

Welcome to the Infinigate Cloud Copilot Go-To-Market Pack

We have put together a content pack which includes a checklist, email template, social post content and a blog.

Blog

This Copilot blog is provided for you to edit to suit your business. This could include aspects such as adding a more unique introduction, adapting the tone of voice to suit your company's content, mentioning your business name and adding a personalised call-to-action. Simply download the word document, edit and upload to your own website as a new blog.

Email template

The email templates enable you to share your thought leadership directly with customers and prospects. You can edit the email and copy the content to your chosen marketing automation platform and insert into your own branded template. You can also change the header image and you will need to link the button to your blog on your website.

Social posts

We have provided some example posts for LinkedIn and X. Simply copy the text and hashtags from the downloadable Word document. We recommend supplementing these social posts to include a few other topical posts and news shares throughout the week to create a healthy social media presence.

Images

We have included an image to use as the header image for your blog posts that is CC0, meaning that you have the license to use it freely. If you would like to source a different image, our free recommendations include [Unsplash](#) and [Pexels](#). Some paid recommendations are [Adobe Stock](#) and [Shutterstock](#). To make your social media posts more engaging you can use these images in a social media post template, from a service such as [Canva](#).

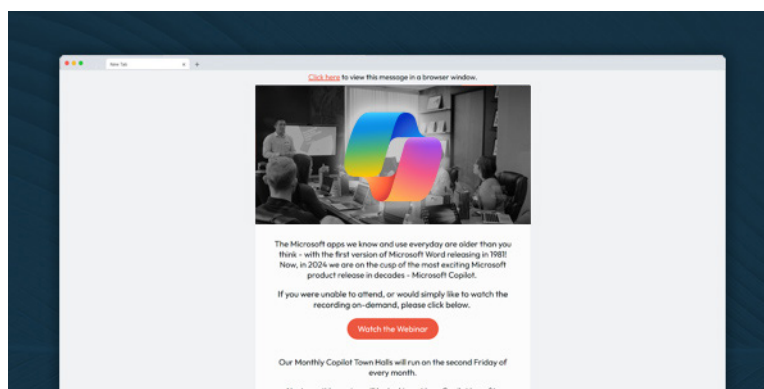
For more information

For those who are interested in receiving weekly content packs curated by Infinigate Cloud in line with industry news, hot topics and relevant thought leadership content, all Infinigate Cloud Partners can access [GROW](#), our marketing and sales support program.

Social media post example



Eshot example



Copy available for edit within the word documents provided in this pack.

How we can help you

CORE EDGE PRO GROW

We are proud to have earned a Solutions Partner designation for Modern Work and specialisations in Infra and Calling for Microsoft Teams and Teamwork Deployment, meaning that we have met Microsoft's strict requirements in technical expertise, service delivery and support.

Across Infinigate Cloud, dedicated and certified Microsoft 365 experts and consultants can provide the technical expertise, knowledge, and support to get your customers up and running quickly with Microsoft 365 and Copilot.

Infinigate Cloud's professional and managed services offering, **PRO**, enables partners to bridge any skills or capacity gaps as well as free technical pre-sales support, 24*7 support.

Infinigate Cloud offers technical training through the readiness and enablement programme, **EDGE** which are delivered by our Partner Education Lead and Microsoft certified trainer. To help Infinigate Cloud Partners can the best from the Copilot opportunity, EDGE also delivers monthly town halls and Go-to-Market workshops.

And through the marketing support service, **GROW**, we can provide extensive pre-sales, and solution sales and marketing support to help you acquire new business, drive customer retention and deliver lifetime value. White-labelled Copilot campaigns are ready for Infinigate Cloud Partners to deploy with their own branding.

CORE, Infinigate Cloud's next generation marketplace, eCommerce, and billing platform has been designed to give our partners and our partners' customers an enhanced and more efficient user experience helping you with self-service provisioning, monthly billing and invoicing. Copilot is now available to purchase and provision in CORE!