

The graphic features a vibrant city skyline at sunset with a pink and orange sky. A large pink starburst shape is centered, containing the event title. A megaphone icon is positioned next to the text. In the bottom right corner, there is a stylized, colorful object resembling a helmet or a futuristic headpiece.

# 2025 PARTNER MARKETING EVENT

[dynamicscon.com/partner-marketing-event](https://dynamicscon.com/partner-marketing-event)



# Expert Panel Discussion; The Importance of Educational Content in the Buying Process

Discover how aligning your sales processes with marketing content can enhance sales outcomes and drive results!



Panel Host  
Rick McCutcheon  
PartnerTalks





# Our Panel of Experts



Susana Ramos  
Director, Marketing  
Services  
Coffee and Dunn



Kelly Mazur  
Marketing Director  
Evenica



Sam Bush  
Partner Marketing  
Lead  
Netstock



Trevor Metcalfe  
Marketing Manager  
Resco





# The Microsoft Dynamics Ecosystem

“**Ecosystem**” conveys the idea that all the pieces of an economy come together in particular places, and that their strength and interactions determine prosperity and economic growth. Think of it as your garden, where you need fertile soil, seeds, and other ingredients to make things grow”.



Rosabeth Moss Kanter  
Professor  
Harvard Business School





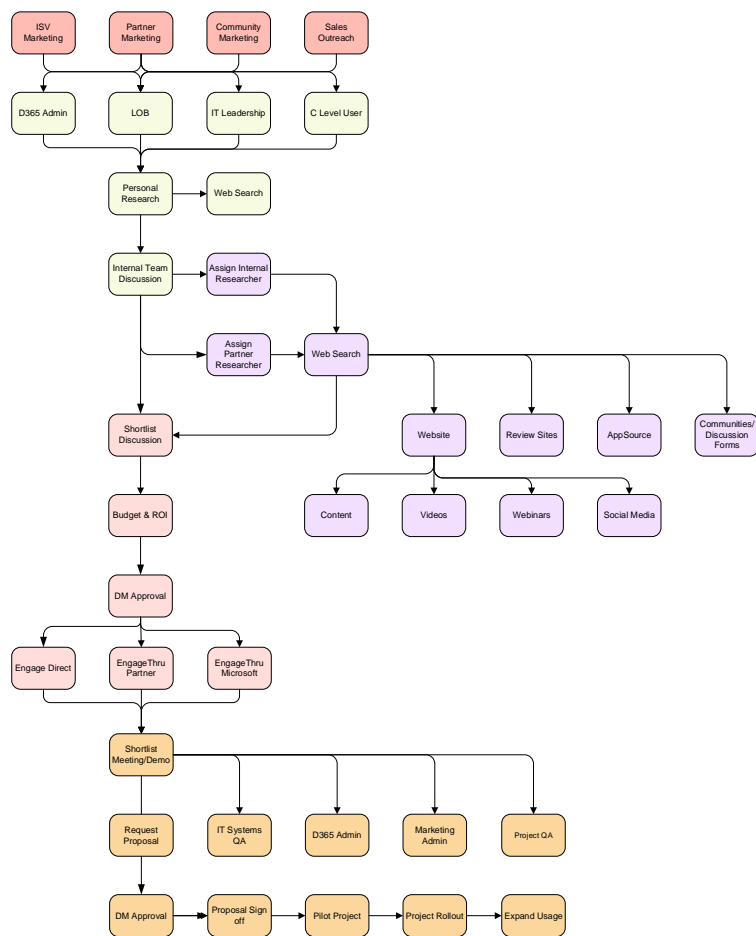
# The Microsoft Dynamics Ecosystem

- End-User Customers
- Microsoft Partners
- VARs/ System Integrators
- ISV Partners
- Hybrid Partners
- Advisors & Consultants
- Microsoft
- Sellers, Partner Managers
- Product & Industry Groups
- Marketers



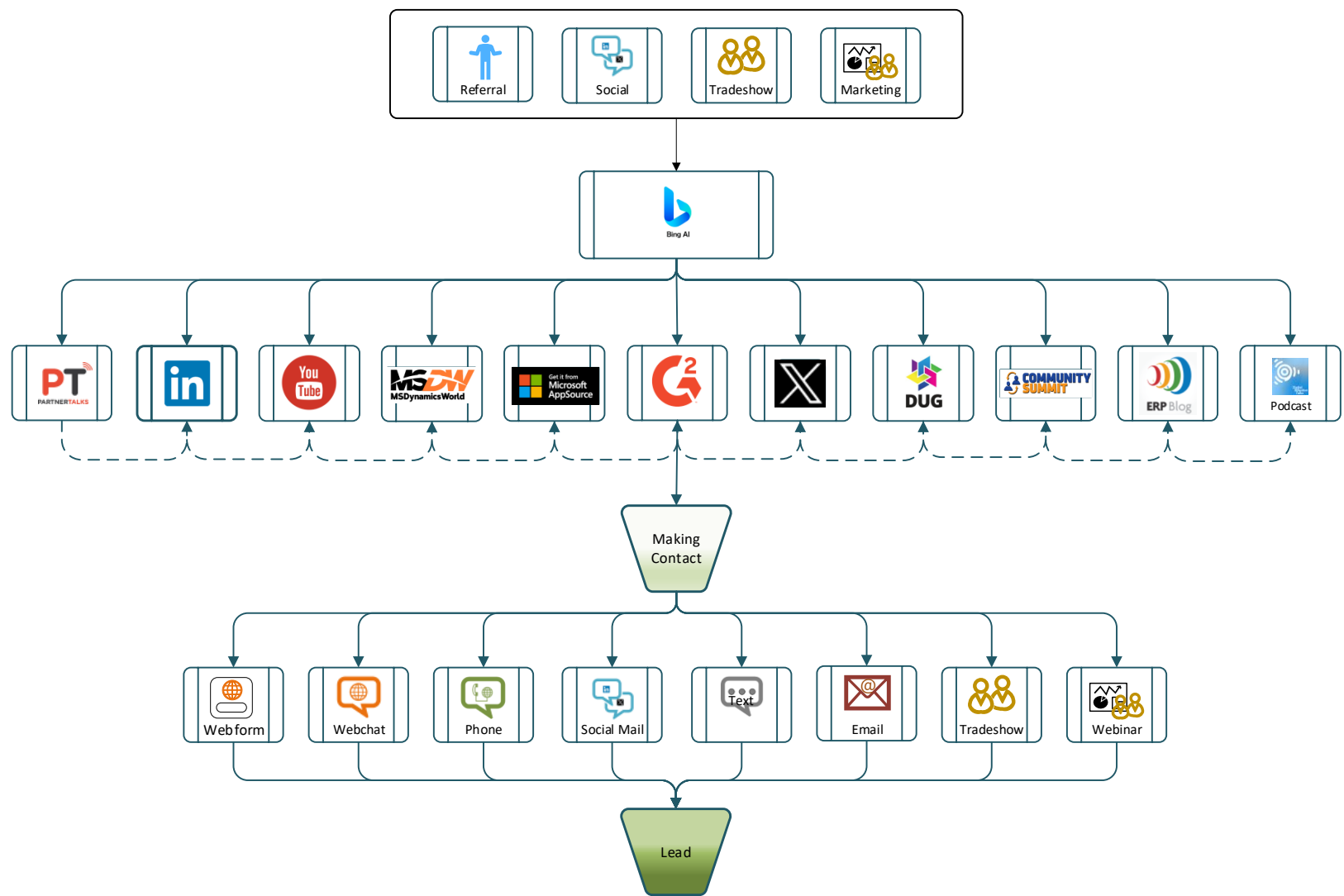


# The B2B Modern Buying Process



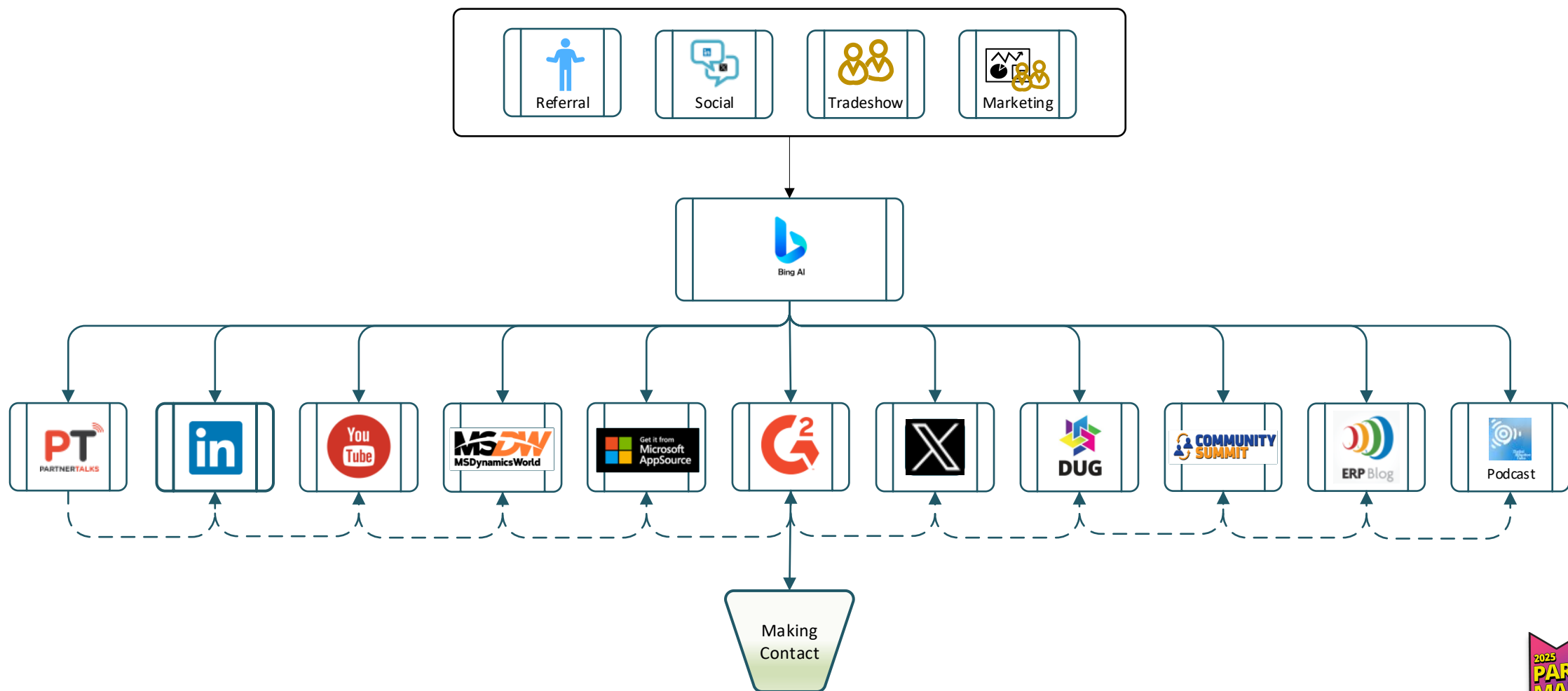


# The B2B Modern Buying Process



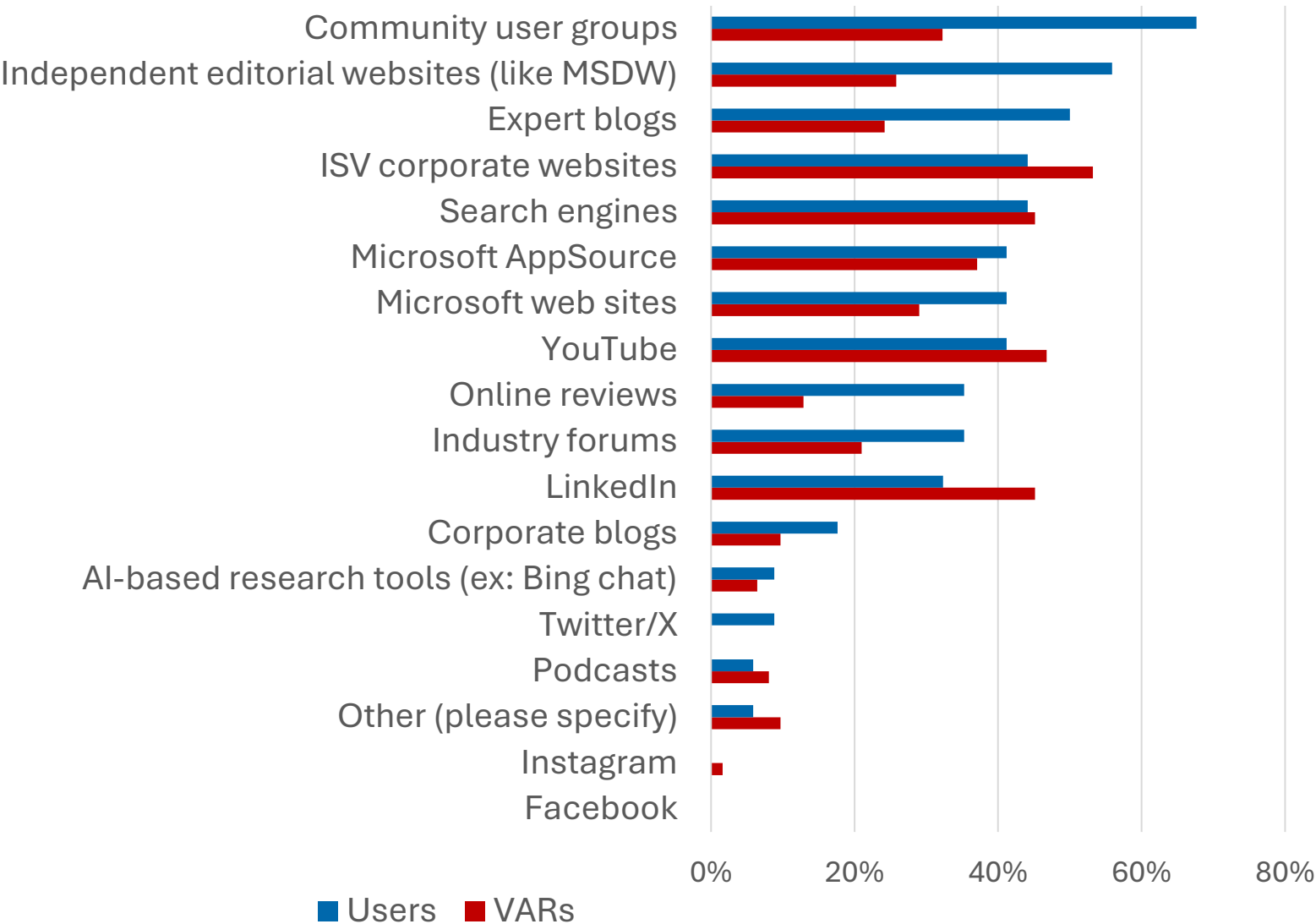


# The B2B Modern Buying Process



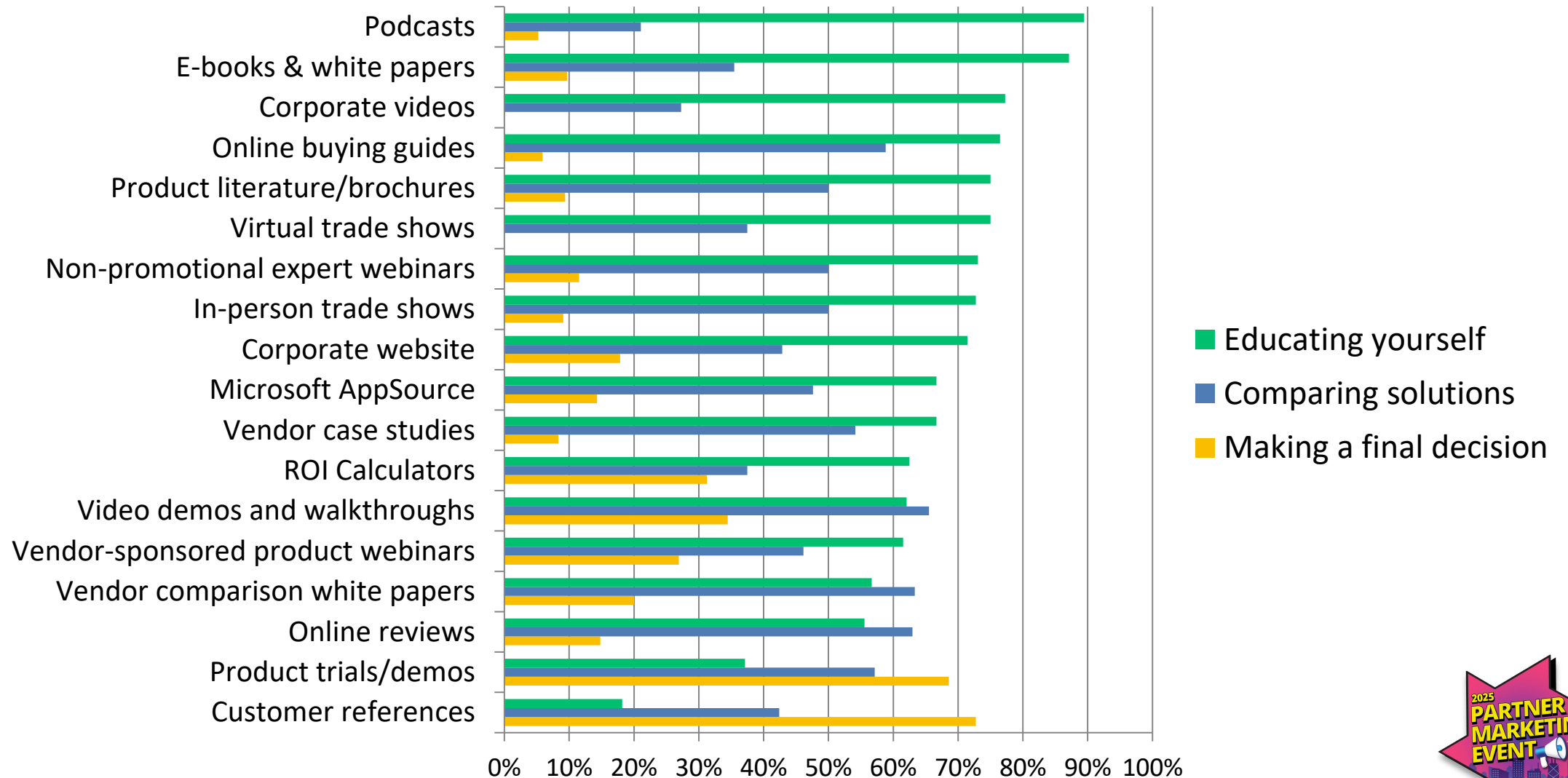


# Which channels do customers rely on when looking for relevant industry advice?





# Dynamics Users: Which of the following do you consume most frequently at different buying stages? (2024)





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# THANK YOU FOR JOINING US!

