

# GovTech Awareness Campaign Delivers Success for Microsoft



Microsoft has been pioneering innovation for decades. Recently, they embarked on a new journey to enhance AI adoption within the government sector. This new department is dedicated to leveraging data analytics, AI and customized digital solutions to transform government operations. Partnering with GovTech, Microsoft is committed to empowering government agencies with cutting-edge technology, ensuring they remain at the forefront of digital transformation.

## Introduction

Heather Keleher from Microsoft's State, Provincial, and Local Government Team shared insights on how Microsoft successfully amplified its AI adoption efforts within the government sector through a strategic partnership with GovTech.



*“Our goal was to drive awareness and build mindshare among government decision-makers, positioning Microsoft as a leader in AI. By collaborating with GovTech, we aimed to connect government audiences with valuable resources and empower AI adoption through targeted events, learning modules and customized content.”*

## Results



**500K+** banner reach



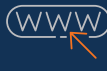
**250K+** in email reach



**50K+** email newsletter ads



**10K+** banner ads



**2,500** click-throughs to Microsoft website



**0.33%** campaign click-through rate (3x expectations)

## Campaign Objectives

### Digital Marketing Program

The primary goal of Microsoft's campaign with GovTech was to increase awareness and drive the adoption of AI solutions among government decision-makers. By positioning Microsoft as a thought leader in AI, the campaign sought to foster engagement and provide valuable resources to government audiences. "Expanding awareness in the government sector is crucial for adopting innovative solutions." Heather Keleher emphasized, "To effectively reach government decision-makers, it's essential to have a continuous presence in the relevant markets."

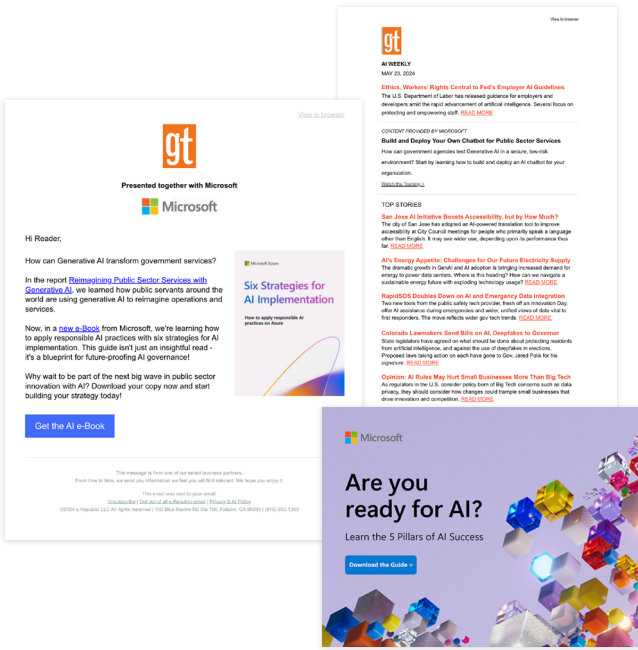
She described GovTech services as indispensable, stating, "GovTech platforms ensure that our message is consistently in front of the right audience. The tailored content and strategic events provide us with the visibility we need to position Microsoft as a leader in AI." By leveraging GovTech expertise, Microsoft could "connect with government leaders, foster engagement and drive the adoption of our AI solutions," Keleher noted, highlighting the strategic value of this partnership.

## Strategic Approach

### Custom Content

GovTech crafted a customized marketing campaign to maximize Microsoft's reach and impact. The strategy included:

- **GovTech Banner Takeover of Artificial Intelligence:** A comprehensive branding effort on the AI landing page and all AI articles ensured prominent visibility. Microsoft's branding and messaging were highly visible to government officials and decision-makers exploring AI solutions.
- **GovTech Artificial Intelligence Newsletters:** Sponsored spots in weekly AI newsletters helped maintain a steady engagement stream. Sponsored content spots in these weekly newsletters helped keep Microsoft top-of-mind among government leaders with an interest in AI. The newsletters featured articles, case studies and updates related to AI, reinforcing Microsoft's expertise and leadership in the field.
- **Custom Co-Branded Email:** GovTech sent an email to its newsletter subscribers dedicated to Microsoft's AI report. The result was focused thought leadership to tens of thousands plus hundreds of clicks to the Microsoft website.



Microsoft and GovTech’s partnership exemplify the power of tailored digital marketing strategies in achieving significant results. This collaboration met and exceeded expectations, setting a benchmark for future initiatives. The success story of Microsoft’s AI campaign serves as a beacon of what is possible when strategic vision meets expert execution. Other organizations can draw inspiration from this example, recognizing that GovTech possesses the expertise and adaptability to meet diverse marketing needs.

*“The flexibility and collaborative approach of GovTech have been instrumental in reaching our target audience effectively.”*

Throughout the campaign, **flexibility and adaptability** were crucial. GovTech provided real-time updates and adjustments to keep the campaign relevant and responsive to new developments. This included incorporating major events like Microsoft Build into the campaign and updating content to reflect the latest reports and insights. This agility ensured the campaign aligned with Microsoft’s evolving objectives and market conditions.

## Results

This campaign’s success validated third-party media’s importance in Microsoft’s marketing strategy. The impressive results led Microsoft to extend its partnership with GovTech for six months, focusing on continuous engagement with key government audiences. This extension highlights Microsoft’s value on collaboration and the positive outcomes achieved.

## Let’s talk!

Contact us to discuss your digital marketing strategy!

## What’s Next?

In a rapidly evolving digital landscape, GovTech stands ready to help shape the future of the companies we partner with. Our ability to craft customized, impactful marketing solutions ensures that our clients can navigate the complexities of the government sector with confidence and success. Organizations can unlock new opportunities and drive meaningful engagement with key decision-makers by leveraging our platforms, insights and strategic capabilities. Together, we can achieve remarkable outcomes and pave the way for a future filled with innovation and growth.

