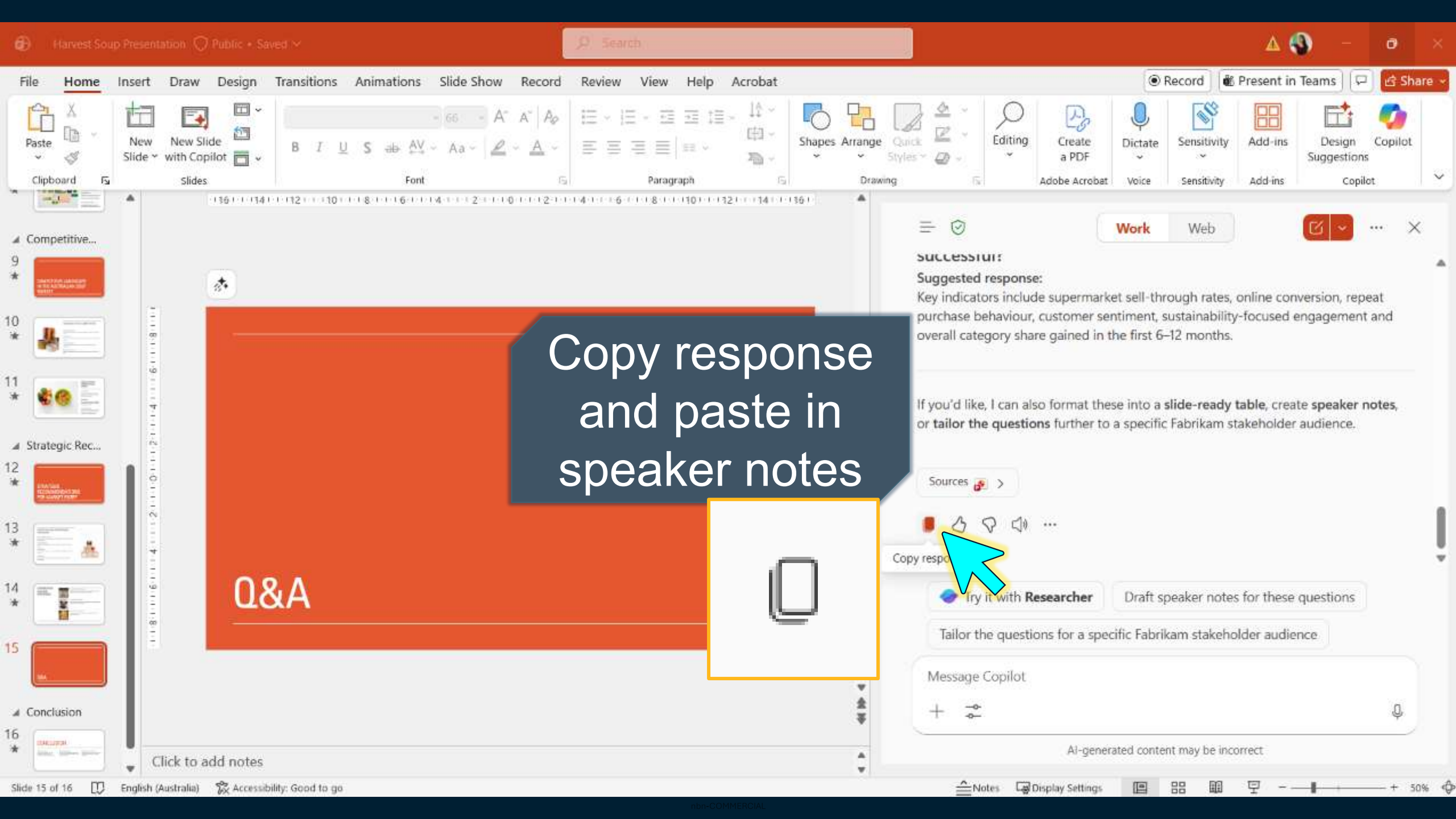
Copy response

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Copy response  
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Sources >

Copy response

Try it with **Researcher** Draft speaker notes for these questions

Tailor the questions for a specific Fabrikam stakeholder audience

Message Copilot

AI-generated content may be incorrect

A thin, solid yellow diagonal line that starts from the left edge and extends towards the top right, ending just above the text.

Identify sales opportunities from  
data

# Identify sales opportunities from data

Sales and marketing have a small budget for next month and need to pick one focus: which region and product to promote.

Last quarter's sales data of 1000+ rows is in a CSV file.

	A	B	C	D	E	F	G	H
1	Date	Region	Salesperson	Product	Units Sold	Revenue	Profit	
2	1/01/2026	North	Alice	Product A	69	899.0961	146.3157	
3	1/01/2026	North	Bob	Product B	18	867.608	86.80979	
4	1/01/2026	North	Charlie	Product A	2	58.96557	16.95846	
5	1/01/2026	North	David	Product B	9	531.5499	85.81332	
6	1/01/2026	South	Alice	Product C	82	4674.381	575.1595	
7	1/01/2026	South	Bob	Product D	64	3357.377	814.5085	
8	1/01/2026	South	Charlie	Product B	19	399.2673	65.87238	
9	1/01/2026	South	David	Product C	9	676.9009	71.18406	
10	1/01/2026	East	Alice	Product C	54	3077.702	791.2456	
11	1/01/2026	East	Bob	Product A	67	3189.525	611.8639	
12	1/01/2026	East	Charlie	Product A	63	818.4333	206.4807	
13	1/01/2026	East	David	Product B	54	3082.135	747.6446	
14	1/01/2026	West	Alice	Product B	32	2156.482	510.0295	
15	1/01/2026	West	Bob	Product C	63	5108.788	988.8612	
16	1/01/2026	West	Charlie	Product B	84	6657.903	1370.552	
17	1/01/2026	West	David	Product C	80	3970.709	473.1596	
18	2/01/2026	North	Alice	Product C	40	2969.389	399.5752	
19	2/01/2026	North	Bob	Product A	20	1010.171	275.3378	
20	2/01/2026	North	Charlie	Product B	1	52.13968	11.99231	
21	2/01/2026	North	David	Product D	36	1263.295	283.0531	



Work

Web

Auto



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

Apps

Rishona Elijah



M365 Copilot

Launch Analyst agent for M365 Copilot Chat

by asking, 'what can you do?'

Tools



Analyst

MA

What's the latest from [Microsoft Power Apps](#), organised by...

Is a close collaborator



Who is currently led by [person](#)?


See more



 New chat


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Agents

 Researcher

 **Analyst**


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 Skills (Frontier)

 Microsoft 365 Admin

 Learning (Frontier)

 Apps

 Rishona Elijah



# Analyst

Ask Analyst to analyse your data and generate insights



 **Analyze data**

What are the trends you see in the uploaded files? Which...

 **Get insights**

What are some quick insights about the data from the...

 **Visualize**

Create a table with the volume of planets, add a column to...

# Uses for Analyst

## Sales Performance Analysis

A sales manager reviews sales data to identify trends, top-performing products, and areas needing improvement.



Ask Analyst to analyze your data and generate insights



## Customer Insights

Summarise reviews, survey comments, and support emails: identify top issues, quick fixes, and messaging updates.

## Market Trend Exploration

A marketing team analyses industry reports and competitor data to identify emerging trends and inform campaign strategies.

## Forecasting

Predict future sales performance



New chat

Search

Library

Create

Frontier

Agents

Researcher

**Analyst**

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

Apps

RE Rishona Elija

Load and check the data



**Analyst**



Analyst demo ...



Review the attached CSV: explain columns, date range, and any missing or unusual values.



Review the attached CSV: explain columns, date range, and any missing or unusual values.



**Analyst** > Review the attached CSV: explain columns, date ran



Analyst demo sa...

Review the attached CSV: explain columns, date range, and any missing or unusual values.

**Analyst**

Reasoning... ^

- ✓ Loading and executing... >
- ✓ Checking category count >
- ✓ Coding and Executing... >
- ✓ Investigating date parsing issues >

Ask Analyst to analyse your data and generate insights



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

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Learning (Frontier)

Apps

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Here's a detailed review of the uploaded CSV:

---

## Columns and Their Meaning

The dataset has **1,440 rows** and **7 columns**:

1. **Date** – When the sale occurred. Initially stored as text; after parsing, it spans from **2026-01-01** to **2026-03-31**.
  2. **Region** – Sales territory. Four categories: *North, South, East, West* (each appears 360 times).
  3. **Salesperson** – Who made the sale. Four names: *Alice, Bob, Charlie, David* (each with 360 records).
  4. **Product** – Item sold. Four categories: *Product A–D* (counts: B = 387, C = 382, A = 344, D = 327).
  5. **Units Sold** – Integer count of units (range: **1–100**, no zeros or negatives).
  6. **Revenue** – Monetary value of the sale (float; range: **\$30.65 – \$9,783.38**, mean  $\approx$  \$2,662).
  7. **Profit** – Monetary gain (float; range: **\$3.68 – \$2,684.73**, mean  $\approx$  \$533).
- 

## Date Range

After converting to datetime, the data covers **Q1 2026**:

- **Earliest date:** 2026-01-01
  - **Latest date:** 2026-03-31
  - **90 unique dates** (every day in the quarter).
- 

## Missing or Unusual Values

- **No missing values:** All columns have 1,440 non-null entries.
- **No NaT values** after parsing dates.
- **Numeric checks:**
  - No zeros or negatives in *Units Sold, Revenue, or Profit*.

Show revenue and profit trends over time

Break down sales by region and salesperson



Ask Analyst to analyse your data and generate insights





New chat

Search

Library

Create

Frontier

Agents

Researcher

A

P

S

Health Day Support Bot

Microsoft 365 Admin

Apps

RE Rishona Elijah



- **Profit/Revenue ratio:** median  $\approx$  0.20.

✓ The dataset is clean, complete, and internally consistent.

Would you like me to **visualise trends** (e.g., revenue and profit over time) and **highlight top performers/products**?

Sources >

Show what changed and where

Break results down by month and region: revenue, profit, profit margin, and units sold. Highlight the biggest month to month changes and what might be driving them.

Break results down by month and region: revenue, profit, profit margin, and units sold. Highlight the biggest month to month changes and what might be driving them.



## Monthly & Regional Summary (Q1 2026)

(Values rounded for clarity; months = Jan(1), Feb(2), Mar(3))

Month	Region	Revenue (\$)	Profit (\$)
1	East	344,656	68,924
1	North	294,015	58,437
1	South	325,506	65,239
1	West	293,567	57,584
2	East	309,617	59,030
2	North	256,308	51,090
2	South	323,734	66,535
2	West	307,671	55,933
3	East	330,628	66,473
3	North	355,710	74,605
3	South	356,120	72,650
3	West	336,308	70,816

### Overall totals per month:

- **Jan:** Revenue \$1.258M, Profit \$250K, Units 24,438, Margin 19.9%
- **Feb:** Revenue \$1.198M, Profit \$233K, Units 22,263, Margin 19.4%
- **Mar:** Revenue \$1.379M, Profit \$285K, Units 24,710, Margin 20.6%

Show charts for revenue and profit trends by region

Visualise margin swings with a heatmap



Ask Analyst to analyse your data and generate insights



## Drivers Behind Swings

- **February dip:**
  - Broad-based slowdown across regions except West (slight revenue rise).
  - Likely seasonal or operational factor (shorter month, campaign lull, supply constraints).
  - Margins fell most in East and West, suggesting heavier discounting or low-margin product mix.
- **March rebound:**
  - All regions recover strongly; North leads with the largest surge in revenue and units.
  - Margins improve across most regions, especially West (+2.9 pts), hinting at a shift back to higher-margin products or better pricing.
- **Product mix effect (North example):**
  - Feb decline driven by sharp drops in **Product B** and **Product D**; March rebound sees these lines surge past January levels.
  - Salesperson performance mirrors this: Alice, Bob, Charlie all dip in Feb and rally in Mar; David is the exception (Feb up vs Jan).

### Key insights:

- February is the trough for Q1; March is a strong recovery.
- North is the most volatile region; South is the most stable.
- Margin swings in West suggest pricing or product mix changes.
- Product-level and salesperson-level dynamics explain much of the volatility.

Would you like me to **visualise this** (e.g., charts for revenue/profit trends by region, margin heatmaps, or product mix shifts) or **prepare a short executive summary for your leadership team?**



Show charts for revenue and profit trends by region

Visualise margin swings with a heatmap



Ask Analyst to analyse your data and generate insights





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Researcher

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Prompt Coach

Skills (Frontier)

Health Day Support Bot

Microsoft 365 Admin

Apps

Rishona Elijah



Decide on one focus for next month

Rank region and product combinations by revenue and profit margin: show the top 10 in a table.

Recommend one region and product focus for April with a clear reason and a simple watch out. Also, find anything that looks risky or unusual: lowest margin items, biggest revenue spikes by day, and any patterns by product or salesperson.

Give 3 likely explanations and what to check next.

Analyst

Reasoning... ^

✓ Planning analysis steps >

Ask Analyst to analyse your data and generate insights





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Rishona Elijah



## Recommended Focus for April

### South / Product C

- **Why:** Highest revenue in Q1 (310K) and solid margin (~20%). Stable month-to-month performance compared to volatile regions/products.
- **Watch-out:** Margin rank is mid-tier (7th of 16). Aggressive discounting or cost creep could erode profitability even if volume stays strong.

*(Alternative if margin is priority: South / Product D – top margin but lower volume and more volatility.)*

## Risky or Unusual Patterns

### 1. Lowest-margin combos:

Visualise daily revenue spikes and trends for March

Draft an executive summary for April planning



Ask Analyst to analyse your data and generate insights





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RE Rishona Elijah



# Generate charts

Create three charts from this dataset:

- 1) Bar chart: revenue by region
  - 2) Bar chart: profit by product
  - 3) Line chart: monthly revenue and profit margin
- Under each chart, add 2 key takeaways in plain English.



Analyst

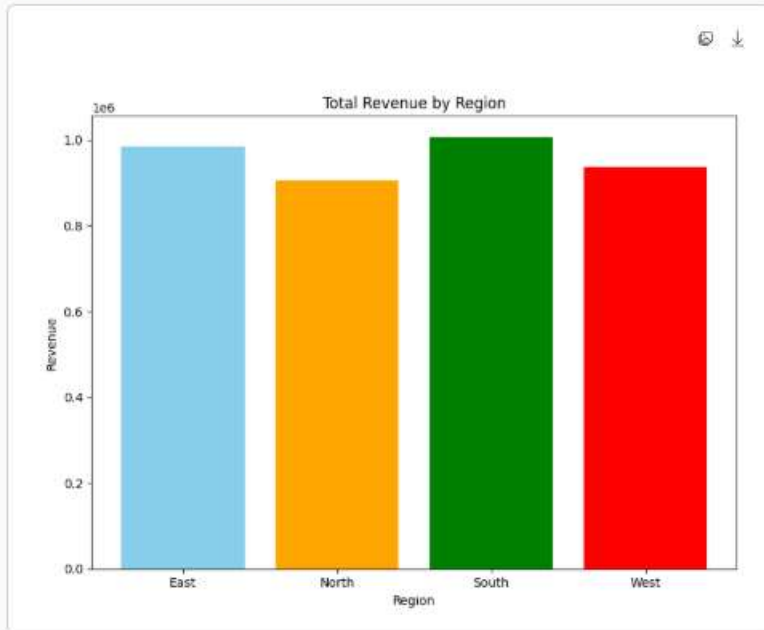
Working on generating the response.



Ask Analyst to analyse your data and generate insights



### 1) Revenue by Region (Bar Chart)



#### Key takeaways:

1. South leads with about \$1.01M in Q1 revenue, followed by East (~\$985K), West (~\$938K), and North (~\$907K).
2. The gap between regions is modest, suggesting balanced geographic coverage. North is the laggard and could be a focus for growth.

### 2) Profit by Product (Bar Chart)



Build an executive dashboard with these charts

Summarise these insights for April planning

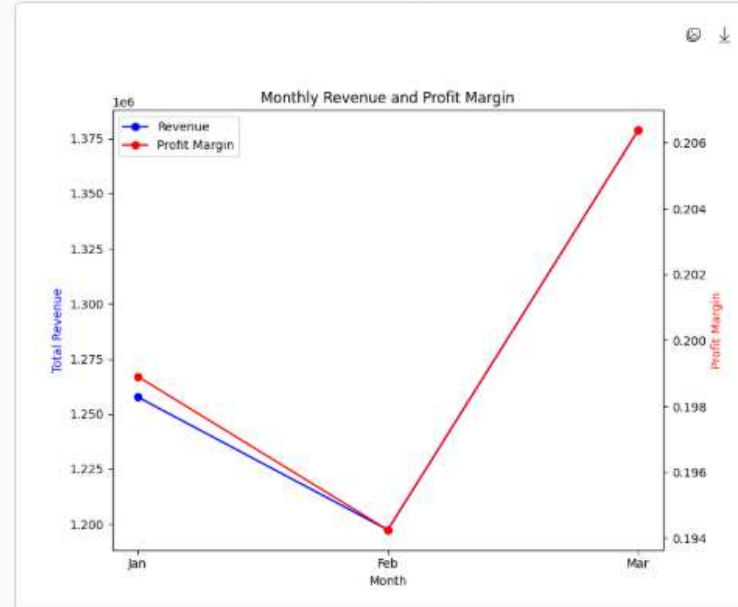
Ask Analyst to analyse your data and generate insights



#### Key takeaways:

1. Product C is the top performer for profit (~\$215K), followed by B (~\$207K), A (~\$179K), and D (~\$168K).
2. The spread is relatively narrow, but Product D consistently underperforms—worth reviewing pricing or cost structure.

### 3) Monthly Revenue & Profit Margin (Line Chart)



#### Key takeaways:

1. Revenue dipped in February (~\$1.20M) before rebounding strongly in March (~\$1.38M), indicating a mid-quarter slowdown and recovery.
2. Profit margin mirrors this trend: 19.9% in Jan → 19.4% in Feb → 20.6% in Mar, suggesting the dip affected both sales and profitability.

Build an executive dashboard with these charts

Summarise these insights for April planning

Ask Analyst to analyse your data and generate insights



A thin, solid orange line that starts from the left edge and extends diagonally upwards and to the right, ending just above the text.

Create a sales enablement agent

A complex network of teal-colored nodes and connecting lines, resembling a molecular structure or a data network, set against a dark blue background. The nodes are small circles, and the lines are thin, creating a dense, interconnected web.

## Create a sales enablement agent

Sales and marketing are losing time searching for the latest versions and accurate information regarding their EcoSense 360 product, a smart energy management solution.

They need to move fast with retrieving consistent, accurate responses.



# EcoSense 360 Energy Management Solution

Technical Specifications Document

For Training Purposes – Fictitious Data

## 1. Product Overview

EcoSense 360 is Fabrikam's next-generation energy management solution for hotels, resorts, and hospitality venues. It provides real-time analytics, and cloud-based controls to help achieve sustainability goals.

## 2. System Architecture

### Core Components:

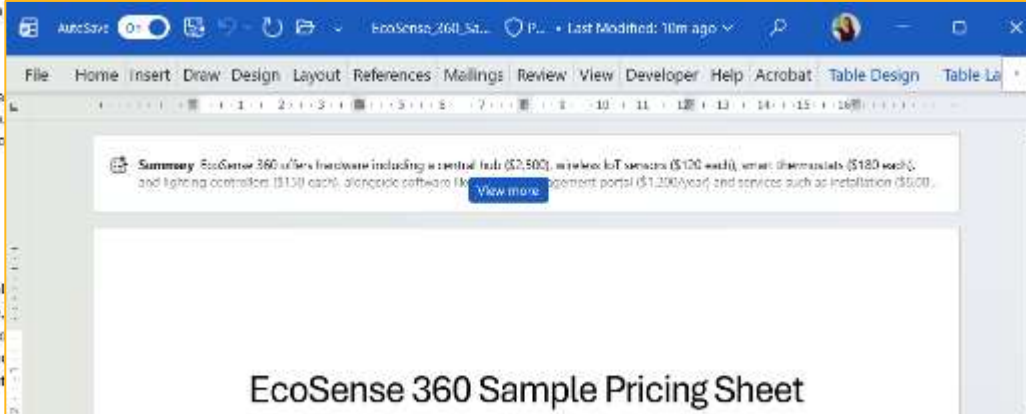
- EcoSense 360 Hub (central control)
- Wireless IoT Sensors (temperature, occupancy, humidity, light)
- Smart Thermostats and Lighting Controllers
- Cloud Management Portal (web/mobile)
- API Gateway for third-party integration

### Network Protocols:

- Zigbee, Wi-Fi E, Bluetooth LE
- Secure TLS/SSL encryption for all data

### Supported Platforms:

Windows, iOS, Android, Raspberry Pi



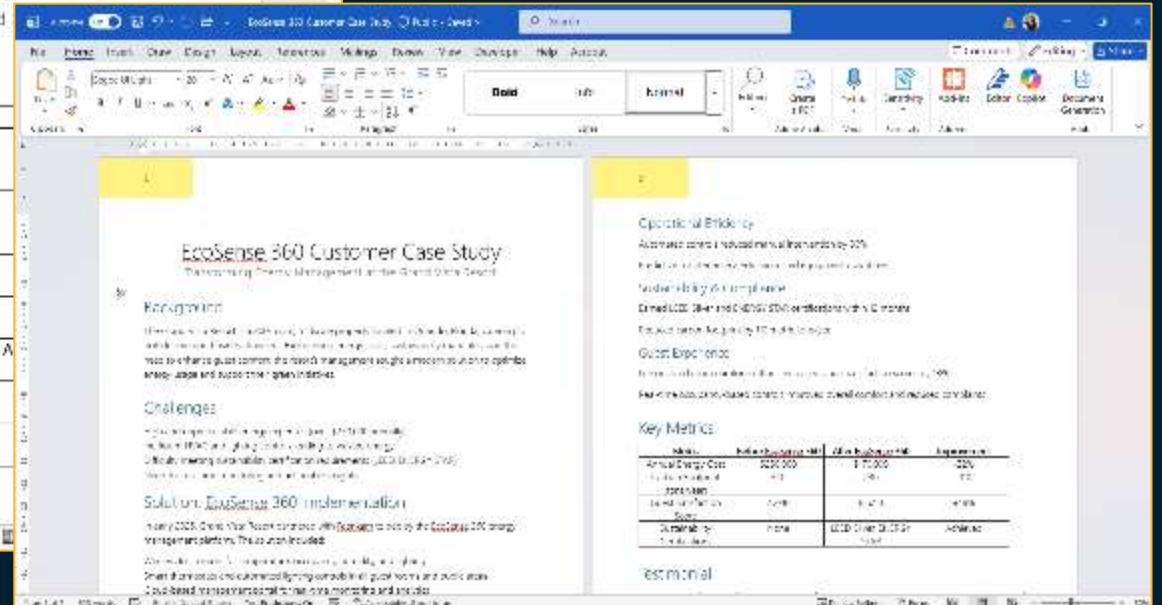
**Summary** EcoSense 360 offers hardware including a central hub (\$2,500), wireless IoT sensors (\$120 each), smart thermostats (\$180 each), and lighting controllers (\$150 each), alongside software licensing (annual subscription, \$1,200/year), and services such as installation (\$8,000).

## EcoSense 360 Sample Pricing Sheet

Illustrative Pricing for Hardware, Software, and Services

### 1. Standard Pricing

Item / Service	Description	Unit Price (USD)
EcoSense 360 Hub	Central controller for up to 500 devices	\$2,500
Wireless IoT Sensor	Temperature, occupancy, humidity, light	\$120
Smart Thermostat	Room-level HVAC control	\$180
Lighting Controller	Automated lighting control	\$150
Cloud Management Portal	Web/mobile access, analytics	\$1,200/year
Installation & Commissioning	On-site setup and training	\$8,000
Integration Services	PMS/BMS/API setup and testing	\$3,500
Support & Maintenance	24/7 helpdesk, remote diagnostics	\$2,000/year



## EcoSense 360 Customer Case Study

Enhancing Energy Management and Guest Data Security

### Background

The client, a large hotel chain, sought to improve energy efficiency and guest data security. EcoSense 360 provided a comprehensive solution to address these challenges.

### Challenges

High energy costs, inefficient HVAC systems, and limited guest data security. The client needed a solution that could provide real-time analytics and control over energy usage.

### Solution: EcoSense 360 Implementation

Implemented EcoSense 360 across all hotel properties, including hardware, software, and services.

Key results include reduced energy costs, improved guest data security, and enhanced operational efficiency.

### Operational Efficiency

Automated energy management increased efficiency by 20%.

Real-time analytics enabled proactive energy management.

Reduced energy costs by 15% annually.

Enhanced guest data security and compliance.

Improved operational efficiency by 10%.

Guest Satisfaction

Increased guest satisfaction scores due to improved room environment.

Enhanced guest data security and compliance.

### Key Metrics

Metric	Before Implementation	After Implementation	Improvement
Annual Energy Cost	\$200,000	\$170,000	15%
Guest Data Security	Low	High	20%
Operational Efficiency	Low	High	20%
Guest Satisfaction	Low	High	10%

### Testimonial

You have multiple files relating to EcoSense 360

E3 EcoSense 360

- Home
- Conversations
- Documents**
- Notebook
- Pages
- Site contents
- Recycle bin
- Edit

+ New Upload Edit in grid view

Documents

Name		
EcoSense_360_Compliance_Certification_Summary.docx	A few seconds ago	Rishona Elijah
EcoSense_360_Customer_Case_Study.docx	A few seconds ago	Rishona Elijah
EcoSense_360_Integration_Compatibility_Guide.docx	A few seconds ago	Rishona Elijah
EcoSense_360_Sample_Pricing_Sheet.docx	A few seconds ago	Rishona Elijah
EcoSense_360_Technical_Specifications.docx	A few seconds ago	Rishona Elijah

Create a SharePoint site and upload the latest approved content

Uploaded 5 items to Documents

# E3 EcoSense 360

Public group 3 members

Select all files and create an agent

AI actions

All Documents 5 selected Details

- Summarize
- Compare files
- Ask a question
- Create an agent

- AI actions
- Summarize
- Compare files
- Ask a question
- Create an agent

✓	Name
✓	EcoSense_360_Compliance_Certification_Su...
✓	EcoSense_360_Customer_Case_Study.docx
✓	EcoSense_360_Integration_Compatibility_G...
✓	EcoSense_360_Sample_Pricing_Sheet.docx
✓	EcoSense_360_Technical_Specifications.docx

- Notebook
- Pages
- Site contents
- Recycle bin
- Edit



## Copilot

Every employee  
has a Copilot



## Agents

Every business  
process transformed  
by agents

# When to use agents?

Repeated tasks with a predictable output

Information scattered across documents and notes

A standard way of writing or reporting that people need to follow

First draft work that still needs human review



- Time saved per week
- Faster turnaround for updates and responses
- More consistent quality and formatting

# Create your new agent

Overview Sources Behavior



## Work smarter with your own AI assistant

Agents are AI assistants that can help you stay on track by simplifying complex tasks and providing guidance based on what you're working on. Create your own by naming it, choosing its sources, and defining its behavior.

Customize your agent to fit your business needs. Share your agent with your team or keep it as your own. [Learn more.](#)

Name \*

EcoSense sales assistant

E3

Change

Purpose \*

Provide a brief description of the agent's objective.

Help sales and marketing respond to customer questions and RFPs using only approved EcoSense 360 content stored in this SharePoint hub.

Purpose \*

Provide a brief description of the agent's objective.

Help sales and marketing respond to customer questions and RFPs using only approved EcoSense 360 content stored in this SharePoint hub.

Agent preview

Give Feedback

E3 EcoSense sales assistant

Hello Rishona Elijah!

Ask a question or get started with one of these prompts:

Summarize recent files

+ Ask questions or type / to add file

Create

# Create your new agent

Overview Sources Behavior



Responses from agents are based on the experience when sharing this agent. Consider sources that are more widely available. Up to 20 sources can be added.

Prioritize the knowledge sources you add.

permissions to these sources for an optimal experience. Grant permissions to avoid permission issues, as these files are not available in the cloud.

edge Learn more

Add a source

— or —

- E3 EcoSense 360
  - EcoSense\_360\_Compliance\_Certificati...
  - EcoSense\_360\_Customer\_Case\_Study...
  - EcoSense\_360\_Integration\_Compatibil...
  - EcoSense\_360\_Sample\_Pricing\_Sheet...
  - EcoSense\_360\_Technical\_Specification...



Create

Agent preview

Give Feedback

E3 EcoSense sales assistant

## Hello Rishona Elijah!

Ask a question or get started with one of these prompts:

Summarize recent files

Tell me more about...

How can you help me?

+ Ask questions or type / to add file

# Create your new agent

Overview Sources **Behavior**



## Welcome messaging

Help users understand how to best use this agent

Ask a question or get started with one of these prompts

## Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

- Summarize recent files
- Tell me more about...
- How can you help me?

## Agent instructions

Define the agent's role, tone, and limitations. Be specific about what responses you'd like and give examples if needed.

Provide accurate information about the content in the selected files and reply in a formal tone.

Create



Agent preview

Give Feedback

E3 EcoSense sales assistant

## Hello Rishona Elijah!

Ask a question or get started with one of these prompts:

Summarize recent files

Tell me more about...

How can you help me?

+ Ask questions or type / to add file

# Create your new agent



Overview Sources **Behavior**



## Welcome messaging

Help users understand how to best use this agent

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

## Welcome messaging

Help users understand how to best use this agent

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

Define the agent's role, tone, and limitations. Be specific about what responses you'd like and give examples if needed.

You are the EcoSense sales assistant for sales and marketing.

Create

## Agent preview

Give Feedback

E3 EcoSense sales assistant

## Hello Rishona Elijah!

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

customer friendly overview of 360

pricing estimate for a 200 room  
g our pricing sheet

sales talk track for a 15 minute  
call

+ Ask questions or type / to add file

## Create your new agent

Overview Sources **Behavior**

### Welcome messaging

Help users understand how to best use this agent

I help sales and marketing respond to customer inquiries and provide approved EcoSense 360 content in this SharePoint site.

### Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing sheet

Create a sales talk track for a 15 minute discovery call

### Agent instructions

Define the agent's role, tone, and limitations. Be specific about what responses you'd like and give examples if needed.

You are the EcoSense sales assistant for sales and marketing.

### Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing sheet

Create a sales talk track for a 15 minute discovery call

Create a pricing estimate for a 200 room hotel using our pricing sheet

Create a sales talk track for a 15 minute discovery call

+ Ask questions or type / to add files

Create

## Create your new agent

Overview Sources **Behavior**

### Starter prompts

Help users by providing questions or requests that showcase how you can help.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing tool

Create a sales talk track for a 15 minute discovery call

### Agent instructions

Define the agent's role, tone, and limitations. Be specific about what you'd like and give examples if needed.

You are the EcoSense sales assistant for sales and marketing.

Write in plain English for a non technical audience.

#### Common outputs you should produce

Product answers: features, integration approach, security and compliance statements grounded in hub files.

Sales enablement: talk tracks, objection responses, FAQs, and what to send after a call.

Marketing support: approved proof points, short customer story, and customer friendly summaries.

RFP support: once the user provides the RFP text, create a requirements mapping, draft response outline, and a clarification questions list.

You are the EcoSense sales assistant for sales and marketing.

Write in plain English for a non technical audience.

#### Common outputs you should produce

Product answers: features, integration approach, security and compliance statements grounded in hub files.

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Marketing support: approved proof points, short customer story, and customer friendly summaries.

RFP support: once the user provides the RFP text, create a requirements mapping, draft response outline, and a clarification questions list.

Create a sales talk track for a 15 minute discovery call

+ Ask questions or type / to add file

Create

# Create your new agent



Overview Sources **Behavior**

## Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

- Give me a customer friendly overview of EcoSense 360
- Create a pricing estimate for a 200 room hotel using our pricing sheet
- Create a sales talk track for a 15 minute discovery call

## Agent instructions

Define the agent's role,  and limitations. Be specific about what responses you'd like and give examples  needed.

You are the EcoSense sales assistant for sales and marketing.

Write in plain English for a non technical audience.

Common outputs you should produce

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RFP support: once the user provides the RFP text, create a requirements mapping, draft response outline, and a clarification questions list.



Create


## Agent preview

Give Feedback

E3 EcoSense sales assistant

## Hello Rishona Elijah!

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

- Give me a customer friendly overview of EcoSense 360
- Create a pricing estimate for a 200 room hotel using our pricing sheet
- Track for a 15 minute
- or type / to add file 





New chat

Search

Libra

Cre

From

Appears in Agents in M365 Copilot Chat

# E3 EcoSense sales assistant

Created by Rishona Elijah (EcoSense 360)

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

**E3 EcoSense sales assistant**

Microsoft 365 Admin

Apps

RE Rishona Elijah



Message Copilot

+ [Microphone icon]

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricin...

Create a sales talk track for a 15 minute discovery call



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

E3 EcoSense sales assistant

Microsoft 365 Admin

Apps

RE Rishona Elijah



Create a pricing estimate for a 200 room hotel using our pricing sheet

E3 EcoSense sales assistant

Here's a clear pricing estimate for a **200-room hotel**, based directly on the items and pricing in your **EcoSense 360 Sample Pricing Sheet**.  <File>EcoSense\_360\_...

## EcoSense 360 – Pricing Estimate for a 200-Room Hotel


Apply the 10% hardware discount and recalculate

Show a sample proposal PDF for this estimate



Message Copilot

+





New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

EcoSense sales assistant

Microsoft 365 Admin


Apps

Rishona Elijah



# 1. Hardware Costs


## Smart Thermostats

- 1 per guest room (typical installation)
- 200 units × \$180 = \$36,000  <File>EcoSense\_360\_...

## Wireless IoT Sensors

Typical bundle per room includes temperature, occupancy, humidity, and light.

Assuming 2 sensors per room (common for hotel deployments):

- 400 total sensors × \$120 = \$48,000  <File>EcoSense\_360\_...

## Lighting Controllers

Assuming 1 per room (standard)

 <File>EcoSense\_360\_Sample\_Pricing\_Sheet.docx</File>  
Word


Apply the 10% hardware discount and recalculate

Show a sample proposal PDF for this estimate



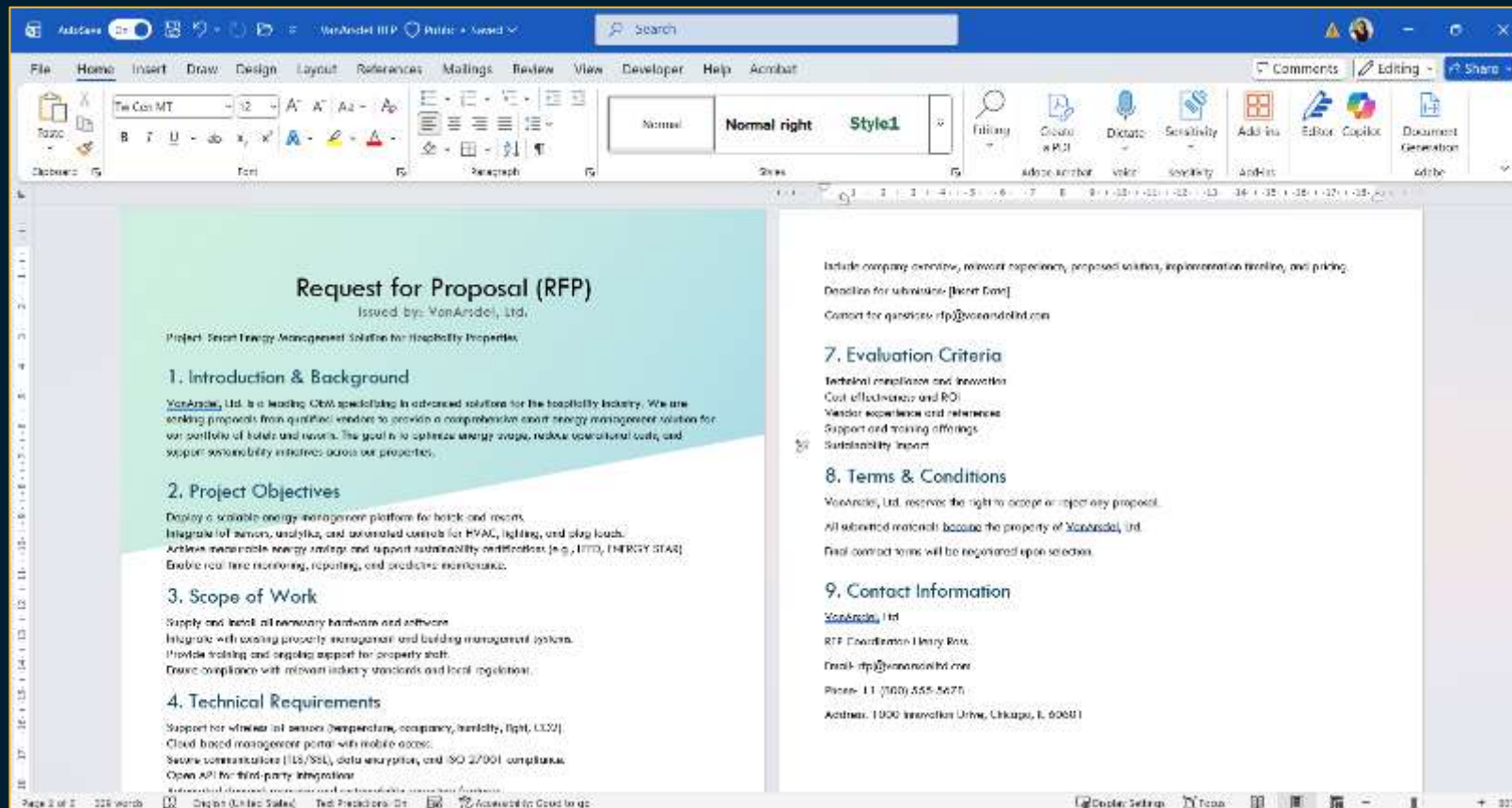
Message Copilot

+



# Respond to an RFP using agent

Sales need to respond to a Request for Proposal (RFP) from VanArsdel, Ltd. for *EcoSense 360*, across hotels and resorts.



New chat

Search

Libraries

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Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

E3 EcoSense sales assistant

Health Day Support Bot

Apps

RE Rishona Elijah

Map RFP requirements to the product

# E3 EcoSense sales assistant

Created by Rishona Elijah (EcoSense 360)

VanArsdel\_RF...



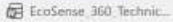


Using the attached VanArsdel RFP.docx, create a requirements mapping table. It should have the columns:

- RFP requirement
- EcoSense response
- Source file used (file name)
- Gap or clarifying question



# 1) Requirements mapping table

You can paste this into Word/Excel and adjust wording as needed.

RFP requirement	EcoSense response	Source file used (file name)	Gap or clarifying question
Deploy a scalable energy management platform for hotels and resorts. 	EcoSense 360 is a next-generation smart energy management platform specifically designed for hotels, resorts, and hospitality venues, with centralized control via the EcoSense 360 Hub and support for up to 500 devices per hub, enabling scalable deployments across single or multi-property portfolios. 	<a href="#">EcoSense 360 Technical Specifications</a> 	How many properties and rooms (by property) are in the initial roll and what is VanArsdel's target timeline for scaling across the full portfolio?
Integrate IoT sensors, analytics, and automated controls for HVAC, lighting, and plug loads. 	EcoSense 360 integrates wireless IoT sensors (temperature, occupancy, humidity, light, CO <sub>2</sub> ), smart thermostats, and lighting controllers with AI-driven analytics to	<a href="#">EcoSense 360 Technical Specifications</a> <a href="#">EcoSense 360 Integration Compatibility Guide</a> 	Are there any existing in-room devices (thermostats, lighting systems, smart plugs) that must be retained and how should preferred vendors be prioritized?






Message Copilot


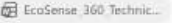



# 2) Proposal response outline


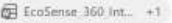
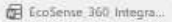
## Executive summary

- VanArsdel's objectives and challenges in hospitality energy management. 
- Overview of the EcoSense 360 solution and how it aligns to these objectives (savings, sustainability, guest experience).  +2
- High-level outcomes: expected % energy reduction, payback horizon, and certification support.  +2


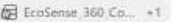

## Proposed solution

- EcoSense 360 platform components: hubs, sensors, controllers, cloud portal, and APIs.  +1
- How the system manages HVAC, lighting, and plug loads based on occupancy and environmental data. 
- Example results from Grand Vista Resort as evidence of impact (energy savings, carbon reduction, guest satisfaction). 

## Integration approach

- PMS and BMS integration strategy, including supported platforms (Opera, Maestro, Protel, RoomKey; Johnson Controls, Honeywell, Siemens, Schneider Electric). 
- Use of open RESTful APIs, BACnet/IP, and Modbus for interoperability and future integrations.  +1
- Phased integration plan: pilot property, validation, then rollout across the portfolio. 

## Security and compliance

- Communication security: TLS/SSL for all device communications, encrypted Azure cloud storage, API security (OAuth 2.0, API keys).  +1
- Information security and privacy: ISO 27001, SOC 2 Type II, GDPR and CCPA compliance.  +1
- Sustainability and regulatory alignment: ENERGY STAR, LEED v4.1, ISO 50001, Green Key, OSHA.  +1

Send the requirements mapping table as a CSV

Summarize the case study for the proposal



Message Copilot




### 3) Top 8 clarification questions for VanArsdel

These are tuned to scope and pricing decisions.


#### 1. Portfolio scope & phasing

- How many properties and rooms are in scope for phase 1, and what is the desired rollout schedule across the broader VanArsdel portfolio?  VanArsdel RFP


#### 2. Existing systems landscape

- Which PMS, BMS, and other key systems (with versions) are currently deployed across your hotels, and are there any custom or legacy systems we must integrate with?  VanArsdel RFP +1


#### 3. Energy and sustainability targets

- What specific energy savings, carbon reduction, and certification targets (e.g., LEED level, ENERGY STAR scores, payback period) should this project be designed to meet?  VanArsdel RFP +1


#### 4. Deployment constraints

- Are there any site constraints (heritage buildings, guest disruption limits, union rules, local regulations) that could impact installation methods, working hours, or timeline?  VanArsdel RFP +1


#### 5. Data, security, and residency requirements

- Do you have specific information security, privacy, or data residency requirements beyond ISO 27001/GDPR/CCPA, such as regional hosting or custom retention policies?  VanArsdel RFP +2

#### 6. Operational model and ownership

- How does VanArsdel envision the split of responsibilities between corporate, property teams, and the vendor for ongoing system administration, support, and optimization?  VanArsdel RFP +2

#### 7. Training and change management

- Which stakeholder groups (engineering, operations, sustainability, IT, brand) need structured training, and what training formats (on-site, virtual, train-the-trainer) are preferred?  VanArsdel RFP +1

#### 8. Commercial preferences

- Does VanArsdel prefer a capex-heavy model or an EMS-as-a-Service subscription model, and are there multi-year or multi-property commitments we should align to in pricing?  EcoSense 360 Sa... +1

Send the requirements mapping table as a CSV

Summarize the case study for the proposal



Message Copilot





[EcoSense 360 Customer Case Study](#)

[EcoSense 360 Sample Pricing Sheet](#)

VanArsdel\_RFP

EcoSense\_360\_Technic...

EcoSense\_360\_Integra...

EcoSense\_360\_Compli...

EcoSense\_360\_Custo...

EcoSense\_360\_Sample...

Would you like a version of the requirements table in CSV format so you can paste it straight into Excel?



VanArsdel\_RFP

[https://rishonamvp-my.sharepoint.com/personal/rishona\\_elijah@...](https://rishonamvp-my.sharepoint.com/personal/rishona_elijah@...)  
Rishona Elijah modified 11 hours ago

Continue writing the RFP response in Word



Ask

Sources >



Schedule this prompt

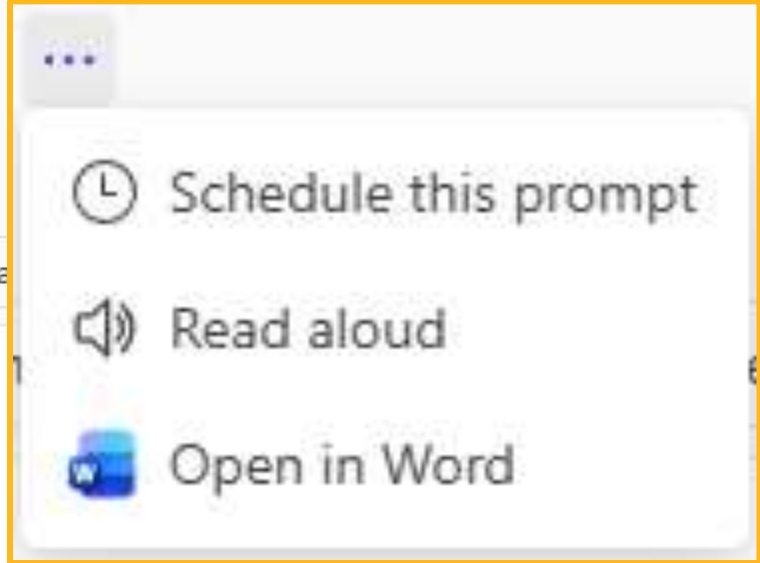
Read aloud

Open in Word

Send th

e as a

Message Copilot



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

EcoSense sales assistant

Health Day Support Bot

Apps

Rishona Elijah

# Summary of M365 Copilot skills covered



- **Copilot Chat (Work):** Run and schedule daily briefings
- **Copilot Chat (Work):** Ask questions about meetings, emails files and more
- **Teams:** Recap meetings
- **Outlook Calendar:** Schedule and prepare for meetings
- **Copilot Chat (Web):** Research trends
- **Copilot Pages:** Capture, collaborate, and export ideas
- **PowerPoint:** Generate and summarise branded presentations
- **Excel:** Create charts, formulas and formatting rules
- **Word:** Draft reports and rewrite sections
- **Copilot Create:** Turn presentations into videos
- **Analyst:** Identify opportunities and compare performance
- **SharePoint:** Summarise and ask questions about files
- **Agents:** Create an agent to handle a specific task



# Prompting best practices



Prompts are how you communicate with Copilot.

Think of it like giving instructions to a helpful assistant.

**Quality Prompts = Quality Results**

# What are some prompts?



**Learn about projects and concepts:**  
“What is [Project X]?”



**Edit text:**  
“Check this product launch rationale for inconsistencies”



**Transform documents:**  
“Transform this FAQ doc into a 10-slide onboarding guide”



**Summarise information:**  
“Write a session abstract of this [presentation]”



**Create engaging content:**  
“Create a value proposition for [Product X]”



How can we improve these prompts to make them more effective?

# Goal, Context, Source, Expectation (GCSE)

To get the best response, it's important to focus on some of the key elements when phrasing your Copilot prompts.

Goal

What response do you want from Copilot?

Context

Why do you need it and who is involved?

Source

Which information sources or samples should Copilot use?

Expectation

How should Copilot respond to best meet your expectations?

# Include the right prompt ingredients

Goal

What response do you want from Copilot?

Context

Why do you need it and who is involved?

**Generate 3–5 bullet points to prepare me for a meeting with Client X to discuss their “Phase 3+” brand campaign. Focus on Emails and Teams chats from the last 3 months. Use plain English and keep each bullet under 18 words.**

Which information sources or samples should Copilot use?

Source

How should Copilot respond to best meet your expectations?

Expectations

# Compare the prompts: GCSE example

## Prompt 1

Write a sales email to book an intro call.

## Prompt 2

Write a first outreach email to a local services business owner to book a 15 minute intro call this week. Include 3 benefits and one short customer example. The email should be 120 words max, friendly tone, one clear call to action, and add a subject line.

Goal

Context

Source

Expectations

# Keep iterating to improve your prompts

You are a marketing manager who needs to launch a small campaign to generate leads for a new service. Create a prompt that will help you plan the campaign.



Good

Help me plan a lead generation campaign by creating a list of ideas



Better

I'm a Marketing Manager planning a lead generation campaign for a new service. Please suggest 10 campaign ideas and include the channel and target audience for each.



Best

I am a Marketing Manager at a small business launching a lead generation campaign for a new service. The aim is to generate 20 qualified leads in 14 days. We have a small budget and limited design support. Use /Brand voice guide.docx and /Past campaign results.xlsx as reference material. Provide a 2-week plan with daily actions, 6 post ideas, 2 email drafts, and 5 success metrics.

Goal

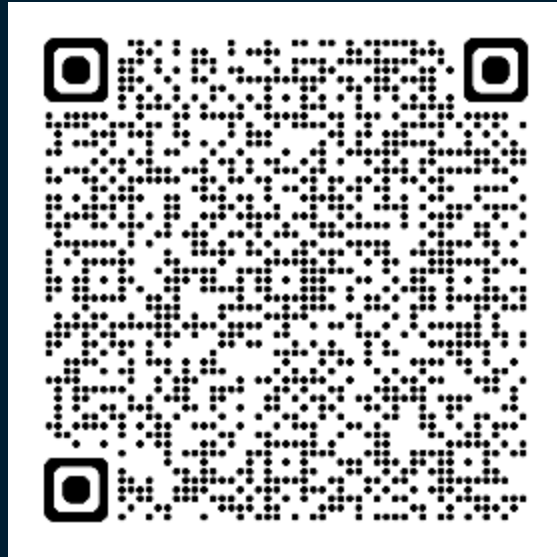
Context

Source

Expectations

Try it out: Keep iterating to improve your prompts

*Help me improve my prompt:  
Generate campaign ideas*



<https://shorturl.at/wNJg9>

M365 Copilot Tech Talk

3 | Can Microsoft Copilot be ...

11 minutes ago

Help me improve my prompt: Generate campaign ideas

A minute ago

Here's how to make your prompt stronger:

**Tips for a Better Campaign Ideas Prompt**

- Be specific: Mention your goal, audience, and channel (e.g. "Generate social media campaign ideas for young adults about healthy eating").
- Add context: Share what's worked before or any themes to avoid.
- Request a format: Ask for a list, table, or even a catchy slogan.
- State your goal: "I want ideas that drive engagement" or "Focus on brand awareness."

Try this:  
"Generate 5 campaign ideas for [your product/service], targeting [audience], to boost [goal], suitable for [channel]."

Want to give me a bit more detail to tailor it? [1](#)

1 reference ▾

1 | 61+ Powerful ChatGPT Pr...

A minute ago

Type your message

0/2000



Keep it conversational

# Give feedback

## Prompt

This sentence is too vague, can you be more specific?

Thank you, this is much better. Can you please add a sentence that summarises the main point of the paragraph?



Don't give up after your first prompt if you don't get your ideal response. Giving Copilot feedback let's it adapt the output and deliver what you expect!

Why Viva Dashboard is useful? Pls use one sentence

Viva Dashboard provides fast and easy access to information and job-related tasks, enabling quick task completion and fostering collaboration to help you stay focused on reaching company goals.

Copy

1 of 20 responses. All generated content may be incorrect. FCFR: 3617ms

1 reference

14 March 2024 at 18:16

This sentence is too vague, can you be more specific?

Viva Dashboard provides a personalized and curated experience for employees, enabling quick task completion, fostering collaboration, and helping them stay focused on reaching company goals. It offers a central destination for employees to discover company resources, complete tasks, and stay up to date with critical information without leaving their flow of work.

Copy

2 of 10 responses. All generated content may be incorrect. FCFR: 18751ms

6 references

14 March 2024 at 18:16

Thank you. Can you please add a sentence that summarizes the main point of the paragraph?

In summary, Viva Dashboard is a central destination for employees to discover company resources, complete tasks, and stay up to date with critical information, all while staying in their flow of work.

# Extending the prompt's purpose

Why are you doing this? If it is to send to someone else then why not get Copilot to write the email for you.

## Prompt 1

Recap the /Meeting creating a table for action items, owners and due dates.

## Prompt 2

Write a follow up e-mail to the attendees of the /Meeting with a table showing decisions made, another showing actions and owners and lastly a list of considerations for the next meeting.

Goal

Context

Source

Expectations



Work


Web

Quick response ▾



# Hi, how can I help?

Write a follow up e-mail to the attendees of the with a table showing decisions made, another showing actions and owners and lastly a list of considerations for the next meeting.

+  Tools



MB

What's the latest from **Microsoft Power BI** , organised by emails,...

Is a close collaborator



List key points from **VanArsdel RFP Requirements and.docx**

You recently opened



Find all calendar events this week I attend that also include **perso...**

See more ▾

Making Copilot work for you

# Making Copilot work for you

Start where  
time disappears

Email, meetings, reporting, and planning

Build the habit

Pause before a task and ask “Can Copilot do the first draft?”.

First draft

Treat Copilot like a junior assistant. You stay accountable.

# Levels of transformation

Level 1

## **Personal efficiency**

Drafts, summaries, and quick prep

Goal: Save time on everyday tasks

Level 2

## **Team consistency**

Share a small prompt library and reuse templates

Goal: faster handoffs and more consistent outputs

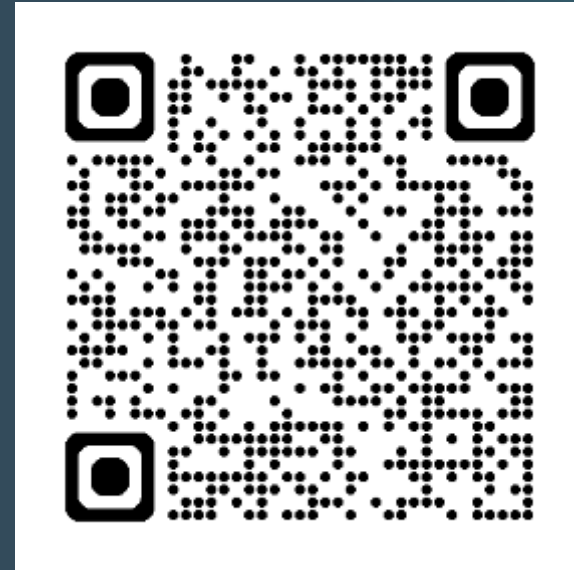
Level 3

## **Redesign workflows so Copilot is built in from the start**

Workforce planning, monthly reporting, client follow ups

Goal: shorter cycles and fewer rework loops

Q&A



**Contact Akkodis Academy**

Implementation | Guidance | Training | Agent Building

[akkodisaustralia.com.au/ai-academy](https://akkodisaustralia.com.au/ai-academy)

**Connect on LinkedIn:**

Rishona Elijah

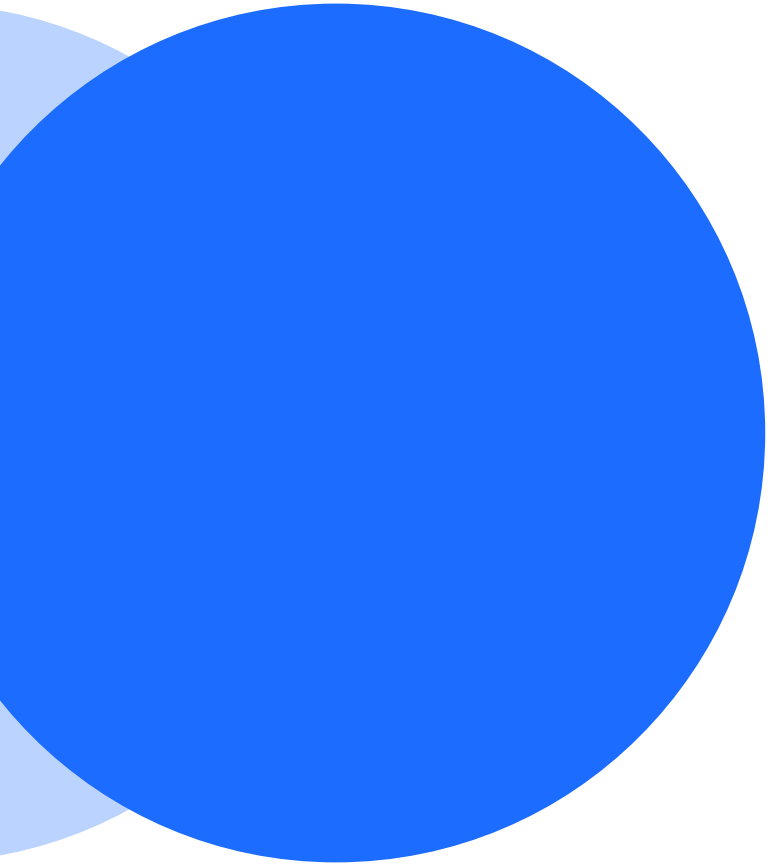
<https://www.linkedin.com/in/rishonaelijah/>

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Thank  
you

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# **Valentina Lazarevska**

AI Adoption and Enablement Specialist,  
[mySMB.com](https://www.mysmb.com)

mySMB.com

Simplified AI. Human Touch.



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Feb 2025



## SMBs wear **many hats**

- ✓ Accounting
- ✓ Payroll
- ✓ HR and IR
- ✓ Law
- ✓ Sales and Marketing
- ✓ Office Administration
- ✓ Customer Service
- ✓ And everything else

# mySMB.com Always On Support Model

## AI and Business support for Australian SMBs

We provide:

- ✓ AI Education and learning
- ✓ AI-powered workspace to store and search documents
- ✓ Ready-to-go Business and Legal Templates
- ✓ Engagement – Community, Webinars & Events
- ✓ Governance
- ✓ Copilot AI Agents
- ✓ Support



**Ready to transform your business?**

# The Always On Support Model

FREE

MEMBERS ONLY

**Always On** is a membership model built around five layers of learning, designed to grow with your business and fit around real working life.

FREE FOR ALL

MEMBERS ONLY

01

FREE

## Copilot Quick Wins

15 min, a few times a week

High-impact micro learning sessions on Copilot skills your team applies immediately.

Live

02

FREE

## mySMB.com Expert Briefing Series

30 min, every Friday

SMBs receive briefing on legal topics that impact business, no matter the size. Open to all, every week.

Live and recorded

03

MEMBERS

## Copilot Live

Weekly webinars with live Q&A

Members-only deep dives into Copilot functionality, facilitated by an expert and shaped around known pain points experienced by most SMBs.

Live plus replay access

04

MEMBERS

## Copilot On Demand

Pre-recorded, watch any time

A growing library of AI productivity and Copilot tutorials available to all members.

Pre-recorded

05

MEMBERS

## Copilot Certified

Self-paced with a certificate

A structured course that takes members from Copilot basics to confident daily use, recognised with a certificate on completion.

Fully self-paced

**Always on, always available** to support your AI journey.

# Get a plan that works for your business

## Sole Trader

For Sole Traders, ready to get AI into their day-to-day.

**\$50 per month**

billed monthly

or ~~\$560~~ ~~\$600~~ p/y, billed annually (10% Discount)

 Copilot license add on up to 1 user


## 1-5 Employees

For small teams with 1-5 employees.

**\$100 per month**

billed monthly

or ~~\$1080~~ ~~\$1200~~ p/y, billed annually (10% Discount)

 Copilot license add on up to 2 user

## 6-20 Employees

For Sole Traders, ready to get AI into their day-to-day.

**\$200 per month**

billed monthly

or ~~\$2160~~ ~~\$2400~~ p/y, billed annually (10% Discount)

 Copilot license add on up to 4 user


## 21-50 Employees

For Sole Traders, ready to get AI into their day-to-day.

**\$417 per month**

billed monthly

or ~~\$4500~~ ~~\$5000~~ p/y, billed annually (10% Discount)

 Copilot license add on up to 6 user

## We provide:

- ✓ Microsoft 365 Licence
- ✓ Microsoft Copilot Licence
- ✓ Training
- ✓ Community
- ✓ WorkSpace
- ✓ Marketplace
- ✓ Document Templates
- ✓ **And more!**



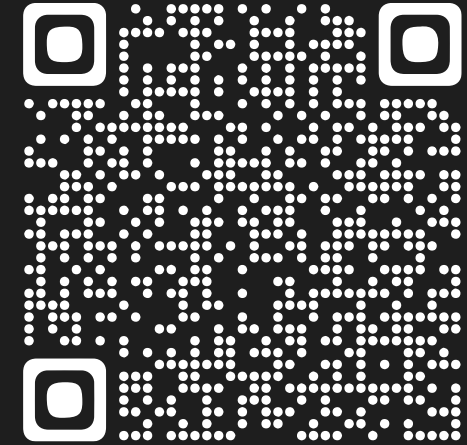
# Member Promo From \$31 to \$5 per month Microsoft Copilot\*

Until 31 March 2026

Get AI working for your business



[www.mysmb.com/ai-ready](http://www.mysmb.com/ai-ready)



Create a free account to win a  
Microsoft Surface Laptop

\*Limited licenses available. Eligibility and partner terms apply



Ready to transform your business?

# Thank you!

## CONTACT US

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A large, solid blue circle is positioned on the left side of the slide. A smaller, semi-transparent light blue circle is partially visible behind it, overlapping its left edge.

# **Steve Testar**

Chief Executive Officer and Co-Founder  
Showcase SA



**THANK YOU**

**[www.nbnco.com.au](http://www.nbnco.com.au)**

