

Mr. Satya Nadella
Chief Executive Officer and Director
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052

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Dear Mr. Nadella:

- Thank you for this opportunity to present our integrated marketing communications plan to you. As a team, we have spent the last three months digging deep into the background of your company to decipher who exactly Microsoft is, and we are thrilled to have this opportunity to present our plan to you today. To begin, Microsoft is a business to business and business to consumer company: Microsoft provides their products for other businesses to use as well as selling directly to consumers.
- Microsoft provides a large amount of services and products that vary from software, gaming consoles, search engines, communication devices, etc. When analyzing all of these high end, highly successful services that you and your company provide globally, one in particular caught our attention as having the most potential to grow; and that would be Bing.
- Bing was launched in June of 2009, after Google, Yahoo Search, and AOL Search had already been in the search engine market for quite some time. In 2009, Bing held it's place at third in the market share – 10% behind Yahoo and 65% behind Google. Now, five years later, Bing has surpassed Yahoo with a 19% share of the market however is still trailing behind Google by 49%.
- With our integrated marketing communications plan, we hope to increase Bing's market share percentage by 5% within the next 5 years. By no means are we trying to surpass Google, the world's leading search engine, but we are trying to overtake a part of their market share.
- We believe that this is possible because Bing has so many features and aspects that the majority of the population do not even know about. When you see an advertisement for Bing, the majority of the time it is just a comparison to Google. What our team believes is that Bing should steer away from these type of advertisements and instead capitalize on its unique features that make it different from every other search engine out there.
- The biggest feature, for example, is Bing rewards. Bing's rewards program awards points per search – and after an individual has accumulated a certain number of points they are able to redeem them for prizes such as gift cards to Amazon, Fandango, Starbucks, etc. Many people are unaware of Bing's rewards program, and we firmly believe that if this is promoted more that Bing will see more traffic on it's webpage.

- Another part of our integrated marketing communications plan is to establish a presence on social media for Bing. One idea for a social media campaign on Facebook would be for users to change their profile picture on Facebook to the Bing logo for a certain amount of Bing rewards points. In addition, we came up with the hashtag #howyoubing for Twitter, where users can share interesting or fun searches that they come up with; participating in this Twitter chat can also earn them points. A third social media campaign could take place on Instagram, where contestants can upload their own creative images to be judged for Bing's homepage.
- A big feature of Bing that we also want to capitalize on is Bing in the classroom. Few people know that Bing actually provides full lesson plans through the webpage for teachers to use, along with ones that are customizable for unique use. A way we thought that this could be promoted is to hold "Bing Teacher Conferences." What these conferences would entail are representatives from Bing communicating with teachers from a number of different schools to explain these lesson plans as well as the other features that Bing offers in hopes to increase the usage of Bing in schools instead of competitors like Google.
- All in all, Bing is a very unique, convenient and underestimated service that you and your company provide – and with our integrated marketing communication plan we hope to help it grow. Microsoft's mission statement is "to enable people and businesses throughout the world to realize their full potential" and we firmly believe that making Bing more well known and established will follow that mission statement. Thank you for your time in hearing out our plan, we are looking forward to working with you.

Respectfully yours,

Samantha N. Stewart