

Blog Rollup + Newsletter Automation

The screenshot shows a website header with the Microsoft Learning logo and 'Partner & Audience Marketing' text. Below the header is a search bar and navigation links. The main content area is divided into several sections:

- What's New:** A section with a woman's profile picture and an RSS icon. It contains three article teasers: 'MCT and Educator Virtual Summit 2010', 'Do You Have a Recommendation to Improve Customer Partner Experience (CPE)', and 'A Small Effort Can Make a Big Difference'.
- Spotlight:** A section featuring a woman's profile picture and the title 'Ioanna Gavrielatou's 10th Year Anniversary with Microsoft!'. It includes a congratulatory message and links to a video greeting card and a submit spotlight item form.
- Cross-Group Champion:** A section with the title 'Liberty Munson - Folk Hero, Psychometrician, Woman of Mystery'. It features a photo of Liberty Munson and a list of links: 'Microsoft's Resident Psychometrician' and 'Submit Cross-Group Champion'.
- Newsletters:** A section with three newsletter options: 'Learning Solutions Newsletter (CPLS)', 'MCT Flash Newsletter', and 'MCP Flash Newsletter'. Each option includes a 'Submit a Post' link, a 'See All Posts' link, and a 'Subscribe to Blog' link with an RSS icon.
- Born to Learn:** A section with a message: 'Unable to display this Web Part. To troubleshoot the problem, open this Web page in a Microsoft SharePoint Foundation-compatible HTML editor such as Microsoft SharePoint Designer. If the problem persists, contact your Web server administrator.'
- Field News:** A section with the title 'MCT and Educator Virtual Summit 2010' and a message: 'Imagine you are an MCT or an Educator. You train students, you want to be the best at wh...more'. It includes links to 'Subscribe to the Field News' and 'Submit a blog post'.

<http://sharepoint/sites/mslmlktg>

Challenge

- Develop custom blog to communicate important news + information
- Ensure content is surfaced in timely + easily discoverable fashion
- Improve process for managing communication requests + approvals

Our Role

- Visual design
- User interface configuration
- Web part development + integration
- Wikis + blogs
- Collaboration

Impact

- Decreased administrative burden by automating request submission + approval processes
- Reduced manual effort required for article creation

Technology

- SharePoint 2010
- SharePoint Designer 2010 (JavaScript, XML/XSLT)
- Web services
- RSS data feeds