

2026

Marketing Plan

AdaptOps™: Transparent, measurable AI adoption with 90-day ROI

Agenda



- Vision & Business Goals
- Market Landscape
- Audience Segments
- GTM for Adoptify
- Pilot Plan
- 2026 Month-by-Month Motions
- KPIs and resources

Goals



Vision

A workplace where generative-AI seamlessly augments daily tasks so people focus on strategic, creative, and customer-centric work

Mission

Enable mid-sized and enterprise organizations to adopt AI (e.g., Microsoft 365 Copilot, Azure OpenAI) in a responsible, secure, and measurable way.

Business Goals

- **ARR:** \$20–50M (base plan to ~\$30M exit ARR)
- **Global Footprint:** 40+ countries live
- **Clients Served:** 200+ enterprise clients
- **Partners:** 100+ active (Microsoft TPM, GSIs, MSPs, regional)
- **Governance:** ISO/IEC 42001 · EU AI Act · NIST AI RMF alignment

Market Landscape

What the market looks like? Where the money flows from?

- **AI spend** → \$1.5T in 2025 (*Gartner*)
- **Total AI spending** → \$632B by 2028 (*IDC*)
- **Value driver** = workflow redesign (*McKinsey 2025*)
- **Copilot adoption dashboards** = mainstream (*Microsoft*)

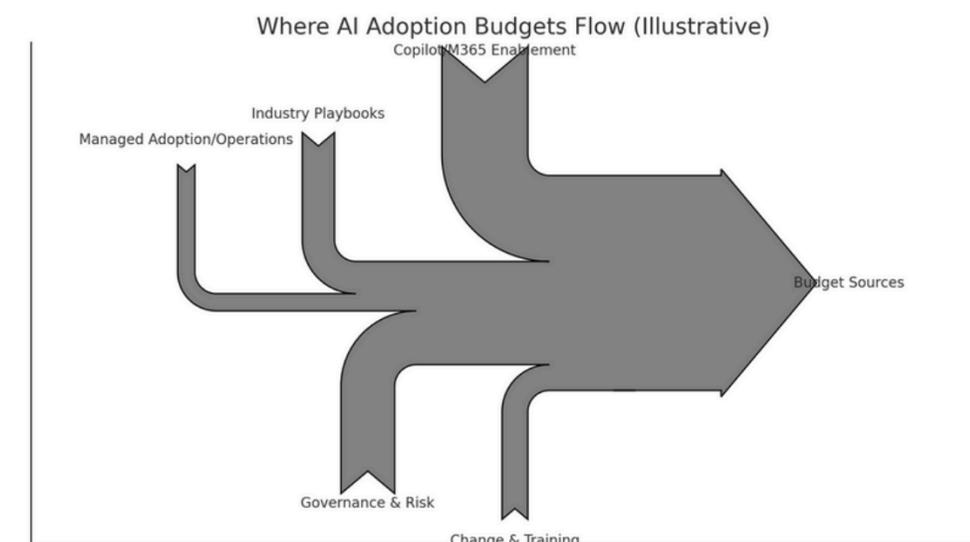
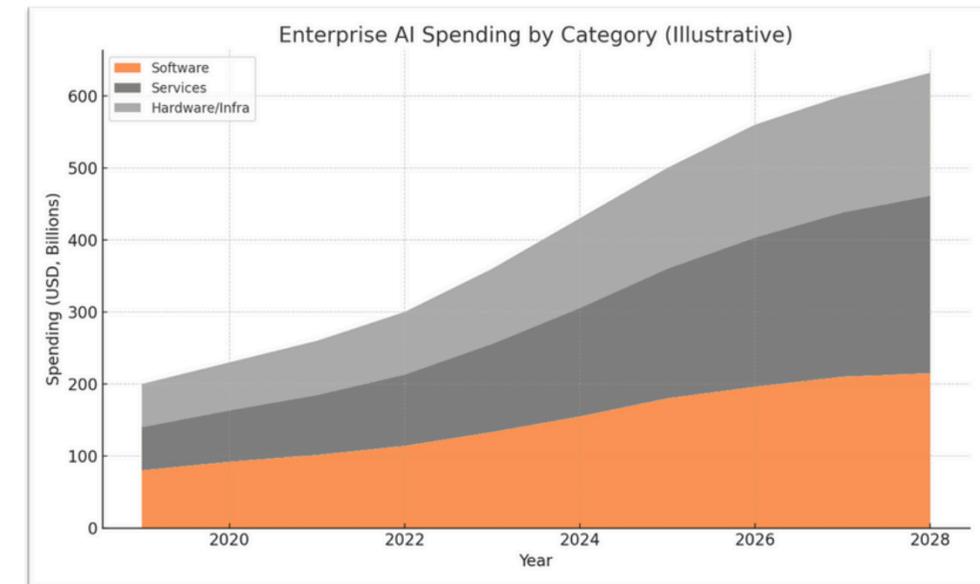
Copilot/M365 rollout & enablement (prompts, permissions, secure connectors, usage analytics).

Governance & risk (policies, auditability; EU AI Act / ISO 42001 kits). (Synthesis aligned to McKinsey adoption findings.)

Industry playbooks & workflows (healthcare, FSI, manufacturing, public sector).

Change & training (enablement at scale; champions; KPI-linked outcomes)

Managed adoption/operations (dashboards, ROI tracking, ongoing governance).



Sources: ECIF/Funded Pilots, Productivity Mandates, Regulatory Deadlines, CVO Innovation Budgets

Adoption players



Player (type)	What they do for adoption	GTM / Strategy	Regions / scale
Accenture + Avanade (GSI + MSFT JV)	End-to-end AI adoption with strong Copilot programs, change & governance	Deep Microsoft co-sell ; packaged Copilot offers; large references	Global; Avanade 90+ offices / 26 countries . (blogs.idc.com)
Deloitte (Big 4)	Strategy→scale; Responsible AI & risk; executive enablement	Thought-leadership via Deloitte AI Institute ; governance-first pitch	~150 countries (member firms). (blogs.idc.com)
IBM Consulting (watsonx) (GSI)	Platform-led adoption + watsonx.governance ; hybrid cloud	“Govern with confidence”; IBM stack + services	~170 countries (IBM footprint). (Microsoft Learn)
Capgemini (GSI)	GenAI/agentic programs; intelligent ops	Scaling via M&A (WNS) to deepen AI-ops	Europe/NA/India strong; expanding US/UK. (blogs.idc.com)
Infosys / TCS / Cognizant / HCLTech (GSIs)	Large-scale rollouts & engineering + change	Branded AI platforms (e.g., Topaz) + global delivery	Global hubs; 50–80+ countries combined. (blogs.idc.com)
EY / BCG (Advisory)	AI operating model + change + risk	Named Leaders in IDC MarketScape 2025 (AI Services)	Global advisory footprints. (blogs.idc.com)
Quantiphi / Fractal (Specialists)	AI-first accelerators; sector plays	Productized solutions; partner co-sell	US-led with India/global delivery. (blogs.idc.com)

Audiences



- Enterprise CXOs / VPs (CIO, COO, CDO, CHRO): De-risk AI adoption with predictable ROI
- Mid-Market IT & Ops: Enterprise-grade adoption at mid-market pricing—90-day ROI
- Microsoft TPMs & Partners: Turn ECIF into measurable Copilot success
- Analysts & Media: A governance model for transparent AI adoption
- Internal Teams (Sales & Delivery): Consistent, data-driven messaging and scoping discipline

Go-To-Market



Microsoft Co-sell First

- **Brief TPM enablement** → share crisp offer (ECIF-eligible Quick Start / 90-day Adoption Pod) → account mapping → joint workshop → book funded pilot.
- **Channels involved:** TPM briefings, joint webinars/roadshows, coordinated outreach to shared accounts (LI DM/email).

Proof-Led Inbound

- **How to sell:** website hero + whitepaper + ROI calculator → discovery call → show 1 case tile + governance checklist → propose fixed-scope pilot.
- **Channels involved:** Website/SEO, LinkedIn (paid + organic), Google Search, email drip.

Partner Ecosystem Extensions

- **How to sell:** onboard regional MSP/SI with a 3-slide talk track; co-host webinars; simple SPIFF on qualified meetings and wins.
- **Channels involved:** co-marketing emails, joint landing pages, local events.

ABM & Executive Events

- **How to sell:** select target accounts; tailor use-cases by function; run monthly webinar + quarterly exec dinner; capture Mutual Action Plan in meeting.
- **Channels involved:** ABM ads, direct outreach, webinars, exec dinners.

Content & Governance as De-riskers

- **How to sell:** lead with industry playbooks and ISO/EU-AI-Act checklists in first call; position “90-day ROI, no scope creep.”
- **Channels involved:** resources hub, blog, PR/analyst mentions reused in decks.

Pilot Plan *One month*



CHANNELS USED

- LinkedIn Paid
- Google Search (high-intent keywords around Copilot adoption/governance)
- Webinar (2 live events in W4 and W7 with on-demand after)
- LinkedIn Organic (3 posts/week; proof + CTA)
- Email Drip campaigns

NOTE: (Co-sell is handled by Sales/Alliances—excluded here to keep this purely “marketing ROI”)

Channel	Spend	Est. Leads/reg.	Est. CPL	Est. MQLs	Est. Discoveries (20%)
LinkedIn Ads	3800	25	150	20	4
Google Search	500	8	90	6	1
Webinar (ads)	500	60	60	48	10
Retargeting	200	3	60	3	1
Organic + Email	0	—	0	5	1
Total	5000	—	60	82	16
<i>*Currency in USD</i>					

2026 month-by-month motions

6 months



H1 TARGETS (WHAT WE AIM TO HIT BY JUNE)

- New ARR booked (H1): ~\$12M toward the ~\$30M exit ARR
- Clients won (H1): ~100 new enterprise clients (on path to 200+ by Dec)
- Partners activated (H1): ~60 (on path to 100+)
- Countries live (H1): ~25 (on path to 40+)
- Governance: 100% SOWs mapped to ISO/IEC 42001, NIST AI RMF, EU AI Act; 5 regional governance kits live (EU/UK, DACH, MEA, India/SEA, LatAm)

H2 then closes the gap to 200+ clients, 40+ countries, 100+ partners, and ~\$30M exit ARR.

Month	New ARR Booked	New Clients Won	Pipeline Created (new)	Partners Activated	Countries Added Live	Governance Milestones
Jan	\$1.2M	10	\$6–7M	8–10	3–4	All SOWs on ISO/NIST/EU-AI-Act template; Governance Kit v1 live
Feb	\$1.4M	12	\$7–8M	8–10	3–4	EU/UK localization (DPIA/checklists); audit log pack v1
Mar	\$1.6M	13	\$8–9M	10–12	4	Vertical controls (HC/BFSI/MFG) added to kit; 1st internal audit
Apr	\$2.0M	15	\$9–10M	10–12	4	DACH addendum (data residency + works council notes)
May	\$2.4M	16	\$10–11M	10–12	4	MEA + India/SEA addenda (local privacy + residency)
Jun	\$3.0M	20	\$12–13M	12–14	5	LatAm addendum (LGPD + Spanish/Portuguese kit)

NOTE: The revenue mentioned in this table and next mql projections are not corelated with eachother, they have to be mapped after pilot period and some deal closure

Channel/tasks	Dec 2025	Jan'26	Feb'26	Mar'26	Apr'26	May'26	Jun'26
Phase	Pilot Plan	Implement and Scale					
Regions	1 (US)	Expand with 1 region each two months					
LinkedIn Ads							
Spend	3800	10,000	12,500	15,625	19,531	24,414	30,518
Leads	25	83	130	203	318	497	690
CPL	150	120	96	77	61	49	44
Google Search							
Spend	500	1000	1000	1000	750	563	422
Leads	29	59	59	59	44	33	25
SEO							
Reach (new users)	0	1000	1250	1563	1953	2441	3052
Leads	0	10	13	16	20	24	31
Webinars							
Spend	500	600	720	864	1037	1244	1493
Leads	8	10	12	14	17	21	25
Organic leads	10	13	16	20	24	31	38
Retargeting							
Spend	200	260	338	439	571	743	965
Leads	3	4	6	7	10	12	16
Organic Email							
Reachouts	2000	3000	4500	6750	10125	15188	22781
Leads	10	15	23	34	51	76	114
Total Spend	5000	11860	14558	17928.4	21889	26963	33398
Total Leads	76	181	242	333	459	663	900

KPIs & Resources



Functional Team	Role Mix	KPIs (H1)
Marketing Leadership	Marketing Lead / Manager	<ul style="list-style-type: none"> • Deliver \$12M new ARR • Track campaign ROI • Maintain MQL→SQL conversion >25%
Demand Generation	Demand Gen Lead, Paid Media Manager, Lifecycle Marketing & Automation, Email Marketer	<ul style="list-style-type: none"> • Reduce CPL over H1 • Achieve 900 total leads • Maintain 20% discovery rate • Optimize email CTR & nurture flow
Content & Brand	Content & Research Lead, Brand/Creative Designer	<ul style="list-style-type: none"> • 2 new assets/month • Consistent brand presence • Leverage content in PR/analyst mentions
SEO	SEO Manager	<ul style="list-style-type: none"> • Grow organic traffic • Drive MQLs via organic search • Improve ranking for core keywords
ABM & Field Marketing	ABM Lead, Regional Field Marketers (AMER, EMEA, APAC)	<ul style="list-style-type: none"> • Run 6 webinars/exec dinners • Generate ABM influenced pipeline • Support regional rollouts
Partner Marketing	Partner Marketing Manager	<ul style="list-style-type: none"> • Activate 60 partners • Deliver 5 joint campaigns/events • Generate co-sell leads
PR / AR / Social	PR & Analyst Relations, Social Media Manager	<ul style="list-style-type: none"> • 5+ media/analyst mentions • Boost social engagement • Maintain active presence on LinkedIn
Governance Content	Governance & Compliance Writer	<ul style="list-style-type: none"> • Create 5 governance kits • Ensure ISO/NIST/EU-AI-Act alignment • Support content localization

Thank you!
