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KEYWORD
COPILOT

COPILOT SUPER APP: FIRST-HOUR SETUP GUIDE FOR MARKETERS

Set up the new Copilot, build three working marketing agents, and test it against ChatGPT and Claude before you renew anything.

CHECKS	DO FIRST	PARTS	COST
30	7	5	Free



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Microsoft has relaunched Copilot as one app that holds chat, coding and agents together. If you already pay for Microsoft 365, you may already have an agent platform sitting next to your email and files. This guide gives you the exact steps, the prompts to paste, and a fair side-by-side test so you can decide which AI subscriptions you actually need.

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TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/copilot-6

PART 1 OF 5 — 4 CHECKS

What changed

Facts from The Verge report only.

- [ ] 1.1

Microsoft officially unveiled its new Copilot "super app" after teasing it last month.

This is a relaunch of the Copilot app itself, not a new separate product you have to go shopping for.

- [ ] 1.2

The redesigned Copilot app bundles three capabilities into a single interface: chat, coding, and agents.

The thing that matters for marketers is that agents now live in the same place you already chat, so there is no extra tool to learn first.

- [ ] 1.3

Microsoft is rebranding Scout, the AI personal assistant it showed at Build earlier this year, as Autopilot.

If you saw demos or notes about Scout, that is the same assistant under a new name. Search for both words when looking for documentation.

- [ ] 1.4

Microsoft thinks the new Copilot will be as influential as Office.

That is Microsoft's own framing, reported by The Verge, not a measured result. Treat it as intent, and test the app yourself before you plan around it.

PART 2 OF 5 — 7 CHECKS

First 15 minutes: open it and find out what you really have

- [ ] 2.1 DO FIRST

Sign in at copilot.microsoft.com with your work account, not your personal one.

Work and personal accounts give very different results. The work account is the one that can see your company files and email, which is the whole point of the test.

WHERE `copilot.microsoft.com › Sign in`

- [ ] 2.2

Check which account is active in the top right before you type anything.

Click your profile picture and read the email address. If it ends in outlook.com, gmail.com or hotmail.com, sign out and come back with your company address.

WHERE `copilot.microsoft.com › profile picture (top right)`

☐ 2.3 • DO FIRST

Run one grounding test to see if Copilot can read your company files and mail.

Paste the prompt below. If it names real documents or real emails, you have the work version with access to your content. If it says it cannot see your files, you have consumer chat only and your test results will be much weaker.

COPY THIS

```
List the five most recent documents I worked on in the last 14 days. Give the file name, the date, and one line on what each one is about. If you cannot see my files, say so plainly instead of guessing.
```

☐ 2.4

Look in the left sidebar for an Agents or Create option and note whether you can see it.

This is where the agent features live. If it is missing or greyed out, your plan or your admin settings do not include it yet, and that is the first thing to ask IT about.

WHERE `copilot.microsoft.com › left sidebar`

☐ 2.5

Send your IT or admin contact one short message before you invest an hour.

Getting a yes or no early saves you building something you cannot share. Use the message below so they can answer in one line.

COPY THIS

```
Quick question on the new Copilot app. Can you confirm two things for my licence: 1) can I see and use the Agents area in Copilot, and 2) am I allowed to build agents that read files from [name of your SharePoint site or Teams channel]? If either is off, what is the process to request it?
```

☐ 2.6

Turn off memory or personalisation for the next hour if you see the option.

Saved memory changes answers between tools and ruins the comparison. Check your Copilot settings, and do the same in ChatGPT before you run the test.

WHERE `copilot.microsoft.com › profile picture › Settings › Privacy`

☐ 2.7 • DO FIRST

Create one folder in OneDrive or SharePoint called AI Test and drop three real files in it.

Use one brand or tone of voice document, one recent campaign report with numbers, and one long PDF such as a research report. Every test below uses these same three files, so the comparison is fair.

PART 3 OF 5 — 6 CHECKS

Build your first three marketing agents

Each one takes about five minutes. Paste the instructions word for word, then change the bracketed parts.

☐ 3.1

Agent 1: Brand voice editor. Create a new agent and paste the instruction block below.

This is the easiest one to judge, because you already know what your brand sounds like. Point it at your tone of voice document as its knowledge source.

WHERE `copilot.microsoft.com › Agents › Create`

COPY THIS

```
You are a brand voice editor for [company name]. Your only job is to rewrite copy so it matches our tone of voice document. Rules: keep the meaning and every fact the same, never invent claims, numbers or customer quotes, and flag anything you think is a claim we may not be able to back. Always return three versions: one short (under 40 words), one standard (under 100 words), and one long (under 200 words). After the three versions, list in bullets what you changed and why, referring to the specific rule in the tone of voice document. If the input copy is already on brand, say so instead of changing it for the sake of it.
```

☐ 3.2

Agent 2: Campaign brief builder. Give it your last three briefs as knowledge and paste the block below.

Briefs are repetitive and structured, which is exactly what agents do well. Good looks like a brief you can send with light edits, not a blank template.

COPY THIS

```
You are a campaign brief writer for [company name]. When I give you a campaign idea, produce a brief with these exact headings: Objective, Audience, Single message, Proof points, Channels and formats, Assets needed, Success measure, Risks and what we are not doing. Use our past briefs for structure and wording. For Proof points, only use facts from the documents I give you, and mark anything unverified as NEEDS SOURCE. Keep the whole brief under one page. End with three questions you need answered before work can start.
```

☐ 3.3 • DO FIRST

Agent 3: Weekly performance summary. Point it at your reporting file and paste the block below.

This is the strongest test of whether Copilot's access to your own files is worth paying for. Look for correct numbers pulled straight from the file, not rounded guesses.

COPY THIS

```
You are a marketing reporting assistant. Read the file [file name] and write a weekly summary in this order: 1) three headline numbers with the change versus the previous period, 2) the single biggest move up and the single biggest move down, with the most likely explanation and how confident you are, 3) two things to do next week, each tied to a number, 4) anything in the data that looks wrong, missing or suspicious. Quote numbers exactly as they appear in the file. Never estimate a number. If a number is not in the file, write NOT IN FILE.
```

☐ 3.4

Give each agent a plain name and a one line description.

Name them by job, for example Brand Voice Editor, not Copilot Helper 2. You will have six agents within a month and you need to find them fast.

WHERE `copilot.microsoft.com › Agents › [your agent] › Edit`

☐ 3.5

Test each agent with one real task you already did by hand this month.

You know the right answer, so you can grade it honestly. Good looks like output you would need to edit for 5 minutes, not rewrite from scratch.

☐ 3.6

Fix one instruction after the first bad answer, then run the same task again.

Most bad output comes from a missing rule, not a weak model. Add the missing rule as a plain sentence, for example "never use the word solutions" or "always use UK spelling", and rerun.

PART 4 OF 5 — 7 CHECKS

Run the side-by-side test against ChatGPT and Claude

Same three files, same four prompts, three tools, about 20 minutes.

☐ 4.1 • DO FIRST

Open Copilot, ChatGPT and Claude in three browser tabs and start a fresh chat in each.

An old chat carries context that will skew the result. Fresh chats only.

☐ 4.2

Test 1, brand voice. Upload your tone of voice document to all three and paste the same prompt.

Judge on whether the rewrite actually follows your rules, not on which one sounds smartest. Count rule breaks in each answer.

COPY THIS

```
Here is our tone of voice document. Rewrite the copy below so it follows it exactly. Return three versions at different lengths, then list every change you made and which rule in the document it follows. Copy to rewrite: [paste 100 words of your own web or email copy]
```

☐ 4.3 • DO FIRST

Test 2, numbers. Upload the same campaign report to all three and ask for the same summary.

Check every number against the source file by hand. One wrong number matters more than nicer writing. This is where tools most often differ.

COPY THIS

```
Using only the attached report, give me: the three biggest changes versus the previous period
with exact figures, the one metric that got worse and why it may have done so, and two actions
for next week tied to a specific number. Quote numbers exactly as written in the file. If a
number is not in the file, write NOT IN FILE. Do not estimate.
```

☐ 4.4

Test 3, long document. Give all three the same long PDF and ask for the same extraction.

Look for whether it handled the whole document or only the first few pages. A quick check: ask for something you know is near the end.

COPY THIS

```
Read the attached document in full. Give me: 1) the five points most relevant to a [your job
title] at a [your industry] company, 2) three quotes I could use in marketing, with the page
number for each, 3) anything in the last third of the document that contradicts the first third.
If you could not read the whole file, say which parts you could read.
```

☐ 4.5

Test 4, your own stuff. Ask only Copilot to use your email and files, and ask the other two to do it without.

This is the one thing the others cannot do without setup. If the answer is accurate and useful, that is the real argument for a Microsoft licence.

COPY THIS

```
Look at my emails and documents from the last 30 days about [campaign or client name]. Give me a
timeline of what happened, who is waiting on me, and the three decisions that are still open.
Name the specific emails and files you used.
```

☐ 4.6

Score each answer out of 5 on the four things below, in a note or spreadsheet.

Scoring stops you picking the tool that flattered you. Do it right after each answer while it is fresh.

COPY THIS

```
Tool: [Copilot / ChatGPT / Claude]
Test: [1-4]
Accuracy (facts and numbers correct): [ /5]
Followed instructions exactly: [ /5]
Editing time needed before sending: [minutes]
Could I get this anywhere else: [yes/no]
One line note: [what stood out]
```

☐ 4.7

Run the winning prompt a second time in each tool and compare to the first run.

A tool that gives you a great answer once and a poor one next time is not a tool you can build a process on. Consistency beats peak quality for repeated work.

PART 5 OF 5 — 6 CHECKS

Decide what to keep paying for

☐ 5.1 DO FIRST

Add up your monthly AI spend per person before you decide anything.

Write down every subscription with its price and who uses it. Most teams find at least one seat nobody has opened in a month.

☐ 5.2

Keep Copilot if Test 2 and Test 4 clearly beat the others.

Those two tests are about your files, your numbers and your email. If Copilot wins there, you are paying for access you cannot easily replicate elsewhere.

☐ 5.3

Keep a second tool only if it won a test by a wide margin on work you do weekly.

A small quality gap on a monthly task is not worth a second subscription. A large gap on a weekly task usually is.

☐ 5.4

Cancel nothing for 30 days. Move the work first, then cancel.

Switch your real weekly tasks over to the winner and see if they still get done. If they do, cancel at the next renewal date rather than mid cycle.

☐ 5.5

Write a one page note with your scores and the date, and share it with your team.

Models change every few months. A dated note means you can rerun the same four tests later and see what actually improved instead of guessing.

COPY THIS

```
AI tool test, [date]
Files used: [three file names]
Scores: Copilot [ /20], ChatGPT [ /20], Claude [ /20]
Winner for brand voice: [tool]
Winner for numbers and reports: [tool]
Winner for long documents: [tool]
Only Copilot could: [what]
Decision: [keep / cancel, and renewal date]
Rerun this test on: [date in 3 months]
```

☐ 5.6

Put a 30 minute calendar hold three months out to repeat the four tests.

Same files, same prompts, same scoring sheet. It takes less time the second time and it is the only honest way to tell if a tool has improved.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
- **Instagram** @ihamza.jameel
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SOURCES

1. https://www.theverge.com/news/1000532/microsoft-copilot-super-app-chat-coding-autopilot