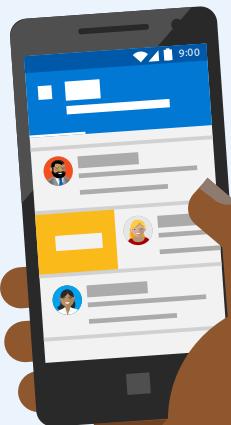




## Microsoft Outlook

# Day in the life of a Marketing professional

Meet Sally, a marketing professional who uses Outlook to connect, organize, and get things done on the go.

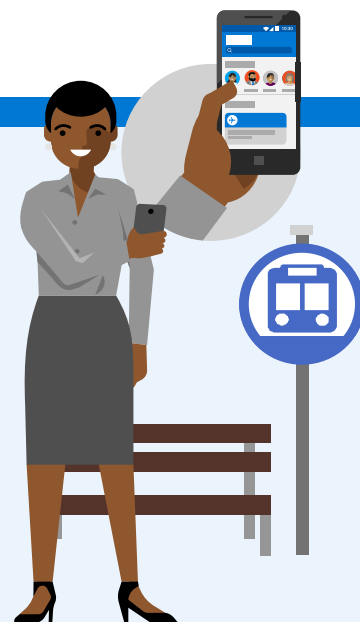


### 9:00 AM

It's Monday morning and Sally gets to the office with just a few minutes to spare before her first meeting. Outlook lets Sally swipe right on non-urgent emails, scheduling them to reappear in her inbox at a more convenient time and allowing her to focus on her most critical messages.

### 10:30 AM

Sally heads out of the office to meet with an event vendor about an upcoming trade show. On her way, she gets an urgent request from public relations for an FAQ document on the latest product release. With Search in Outlook, Sally can quickly find the document and share it with the team.



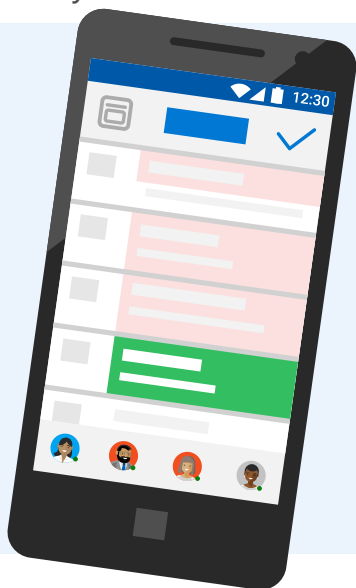
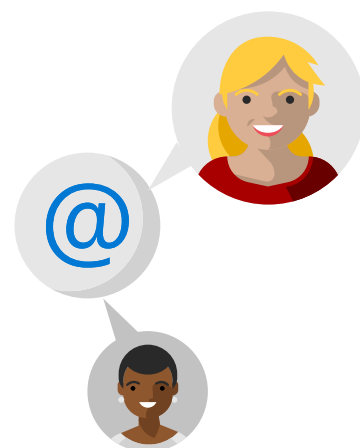
### 11:00 AM

When Sally arrives at her destination, she receives a request from an employee in the UK to join a meeting. With just one tap she can learn more about where they sit in the organization and who they work alongside. She then chooses to connect with them on LinkedIn directly from Outlook.



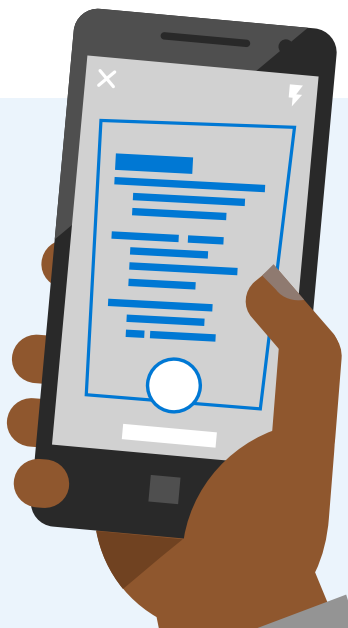
### 12:00 PM

In the meeting, the vendor asks if Sally can invite the CEO to participate in an industry roundtable. She sends a quick email outlining the request with @mentions for the CEO and his admin to capture their attention and know there is action required.



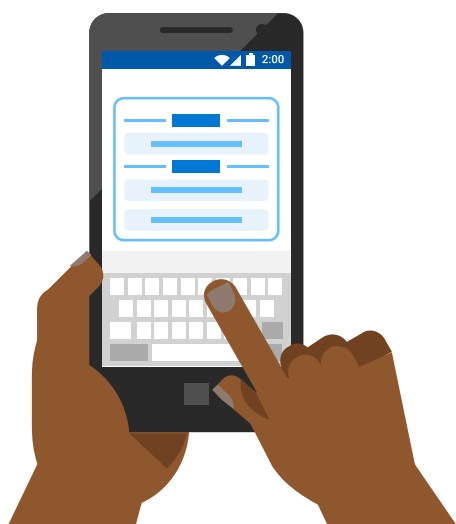
### 12:30 PM

On the way back to the office, she gets an email from the CMO asking to schedule a meeting with the marketing team. In just a few taps, Sally can create a new event, select the team members, add the online meeting and conference room details – and quickly find a time when everyone is free.



### 1:30 PM

Sally regroups with her team and writes on the whiteboard the event plan based on her meeting with the vendor. She takes a photo of the whiteboard with her phone, annotates it right within email, and sends to the marketing team for approval.



### 2:00 PM

She gets an email from the advertising agency in Brazil asking for times when she can meet to review the latest campaign concepts. Sally quickly replies with the direct connections to her calendar and selects her preferred time slots. The agency contact just has to click on the time that works to book the meeting.

### 3:00 PM

Sally receives a notification that it is time to check in for her flight to New York tomorrow at 3:00pm. She opens the email and taps to complete check in.



### 4:30 PM

Sally leaves early to go her daughter's basketball game. During half-time, she gets an email asking to approve an invoice for the social media ad purchases. She can click to approve the invoice right in the email – no need to open the accounting app on her phone.

