



GUIDE

Growing your business with AWS Partner Marketing Central

A simple guide to what's available and how
it drives demand for Partners' AWS offerings

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What do you want to achieve?

As you grow your business with AWS, you can strengthen your success with marketing activity that builds awareness of your offering, increases your footprint into target segments, and differentiates you from competitors.

Partners tend to start their journey with AWS by pursuing the same goals: building awareness and demand generation for their AWS offerings.

The most successful, however, also ask themselves how they can:



Expand their value proposition



Identify and target the right personas and decision makers among their target customers



Get further marketing support to help nurture leads and drive new content strategies



Deliver relevant, quality content to these target decision makers at pace



Promote engagement with prospects, across multiple channels

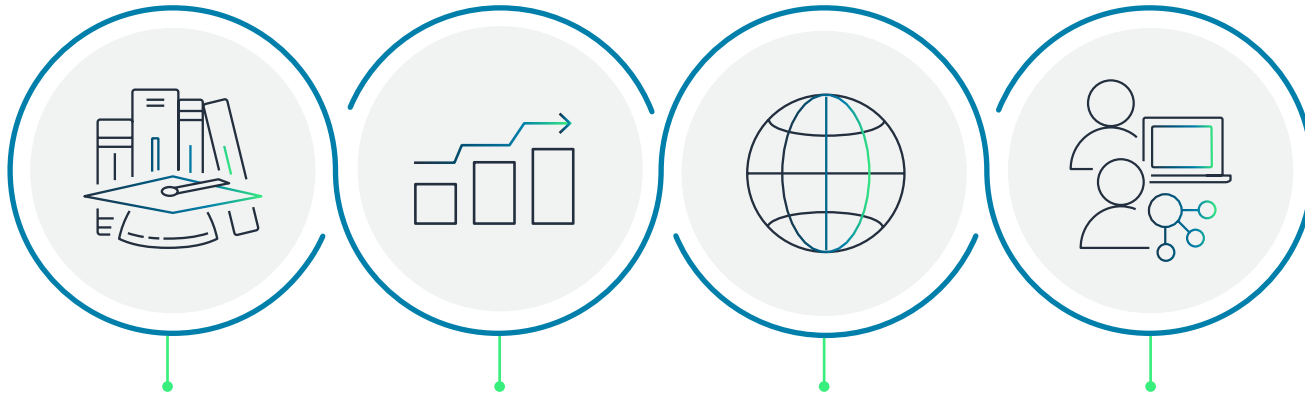


Grow into new target segments

As your resource for success, Marketing Central is where you'll find all the answers. This guide shows you how.



How can you make it happen?



Marketing Academy & Partner Enablement

Giving you end-to-end support, Marketing Central enables you to do more with less.

You can amplify your presence by planning and executing fully integrated campaigns, with one connected experience and simple step-by-step processes.

Partner Ready Campaigns

Agency Connect

Marketing Concierge

Whether you're new to building marketing campaigns on AWS, a one-man marketing team, or a dedicated marketing department looking to save time and resources, by exploring the Marketing Central content areas above, you can achieve your desired business outcomes with less effort and cost.

“With AWS Partner Marketing Central, we’re able to quickly create effective marketing materials and shorten our initial engagement time when reaching out to new clients. When clients ask for our marketing collateral, we have high-quality content ready to send over to them.”

Tia Dubuisson

Belle Fleur Technologies
AWS Advanced Service Partner

Marketing
Academy &
Partner
Enablement

Partner Ready
Campaigns

Agency
Connect

Marketing
Concierge



Marketing Academy and Partner Enablement

Accelerate your marketing outcomes

Marketing Academy and Partner Enablement are your go-to resources for learning about the different marketing offerings available to AWS Partners, and how to leverage these as part of a broader marketing plan.

Gain:

- Self-serve online learning library.
- Just-in-time e-learning course modules.
- A digital curriculum for enabling a strong marketing strategy to support your business.

By completing these short, 20-minute courses, you can understand how to effectively market your AWS offerings, define your target audience, and maximize the effectiveness of your marketing.

[Check out the Marketing Academy ›](#)



Smart tips

- As you learn how to define your target audience, start to group your contacts into lists of target groups and use Marketing Central as a Customer Relationship Management (CRM) database.
- Whether you're up-selling into your existing customer base or acquiring net-new customers, it's important in the early stages of your go-to-market planning to know precisely who you want to target and the value your solution provides to them. To understand more about the various stages of going to market with AWS, check out the resources at Marketing Academy, or engage AWS-preferred agencies.

Marketing Academy & Partner Enablement

Partner Ready Campaigns

Agency Connect

Marketing Concierge



Partner Ready Campaigns

Leverage Partner Ready campaigns to do more with less

Once you have a marketing plan in place, have defined your target audience, and considered the tactics and tools you wish to use, it's time to start creating content.

Under the Campaigns tab, you can find Partner Ready campaigns, with pre-built, customizable templates and ready-to-go messaging.

Gain:

- Over 100 campaigns catering to various Partner Paths, 10+ localized languages, 20+ solution topics, and both industry—and SMB-focused campaign kits.
- Relevant content for your target segment, with filters by Activity Type, Partner Path, Solution, Use Case, Language, and Target Audience.
- Plug-and-play campaigns all in one place. By following the steps to set up your emails, contact lists, and social logins, you can easily send all assets from within Marketing Central.

Generate high-quality, relevant content at speed with suggested rollout dates, straightforward customization, and easy asset creation.



Smart tip

To get the best outcome, filter all campaigns, collateral, and agencies with granular categories. Find materials relevant to whatever industry or business size you are targeting.



Campaign spotlight

AWS Innovate in the Cloud for SMB

Aimed at C-level and business managers in mid-market SMBs, this campaign helps you drive acquisition of new SMB customers.

The pre-built, customizable campaign assets explore how AWS and AWS Partners can help SMBs unlock and realize their innovation potential in the cloud.

[Check out the Campaigns available ›](#)

Marketing Academy & Partner Enablement

Partner Ready Campaigns

Agency Connect

Marketing Concierge



Agency Connect

Get professional marketing support

At Agency Connect, you can connect with AWS-preferred agencies to scale your AWS joint marketing efforts further, through custom marketing campaigns and assets.

Gain:

- A list of approved agencies, all with AWS experience.
- Support in go-to-market planning.
- Content support with, or in addition to, the campaigns available on Marketing Central.
- Support to further nurture leads and execute campaigns with you.

You can either use your MDF dollars on pre-negotiated service offers, or get a quote yourself for custom campaigns and collateral.

[Check out Agency Connect ›](#)



Smart tip

Check out Agency Directory on pages 10-14 to view available agencies in your region.



How to engage an agency

1. First, check out which agencies are available in your region via the Directory at the end of this guide.
2. Next, filter by Agency Offering Types or by Cost, to find what you're looking for quickly.
3. Select either a pre-defined offering or a custom activity type, and the agency will be in touch with you to get started.

Marketing
Academy &
Partner
Enablement

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Agency
Connect

Marketing
Concierge



Marketing Concierge

Utilize the support of vPMMs

As you get more engaged on Marketing Central, you can benefit from dedicated, concierge-level service to support your marketing planning by working with a virtual Partner Marketing Manager (vPMM).

Gain:

- Support with onboarding, enablement, campaign support, MDF utilization, and creation of a joint marketing plan.
- Go-to-market expertise in growing demand for your offering.

Our vPMMs are dedicated to enabling and upskilling AWS Partners on Marketing Central, also helping develop joint marketing plans that accelerate your pipeline of AWS sales.

[Check out Marketing Concierge ›](#)



Smart tip

Check out the [Program Overview here](#) to see how to get the process started and discover in detail what vPMMs can do to support your marketing.

Marketing Central success in action

Case studies

Mphasis Stelligent, an APN Premier Consulting Partner, uses Marketing Central to grow their business by planning and executing fully integrated campaigns, and using their MDF dollars to create a video supporting these campaigns.

50% Reduction in time-to-market for campaigns.

AWS Advanced Tier Services Partner Anchor has fired up their marketing efforts with the support available on Marketing Central—doubling their marketing capacity, reducing time-to-market for campaigns by 50%, and increasing AWS-related sales pipeline by 219% YoY in 2021.

60% Time-savings in campaign creation.

AWS Advanced Tier Services Partner Forte Cloud saw 60% time-savings in campaign creation and 90% cost reduction through Marketing Central and its easy-to-use integrated campaigns.

90% Cost reduction through Marketing Central.

For more Marketing Central success stories, see here ›



Building on your success

Once you've run a campaign or engaged an agency, your journey doesn't stop there.

With all the support you need for sustained success, and new assets continually added to Marketing Central, you can continue to achieve your desired business outcomes.

For example, once they'd created their video with an agency, Anchor premiered it at an AWS event, and then circled back to Marketing Central for new content.

Agency Directory by region – All

Agency	Region	Advertising	Analytics	Collateral	E-Mail	Events	List	Search engine	Social Media	Telemarketing	Other
OneGTM	All			●	●						●
Foundry	All			●	●	●			●		
MRP- Market Resources Partners, LLC	All	●		●	●					●	
Spiceworks Ziff Davis	All			●	●	●				●	●
TechTarget	All - some services not available in APAC			●	●	●	●			●	●

Agency Directory by region – Americas

Agency	Region	Advertising	Analytics	Collateral	E-Mail	Events	List	Search engine	Social Media	Telemarketing	Other
Bizight Solutions Pvt LTd	US			●				●	●		●
Bridge Partners	US, Canada			●					●		●
BrightTALK (Now part of TechTarget)	All - some services not available in APAC			●		●					●
The Channel Company, Partner Demand Services	US	●		●	●	●		●	●	●	
Connect2B	Brazil, Chile, Peru, Colombia, Panama, Argentina, Caribbean, Guatemala, Ecuador, Uruguay, Paraguay			●	●	●			●		●
Digital Government Institute	US				●	●					●
eRepublic Government Market Insights	US			●	●	●					
G2	US	●									●

Agency Directory by region – Americas

Agency	Region	Advertising	Analytics	Collateral	E-Mail	Events	List	Search engine	Social Media	Telemarketing	Other
GovLoop-Granicus, LLC	US			●		●					
IBP- International Business Partners IBO SAS	Mexico, Brazil, Chile, Peru, Colombia, Panama, Argentina, Caribbean, Guatemala, Ecuador, Uruguay, Paraguay, Costa Rica	●		●		●			●	●	●
Lauchlan - Now part of Channel Company		●		●	●				●	●	
Miramar	AMER			●	●				●	●	
Spear Marketing	US, Canada			●	●			●	●		●
Zubia- Zubialink Enterprises, ASA	Mexico, Chile, Peru, Colombia, Panama, Argentina, Caribbean, Guatemala, Ecuador, Uruguay, Paraguay, Costa Rica			●	●	●					●

Agency Directory by region – EMEA

Agency	Region	Advertising	Analytics	Collateral	E-Mail	Events	List	Search engine	Social Media	Telemarketing	Other
Expandi Group / Expandi UK Limited	UK, France, Germany, Austria, Switzerland, Belgium, Netherlands, Luxembourg, Denmark, Sweden, Finland, Norway, Italy, Spain, Portugal, Poland, Russia, Israel, Middle East, Africa			●	●	●			●	●	
ITFacto & IT NEWS INFO	France			●	●	●					●
Luxus Worldwide	Pan EMEA	●		●	●	●			●		
Miramar	UK			●	●				●	●	
SANSON Y DALILA SL	Spain, Portugal			●		●			●		●
Sleek Events	EMEA					●					
Social Handlers	EMEA								●		
Vendimus	Belgium, Netherlands, Luxembourg, Spain, Portugal, Italy, Denmark, Sweden, Finland, Norway, Germany, Austria, Switzerland, UK, Isreal, CEE		●								●

Agency Directory by region – APAC

Agency	Region	Advertising	Analytics	Collateral	E-Mail	Events	List	Search engine	Social Media	Telemarketing	Other
AnRui Digital	China			●	●	●			●	●	
Bizight Solutions Private Ltd	India, Singapore, Malaysia, Indonesia, Vietnam, Philippines, Thailand, Sri Lanka, Australia, New Zealand, UAE, Saudi Arabia			●	●			●	●	●	
Enjin	Japan	●		●		●				●	
George P. Johnson Korea LLP	South Korea			●		●					
Kestone	India, Singapore, Malaysia, Indonesia, Thailand, Philippines and Vietnam			●		●		●		●	
ThinkSmart Marketing	Australia, New Zealand			●	●	●			●		
Ying Communications	China, Japan, Korea, Taiwan, Australia, India, Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam			●	●				●		

Get in touch to find out more

If you've got any questions when you start exploring Marketing Central, just reach out to your vPMM or PDM.

To get started, visit our onboarding page ›

We look forward to helping you grow your business with AWS Partner Marketing Central—your resource for success.

