



Microsoft
Partner
Network

Welcome to Odo

Welcome!

We are happy to have you join the Odo program. Odo gives you access to consistent, relevant, and customizable content to share with your customers and prospects in just a few clicks.

Join Our Getting Started with Odo Webinar Today!

Occurs every Tuesday, Wednesday, and Thursday.

During this 60 minute webinar, we will review how Odo supports and accelerates your business. We are very excited to help you get started! During the webinar, we will show you how to:

- Set up your account
- Select content channels that match your business and your audience.
- Select and publish content to your email list, website, blog, and social media.

[Register here.](#)

What Do You Need Before We Get Started?

Our goal is to make it very easy to configure your account and start publishing. Your ContentMX account holds all of the information provided by Microsoft along with information you provide about your business.

1. Your Information

The information you provide will be added to marketing materials or used for the administration of your account. This information will include:

- Administrative email address to attach to your account. This person will receive notifications when new content is available.
- Business name
- Business postal address
- First and last name of person sending emails
- Contact email address
- Website address (URL)
- Business phone

2. Your Banner and Logo

To apply your branding to your communications (and the microsite that is produced), it is helpful if you have a banner (at least 600 pixels wide) and a business logo. These files can be in JPEG, PNG, or GIF format.

3. Your Marketing Channels

To make it easy to schedule and publish content, connect your ContentMX account to your social media accounts. You can post directly to:

- A Facebook Page you control
- Your Twitter account
- Your LinkedIn Account or Company Page
- Your Email Marketing Account - or through Outlook 365 or Gmail
- Your Wordpress, Blogger, or Tumblr blog

Collect the usernames and passwords for each of these accounts and have them ready when you are ready to configure your account.

Please email lorien@contetmx.com with any questions regarding Odo and your Odo account. For additional resources and information, visit contentmx.com/odo/.