



# Marketing Concierge Program for ISVs

## Program Guide



# About This Guide

This guide provides a comprehensive overview of the program requirements and benefits for the Marketing Concierge Program for independent software vendors (ISVs). The program is comprised of partner coverage and/or AWS Marketplace Marketing Development Funds (MDF). In this guide, you will find essential information to help navigate your go-to-market (GTM) journey as a part of the Marketing Concierge Program for ISVs.

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# Program Overview

**The Marketing Concierge Program for ISVs is an invitation-only program that offers AWS Partners and AWS Marketplace Partners coverage and/or AWS Marketplace MDF. The program is designed to accelerate GTM execution and activate AWS Marketplace MDF invested demand generation campaigns.**

You can qualify for program participation based on your GTM readiness and maturity with Amazon Web Services (AWS). The program offers programmatic support and resources based on your journey with AWS, while growing your business and improving the co-sell relationship. You are invited to participate in the program based on four criteria, including technical alignment, marketing readiness, and assigned or dedicated resourcing. Dependent on qualification, the program offers two ways to participate: assigned partner coverage through a Partner Marketing Manager (PMM) / Virtual Partner Marketing Manager (vPMM) and/or with AWS Marketplace MDF.



# Partner Coverage

If assigned a PMM or vPMM, you can leverage these resources to help accelerate joint GTM execution. The PMM/vPMM will be the primary point of contact throughout the GTM engagement, including onboarding, joint marketing planning and campaign launch, marketing support, and performance review.

## Roles and Responsibilities

| PMM  | vPMM  |
|--|---|
| Develop joint marketing plans, content, and value propositions in coordination with partner  | Execution of partner marketing plans, campaigns, and GTM strategy |
| Partner marketing relationship management  | Partner marketing relationship management                         |
| Review and/or submit for approval: press releases, APN blog posts, APN social media posts, customer success stories, partner web updates | Campaign management with agency communication and AWS contacts    |
| Assist with MDF governance   | Support problem resolution  |
| Coordinate with other internal AWS marketing team  | MDF and claims enablement   |
| Lead AWS brand review/approval   | First level AWS brand approval                                    |
| Assist with ACE opportunity attribution enablement, tracking   | ACE marketing attribution enablement                              |
| Enablement and support of AWS tools  | Enablement and support of AWS tools                               |
| Joint ownership over partner opportunity and pipeline goals  |   |
| Support partner success at AWS sponsored events  |   |



## Coverage benefits

|                                      | PMM  | vPMM   |
|--------------------------------------|--|--|
| <b>Investment &amp; GTM Benefits</b> | MDF governance support   | MDF request and claims support   |
|                                      | Joint annual GTM planning  | Co-executive partner marketing plan and GTM strategy                       |
|                                      | Eligible for partner case study  | Eligible for partner case study  |
|                                      | AWS Partner “joint” sales follow up on MQLs sourced from AWS-led campaigns | AWS Partner “joint” sales follow up on MQLs sourced from AWS-led campaigns |
|                                      | Joint ownership of partner opportunity and pipeline goals                  | Joint ownership of partner opportunity and pipeline goals                  |
| <b>AWS-Led Demand Generation</b>     | Eligible for inclusion in AWS Marketplace solutions                        | Eligible for inclusion in AWS Marketplace solutions                        |
|                                      | Eligible for inclusion in AWS thematic campaigns                           | Eligible for inclusion in AWS thematic campaigns                           |
| <b>Enablement</b>                    | Support for AWS tools  | Support for AWS tools  |
|                                      | AWS Marketplace Academy and AWS Partner Marketing Central                  | AWS Marketplace Academy and AWS Partner Marketing Central                  |



# AWS Marketplace MDF

**AWS Marketplace MDF is a partner resource to help drive demand generation and build sales pipeline with validated AWS opportunities. You may be eligible to request and use AWS Marketplace MDF cash to co-fund marketing efforts that promote your services and solutions on AWS. The goal of AWS Marketplace MDF is to support brand awareness and marketing activities to generate new opportunities for and with AWS Partners.**

Partners must have a completed [Amazon Payee Central](#) account before AWS Marketplace MDF Cash funding will be available in your wallet and can be accessed. To initiate this process, open a case in [AWS Partner Central](#).

Access and management of AWS Marketplace MDF benefits can be performed through AWS Partner Funding Portal (APFP), which is accessible through the “Funding” tab of AWS Partner Central. APFP allows you to request, claim, and track your AWS Marketplace activities in one centralized location.

For more information reference [MDF Quick Guide](#).

## Eligible partners

### Premium:

To qualify for this invitation-only package, you should have a history of demonstrated revenue growth and have made a sizeable commitment to building demand for your listings in AWS Marketplace. You should also be able to demonstrate robust feature adoption and ensure your solutions are in alignment with AWS Marketplace sales motions. You are eligible for up to \$300k in AWS Marketplace MDF investment and must commit to share results through the APN Customer Engagements (ACE) Program.

### Advantage:

To qualify for this invitation-only package, you need to demonstrate growth potential, have a strong AWS Marketplace feature adoption, and have made commitments to building demand for your listing(s) in AWS Marketplace. You are eligible for up to \$75k in AWS Marketplace MDF investment and must commit to share results through the ACE Program.

### Select:

To qualify for this invitation-only package, you need to have a paid listing in AWS Marketplace. You are typically laying the foundation to scale your GTM strategy by building AWS Marketplace into your sales compensation plan and adopting AWS Marketplace features to effectively support your customers. You are eligible for up to \$20k in AWS Marketplace MDF investment and must commit to share results through the ACE Program.



# AWS Marketplace MDF Requirements

|  | Premium  | Advantage | Select    |
|--|----------|-----------|-----------|
| <b>1. AWS Marketplace readiness</b>  |          |           |           |
| Invitation-only program  | ✓        | ✓         | ✓         |
| <b>AWS Marketplace revenue commitment in 2023:</b>   |          |           |           |
| Infrastructure partners: Gross Software Sales (GSS) commitment                                       | \$50MM+  | \$15MM+   | \$2M+     |
| Vertical partners: Total Contract Value (TCV) commitment   | \$50MM+  | \$10MM+   | \$2M+     |
| ADX partners: Total Contract Value (TCV) commitment  | \$30MM+  | \$3MM+    |           |
| Revenue ownership: CRO/Sales Leader and CMO ownership of AWS Marketplace revenue target              | Required | Required  | Preferred |
| Sales compensation: Sales and Channel teams have compensation parity for all AWS Marketplace revenue | Required | Required  | Preferred |
| Paid public listing in AWS Marketplace   | Required | Required  | Required  |
| ACE participation is required  | Required | Required  | Required  |

|  |              |             |             |
|--|--------------|-------------|-------------|
| <b>2. GTM readiness</b>  |              |             |             |
| GTM strategy: Partner has: 1) defined AWS Marketplace GTM strategy, aligned to the AWS Marketplace sales goals documented in sales plan and, 2) operational plan to progress GTM-driven leads and opportunities for transacting in AWS Marketplace | Required     | Required    | Preferred   |
| GTM investment: Budget commitment to invest in partner-led and AWS-partner "joint" GTM motion  | up to \$300K | up to \$75K | up to \$20K |
| Campaign metrics: Share performance data through ACE   | Required     | Required    | Required    |
| <b>GTM resourcing:</b>   |              |             |             |
| GTM resource for AWS Marketplace GTM execution   | Assigned     | Assigned    | Assigned    |
| Business Intelligence (BI) resource to track and share full-funnel performance data on GTM execution   | Assigned     | Assigned    |             |
| Sales resource to follow-up on GTM-driven leads for conversion to pipeline and wins  | Assigned     | Assigned    |             |
| Customer success: Publicly referenceable customer reference(s)   | 3 or more    | 2 or more   | 1 or more   |
| Joint messaging and promotion: Must develop joint partner and AWS Marketplace messaging and commit to driving partner-led/joint GTM traffic to AWS landing page on partner's website with call-to-action to AWS Marketplace                        | Required     | Required    | Required    |



## AWS Marketplace MDF Cash

AWS Marketplace MDF Cash offsets up to 50% of the actual costs for eligible marketing activities that focus on AWS Marketplace demand generation campaigns (see [Eligibility](#) section below for a list of eligible activities). The campaigns should drive customer interest, generate awareness of an AWS solution or service offerings on AWS Marketplace to build your sales pipeline. AWS Marketplace MDF supports your GTM plan and helps offset your approved marketing costs.

## AWS Marketplace MDF key dates & best practices

| Date              | Reminder   | Tool                 |
|-------------------|--|----------------------|
| June 30, 2023     | <b>Benefits expiration &amp; activity requests:</b> Up to 100% of AWS Marketplace MDF Cash may expire if not associated with an approved marketing activity in AWS Partner Funding Portal (APFP).  | APFP                 |
| December 1, 2023  | <b>Cash activity requests:</b> AWS Marketplace MDF Cash requests must be submitted for approval prior to December 1.   | APFP                 |
| December 15, 2023 | <b>Fund claims:</b> All cash claims must be submitted within 30 days after the activity completion date and prior to December 15.<br>Any unused AWS Marketplace MDF or unclaimed AWS Marketplace MDF will not carry over to the next year. | APFP                 |
| January 30, 2024  | <b>Invoices:</b> Last day to submit invoices in Amazon Payee Central. After an APFP claim is approved, invoices must be submitted in Amazon Payee Central within 30 days, and prior to January 30.   | Amazon Payee Central |

## What can I do to ensure successful use of AWS Funding Benefits?

Here are a few requirements to remember as you manage requests, claims, and invoices:

- Fund requests must be submitted at least two weeks before your planned start date. Any activities that are approved by AWS indicates that you remain eligible to receive applicable funding or other benefits, but it is not a guarantee that you will receive such funding or benefits, nor does it create any obligation for AWS.
- To be eligible for funding, you must submit a claim within 30 days of the end date, or it will be cancelled automatically and you will not receive any funding from AWS.
- Before you can submit an invoice in Amazon Payee Central, you must have received your purchase order details from AWS.
- When you start your claim, have your Proof of Performance (POP) document available. For MDF, it is third-party itemized receipts with actual project dates and actual costs including tax.
- Only cash may be requested for a cash expenditure.
- November 15 is the last day to submit activities for pre-approval for a current calendar year.
- December 15 is the last day to claim for projects in the current calendar year.



## Eligible cash & AWS Marketplace MDF activities

All eligible activities must have an AWS Marketplace call to action or drive traffic and leads to your AWS Marketplace listing.

| Eligible activity                                  | Description   |
|--|---|
| End customer events (in person and virtual)        | Execution and promotion of an in-person or virtual event that showcases your AWS solution (i.e., networking, sporting, round tables, partner-hosted).   |
| Customer focused webinars                          | Webinars led by AWS Partners focused exclusively on your AWS solutions, or joint events with other vendors that demonstrate your AWS solution.  |
| Display advertising and search marketing           | Advertising support across display, paid search, SEO, or social media.  |
| Email campaign                                     | Templates; Design; Execution (i.e., Marketo Eloqua), Web copy; Landing pages; Microsites; Design; Development.  |
| Industry conference event                          | Participation in a third-party industry or technology conference to showcase your AWS solutions.  |
| Lead list purchase                                 | List purchase; List enhancement/enrichment.   |
| Customer event (associated with an AWS-led event)  | AWS Event Sponsors can use AWS Marketplace MDF to support networking events (focused exclusively on your AWS solutions) alongside AWS events (i.e., re:Invent, Summits), so long as you are sponsoring said AWS event and agree to comply with AWS Sponsorship Rules & Guidelines (see your Sponsor event portal for more details). |
| Partner produced case study (written and/or video) | Customer case study on a completed deployment that showcases your AWS solutions.  |
| Partner sales content                              | Development and design of partner marketing and sales content (i.e., whitepaper, e-book, solution brief, technical brief, landing pages) that showcases your AWS solutions.   |
| Partner sales kick off (SKO)                       | AWS Partner event focused on your annual sales strategy and GTM with AWS.   |
| Telemarketing campaigns                            | Call campaigns and supporting assets (i.e., battlecard, sales call script, first called deck, telesales outreach) that showcases your AWS solutions.  |
| AWS-led joint campaign (invite only)               | AWS-led joint campaign focusing on highlighting value that AWS and a select set of AWS Partners provide to customers.   |
| Gifts/giveaways/swag                               | Logo items specifically associated with a AWS Marketplace MDF activity or AWS marketing campaign.   |
| Social/recreational events                         | Social and recreational costs for training or marketing events that showcase your AWS solutions. AWS provided opportunity to participate, provide training and materials.   |
| Video conferencing                                 | Cost to host video conference services (i.e., Zoom, GoToMeeting, WebEx) for events that showcase your AWS solutions.  |
| Catering   | Catering of food, beverages and gratuities associated with an event that showcases your AWS solutions. Food vouchers for virtual events (i.e., Doordash, Grubhub, Postmates).   |

For more information reference [MDF Quick Guide](#).



# AWS Partner Funding Portal

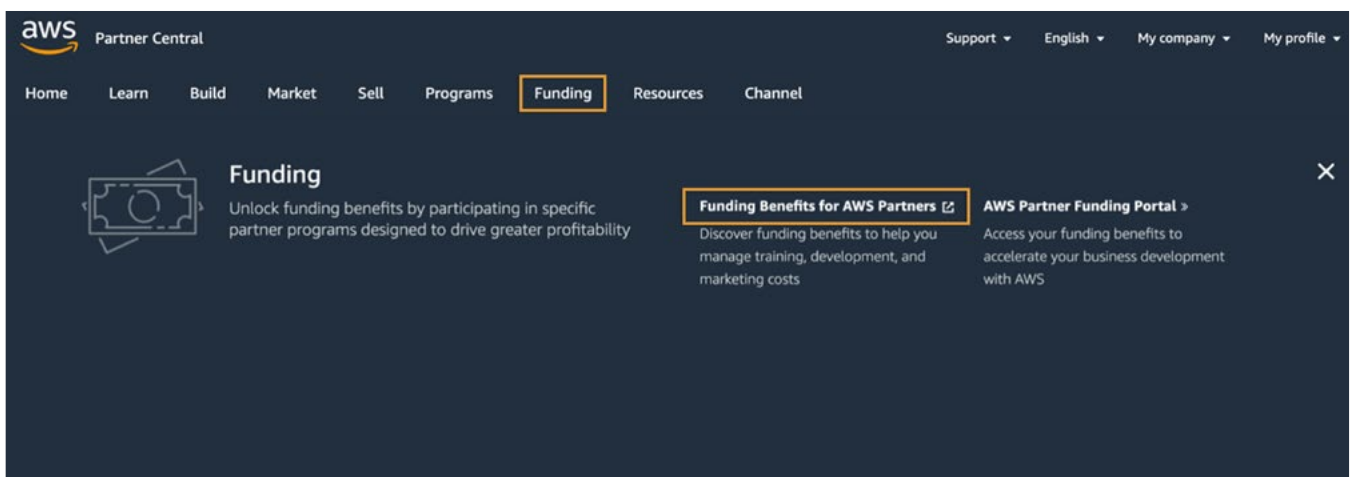
**AWS Partner Funding Portal (APFP) offers a “one-stop shop” to handle all your originated funding use cases. It provides a unified start and end for participation in standard APN Build, Market, Sell motion funding benefits.**

Using APFP, you can create, update, and track all funding activities throughout the funding lifecycle with clear visibility and awareness via real-time notifications as well as partner funding dashboards. APFP allows you to self-serve your funding needs based on path eligibility while incorporating access to all eligible users. Amazon Payee Central is a secure portal that allows you to onboard to our platform for full visibility into your payment relationship with Amazon. You can set up and perform updates to your payee information with the highest level of control. After the claim has been approved, the project requester will be sent a claim approval email with next steps, including required information to create an invoice in Amazon Payee Central.

## Navigating APFP

APFP is used to manage MDF requests and claims, including AWS Marketplace MDF. As a Partner, you can access APFP through single-sign-on from AWS Partner Central:

1. Log in to [AWS Partner Central](#).
2. Click on “Funding” in the navigation menu.



3. Navigate to the Marketing Development Funds section and click "Apply".



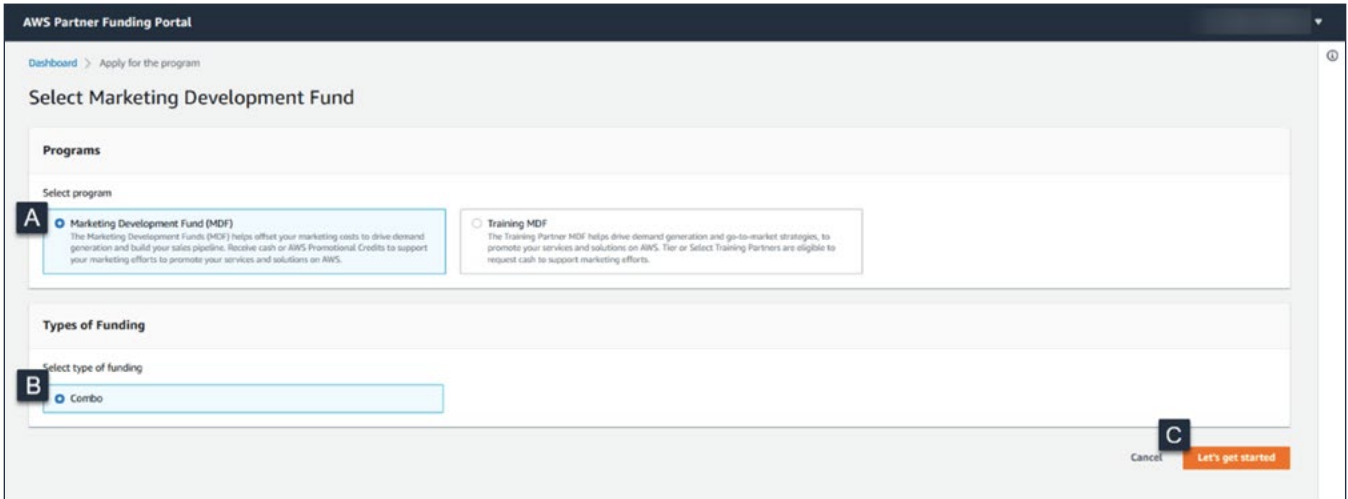
## How to submit an AWS Marketplace MDF request in APFP

1. Navigate to the Funding tab and select AWS Partner Funding Portal. In the Marketing Development Funds box, select "Apply".



2. Select the following to start your MDF application:

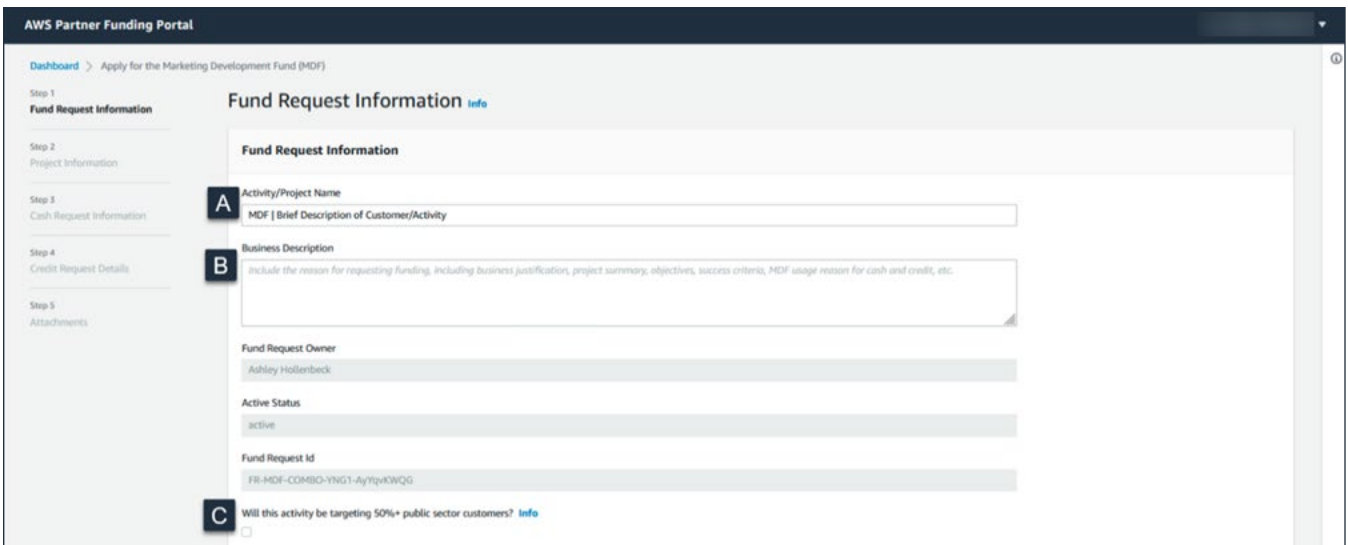
- a. Under Program, select “Marketing Development Fund (MDF)”
- b. Under Types of Funding, select “Combo”
- c. After selecting “Let’s get started” the system will autosave this fund request and it will be visible in your dashboard



3. Input the following fund request information:

- a. Activity/Project Name is a free text field but it is recommended to follow the naming convention of “MDF | Brief Description of Customer/Activity”
- b. Business Description should include the reason for requesting funding, including business justification, project summary, objectives and success criteria
- c. You are not required to select the ‘will this activity be targeting 50% public sector customers?’ box

Select “Save & Next” to move to the next screen and save the details input on the screen.



4. Input the following Project Information:

- a. Planned Delivery Start Date (required to be at least 14 days in the future from date of request)
- b. Planned Delivery End Date
- c. Country Activity is Executed

Select “Save & Next” to move to the next screen and save the details input on the screen.

The screenshot shows the 'Project Information' step in the AWS Partner Funding Portal. The form contains the following fields:

- Planned Delivery Start Date:** A date picker set to 2022/04/15. A note below states: "This is the earliest start date of your activity. Work may begin 14 business days after the fund request submission date." A red letter 'A' is next to the field.
- Planned Delivery End Date:** A date picker set to 2022/06/30. A note below states: "This is the date when your activity ends. Cash claims are typically due on 30 days after the activity end date." A red letter 'B' is next to the field.
- Country Activity is Executed:** A dropdown menu with 'United States' selected. A red letter 'C' is next to the field.
- Location/State Activity is Executed (Select All That Apply):** A dropdown menu with 'Optional' selected.

5. Input the following Cash Request information:

- a. Currency
- b. Invoice Entity Name
- c. Invoice Remit Address
- d. Invoice Remit Country

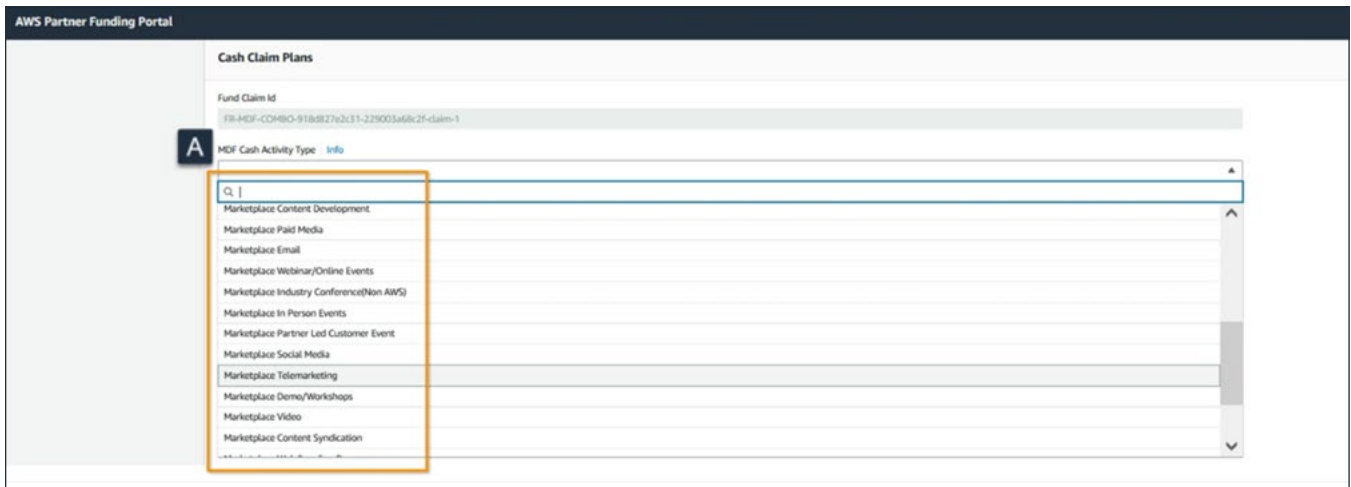
The screenshot shows the 'Cash Request Information' step in the AWS Partner Funding Portal. The form contains the following fields:

- Currency:** A dropdown menu with 'USD' selected. A red letter 'A' is next to the field.
- Total Requested MDF Cash Amount (Local Currency):** A text input field with '0' entered. A note below states: "Sum of Requested MDF Cash Funding from all activities below." A red letter 'B' is next to the field.
- Invoice Entity Name:** A text input field with 'Partner Invoicing Name Here' entered. A red letter 'C' is next to the field.
- Invoice Remit Address:** A text input field with 'Partner Invoice Remit Address Here' entered. A red letter 'D' is next to the field.
- Invoice Remit Address Country:** A dropdown menu with 'United States' selected.
- Number of Claims:** A text input field with '1' entered.

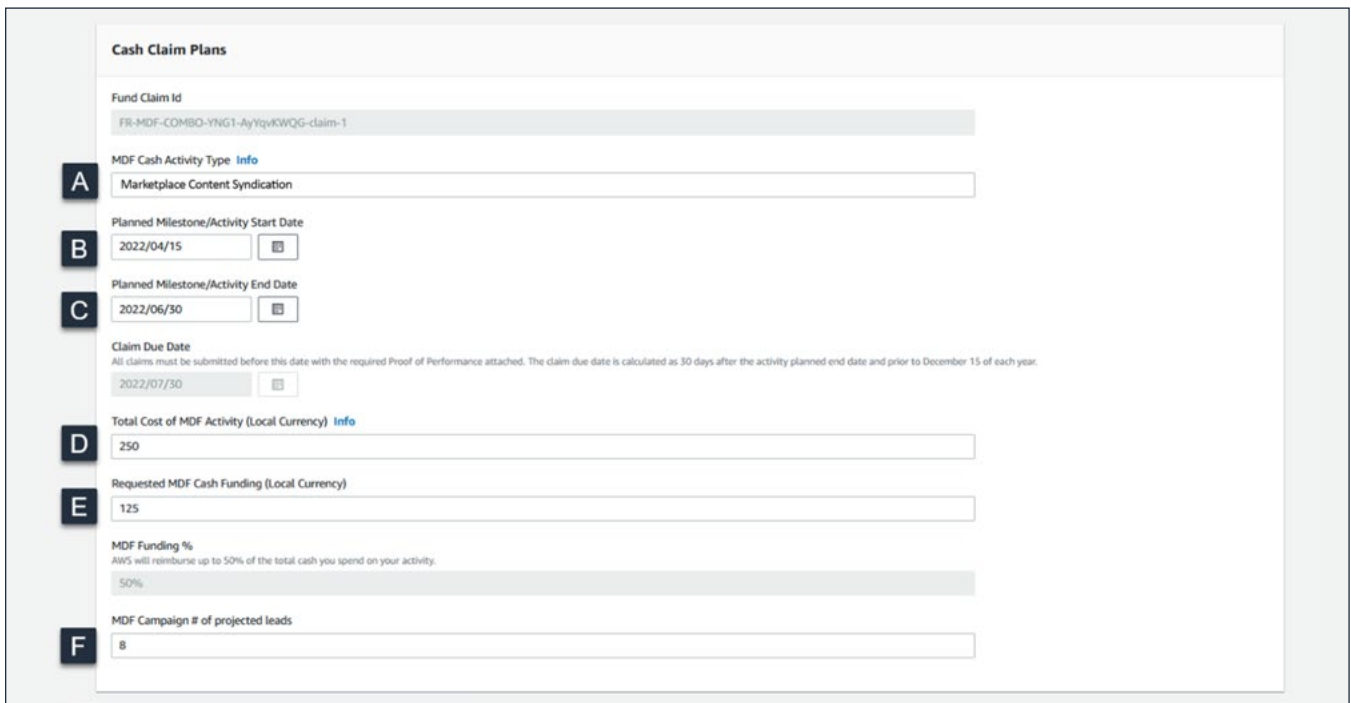
The Cash Request information step is also where you will input Claim information. You can input up to 10 claims per request and you are not required to claim on all of them. **If you anticipate you may need multiple claims, create them at this time:** after you submit your fund request there is no way to add additional claims later on in the process.

For the Cash Claim Plans you are required to input the following fields:

- a. MDF Cash Activity Type. **You must select an AWS Marketplace related activity from the dropdown – see below for examples**



- b. Planned Milestone/Activity Start Date (this must be within the overall project dates)
- c. Planned Milestone/Activity End Date (this must be within the overall project dates)
- d. Total Cost of MDF Activity (Local Currency)
- e. Requested MDF Cash Funding (Local Currency) (this amount cannot be more than 50% of the total cost of the MDF Activity referenced in d.)
- f. MDF Campaign # of projected leads



Select “Save & Next” to move to the next screen and save the details input on the screen.

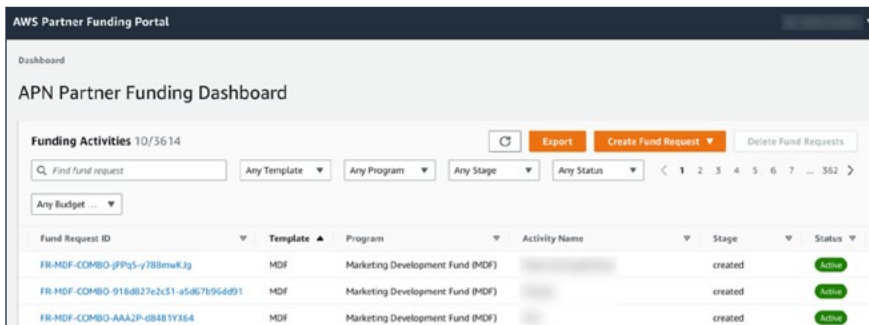
6. Input the following information on the Credit Request page:
  - a. In the “Value per Credit Code” section, type ‘0’
  - b. In the “Number of Codes” section, type ‘0’
  - c. From the “MDF Credit Activity Type” dropdown, select ‘No Credit Activity’

Select “Save & Next” to move to the next screen and save the details input on the screen.

7. You are not required to submit attachments to your fund request. Select “Submit” to send your request to AWS for approval
8. After your claim has been approved, you will be sent a claim approval email with next steps, including required information to create an invoice in Amazon Payee Central. See the [Amazon Payee Central](#) section

## Reviewing your APFP Dashboard

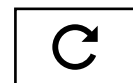
The Partner Funding Dashboard is the main place to review all of your draft or submitted fund requests and claims in one place for all APFP supported programs. The Funding Activities section of the dashboard allows filtering based on high level Template, specific Program, stage of the request or Status of the request. You can also search by Fund Request ID or Activity Name to find the request you want to review.



There are stages in the dashboard that indicate where a request is in its lifecycle. See below for details of what each stage in the lifecycle indicates:

| Stage             | Description   |
|-------------------|---|
| Created           | A request is set to this stage immediately after it is created, indicating that the fund request is still in draft stage and has not been submitted to AWS for review.<br><br>If you noticed that the request progressed past the Created stage but appears back at Created, it indicates that AWS requires additional information from you to approve the request. |
| Business Approval | This stage indicates that the request has been routed to our AWS Business approvers to validate fund request meets program requirements for approval.   |
| Finance Approval  | The pre-approval status is a temporary status, and your request should move to the Cash Claims status promptly.   |
| Pre-Approval      | The pre-approval status is a temporary status, and your request should move to the Cash Claims status promptly.   |
| Cash Claim        | The Cash Claim stage will indicate that claims are ready to be submitted by you, the Partner. You can use this stage to filter in your dashboard to review the fund request and submit the actuals for the claim(s). Once the actuals are submitted the fund request will also provide a link to Amazon Payee Central for the partner to submit invoice.            |
| Completed         | The completed stage indicates that all cash has been redeemed for the relevant fund request and there is no further activity that will be completed for the request/claims.   |

**Tip:** The dashboard does not auto refresh – if you have recently submitted a request and want to see the stage the request is currently in, refresh your page using the dashboard refresh button.





# Amazon Payee Central

**Amazon Payee Central is a secure portal that provides full visibility into your payment relationship with Amazon. To receive cash benefits from AWS, setting up an Amazon Payee Central account is required.**

## How is Amazon Payee Central different from the AWS Partner Funding Portal?

1. [Amazon Payee Central](#) is used by payees to invoice AWS and receive payment to a designated account
2. [AWS Partner Central](#) is a secure portal for to access and manage the benefits of your AWS Partner Network membership
3. [APFP](#) is a portal, accessed by single sign-on through the Funding tab in AWS Partner Central, for AWS Partners to self-serve submittal of activity requests and claims

## When do I need to use Amazon Payee Central?

After the claim has been approved, the project requester will be sent a claim approval email with next steps, including required information to create an invoice in Amazon Payee Central.

If your business would like to receive payment to more than one legal entity, each legal entity will require its own Amazon Payee Central account. However, AWS does not require multiple Amazon Payee Central accounts if your organization is able to accommodate receiving payment for global activities to a centralized entity.



## How to request an invitation to Amazon Payee Central

Amazon Payee Central is used by multiple teams at Amazon and AWS for different purposes. To ensure that your company is set up correctly to receive reimbursement for your APN cash funding, you must request an invitation through APN Support using the following steps:

1. Log in to [AWS Partner Central](#)
2. Select Support, Contact Support to open a new case
3. Select "APN Funding" and from the drop down menu select "Payee Central Setup"
4. Provide the following information: Legal Entity, Admin Name, Admin Email, and Country
5. Click "Submit" to have AWS send out an Amazon Payee Central invitation within two business days
6. A member of APN Support may reach out to you via email requesting additional information. Please respond to that email to complete the invitation process
7. Within two days from case submission, the Admin whose information you provided in your request will receive an email from amazon-payee-central@amazon.com titled "Welcome to Amazon Payee Central". Be sure to have them check their spam folder if they have not seen the invitation within two business days. Once they open invitation from amazon-payee-central@amazon.com titled "Welcome to Amazon Payee Central", have them follow the instructions in the email to create their login

## How to log in to Amazon Payee Central for the first time

1. Go to [Amazon Payee Central](#)
2. Enter the email address where you received your Amazon Payee Central invitation
3. Click "Next"
4. Once logged in, you will see the Amazon Payee Central home page



## AWS Partner Funding Benefits Policy

Below are policies and requirements that apply to all AWS Partner Funding Benefits:

- All funding and other benefits are provided at the discretion of AWS.
- You must adhere to all AWS Partner Funding Benefits and programs deadlines to remain eligible for AWS Partner Funding Benefits.
- Any receipt of funding or other benefits are subject to the [AWS Partner Network Terms and Conditions](#) (the “**APN Terms**”), as may be updated by AWS from time to time.
- As a pre-requisite to receive cash funding benefits, you must complete required [Amazon Payee Central](#) registration and associated tax interview.
- Any receipt of AWS Promotional Credits is subject to the [AWS Promotional Credit Terms & Conditions](#) (Promotional Credit Terms), as may be updated by AWS from time to time. Dollar values assigned to benefits as described herein merely represent dollar value equivalents solely for purposes of defining the scope of the available benefit. AWS Promotional Credits are not redeemable or exchangeable for cash under any circumstance.
- Expired or cancelled AWS Partner Funding Benefits will not be extended or reinstated.
- Funding must be pre-approved by the APN funding team for all activities or projects prior to their start date.
- Funding amounts pre-approved by the APN funding team include any applicable taxes and fees associated with the activity. Amazon Payee Central has been designed to show if indirect taxes (e.g. VAT or GST) above the pre-approved funding amount are acceptable in specific tax settings. AWS Partners can find more information on tax and legal terms in the purchase order or by reaching out to Amazon Payee Central
- Pre-approval by the APN funding team indicates that you are eligible to receive applicable funding or other benefits, but it is not a guarantee that you will receive such funding or benefits, nor does it create any obligation for AWS.
- Funding and other benefits are subject to availability.
- Fund claims need to be submitted upon project/activity completion. Multiple fund claims against one project/activity will be subject to additional approval.
- Travel and accommodation expenses are ineligible for funding.
- All claims require submission of proof of performance (POP) for validation and to assess compliance.
- The APN funding team may request additional details regarding your projects and activities as part of the AWS Partner Funding Benefits in accordance with the Compliance Guidelines below.
- You must remain in compliance with the APN Terms, including the timely payment of all applicable APN fees.

For more information reference [MDF Quick Guide](#).



# APN Customer Engagements Program

**Partners participating in the Marketing Concierge Program for ISVs are required to share GTM performance data with AWS through the APN Customer Engagements (ACE) Program. The ACE Program allows you to securely collaborate and co-sell with AWS, drive successful customer engagements, and grow your business. Please note, participation in the program and AWS Marketplace MDF reimbursement are contingent on meeting this data sharing requirement, without exception.**

Prior to participation in the ACE Program, including access to the ACE Pipeline Manager, you are required to accept the ACE Terms and Conditions. Only the Alliance Lead at your firm is able to accept the Terms and Conditions. The Alliance Lead is prompted to accept the Terms and Conditions the first time the ACE Pipeline Manager is accessed.

**Partner Alliance Leads can reference the ACE T&Cs after they have been accepted by following the steps below:**

1. Log in to AWS Partner Central
2. Select "Partner scorecard" under the My Company tab
3. Click "ACE Program Terms Acceptance Date" under Additional Details

## **Program Terms & Conditions**

Thank you for attempting to use the APN Lead and Opportunity Management Tool. We've released new APN Customer Engagements Program Terms and Conditions and they must be accepted by the Partner Alliance Lead in your firm before you're able to proceed.



## How to tag campaign opportunities in ACE

Partners participating in the Marketing Concierge Program for ISVs are required to submit GTM performance data in ACE. See below for guidance on how partners should tag opportunities in ACE.

1. Once a lead from the campaign converts to an opportunity, add the new opportunity in ACE
2. Select the appropriate campaign type
3. In the AWS Marketing Salesforce Campaign Name field, add your unique AWS Marketplace MDF campaign code. Your unique AWS Marketplace MDF campaign code will be provided to you by your vPMM/PMM or Partner Development Manager (PDM)
4. Submit the opportunity to AWS

The screenshot shows a form with the following fields and options:

- \*Is Opportunity from Marketing Activity?** (with an information icon) with radio buttons for  Yes and  No.
- AWS Marketing Salesforce Campaign Name** (with an information icon) with a text input field containing the red text: `GLBL-FY23-AWSMP-MDF-Seller-Led-YourPartnerName`.
- Marketing Activity Use-Case** with two dropdown menus. The left dropdown is labeled "Available" and contains "AI/ML", "Analytics", and "Application Integration". The right dropdown is labeled "Chosen" and is currently empty. There are right-pointing and left-pointing arrow buttons between the two dropdowns.
- Marketing Activity Channel** with two dropdown menus. The left dropdown is labeled "Available" and contains "AWS Marketing Central", "Content Syndication", and "Display". The right dropdown is labeled "Chosen" and is currently empty. There are right-pointing and left-pointing arrow buttons between the two dropdowns.

Contact your PDM for additional ACE support.

For more information check out [APFP User Guide](#) and [ACE Customer Engagements \(ACE\) Guide](#).



# Getting Started



## 180-Day GTM AWS Marketplace Academy

[AWS Marketplace GTM Academy](#) provides self-service marketing resources and guidance to enable you to build, activate, and track performance of demand generation campaign in AWS Marketplace. AWS Marketplace Academy is available to:

1. Partners new to AWS Marketplace, who want to progress to the next level, and wish to be part of the GTM program
2. Partners already in the GTM program but want to learn how to build GTM or demand generation campaigns
3. Partners not a part of the GTM program but want to use the self-service resources as a launchpad for growth

The AWS Marketplace Academy contains a sub-portal called the 180-day Academy with six in-depth modules to take you from build to execution of a campaign. The modules contain videos, webcasts, exercises, templates, and a self-service workshop that allow you to move through the materials at your own pace and eventually become certified to execute on GTM campaigns in AWS Marketplace.

If you need to execute something immediately, there is also a “Quick-start” module containing curated assets from the six in-depth modules for quick execution. Upon completion of the six suggested modules or the 180-day Academy, and upon sharing telemetry on the executed campaign, you will receive an Academy badge. You will also be considered part of the GTM program during the next nomination cycle, should you choose, and if you meet all requirements.

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|---|---|--|
| <b>T-90</b>  | <b>Understand the Fundamentals</b>            | <ul style="list-style-type: none"> <li>• Customer cloud adoption and AWS Marketplace value proposition</li> <li>• Customer use case and messaging framework</li> <li>• GTM strategy</li> </ul>   |
| <b>T-60</b>  | <b>Develop Your GTM Campaign</b>              | <ul style="list-style-type: none"> <li>• Campaign development, including KPIs and ROI, CRM and marketing automation, as well as lead management</li> <li>• Asset development, including Level 1 and Level 2 foundational elements</li> </ul> |
| <b>T-30</b>  | <b>Prepare to Launch</b>                      | <ul style="list-style-type: none"> <li>• Campaign tactics, including promotional, nurturing, and retargeting tactics</li> <li>• Sales enablement planning and resources</li> </ul>   |
| <b>AWS Marketplace listing launch</b>   |   |  |
| <b>T+30</b>  | <b>Execute Your Campaign</b>                  | <ul style="list-style-type: none"> <li>• Build campaign assets, including promotional, nurturing, and retargeting assets</li> <li>• Drive demand with paid search, social media, email, live events, and content syndication</li> </ul>      |
| <b>T+60</b>  | <b>Measure, Track, and Report GTM Metrics</b> | <ul style="list-style-type: none"> <li>• Reporting, including reporting and tracking tools, KPIs, and sales funnel</li> <li>• Optimization, including A/B testing and behavioral lead scoring</li> </ul>                                     |
| <b>T+90</b>  | <b>Expand Your Reach</b>                      | <ul style="list-style-type: none"> <li>• Consulting Partner planning</li> <li>• Consulting Partner activation</li> </ul>   |



### **Partners registering for AWS Marketplace for the first time:**

1. Log in to AWS Marketplace Management Portal (AMMP) using partner account
2. Click on the 180-day GTM Academy link in the "AWS Marketplace Resources" or the "Announcements" section to register
3. Once registered, sign in at [awsmarketplaceacademy.com](https://awsmarketplaceacademy.com)

### **Partners returning to AWS Marketplace portal:**

1. Sign in at [awsmarketplaceacademy.com](https://awsmarketplaceacademy.com)



# Resources

## [AWS Marketplace Academy Portal](#)

Self-service online portal providing GTM campaign guidance. Access from AWS Marketplace Management Portal (AMMP).

## [AWS Partner Creative and Messaging Guide](#)

This guide is designed for AWS Partners and AWS Marketplace Partners to determine which visual and verbal branding treatments to use in each marketing scenario, including guidance on AWS logo, partner badges, messaging, and more.

## [AWS Partner Marketing Central](#)

Provides marketing tools to help AWS Partners generate demand for solutions on AWS. (Log in to AWS Partner Central and select Market).

## [Register with APN](#)

Join the AWS Partner Network and leverage training, enablement resources, tools, and more.

## [Getting started as an AWS Marketplace Partner](#)

Review the requirements to sell your solutions in AWS Marketplace and follow the steps to register.

## [APN Customer Engagements Program](#)

Allows you to securely collaborate and co-sell with AWS, drive successful customer engagements, and grow your business.

## [Amazon Payee Central](#)

Submit invoices directly to Amazon while securely managing and updating your account information.

## [AWS Partner Funding Portal](#)

Offers a “one-stop-shop” to handle all partner-originated funding use cases. AWS Partner Funding Portal (APFP) allows you to create, update, and track all activities throughout the funding lifecycle.

## [AWS Partner Funding Portal Guide](#)

Provides insights on how to use AWS Partner Funding Portal.

## [MDF Quick Guide](#)

## [Partner Handbook](#)

An easy-to-use manual to get started with AWS. Learn about key partner benefits, programs, and resources to help you build, market, and sell to customers.